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Trends in Politeness Research in Indonesian Language Education Journals: A Decade of Insights (2013–2023)

Ahmad Fuadin[1,*], Syihabuddin[2], Mupid Hidayat[3] & Yeti Mulyati[1]

[1]Indonesian Language and Literature Education Study Program, Universitas Pendidikan Indonesia, Indonesia
[2]Arabic Language Education Study Program, Universitas Pendidikan Indonesia, Indonesia
[3]General Education and Character Education Study Program, Universitas Pendidikan Indonesia, Indonesia

*Corresponding email: ahmadfuadin@upi.edu

Abstract: Trends in Politeness Research in Indonesian Language Education Journals: A Decade of Insights (2013–2023). **Objective:** Linguistic politeness is a crucial element in communication that reflects cultural norms and social values, particularly in multicultural societies like Indonesia. This study aims to analyze trends in politeness research within Indonesian language and literature education journals indexed in SINTA during 2013–2023. **Methods:** Employing a qualitative descriptive approach and the Systematic Literature Review (SLR) method, this research examines 63 articles based on publication volume, research methods, focus areas, theoretical adaptations, and practical implications. Articles were selected using the keywords "politeness" and "linguistic politeness" through a systematic screening process aligned with inclusion criteria, including relevance to the context of language and literature education. Thematic analysis was applied to identify patterns, key trends, and shifts in research focus. **Findings:** The findings reveal a significant increase in publications between 2019 and 2023, driven by the expansion of digital platforms and the rise of online learning due to the COVID-19 pandemic. Most studies employed qualitative descriptive methods, focusing on middle school students in formal education contexts. Additionally, there has been growing attention to politeness issues in digital interactions, particularly concerning phenomena like hate speech and trolling. The study also highlights the dominance of international politeness theories, such as those by Brown and Levinson, which have been modified to reflect Indonesia's cultural diversity and social norms. This underscores the need for more excellent localization of global theories. **Conclusion:** As a recommendation, diversifying research methodologies by incorporating quantitative and mixed methods approaches is strongly advised to provide a more comprehensive understanding of politeness dynamics. Furthermore, integrating politeness education into curricula is essential to promote courteous communication in multicultural and digital contexts. This research contributes to the theoretical discourse by enriching discussions on linguistic politeness and offers practical strategies for fostering harmonious communication in traditional and digital environments studies.

Keywords: content analysis, education journals, indonesian language, politeness research, research trends.

To cite this article:

■ INTRODUCTION

Linguistic politeness is critical in social interactions, particularly in multicultural societies like Indonesia. It reflects existing cultural norms and social values while serving as a mechanism to build harmonious relationships among

individuals. In Indonesia, with its linguistic and cultural diversity, linguistic politeness holds even greater significance. The political application of politeness can help maintain social harmony amid the nation's ethnic and cultural diversity. In education, fostering polite communication enhances the learning experience and interpersonal relationships between students and teachers (Mahmud et al., 2019; Alifah, 2019; Jendriadi et al., 2023).

The importance of linguistic politeness in Indonesia is also evident in its role in education. Research has shown that politeness strategies employed by teachers and students significantly influence classroom dynamics and learning outcomes. For example, using polite language creates a respectful atmosphere conducive to learning, making students more comfortable participating openly and collaboratively (Alief & Nashruddin, 2022; Jendriadi et al., 2023; Mahmud, 2019). Additionally, integrating politeness into the education curriculum can instil values of respect and appreciation among students, which is essential for their personal development and social interactions (Adiwijaya et al., 2023; Alief & Nashruddin, 2022). This becomes particularly important in multicultural societies, where misunderstandings can quickly arise due to linguistic and cultural differences.

However, globalization and digitalization have introduced new challenges in maintaining linguistic politeness in Indonesia. The emergence of social media platforms has led to a decline in politeness levels, with the increasing prevalence of hate speech and trolling. A 2020 Microsoft survey revealed that Indonesia had the lowest level of internet politeness in Southeast Asia, highlighting a concerning trend of impoliteness in digital interactions (Jumanto & Rahayu, 2020; Rangkuti & Lubis, 2018). This shift poses a significant risk to Indonesia's social fabric, as the erosion of polite discourse could exacerbate tensions among diverse groups and undermine the principles of mutual respect vital for social cohesion.

The decline in politeness within online interactions can be attributed to several factors, including the anonymity provided by digital platforms and the rapid dissemination of information, often prioritizing sensationalism over courteous discourse. The lack of face-to-face communication in digital spaces can lead to disinhibition, where individuals feel less accountable for their words and actions, resulting in more aggressive and impolite exchanges (Khan et al., 2023). This trend affects individual relationships and has broader implications for societal norms and values.

Addressing these challenges requires focused research on linguistic politeness in modern communication. Such studies can provide insights into the dynamics of politeness in everyday interactions and educational environments, helping to identify effective strategies to promote polite communication in the digital age. By examining the interplay between language, culture, and technology, researchers can contribute to developing frameworks that encourage politeness and civility in online discourse (Jumanto & Rahayu, 2020; Rangkuti & Lubis, 2018). This is particularly critical in Indonesia, where preserving cultural values and social harmony is a priority.

Furthermore, the role of linguistic politeness in mitigating hate speech and promoting inclusivity in multicultural societies cannot be underestimated. Studies show that implementing politeness strategies can serve as a countermeasure to the proliferation of hate speech, as polite communication can help de-escalate conflicts and foster understanding among different groups (Jumanto & Rahayu, 2020; Rangkuti & Lubis, 2018). By integrating politeness into educational curricula and public discourse, Indonesia can work toward a more harmonious society that values respect and empathy, even in the face of differences.

Over the past decade, the field of linguistic politeness research in Indonesia has experienced a notable surge, particularly in the context of formal education. This surge is marked by an

increasing number of publications indexed in the Science and Technology Index (SINTA), reflecting growing academic interest in understanding how politeness functions in educational settings. Most studies employ qualitative methodologies, primarily focusing on middle school students and teachers. This emphasis underscores significant attention to learning dynamics and communication within formal education contexts, where politeness is critical to effective interactions (Anggreni et al., 2023; Himawan, 2022).

Although qualitative approaches provide valuable insights, this research also reveals limitations in the diversity of research methods employed in the field. There is a scarcity of quantitative or mixed-method studies that could offer a more comprehensive understanding of linguistic politeness across various contexts (Anggreni et al., 2023; Himawan, 2022; Mahmud et al., 2019). Moreover, existing literature primarily focuses on local contexts, often neglecting to explore the broader implications of politeness research within a global framework. This localized focus may limit the applicability of findings in other cultural or educational settings, reducing opportunities for cross-cultural comparisons and broader insights (Chaqoqo & Ma'mun, 2022; Martin-Anatias, 2018).
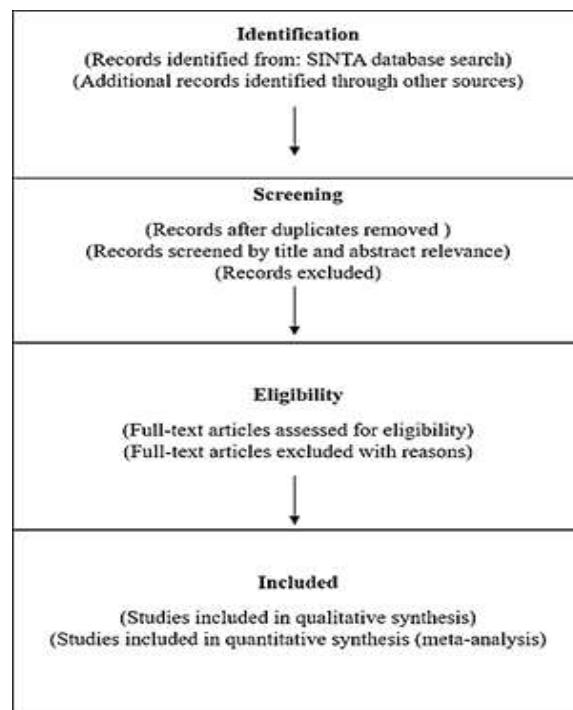
This study aims to identify aspects that have been underexplored or insufficiently addressed in previous research. This can serve as a foundation for future studies, guiding researchers, academics, and practitioners to develop further studies based on identified findings and research gaps from 2013 to 2023. Therefore, this study aims to answer the key question: "What are the trends in linguistic politeness research in Indonesian language and literature education journals indexed in SINTA during 2013–2023?.

■ **METHOD**

This study employed a qualitative descriptive approach using the Systematic Literature Review (SLR) method. This approach aimed to identify and analyze research trends on politeness within Indonesian language and literature education journals indexed in SINTA during 2013–2023. The chosen research design provides a systematic framework for selecting, screening, and profoundly analyzing relevant literature.

The literature search strategy used "politeness" and "linguistic politeness." The search focused on journals indexed in SINTA ranging from SINTA 1 to SINTA 6. The process began by identifying initial literature through the SINTA database, followed by preliminary screening based on the relevance of titles and abstracts. Subsequently, eligibility was evaluated using inclusion and exclusion criteria, culminating in a full review of articles that passed the screening stage. To ensure transparency, a PRISMA flow diagram was used to illustrate the research workflow, from identifying to selecting articles.

Figure 1: PRISMA flow diagram of the systematic literature review process for identifying, screening, and selecting articles on politeness in indonesian language and literature education journals (2013–2023)

The inclusion criteria for this study encompassed articles explicitly discussing politeness in the context of language or literature education, published in SINTA-indexed journals during the 2013–2023 period, using qualitative, quantitative, or mixed-method approaches, and written in the Indonesian language. Conversely, articles irrelevant to the topic, written in English, or classified as editorials or book reviews were excluded from the analysis.
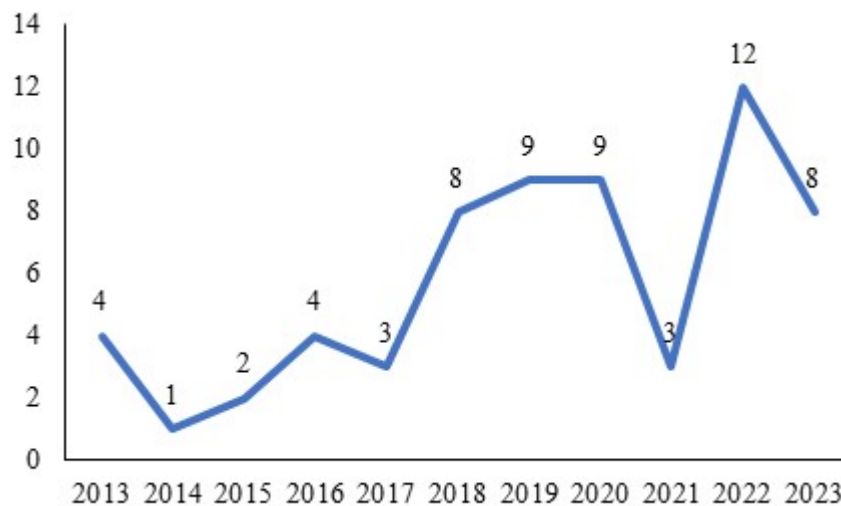
Data analysis was conducted using thematic analysis, following the steps outlined by Braun and Clarke (2006). Data from the selected articles were coded to identify patterns and key themes. This process involved initial coding, grouping by themes, and validating the results with four independent researchers to ensure consistency in interpretation. Discussions among the researchers were held to resolve differences in perspectives and reach a consensus on data interpretation.

Four researchers independently coded data and compared their results to ensure data reliability. Validation was conducted through in-depth discussions on the analyzed articles' abstracts, methods, and discussion sections. A total of 63 articles indexed in SINTA were analyzed and distributed as follows: 0 articles in SINTA 1, 5 articles in SINTA 2, 26 articles in SINTA 3, 9 articles in SINTA 4, 23 articles in SINTA 5, and 0 articles in SINTA 6.

■ **RESULT AND DISCUSSION**

Research on language politeness in Indonesian language and literature education journals indexed by SINTA during the period 2013 to 2023 showed significant developments, especially in the 2019-2023 period in terms of thematic focus, methodological approaches, and practical implications for theory and application in language education. Based on the findings in the literature published in SINTA-indexed journals, several main trends can be identified that illustrate the direction and dynamics of language politeness research in Indonesia during this decade.

Figure 2: Total number of publications on politeness in indonesian language and literature education journals (2013–2023)

The graph illustrating the number of publications from 2013 to 2023 shows striking fluctuations, with a peak in 2022. This increase is in line with changes in communication patterns caused by digitalisation and the impact of the COVID-19 pandemic in changing social dynamics and human interactions. Language politeness as a fundamental aspect of social

interaction has received great attention in academic research in Indonesia. Based on the data presented in the graph of the number of research publications on language politeness, it can be seen that there is a significant increase in the period 2019 to 2023 with a very clear spike in publications in 2020 and 2022. The year 2022 recorded the highest number in the last decade with 12 publications, indicating that language politeness has now become a topic that has received increasing attention among researchers. Given the importance of language politeness in the socio-cultural and educational context in Indonesia. This surge in publications reflects not only increased academic interest, but also the relevance of this study in responding to evolving social dynamics, including digital transformation and the impact of the COVID-19 pandemic.

Mapping the trends of language politeness publications over the last decade shows that in the period 2013 to 2015 the number of publications was still relatively low. This is understandable given that at that time research on language politeness in Indonesia focused more on the theoretical basis and concepts derived from international studies. Research at this time generally focused on studies of the theory of language politeness, especially those developed by Brown and Levinson (1987), which became the main reference in analysing social interactions in the context of language politeness.

However, the period 2016-2023 saw a significant change in the publication pattern. In these years the number of publications increased sharply, with peaks occurring in 2020 and 2022. The year 2022 was the highest peak in this decade, with 12 publications recorded. This spike indicates that the study of language politeness is growing, with more applicable and contextualised topics. Some factors that may have influenced this increase are the shift in focus in academic studies from basic theory towards the application of language politeness in more practical social and educational contexts.

The publication peaks in 2020 and 2022 can be further analysed by considering two major phenomena that occurred in that period: the rapid digital transformation and the impact of the COVID-19 pandemic. The COVID-19 pandemic that started at the end of 2019 forced people to switch to digital platforms in order to maintain the continuity of social interactions. This change has directly impacted the prevailing communication patterns, with face-to-face communication significantly reduced and replaced with communication through instant messaging apps, social media, and various other digital platforms. The pandemic has accelerated the adoption of communication technology in society which includes the use of social media and messaging applications to interact in daily life (Magdalena, et al., 2024; Nur & Jidan, 2024; Saputra, et al., 2023). This opens a new space for the study of language politeness because politeness in digital communication is becoming an increasingly relevant topic. Interaction through social media and messaging applications not only questions the aspects of politeness in spoken conversation, but also in written form, which requires adjusting politeness norms to keep up with digital dynamics.

Language politeness is no longer limited to direct face-to-face communication, but also applies in online interactions that involve certain politeness norms. For example, in digital communication the use of emoticons or certain punctuation marks is often considered as a way to show politeness or empathy that was previously not required in face-to-face communication (Eymeren, 2023). Therefore, research that focuses on the application of language politeness in digital communication is becoming increasingly important both to understand the dynamics of social interaction in digital society and to develop policies or guidelines in language education that are relevant to the of communication technology.

Looking at the significant increase in the number of publications on language politeness in
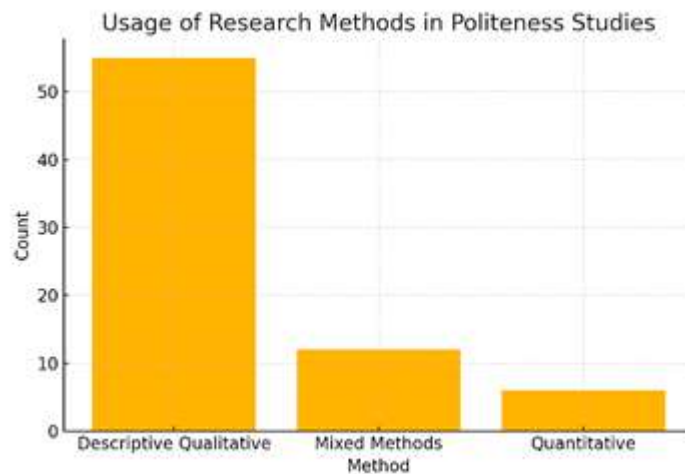
the period 2019 to 2023, it can be concluded that this topic is increasingly relevant in responding to rapid social developments, especially related to digital transformation accelerated by the COVID-19 pandemic. The surge in publications in 2020 and 2022 shows that researchers are increasingly realising the importance of politeness studies in digital communication, both in written and spoken forms.

Language politeness research is not only limited to basic theories, but also needs to involve a more applicative approach, especially in facing the challenges of communication in the digital world. Therefore, the development of research on language politeness in the digital context will be very useful to understand how social norms adapt to changes in communication technology that continue to grow.

Research Methods: The Dominance of Qualitative Approaches

Based on the graph presented, the most dominant research method used in language politeness research is Descriptive Qualitative with the number of publications reaching more than 50.

Figure 3: Usage of research methods in politeness studies (descriptive qualitative, mixed methods, and quantitative approaches)

This reflects a strong trend in the selection of descriptive qualitative methods as the main approach in language politeness research. Most studies use this method to explore the nuances in language politeness practices that occur in very distinctive social and cultural contexts. This qualitative method allows researchers to conduct an in-depth exploration of the social and cultural interactions that influence patterns of language politeness, both in oral and written communication in Indonesian society. Research using this approach often focuses on discourse analysis or case studies that allow the identification of patterns of social interaction that reflect politeness values in a particular society (Miles & Huberman, 1994). In Indonesia with its rich cultural and social diversity this method is particularly relevant to capture variations in the practice of language politeness across different social groups and in different contexts, both in public and private spaces.

On the other hand, although the majority of research uses qualitative methods based on the graphs, the use of Mixed Methods and Quantitative methods is still relatively low. Mixed methods that combine the strengths of qualitative and quantitative methods seem to be starting to be used in a number of studies to provide a more holistic and comprehensive understanding. This approach allows researchers to combine in-depth analyses of social context with numerical data that can be used to measure communication patterns
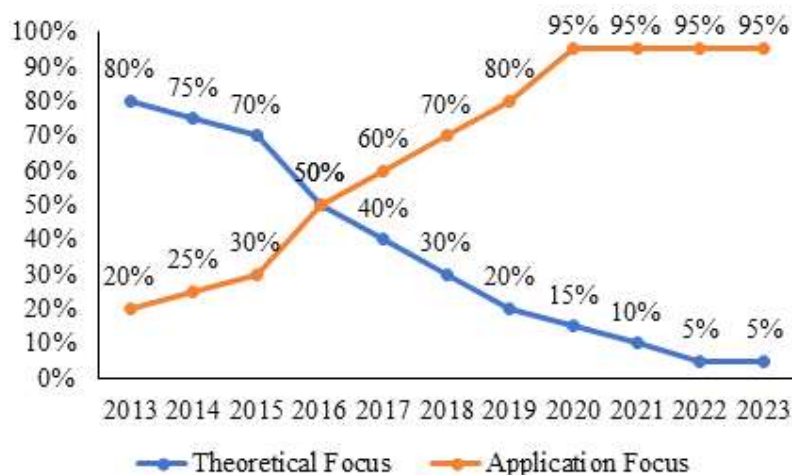
in a larger context (Creswell, 2014). Quantitative methods, although fewer in number, began to be applied in the 2018-2023 period, especially in the context of social media communication and public communication. Quantitative research using survey or experimental techniques can measure the influence of language politeness in digital communication such as what happens on social media platforms. Through statistical analysis researchers can gain insight into broader communication patterns and identify factors that influence language behaviour in digital environments (Kadri & Andika, 2024). In Indonesia, the development of digital technology such as the use of WhatsApp, Instagram, or Twitter has created a new space for language politeness practices that are very different from traditional face-to-face interactions. Quantitative research can help identify the dominant patterns of communication on these platforms and how politeness is applied in digital communication.

The dominance of Descriptive Qualitative method in language politeness research in Indonesian Language and Literature Education journal reflects that in-depth understanding of the social and cultural context is the main focus of the research. This approach allows researchers to reveal the meaning behind social interactions that often cannot be measured with numbers or statistical data. However, the open space for diversification of research methodologies, especially with quantitative and mixed methods, provides a huge opportunity to develop a more comprehensive understanding of the phenomenon of language politeness in the growing digital era. Quantitative and mixed methods research can help measure the impact of social and technological changes on language politeness in an increasingly globally connected society.

Research Focus: From Theory to Practical Application

Research on language politeness in Indonesia shows significant dynamics over time with a shift in focus from theory development to practical application in the context of education and social life. In the period 2013 to 2015, most of the research still focused on the development of language politeness theory that refers to theoretical models from various experts, such as Brown & Levinson's (1987) language politeness model. However, since 2016 research has increasingly focused on the practical application of language politeness, especially in the context of language teaching in schools and universities as well as in community social interactions. This shift indicates the need to study and apply the theory of language politeness in real life both in education and in social interactions in an increasingly complex society.

Figure 4: Research focus shift between theoretical and application focus in politeness studies (2013–2023)

In the early period (2013-2015), most of the research on language politeness in Indonesia focused on theory development and conceptual analysis. These studies tend to focus on the theoretical foundations of language politeness developed by Brown and Levinson (1987) by introducing the concept of face-threatening acts and politeness strategies used in social interactions. This research seeks to test and develop these theoretical models in a wider social context, both in Indonesia and abroad. The focus of research at that time was more on utilising qualitative approaches to analyse how these theories were applied in social communication practices. However, over time there has been a significant shift in the focus of research. Since 2016, more and more research has focused on the application of language politeness in education and social life. Research that emphasises the teaching of language politeness in schools and universities is beginning to show more structured and applicable results. Social changes and developments in the field of language education in Indonesia require the development of teaching models that not only pay attention to linguistic aspects, but also the politeness values contained in language (Rahmadi, 2024; Pratama, 2020).

The application of language politeness in Indonesian education in both schools and universities is now considered an integral part of teaching effective and ethical communication. For example, in the context of Indonesian language education, many schools now include the concept of language politeness as part of the curriculum to equip students with communication skills that are not only effective but also polite. This education is expected to shape individuals who are able to communicate in a way that is in accordance with the prevailing social norms in this culturally diverse Indonesian society (Sipuan, et al., 2022; Sudargini & Purwanto, 2020; Rahayu, et al., 2023).

In addition to the increased focus on education, another shift is seen in the increasing number of studies on language politeness in Indonesian literary works. Research in this area is not only limited to identifying politeness in literary texts, but also to analysing the role of politeness in shaping social values and cultural norms that exist in society. Literary works as one of the main mediums in describing social life become an effective tool to understand how language politeness plays a role in social dynamics and relationships between individuals in Indonesian society. Research that examines politeness in Indonesian literature has revealed that literature not only functions as a reflection of culture, but as a means of communicating social norms that live in society. For example, in classic Indonesian literature such as the works of Pramoedya Ananta Toer, there is a strong representation of language politeness that describes social interactions in Indonesian society at that time. Language politeness in literature is a means to show the dynamics of power, social status and ethnic relations that exist in Indonesian society.

Furthermore, research on language politeness now also extends to the realm of social media which is considered as a new space to study politeness practices in digital communication. In the digital era, platforms such as WhatsApp, Instagram, and Twitter have become a new arena for communication that brings its own challenges to the application of language politeness. As explained by Zamroni (2017) that social media creates a space where social interactions often take place faster and less controlled, so it is important to study how language politeness is still applied in cyberspace. Research in this area reveals that language politeness in social media not only involves the selection of polite words but also strategies to maintain face and avoid conflict are an important part of politeness in interpersonal communication.

The shift in the focus of language politeness research from theory to practical application both in education and in social life illustrates the growing need to apply politeness theories in real situations. Research that emphasises Indonesian
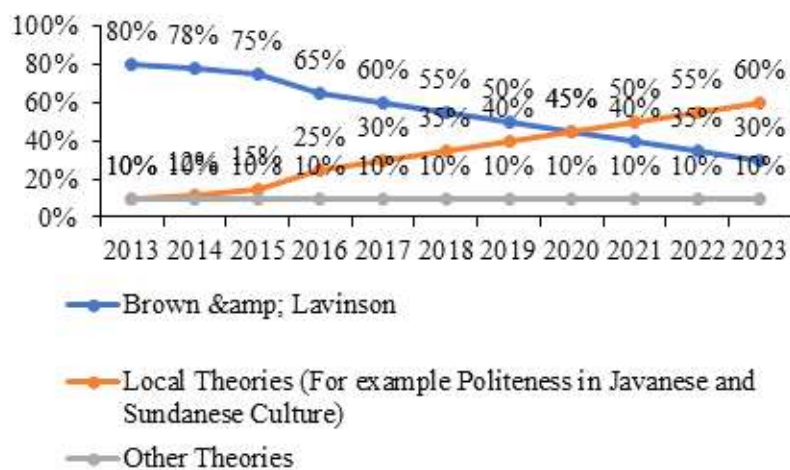
language education, literary works and digital communication shows that language politeness is not only relevant in theory but also in teaching and everyday communication practices. Going forward, it is increasingly important to develop more applicable research methodologies to understand how language politeness functions in shaping social and cultural relations in Indonesia.

Adaptation of the Theory of Linguistic Politeness to Local Indonesian Contexts

Research on language politeness in Indonesia shows that international theories of language politeness, especially those developed by Brown and Levinson (1987), have undergone modifications and adjustments to better suit the Indonesian socio-cultural context. Although Brown and Levinson's theories make a major contribution to understanding universal language politeness, the fact that Indonesia has a very complex diversity of cultures, languages, and social norms requires further adaptation of these theories. This adjustment is important so that the theory of language politeness can be more relevant and accurate in describing how language is used in a very diverse social context in Indonesia.

Figure 5: Trends in the usage of theories in politeness studies (2013–2023): brown & levinson, local theories (e.g., politeness in javanese and sundanese culture) and other theories

Since its introduction in 1987 Brown and Levinson's theory of language politeness has been widely used in social interaction research including in the Indonesian context. Although the theory is considered an important cornerstone in politeness analysis that researchers in Indonesia have begun to realise the importance of adapting the theory to Indonesia's more complex socio-cultural reality. Brown and Levinson developed a theory of politeness based on two main principles: face-threatening acts (FTAs) and politeness strategies used to reduce the threat to an individual's face in conversation. The model, which focuses on bald on-record, positive politeness, and negative politeness strategies, is often considered

insufficient to describe the various nuances that occur in social interactions in Indonesia where factors such as social status, age, and familial relationships strongly influence language choices and politeness attitudes.

Researchers in Indonesia have begun to adapt this theory by considering richer local socio-cultural nuances such as the influence of regional languages and hierarchical relationships in society. For example, in the highly hierarchical Javanese culture there are different levels of language to be chosen according to the social status and age of the interlocutor (Setyawan & Ulya, 2024; Susylowati, 2019; Dini, 2021). Javanese has different language forms for

speaking to older, equal, or younger people, which is not covered by Brown and Levinson's theory. This adjustment involves changing politeness strategies that are more flexible and better reflect the prevailing social system in Indonesia. These adjustments to the theory are important for understanding language politeness in the context of communication between ethnic groups in Indonesia which often involves the use of more than one language. For example, in communication between Javanese and Batak people the use of good and correct Indonesian can be accompanied by the influence of regional languages that carry their respective local social norms. The researcher argues that politeness strategies in this context are more related to the recognition of cultural diversity and understanding of the social norms that exist in a particular community.

In addition to the language factor, one important aspect in adjusting the theory of language politeness in Indonesia is the social stratification and hierarchical relationships that are very strong in society. For example, in many parts of Indonesia, especially in Javanese culture, social norms and hierarchies determine how people speak and interact. In Javanese culture, the choice of language used in conversation is highly dependent on the social status and age of the individuals involved in the communication. This greatly influences the way a person speaks with a higher level of politeness when speaking to an older or higher social status person. In Javanese culture there are three levels of language: Ngoko (informal), Krama (formal) and Krama Inggil (very formal) which are used depending on the social relationship between the speaker and the interlocutor (Priyatiningsih, 2019; Tarwiyani, 2011). For example, someone who is younger or has a lower social status should use more polite and formal language when speaking to someone who is older or has a higher social status. The adjustment of language politeness theory in this context is very important because Brown and Levinson's theory does not fully cover the

dimension of social stratification that plays a significant role in language interaction in Indonesia. This phenomenon also applies in social interactions involving different ethnic or tribal groups. Polite language use in Indonesia is often influenced by cultural factors and politeness norms can differ between social groups. For example, in Bali Indonesian is used in formal situations, but in everyday interactions the more polite Balinese language will be used, especially among families or older people.

One of the factors that enrich the theoretical adjustment of language politeness is the understanding of power and social status in Indonesian society. Language politeness can reflect power relations and recognition of one's social position in the hierarchy of society. For example, in the context of superior and subordinate relationships in the world of work, language politeness should reflect respect for superiors and be more formal. In contrast, in peer relationships or in a family context, language politeness can be more flexible and not bound by rigid formal norms. Language politeness in Indonesia contains layers of meaning that reflect various social, cultural and power dimensions. Therefore, international language politeness theory as developed by Brown and Levinson needs to be modified in order to more accurately describe the dynamics of social interactions that occur in this complex Indonesian society. The adaptation of international language politeness theory, especially Brown and Levinson's theory, to the Indonesian socio-cultural context is very important to gain a more accurate understanding of how language is used in diverse situations. Factors such as social stratification, hierarchy, and power have a great influence on language politeness in Indonesia that need to be considered in the adaptation of language politeness theories. Researchers in Indonesia have successfully modified these theories to reflect the cultural diversity and local social norms that exist in both everyday language use and formal communication contexts. These theoretical adjustments make a

significant contribution to the understanding of language politeness in Indonesia's highly diverse society.

Practical Implications of Language Politeness Research in Education and Social Policy

Research on language politeness has very significant implications not only in the basic understanding of linguistic theory but also in its application in education and public communication policy. Aspects of language politeness related to ways to maintain harmony and mutual respect in communication are becoming increasingly important in the context of formal education and rapidly growing social media. Along with the changes in communication patterns that occur due to digitalisation and globalisation, an understanding of language politeness is crucial for building effective and ethical social interactions.

Effective language education not only teaches technical language skills but also introduces social values contained in language. One of them is the integration of language politeness in the Indonesian language teaching curriculum to develop more effective and ethical communication skills among students. The recommendation of this study is that the Indonesian language curriculum at primary, secondary and tertiary levels should include the teaching of language politeness as an integral part of language teaching. Teaching language politeness can help students to be more sensitive to social differences, cultural norms, and communication ethics. Education that teaches polite communication can equip learners with the ability to communicate effectively by considering the social context, culture, and status of the individuals involved in the conversation. This is important considering that Indonesia is a country with vast cultural and linguistic diversity so an understanding of language politeness can help avoid misunderstandings caused by social and cultural differences. The application of language politeness in education can have an impact on

students' character building to communicate in a polite way, respect differences, and strengthen interpersonal relationships.

Apart from the formal education context, language politeness research also makes an important contribution to communication policy in the public sphere, especially on digital platforms such as social media. The rapid development of social media in Indonesia has now become the main communication arena for many people, making it important to raise awareness of polite communication in cyberspace. On platforms such as Twitter, Instagram and Facebook, debates and interactions often take place without clear boundaries, leading to frequent social polarisation and conflict. Civility in social media can reduce the potential for social polarisation that is increasingly prevalent in society. Polite communication on social media can help reduce tensions between groups and create a more positive environment for interaction. Language politeness education targeting social media plays an important role in teaching social media users, especially the younger generation, how to communicate wisely, respect differences of opinion, and avoid language that can aggravate the situation. Raising awareness about language politeness on social media is especially important given that the negative impact of impolite communication can spread quickly through digital networks. These findings underscore the importance of developing guidelines or campaigns that educate the public on the use of polite language and respect for others and in turn can reduce the phenomenon of hoaxes, hate speech, and social polarisation that occurs on digital platforms.

In addition, the findings from language politeness research can be used as a basis for formulating social policies that encourage the use of more polite language in public spaces, both in face-to-face communication and in cyberspace. The government and educational institutions in Indonesia can consider integrating the teaching of language politeness in the education curriculum

and social campaigns that aim to improve the quality of communication in society. This policy is essential to reduce social conflict and improve relationships between individuals, which in turn can strengthen social harmony in Indonesia. Policies that promote the use of polite language in public communication can help create a more inclusive and respectful environment. This applies not only in direct communication in public spaces, but also in digital interactions. The use of more polite language on social media and public forums can strengthen the sense of community and reduce the tendency to engage in verbal attacks or hate speech that undermine social cohesion.

The implications of language politeness research are vast and have a significant impact in various sectors, from education to social policy. The integration of language politeness in the curriculum can improve effective and ethical communication skills among students. On the other hand, in the world of social media, increased awareness of the importance of polite communication can help reduce social polarisation and build more positive interactions. Social policies that encourage the use of more polite language in public spaces both in face-to-face and online interactions are essential to maintain social harmony in multicultural Indonesia.

■ **CONCLUSION**

The trend of language politeness research in Indonesian language and literature education journals indexed by SINTA during the period 2013-2023 shows a significant transformation in research approach and focus. This development is not only seen in the adjustment of basic theories of language politeness to the local Indonesian context, but also in the shift of research methods to be more applicable in paying attention to the rich and complex socio-cultural context. Language politeness research is now more focused on the application of politeness principles in various aspects of social life, especially in education and digital interaction is becoming increasingly relevant along with the rapid development of communication technology. This development reflects the importance of language politeness as an integral element in education that not only plays a role in shaping students' language skills but also in teaching important social values such as respect, empathy, and awareness of cultural differences. Research integrating language politeness in the Indonesian language education curriculum opens up space for the development of better social competence among learners and can help understand how to communicate effectively and ethically in an increasingly digitally connected society.

Furthermore, the application of language politeness in platforms such as Twitter, Instagram and WhatsApp has become the main space for daily communication. Research that examines politeness in digital communication is increasingly important to help build a more polite communication culture, reduce social polarisation, and create more inclusive spaces for various social groups. The development of guidelines for polite communication on social media is crucial to address the social challenges that arise from uncontrolled communication. The results of this language politeness research show that a more contextualised and applicable understanding and application of language politeness can play an important role in building more harmonious, effective and ethical communication, both in the context of formal education and social interaction in cyberspace. Therefore, the continuation of research and policy development that supports polite communication, especially in public and digital spaces, must continue to be encouraged to create a more harmonious and civilised society in the midst of socio-cultural diversity.

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