

COMPLIMENTS AND COMPLIMENT RESPONSES IN YOUTUBE COMMENTS

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ABSTRACT

This study investigated types of compliments used by netizen and the responses towards the compliments found in YouTube comments. Qualitative descriptive research methods was employed in this study. The data source comes from Youtube Comments on the NFL's web page entitled Rihanna's Full Apple Music Super Bowl LVII Halftime Show. The data was collected by using documentation and then analyzed by using content analysis. The findings revealed that there were three types of compliments found in the comments such as 7 appearances (7), skill / abilities (16) and personalities (2). It can be concluded that ability compliment was the most frequent appearing of compliments types. In addition, the data also showed that there were six compliment strategies found in the comments such as 5 Comment acceptance, 1 reassignment, 2 return, 1 question, 2 disagreements and 1 request interpretation.

Keywords: Compliment, Compliment responses, Types of compliment

A. INTRODUCTION

Humans use language as a tool for interpersonal communication. Language will undoubtedly always be a part of human life and how we communicate with others. Language can be used vocally or in writing. Language and speech are used by people to convey a wide range of emotions, including joy, rage, disappointment, praise, rejection, and even hatred. Language has an important role in human life because it is use communicated with other. When someone speaks a language, attention is directed to what is said and the message conveyed. Maintaining harmony, creating warm social connections, and fostering favourable feelings among individuals are the fundamental purposes of communication (Al-Shboul et al., 2022).

In communicating we can use all kinds of behaviors. Self-righteousness is one of the core subfields of pragmatic theory. It's a study of contextual meaning, which needs to consider how speakers organize their thoughts according to who they talk to, where they are when they speak, and the situation in which they are. Speech act theory looks at how goals and purposes are communicated through language. Speech acts in English are frequently assigned specific labels, such as an apology, complaint, compliment, invitation, promise, or request. The act of giving and receiving compliments is a speech act that is common to all languages (Masykuroh, 2021). Since the speaker typically assumes that the hearer will

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understand his or her communicative goal, these words for various speech activities are closely tied to the speaker's aim while creating an utterance (Jamaluddin, 2018).

Statements made with the intention that the listener understands what the speaker is conveying are also called speech acts. Someone will produce an output in the form of expression while they are expressing their thoughts and feelings. Speech actions are frequently used in daily talks, both verbally and in writing. A framework in linguistics and philosophy of language called "speech act theory" looks at how language can be used to perform activities and serve a variety of goals beyond simply transmitting meaning.

Praising other people's work is a form of speech act. We use the term expression to describe the expression of feelings as well as speech acts. It doesn't matter whether they are sentiments of joy, grief, rage, remorse, hatred, or even compliment. Compliments are speech acts that are characterized as positive evaluations of the addressees by the speakers (Danziger, 2018). Someone compliments another person, they are engaging in illocutionary behaviour intended to show admiration, adulation, or approval for that person. The objective of the complement is to encourage positive social contact and to provide positive feedback. Compliments can be given in many different ways and can be made in reference to many elements of a person's abilities, accomplishments, physical attractiveness, or behavior (White et al., 1963). A compliment could be directed towards someone's intelligence, originality, sense of fashion, kindness, or any other positive quality. People in society frequently use compliments in casual conversation. Compliment has an important role because it can build strong social bonds (Mokoginta, 2023). There will be a compliment reaction from the listener to the speaker in a compliment (Asmianti, 2013). Every time a complement is given, it must be returned with a compliment of one's own.

A compliment is an expressive utterance because when someone praises anything, he or she is expressing their admiration for what they see, feel, or react to. To accomplish a certain objective from the speaker, a complement is mentioned in the context of direct communication from the interlocutor and expresses the recipient's view about the person addressed or about a third party who is not a direct participant in the discussion (Tursunovich, 2022). Generally, people offer compliments to other people or things in their immediate environment when they notice something that catches their eye. A compliment is a speaking act that expressly or indirectly gives credit for some positive qualities (such as a property, characteristic, skill, etc.) to someone other than the speaker, usually the person being addressed (Zatulhimmi & Muslem, 2022). A complement enables us to express appreciation and praise for someone's character, talent, or other positive qualities. In other words, compliments are excellent illustrations of speech acts that pay attention to the interests, needs, wants, and possessions of the listener (Bone & South, 2013).

All compliments are coded based on a strategy framework (Alqarni, 2017). When it comes to compliments, the significance of the compliment answer cannot be stressed. Although compliment answers take different forms than the others, they are all governed by two broad principles: agreeing with the speaker and refraining from self-praise (Kartika & Riza, 2022). In regard with compliments as one kind of expressive acts, Holmes (2003) classifies them into four categories, namely: (1) compliment for the appearance of the speaker (appearance compliment); (2) compliment for the speaker's ability, achievement or good deeds (ability/performance compliment); (3) compliment for the objects owned by the speaker (possessions compliment); and (4) compliment for the personality or friendliness of the speaker (personality/friendliness).

When people talk that can get a negative or positive response, even a compliment also has a response, either negative or positive. According to Placencia & Lower (2017), a compliment is a verbal act in which the speaker, typically the person being addressed, expresses explicit or implicit praise for another person's positive possession, characteristic, or talent. which both the speaker and the listener find to be positive. A compliment has both an assertive and an expressive energy, the recipient has flexibility in how to reply (Culpeper & Pat, 2021). In order to pinpoint the processes driving communications, it is essential to understand the social context in which replies take place. This is because communications take place within social contexts and are shaped by societal influences (Sucuoğlu & Bahçelerli, 2015).

The research of compliment response has been conducted by some experts of pragmatics (Pomerantz, 1978, Herbert, 1998). The research conducted by Pomerantz (1978) discovered the compliment response strategies that used by English people, they are: (1) acceptance which include appreciation token and agreement, (2) rejection which include disagreement, as well as (3) self-praise avoidance which includes a responding, that are praise downgrades, agreements, disagreements, referent shifts, and return compliments. Meanwhile, Herbert (1998) proposed that the strategies in responding compliment divided into (twelve) 12 types of compliment responses, that are (1) appreciation token, (2) comment acceptance-single, (3) praise upgrade, (4) comment history, (5) reassignment, (6) return, (7) scale down, (8) Question, (9) disagreement, (10) qualification, (11) no acknowledgement, (12) request interpretation.

1. Appreciation token: the hearer addresses the speaker verbally in response, accepting the compliment that was made by the speaker constitutes the response.
2. Comment acceptance: the speaker expresses an opinion about the thing being praised, particularly the justification for how the thing was attained.
3. Praise upgrade: the complement is accepted by the speaker, who also amplifies its impact.
4. Comment history: the hearer makes a comment by going back in time.
5. Reassignment: although the speaker is given a compliment, he or she gives it to a third party or other individuals.
6. Return: a situation where the recipient of a compliment gives it to the speaker in return.
7. Scale down: the listener did not concur with what the speaker had to say, he will next provide an explanation that makes the object being praised less valuable.
8. Question: by questioning the speaker's speech partner's sincerity and whether the compliment is acceptable, the speaker rejects the compliment.
9. Disagreement: by claiming that the thing is unworthy of praise, the speaker rejects the compliment.
10. Qualification: the listener demonstrates that it only satisfies the speaker's expectations, disagreement is stronger than this kind of response.
11. No acknowledgement: the compliment from the listener is not acknowledged by the speaker, if at all.
12. Request interpretation: sometimes when responding to a compliment, the speaker misinterprets it as a request, in which case the speaker's answer is to either accept the request or refuse.

Give an example of each kind of compliment reaction. The first praise response is the appreciation token, which is "Thank you." The second praise response is the comment

ELTIN Journal: Journal of English Language Teaching in Indonesia, Volume 11/No 2, October 2023 acceptance, which is "Yeah, it's my favourite, too, the third is Praise upgrade, for example "His appearance is extraordinary, isn't it?", the fourth is Comment history for example "'I saw the concert last year!" fifth Reassignment "yes, that's right!, she did it really cool!!" sixth Return example is "Yes you too!!" seventh Scale Down for example "It's really quite old" eighth Question "Do you really think so?" ninth Disagreement "i hate it" tenth Qualification "it's okay, but someone else's is better".

Words of compliment or criticism are no longer simply expressed orally, but are also typed on the internet platform as time and technology advance. The most widely used media right now is social media. Social media is used to communicate with people around the world and as a platform for creative self-expression. Today's generation spends a lot of time on social media, yet very few of them are active content producers. YouTube is one of the most popular social media sites, and it attracts the most content producers. Users can swiftly and easily submit a variety of feedback through social media. Active contact between content providers and viewers results in faster feedback. Youtube is one of the social media sites that is in the spotlight. Any user can post any kind of video to the Youtube website. Rihanna is one of the singers who uploads their music videos to YouTube.

The present researcher was interested in analyzing the compliment and compliment responses found in Youtube Comments "Apple Music Super Bowl LVII Halftime Show Rihanna". Compare with the previous study conducted by the Jamaluddin (2018) study entitled "Compliments and Compliment Responses Used in America's Got Talent 2017", this study has a common objective in investigating types of compliments and its responses. But, this research has difference source of the data. The source of data in this study was taken from Rihanna's Youtube commentary because it is a new and unique object and no one has yet explored the aspect of this praise and response in detail. Thus, this research aims to analyze patterns of praise and responses to skill topics in YouTube comments. In order to identify trends and patterns in how people engage with the information, the research may involve text analysis of already-posted comments. Additionally, this study may delve further into the justifications for the acclaim, including if they stem from technical proficiency, originality, or other potentially important factors.

B. METHOD

This study used documentation to process the data and analyzed it by content analysis, with a descriptive qualitative research methodology. The data source taken from videos found on YouTube used in this research comes from comments made by online users on the NFL's YouTube video "Rihanna's Full Apple Music Super Bowl LVII Halftime Show". Holmes' theory was used to analyze the types of compliment and Herbert's theory was used to analyze the compliment responses. The target utterances of compliments made to Rihanna by netizens at the Apple Music Super Bowl and their compliment answers are the subject of this study. Researchers employ praise replies to determine the targets of praise utterances.

C. FINDINGS AND DISCUSSION

1. Types of Compliments

After analyzing the data, it was revealed that there were 25 compliments found in the comments. 25 compliments found in the comments was classified into four types of compliments as proposed by Holmes (2003). The classification can be seen in the followings table.

Table 1. Types of Compliments

No.	Compliment	Amount of data	Percentage
1.	Appearance	7	28%
2.	Possession	0	0%
3.	Skill / Ability	16	64%
4.	Personality	2	8%
Total		25	100%

The table above shows that there were three types of compliments found in the comments such as Appearance, Skill/Ability and Personality. Researchers found that there were twenty-five complements. 25 compliments were classified as follows: there are 7 Appearance data, 16 Skill/Ability data and 2 Personality data, while there is no Possession data

a. Appearance

Data 1

m***e

“i didn’t expect this concert to have a football game in it”

In the comments, the YouTube account user stated that he did not expect that there would be a football match at Rihanna's concert.

Data 1 displays facial expressions that demonstrate internet users' mistrust of Rihanna's look because it fell short of their initial expectations. In this situation, there is a concert taking place, and the person who says this is astonished since a football game is also happening at the event, which they may not have anticipated or never considered previously.

Data 2

B****a

“3 months later and I’m still listening to this, it has to be one of the top 5 performances!!”

Even though it has been three months since the performance's release, the sentence above demonstrates that people still think highly of Rihanna's performance and that she thinks it to be the best performance she has ever seen. The data above revealed that appearance performance was in the second position after the compliment of skill/ ability. It is in line with Jamaluddin (2018) that appearance compliment (3.05%) was the minor compliment appearing frequently.

b. Skill/Ability

Data 1

T*e K*****s

“Rihanna's baby is probably the youngest person to ever perform at the Superbowl Halftime Show! Props to mom & baby!”

Data 2

S*****n C**k

The backup dancers being in total sync throughout this entire performance was absolutely amazing

The statement above illustrates appreciation to the backup dancers who have given an impressive performance with their skills in carrying out perfect movements and harmonizing in the show. This shows that indeed the ability of this backup dancer is extraordinary. The data above showed that ability compliment was the most frequent types of compliments found in the comment. It is in line with Jamaluddin (2018) that The result shows the frequent appearing of compliments types is ability compliment.

c. Personality

Data 1

S*****a L*k.

“It is admirable how much she influences people, and normalises pregnancy/ pregnant figures. The world screams for such influences. Although I am not a fan of her music, who doesn't love Rihanna? Well done x”

The way that people perceive pregnancy as commonplace has improved as a result of Rihanna. This suggests that there is a strong desire among people all around the world for more prominent figures or celebrities who can make a similar good contribution to society. even though other internet users might not particularly enjoy his songs. This demonstrates that Rihanna has a good outlook on life and is respected for her ability to have a beneficial impact in a variety of spheres, including social and cultural ones.

Data 2

S****m T*****i

“You know you a legend when u have to skip some hits out of your set list

Rihanna has a very high reputation in the music world or the entertainment industry as a whole, according to one internet user's compliment for her. A person is referred to as a "legend" when their work has brought them so enormous success and acclaim that they must make difficult choices on which songs to include in each of their performances because of the extensive song catalogue they possess.

2. Types of Compliment Responses

After analyzing the data by using Herbert's theory, it was revealed that there were 12 of compliment responses. According to Herbert (1990) there are twelve types of compliment responses such as praise responses: Appreciation token, Comment acceptance, praise upgrade, Comment history, Reassignment, Return, Scale down, Question, Disagreement, Qualification, No acknowledgement and Request interpretation. But, in this study there were only six types of compliment responses found in the comment. The six types of the compliment responses are presented in the table 2.

Table 2. Types of Compliment Responses

No.	Compliment Responses	Amount of data	Percentage
1.	Appreciation token	0	0%
2.	Comment acceptance	5	41,66%
3.	Praise upgrade	0	0%
4.	Comment History	0	0%
5.	Reassignment	1	8,34%
6.	Return	2	16,66%
7.	Scale Down	0	0%
8.	Question	1	8,34%
9.	Disagreement	2	16,66%
10.	Qualification	0	0%
11.	No Acknowledge	0	0%
12.	Request Interpretation	1	8,34%
Total		12	100%

The table above shows the results of the type of compliment response in Rihanna's YouTube commentary. The researchers out of the twelve data, there are 5 Data Comment acceptance, 1 Data Reassignment, 2 Data Return, 1 data Question, 2 data Disagreement and 1 data Request interpretation while the type Appreciation token, praise upgrade, Comment history, Scale down, Qualification, No acknowledgement does not exist. The findings indicate that there are six types of complimentary responses that match the data from the researchers of Herbert's theory, and there are also those that do not match, which is the total of six kinds of compliments. What distinguishes a previous researcher from what a researcher does is the object of the research. Previous research has already used many such as movies, short movies, youtube short or other social media.

Based on the data above, it is revealed that there are 12 compliment responses data according to Herbert.

Two out of five data Comment acceptance

a. Comment acceptance

Data 1

B*****e

“Me too. Gotta love her. She's pretty much an icon.”

This demonstrates that online users share the same emotions as those who may have expressed their adoration earlier. This is a means of expressing that the author also views or respects the same subject favourably. Netizens have the belief that loving Rihanna is the right response because Rihanna has such a big impact on society.

Data 2

MS C*****E

“True fans know the music”

Other internet users responded to his earlier appreciation by concurring that true fans have devoted their time and effort to deeply comprehending and appreciating music. It also demonstrates how they differ from more casual or music-only fans in that they possess a musical understanding.

b. Reassignment

Data 1

M*****a F*****d

“I loved watching the back up dancers tbh”

When the backup dancers were praised before, netizens responded by praising them once more for their contributions to the show, which often go unnoticed but have a big impact on the whole performance.

c. Return

Data 1

B***l O*****u

“I just came here to watch again too”

Netizens opt to return and enjoy it once more exactly as they did the first time since they were so impressed or delighted with the previous experience. This shows how excited and interested they are in what they will see.

Data 2

D*****k D*****s

“No doubt. Still listening as well. AWSOME!!!”

The statement above reflects netizens' admiration for experiences or things enjoyed by other netizens. They described the experience as amazing and continued to enjoy it without hesitation like previous netizens

d. Question

Data 1

E*****3

“she is pregnant again?”

Judging from the statement above, one netizen asked whether Rihanna was pregnant again or experiencing pregnancy again.

e. Disagreement

Data 1

K*****n P*****e

“No love on the brain”

Disapproval is a natural thing, as one netizen's statement reflects his disagreement or negative view of Rihanna being discussed, and netizens doubt that Rihanna is an extraordinary legend.

Data 2

R*b H*****n

“If you say so. That was awful.”

Differences of opinion are normal, one netizen commented that Rihanna has a hit song, but there was one netizen who did not agree, he said that it was very bad, he also did not agree that Rihanna's song was an national anthem.

f. Request interpretation

Data 1

k***z k***a

“if she did a duet it would definitely be even more amazing!!?”

Netizens are enthusiastic and believe that if Rihanna performs a duet with one of these famous stars, the results will exceed their expectations and will possibly improve or perfect her appearance. However, despite netizens' expectations, Rihanna actually performed very well, this is one meaning that praise is an expression of positive evaluation.

D. CONCLUSION

Based on the results of the debate that has been contributed, the author is working on this article because not many have analyzed this research using speech acts of compliment. There have been numerous compliments that have mentioned movies, short videos, and YouTube, but no one has left a compliment in the comments section of Rihanna's YouTube channel. It can be said that YouTube users who praised Rihanna and her crew in their comments on her performance at the Apple Music Super Bowl LVII, complimenting both Rihanna and the choreography, were obviously very serious in their admiration.

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