CHAPTER ONE

INTRODUCTION

1.1 Background of Study

As the flow of the modern era, the way of communication thorough Social Media is developing into various ways, one of them is a communication through Online Forum. Its popularity has grown tremendously especially in the past decade (Fielder, 2004). Online forum is one of several computer mediated communication (CMC) to discuss common interest or to exchanges ideas among users (Jessi, 2011). Furthermore, Online Forum is a comfort media for user to ask and find information because of its effectivity and efficiency since the users do not have to go to a certain place and wasting time to ask and find information they needed. One of the ways to ask and give information in the forum is Question and Answers (Q&A), a way in which a person or group of people asks questions and another person or group of people answers them (Collins English Dictionary, 2019). It is a section that commonly provided by each communities' forum, one of those is Microsoft's forum.

In this digital era, many things are computerized, people tend to use technology to make life easier. One of the technologies that used by many people around the World is Microsoft products. According to statistical data by StatCounter during 2018-2019 shows that 77, 97% desktop devices in the world using Microsoft windows as its Operation System. However, the high number of users around the world could create a higher possibilities that they would find

problems that they could not fix by themselves. Commonly, when the users got problems, they tend to find how to fix it thorough internet. Therefore, Microsoft provides Q&A community online forums to make the user easier in asking questions related to their troubles in using Microsoft products. However, In order to create a good relation with the customers and make the users keep using their Products, Politeness strategies are applied to make the users comfortable in asking questions to solve their troubles. On the other side, to get good responses from the community, politeness strategies should be applied by the questioners as well. Politeness strategy means behaving a way that attempts to take into account feelings of the people addressed (Brown, 1997). Moreover, during communication while humans have a linguistic message to communicate, they have to maintain social relationship with others (Leech, 1983, p.81-82). As the statements above, this research focuses to the analysis of Politeness Strategies that applied in Questions and Answers (Q&A) in Microsoft forum between Moderators and Users. Politeness strategy is needed in communication when giving questions and answers to others, especially in a business context where politeness is really important to give the best services to the costumers. Therefore, moderators need to be wise in choosing appropriate language while helping the users with their problems so the after-sales services running well and keep the users using Microsoft's products and strengthen their market. On the other side, users is expected to ask in a proper way to get a good responses from other users around the world besides moderators' responses. In the end it will maintain a good relationship among users to build a solid

community of Microsoft around the world and keep the good flow of Q&A in the forum from user's responses is as good as the moderator

1.2 Research Questions

What are politeness strategies applied by Moderators and Users in Microsoft's online forum?

1.3 Research Objectives

To find out the types of politeness strategies applied in written communication through online forum between Moderators and Users

1.4 Uses of The Study

1.4.1 Theoretical Uses

It is hoped that the analysis and results of the study could give the knowledge and concept about politeness strategy of Q&A in online forum that will be useful and give advantages for them. Besides, other researchers also can adopt the theories of politeness strategy that is used by the researcher. Therefore, the research finding and theory will give additional information to the other linguistic researchers in the future.

1.4.2 Practical Uses

Practically, this research is expected to contribute on knowledge about Politeness strategies of giving questions and answer in written communication through computer mediated communication in online

forum. To create a good relation in a communication, the communicants should pay attention to their language, to keep a good relationship. Therefore, Politeness strategies should be applied. Besides, this study also expected could give benefits for those who need to establish a good communication.

1.5   Scope of the study

The study focus to the politeness strategies applied in Q&A in an online forum that is Microsoft forum. The researcher collected the data that obtained in a Q&A of Microsoft forum and specified it in the part of Microsoft Windows topics. The forums were selected only for those which have at least 5 answers. Furthermore, the researcher limit the data for 5 responses maximally in each forum. The forum selection used filter features that provide by Microsoft forum. This Forum contains written communications in the form of Question and Answers among the users and Moderator that become the data in this study.