FACE SAVING ACTS OF INDONESIAN PUBLIC FIGURES IN RESPONDING TO CRITICISM ON SOCIAL MEDIA

No. Abstract: ABS-ICOLLITE-23112

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INTRODUCTION

- Development of language in the digital era and its use in social media.

- Communication advancement.

LITERATURE REVIEW

- Face Concept (Brown dan Levinson, 1987)
- Face Threatening Acts (Yule, 2010)
- Face Saving Acts (Yule, 2010)

METHOD

Research Methods
Descriptive Qualitative

Data Collection Methods and Techniques
Note-taking Method

Data source
Critical comment in the public figure's account on Instagram and Twitter

Data Analysis Technique
Reducing data, presenting data and conclusions

FINDING AND DISCUSSION

- It was found that there are 3 out of 6 Face Saving Acts Strategy found, which are Bald on Record Strategy, Positive Politeness Strategy, and Negative Politeness Strategy.

- 15 Face Saving Acts Strategy were found in 2 public figures' social media, namely Instagram and Twitter.

FINDING AND DISCUSSION

Face Saving Acts Strategy

Legend:
- Bald On Record Strategy
- Positive Politeness Strategy
- Negative Politeness Strategy

13%
40%
47%
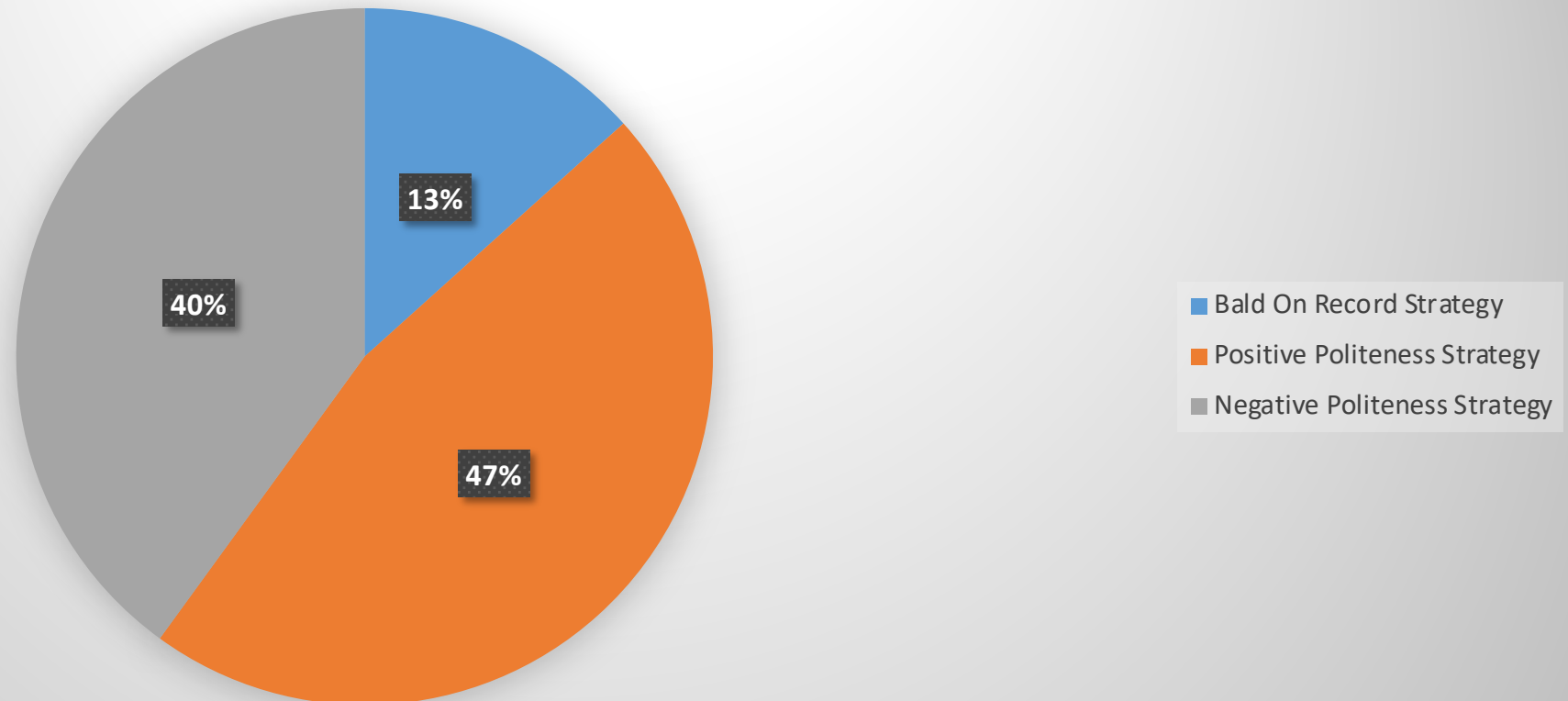
FINDING AND DISCUSSION

POSITIVE POLITENESS STRATEGY

Netizen 1: "Gelambir lu tuh benerin dulu, baru pd kwkwk Kalau kakak orang baik, no rek ku ******** an ****** ya kak"

Public Figure 1: *SENT THE TRANSFER RECEIPT* "Semoga lancar kuliahnya"

FINDING AND DISCUSSION

NEGATIVE POLITENESS STRATEGY

Netizen 2: "***** antum, jangan sibuk ngurusin itu dululah. Tolong kesampingkan. Antum harus minta maaf sama babeh ****** Ini terkait tantangan antum beberapa waktu lalu. Bagaimanapun ***** adalah sesepuh yang harus dihormati anak muda model antum. Bisa masuk neraka antum… ☺"

Public Figure 2: "Ya pak. Maaf saya salah"

FINDING AND DISCUSSION

BALD ON RECORD STRATEGY

Netizen 3: "Uda berapa kali tidur sama manajer?"

Public Figure 3: "Tak terhitung, pokoknya sejak dalam kandungan lah, soalnya manager gw adalah sodara kembar gw sendiri"

CONCLUSION

To maintain their popularity, existence, and sustainability in the entertainment, politics, and other related field, some public figures giving positive branding in their social media specifically in responding Face Threatening Acts from the netizen.

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THANK YOU!

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