

**COMPLIMENT AND RESPONSE STRATEGIES BASED ON GENDER
DIFFERENCES FOUND IN FACEBOOK COMMENT**

*Submitted as a Partial Fulfillment for the Requirements to Obtain strata one
(S1) Degree at the English Department of FBS UNP Padang*

PAPER



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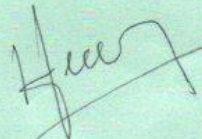
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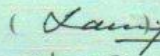
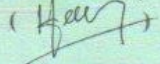
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ABSTRAK

Miranda, Nisjatul. 2018. "*Compliment and Response Strategies Based on Gender Differences Found in Facebook Comment*". Makalah. Padang. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

Pujian adalah bentuk ujaran positif yang dimaksudkan sebagai bentuk untuk menghormati atau menghargai seseorang. Dalam memberikan pujian, seseorang memiliki cara tertentu. Makalah ini bertujuan untuk meneliti strategi pujian, strategi menerima pujian, serta pemilihan topik yang akan dipuji yang digunakan oleh laki-laki dan perempuan dalam interaksi di media social (Facebook). Penelitian ini dikategorikan sebagai penelitian dokumenter karena objek penelitian ini adalah berupa dokumentasi penggunaan pujian dalam kolom komentar Facebook. Penelitian ini menggunakan metode kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa pada gender yang berbeda laki-laki dan perempuan lebih memilih untuk menggunakan *explicit compliment*, dibanding *implicit compliment* dan juga *non-compliment*. Laki-laki mendapat persentase yang tinggi (94,4%) daripada perempuan yang mendapatkan persentase (93,3%). Pada gender yang sama, perempuan dan laki-laki juga memilih untuk menggunakan *explicit compliment*. Laki-laki dan perempuan memperoleh persentase (100%) dan (97,8%). Hasil penelitian juga menunjukkan bahwa laki-laki dan perempuan juga memiliki perbedaan dalam hal memberikan respon terhadap pujian. Pada gender yang berbeda, laki-laki dan perempuan cenderung memilih untuk menanggapi pujian dengan menggunakan strategi yang disebut *acceptance strategy*, dimana laki-laki dan perempuan memperoleh persentase (52,5%) dan (57,4%). Hal yang sama juga terjadi pada gender yang sama, laki-laki dan perempuan cenderung menggunakan *acceptance strategy*, dimana laki-laki mendapatkan persentase (100%) dan perempuan (97,8%). Pembahasan terakhir dalam penelitian ini yaitu *compliment topics*. Pada gender yang sama, laki-laki dan perempuan lebih memilih untuk memuji *appearance* dibanding memuji *ability* ataupun *possession*. Laki-laki dan perempuan memperoleh persentase (83,7%) dan (77,3%). Pada gender yang berbeda, laki-laki dan perempuan juga cenderung memberikan pujian terhadap *appearance* dimana laki-laki dan perempuan memperoleh persentase (93,8%) dan (74,5%).

Kata Kunci: *Pujian, Gender, FB*

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Finally, the researcher welcomes any advices and suggestions from readers for improving this paper. The researcher also hopes it can give contribution for the English Department students in discussing compliments.

Padang, August 2018

Nisjatul Miranda

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LIST OF ABBREVIATIONS

| | |
|-------|-----------------------|
| C | : Compliment |
| R | : Response |
| EC | : Explicit Compliment |
| IC | : Implicit Compliment |
| NC | : Non-Compliment |
| AP | : Appearance |
| AB | : Ability |
| POS | : Possession |
| App | : Appreciation |
| Agr | : Agreement |
| Ple | : Pleasure |
| Asso | : Association |
| Re | : Return |
| Down | : Downgrade |
| Up | : Upgrade |
| Qu | : Question |
| Co | : Comment |
| Trans | : Transfer |
| Asso | : Association |
| Dis | : Disagreement |
| Qua | : Qualification |
| Div | : Diverge |
| Asso | : Association |
| Comb | : Combination |

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CHAPTER I

INTRODUCTION

A. Background of the Problem

Language has an important role in communication because language is a tool for human being to express their feeling such as happiness, sadness, worry, etc. There are many ways that people use in order to communicate or to share the idea from one to another. For instance, long time ago, people who were in different place only can communicate by using telephone or letter. However, most of the previous studies were made on face-to-face interactions or conversations. On the other hand, the world is not constant; it always changes from time to time including, technology. So, it brings a big impact on people in ways of communication. These days, people not only can interact through telephone or letter, but also people can interact in the virtual world where they can see each other through computer screens or through written text communication.

Because of the development of technology, people various options to communicate like directly speaking or through computer and mobile phone using internet via social media. One of popular social media is Facebook. The influence of Facebook as a means of communication is undeniable. Interestingly, it has not been used only for important people like a businessman, public figures, and entertainers, but also Facebook becomes social networks for teenagers and adults. So, Facebook can be used for all groups of people. By using Facebook, people can share their ideas about something. They can write quotes and sometimes they can upload and post their photos, and the other people can give comment to that. Sometimes, people give their compliment to show their respect each other.

Compliment and compliment response are part of pragmatics which is defined as a subfield of linguistics study about an act that a speaker performs when making an utterance. Austin (1962) defines speech acts as the action performed by saying something. One of the most commonly addressed speech act is compliments and compliment responses. According to Holmes, a compliment is defined as “a speech act which explicitly or implicitly attributes credit to someone other than the speakers, usually, the person addressed, for some good possession, characteristics, and skill, which is positively valued by the speaker” (Bulut and Ozkan, 2005:41). On the other hands, when someone gives the compliment to others, automatically the compliment receiver will use some strategies to response the compliment. A compliment response is taken to mean “an utterance that people say after another person has praised them for ability, possession, appearance, or anything which are positively valued by the participant”.

Chen, in Chung, (2010) states that among speech acts, making compliments and responding compliments are the most frequently occurring acts in our daily activities like the phenomenon that happened when people upload or share something on their Facebook homepage and the other user give comment to that.

The way of expressing and responding to the compliments are different from one and another, because the norms for compliment behaviors are vary from one culture to another. Each society has different way of giving and responding compliments. In addition, the social factors also affect the way people give and respond to the compliments. Zhihui (2002:8) states that the studies of act behavior are influenced by social and situational factors. The factors exert their influences

on the use of the speech acts, including gender, age, level of education, social distance, social relationship, style, ethnicity, and so on.

There were several research about compliments, but most were only analyzed from the using of which commonly obtained from students, teachers, and talk show. This research is different from previous research because it examines about compliment strategies, compliment response strategies and compliment topics in informal situation. In addition, this research is more complete than the previous research because the researcher also conducts the research based on gender perspective.

The researcher chooses compliment for this research because the researcher found that this topic interesting where male and female will show their differences on giving, responding, and selecting compliment topics. The researcher chooses Facebook as the object to collect the data because Facebook is the famous social media that allow the user to share their feelings and their activity and the other users can give comment about someones activity. So, the researcher can find a lot of data which involve in the case of compliment.

In this research, the researcher interests to analyze the gender differences in giving, responding, and choosing compliment topic found in the social media interaction based on the theory of Ye (1995) about compliment strategies and the theory from Chung (2010) for the compliment response strategies.

B. Identification of the Problem

This research is classified into the study of socio-pragmatics that is defined as a subfield of linguistics which studies of the act where the speaker performs making utterances, based on the social and cultural context.

In this research, the researcher focuses on analyzing gender differences of compliment and the responses strategies. This research uses the theory of Ye (1995) for compliment strategies and the theory of Chung (2010) for compliment response strategies.

Ye divided compliment strategies into three categories; implicit compliment, explicit compliment, non-compliment. Chung divided compliment strategies into four types. They are; acceptance strategy, non-acceptance strategy, amendment strategy and combination strategy. The researcher will use those theories in order to analyze the gender differences in compliments and responses found in Facebook comment.

C. Limitation of the Problem

The scope of the study is limited into compliment strategies, compliment response response strategies, and compliment topics used by male and female in Facebook comments. In order to choose the compliment, the language also limited into Indonesian language and Minang language. This research analyzes the compliment based on the theory of compliment strategies by Ye (1995) and compliment response strategies by Chung (2010). The object of the study is column comment of Facebook.

D. Research Questions

1. What compliment strategies are used by male and female found in Facebook comment?
2. What compliment response strategies are used by male and female found in Facebook comment?

3. What compliment topics are used by male and female found in Facebook comment?
4. Are there any differences between male and female in giving and responding to compliment in Facebook comment?

E. Purposes of the Research

This research is aimed at examining the compliment and response strategies done by people in Facebook comment. The objectives of the study are elaborated as follows :

1. To find out the strategies of compliment used by male and female found in Facebook comment.
2. To find out compliment response strategies used by male and female found in Facebook comment.
3. To find out compliment topics used by male and female found in Facebook comment.
4. To find out the differences between male and female when giving and responding compliment found in Facebook comment.

F. Significance of the Research

The findings of the study are expected to be relevant and significant theoretically and practically to socio-pragmatic. The findings can give contribution to all readers for those who are concerned with this field.

Theoretically, the findings are used to describe as follows: First, the study can enrich the knowledge of using compliment responses theory as specifically about how the compliment can be used to show respect among the people. Next, the study improves the implication of getting information on what types of

compliment and response strategies used by male and female in the social media, and for those who would conduct a further study about compliment and response strategies in social media.

Practically, the uses of findings are described as follows: First, by knowing compliment and response strategies, people are expected to compliment in order to show the respect to others. Also, it is expected to be a useful reference for lecturers, teachers, and students, which helps to lead toward, what are compliment strategies, how compliment responses should be seen as a realization phenomenon, and why compliment responses occur in social media, especially Facebook.

G. Definition of Key Terms

1. Compliment: sentences that states something and express praise or admiration for someone.
2. Compliment response: the ways for people to response the compliment that given by the complimenter.
3. Facebook: is a popular free social networking website that allows registered users to upload photos and videos, and give comment about what people do in their Facebook homepage.