
A SOCIO-PRAGMATICS OF GRATITUDE STRATEGIES ON NCT'S *BEAUTIFUL* MUSIC VIDEO COMMENTS

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ABSTRACT Gratitude strategies is speech acts of communicative acts frequently and abundantly utilized in human interactions. This study aims to find out the types of thank you strategies and the differences between men and women in expressing them written by fans in the Youtube comment section. Data were collected based on fan comments that corresponded to the types of gratitude strategies. The data source comes from one of NCT's music videos entitled *Beautiful*. Following a descriptive qualitative research design, the researcher identified different types of gratitude strategies and the differences between men and women in expressing them. Researchers also found some differences between men and women in expressing gratitude strategies. Based on the research conducted, there are eight types of gratitude strategies that are thanking, positive feelings, others, attention getter. While the other four types of gratitude strategies were not found in the study that are apology, repayment, recognition of impotition, appreciation. In this study, only four types were found that were relevant to the data taken. from several types of gratitude strategies, each type has several sub-categories. The findings of this study are that women tend to be more expressive than men. The conclusion is that thanking and positive feelings are most often used by fans.

Keywords: Gratitude Socio-Pragmatic Strategy, Beautiful NCT Music Video Comments

ABSTRAK Strategi syukur merupakan tindak tutur komunikatif yang sering dan banyak digunakan dalam interaksi manusia. Penelitian ini bertujuan untuk mengetahui jenis-jenis strategi terima kasih dan perbedaan antara pria dan wanita dalam mengungkapkannya yang ditulis oleh penggemar di kolom komentar Youtube. Data dikumpulkan berdasarkan komentar penggemar yang sesuai dengan jenis strategi syukur. Sumber datanya berasal dari salah satu video musik NCT yang berjudul *Beautiful*. Mengikuti desain penelitian deskriptif kualitatif, peneliti mengidentifikasi berbagai jenis strategi bersyukur dan perbedaan antara pria dan wanita dalam mengungkapkannya. Peneliti juga menemukan beberapa perbedaan antara pria dan wanita dalam strategi mengungkapkan rasa syukur. Berdasarkan penelitian yang dilakukan, terdapat delapan jenis strategi bersyukur yaitu berterima kasih, perasaan positif, orang lain, dan menarik perhatian. Sedangkan empat jenis strategi syukur lainnya yang tidak ditemukan dalam penelitian yaitu permintaan maaf, pembayaran kembali, pengakuan atas impotensi, penghargaan. Dalam penelitian ini hanya ditemukan empat jenis yang relevan dengan data yang diambil. Dari beberapa jenis strategi bersyukur, masing-masing jenisnya mempunyai beberapa subkategori. Temuan penelitian ini adalah perempuan cenderung lebih ekspresif dibandingkan laki-laki. Kesimpulannya, rasa terima kasih dan perasaan positif paling sering digunakan oleh penggemar.

Kata Kunci : Strategi Sosio-Pragmatika Syukur, Komentar Vidio Musik Beutifull NCT

INTRODUCTION

Language is a system of communication based upon words and the combination of words into sentences. Our system communication before anything else is language, so language is an exclusively human property. Language has the important role in human's life. With language, people can show their ideas, feeling and thoughts. Understanding and

producing the speech acts that is appropriate to the situations in which one is functioning is of the essence in pragmatics domain generally and the speech act performance particularly, because failure to do so may result in misunderstandings and miscommunications.

In communication, people often use several kinds of speech acts such as requesting, complimenting, apologizing and thanking. Thanking is one of the speech acts of communicative acts frequently and abundantly utilized in human interactions. People give thanks in an assortment of occasions and situations in his/her daily life interactions with others. It depends on the speaker in expressing thanking to whom he/she speaks Leech (1993). For examples when someone help us therefore we say “*Thank you*” In expressing thankful feeling, people are not only could say “*Thank you*”, but they also could say other words, such as “*I am grateful*” to show their grateful feeling and so forth. Aijmer (1996) wrote that functionally, thank you/thanks is analyzed on the speech acts level, as a politeness marker and as an element organizing the discourse.

Showing appreciation has important social value in American English and is used frequently and openly in a wide range of interpersonal relationships: among intimate friends, acquaintances, strangers, and with superiors and subordinates. When people express gratitude successfully, they will have warm feelings about and solidarity with others; however, when people fail to express gratitude or to express it adequately, the relationship between the speaker and the listener may be in danger. According to Apte’s (1974) study, expressions of gratitude are much more extensive in American culture than in South Asian communities. Americans verbalize their appreciation for all kinds of big and small favors, gifts, and compliments, and they use those expressions in various situations, such as the exchange of goods, at parties, and with friends.

Most of the expressions of gratitude involve the word thank, as in many *thanks, thank you, thank you very much, thanks a lot*. Apte also indicated that because of the high frequency of use of these expressions of gratitude in the American speech community, it has come to be used ‘more often perhaps in a mechanical rather than in a sincere way. In addition, Hymes (1972) pointed out that there is no one-to-one relationship between a grammatical form and a speech act it realizes. That is, depending on the situation, grammatically identical sentences can function as different speech acts, and conversely, the same speech act can be realized in many different ways.

Gratitude is a noble trait that every Muslim should have. There are many Quranic verses and hadith about gratitude commanded by Allah and His Messenger. Gratitude is a form of recognition and giving praise to the blessings of Allah and is accompanied by obedience to Allah. While gratitude is an act that aims to thank you for all the abundance of blessings that Allah SWT has given.

”وَلَقَدْ آتَيْنَا لُقْمَانَ الْحِكْمَةَ أَنْ اشْكُرْ لِلَّهِ وَمَنْ يَشْكُرْ فَإِنَّمَا يَشْكُرُ لِنَفْسِهِ وَمَنْ كَفَرَ فَإِنَّ اللَّهَ غَنِيٌّ حَمِيدٌ“، Meaning: And indeed We have given wisdom to Luqman, namely: "Give thanks to Allah. And whoever gives thanks (to Allah), then indeed he gives thanks for himself; and whoever does not give thanks, then indeed Allah is All-Rich and All-Praised". (QS. Luqman: 12)

YouTube is an application that is widely used by people today, especially for artists be it a singer, grub, vlogger, reality show, and many others. their fans gather in the comments column to show support for the artists they like, whether it's a thank you or an expression of praise. in the comments column there are many different languages because fans come from various countries.

Researchers are interested in examining the comments written by fans in a music video, which researchers chose a song called "Beautiful". This song is sung by a male group from South Korea called NCT. They have several members who are members of certain units, but this song is performed by all 23 members. Fans loved this song because it made them re-energized to move on after the grueling Covid pandemic. NCT encourages fans to value themselves and not care about the achievements of others, trying to be content with what they have because everyone will have their own time to shine. When Covid was still spreading, many people lost their jobs, failed to achieve their dreams, and many felt depressed. therefore, fans were very happy when the boy group NCT released a song that could motivate themselves. they felt touched by the lyrics of the song “Beautiful”, and that finally made them express their gratitude through the music video comment section.

THEORETICAL STUDY

1. Lulu (2021) carried out the fourth research, she is a student in English Department Brawijaya University, Malang. The goal of her study is to depict the gratitude strategies utilized by Indonesian EFL female and male students in responding to various academic situations. this study aims to find out how students express their gratitude in various situations, which if the situation is different then the expression of gratitude is also

different. the similarity in this study is how to express gratitude in certain conditions, the difference is that these conditions are not the same as the researcher's research.

2. Regita (2022), a student in Sebelas Maret University, Solo. In this study, the researcher focuses on the analysis of the strategies in expressing gratitude performed by English Department students in 5th and 7th semester of different genders. She focused on strategies in expressing gratitude from male and female students. This research have similarities to focus in expressing gratitude or thanking, but the different is the object from the research.

3. Kustini (2016), student of English for Business at a state Polytechniq in Bandung. This study attempts to investigate thanking strategies used by Indonesian EFL learners based on contextual factors i.e. social status and social distance. The participants were 50 semester three students studying English for Business at a state polytechnic in Bandung. The participants were both male and female, aging from 19-20 years old.

4. Chiayee (2019), student of Soran University discusses about investigate the most frequently-used thanking strategies by Kurdish EFL learners. This study attempted to examine the most frequently- used thanking strategies in Kurdish language. She examined the expressions of gratitude in Kurdish that are often used, from several sources of different genders and ages. the researcher used DCT represents various scenarios where the participants are asked to write down the terms they use to thank others. In this case, researchers have similarities in examining expressions of gratitude for others. which expressions are carried out by various people of different ages and genders. The conclusion is that the similarities of this research focus on different expressions of gratitude for each person to express their gratitude, and the difference is that the research focuses on the expressions used by Kurdish people while this research focuses on YouTube comment columns where people who comment come from various countries.

5. Divine (2020), an English Student of University of Buea. The research in this study addresses the speech act of thanking in *Mbə kum*. According to Eberhard, David M., Gary F. Simons and Charles D. Fennig (2020) *Mbə kum (Bagangu)* is one of the eight dialects that make up *Ngemba* (alongside *Njong*, *Mbutu*, *Shomba*, *Mangkunge*, *Mbrerewi*, *Anyang* and *Alatening*). It is classified as follows: *Niger-Kordofanian*, *Niger-Congo*, *Atlantic-Congo*, *Volta-Congo*, *Bantoid*, *Southern*, *Wide Grassfields*, *Narrow Grassfields*, *Mbam-Nkam*, *Ngemba*, *Mbə kum (Bagangu/Akum)*. It investigates native speakers' behaviour in

expressions of gratitude on the basis of an intracultural comparison of men and women in terms of perception and production performances. This study examines native speakers from africa in expressing gratitude in their language called Mbə kum. researchers selected several native speakers both male and female to answer the questionnaire or ODCCT. The similarities here is focus This research focuses on expressions of gratitude uttered by native speakers of African people while the difference is that the research taken from YouTube comment columns comes from various countries.

RESEARCH METHOD

The design of this study is descriptive qualitative research, where research is carried out based on real circumstances and occurs naturally. Based on Tewksbury (2009) Qualitative research relies on the process of analytic descriptions for “identification of recurrent patterns or themes and attempting to construct a cohesive representation of the data. Descriptive research is research that asks questions about the nature incidence, or distribution of variable; it involves describing but not manipulating variable research declares something naturally, so in this study it only measure what already exist. According to Johnson and Christensen (2009) descriptive qualitative research is a research that relies on the collection of qualitative data. In this case the researcher analyzes intensively to get the desired results, identifies and studies the existing strategy with the data obtained.

FINDINGS AND DISCUSSION

A. FINDINGS

1. Type of Gratitude Strategy

stated that people can express gratitude through thanking, praising, and appreciating. In producing gratitude utterances, one’s background influences the way gratitude expressions is produced. For instance, different gender can cause dissimilar utterances produced by people. According to Azima and Hesabi (2015), females are more concerned about the face needs of their addresses. Therefore, females try harder for expressing gratitude in order not to threaten the face of their addresses. The researcher analyzed the

type of gratitude which is related with comments in Nct's music video. Here are some type of gratitude strategy :

a. Thanking

In this section thanking has three ways :

1. Thanking only by using the word "thank you"
2. @wintvale23 : "Thank you, you did well Taeil"

b. Thanking by stating the favor

1. @Boredass : Thank you NCT for being my comfort place and saving me when i was at the lowest point in my life. This song has always been my comfort song and will forever have a special in my heart
2. @mygaia : Thankyou leader lee taeyong for this song

c. Thanking and mentioning the impotition caused by the favor

1. @MarkusGabriel-fx9us: Remember my girlfriend loved NCT, one of the things she liked was this song, we were going to see a concert someday, but she passed away. Thank you for making this beautiful song. I can play it all the time to remember her
2. @khuki__ : NCT never failed to rock and ace whatever the concept is. Indeed, everything in NCT is beautiful. Thank you for giving us beautiful life meanings.

d. Positive Feelings

1. @danygom4472 : There are times that I forget myself and I get this song always reminds me to live my life again. Thanks goodness
2. @user-ji9he7od1u : I was feeling very depressed and demotivated but then I found this song... I realized that sometimes we only need a little comfort, a small push to go on again.. Thank you guys for making this 'beautiful' song

e. By expressing a positive reaction to the object of the favor

1. @bluuwfy : i usually always skip these types of songs but when it comes to NCT it's almost as of i love these songs (like from home, goodnight) more because of their beautiful voices.
2. @xiaojunslefteyebrow : Yesterday I graduated from computer science, it was a really difficult journey and this song helped me a lot in believing in myself during the process.

f. Here Statement

1. @FeliciaGabriella-wr8id : I am still so addicted to this song until now
2. @lan5785 : Idk why but everytime i listen to this song it's always make me crying :')

g. Small talk

1. @pillipr8185 : Taeil and Xiaojun vocals are good
2. @user-qi1jx6wd6y : xiaojun is the beautiful exist in the world

h. Leave-taking

1. @user-by9wm3ks3k : i miss that time shotaro and sungchan
2. @user-fp2tz1jx7h : NCT as a whole songs will never be the same again without Shotaro, Sungchan

i. Joking

1. @RAEMUSE : I'm not crying, i'm cosplaying a waterfall
2. @xxxxxxxxxxxxxxxxxm : Taeyong giving Edward cullen vibes with that yellow jacket

j. Attention Getter

1. @nurinnurqayla-jh4ff : ANYONE STILL HERE? MISS NCT2021
2. @HannahDixon-ei8kz : The goosebumps i got from watching this

k. Tittle

1. @Iluv_kittens : this the most lovely song "Beautiful"
2. @kate95z : The boys The voices The cinematography, all I can say it's just so BEAUTIFUL

l. Name

1. @lynnlattphyoaung3912 : Thanks our leader taeyong for everything
2. @hamutaroyum : Featuring shotaro & sungchan riize

2. Differences between male and female

In summary, researchers analyzed gratitude strategies in NCT fans' comments on the 'Beautiful' music video and found gender differences in expressions of gratitude. Men tend to express their gratitude directly or hide their feelings by joking. Women tend to express gratitude more seriously or for fun, focusing on the visuals, lyrics or impact of the song. Overall, there are different strategies for gratitude, and men and women express gratitude differently.

B. Discussion

Researchers identified eight categories based on previous research: thanks, appreciation, positive feelings, apology, acknowledgment of coercion, repayment, others, and attention getter. Thanking is the most common strategy, with fans directly expressing their gratitude by using “thank you” or stating a specific reason. Positive feelings are also widespread, with fans sharing positive experiences regarding the song. Other strategies such as “statement here,” “small talk,” “leave,” and “joke” are used less frequently. Joking is especially evident in comments from male fans. Appreciation, apology, acknowledgment of burden, and repayment were nowhere to be found. Researchers suggest fans use other ways to express these sentiments or do not feel the need to express them in this context.

CONCLUSION AND SUGGESTION

A. Conclusion

From this investigation, the researcher finds various types, and differences used by male and female on NCT's music video *beautiful* song that are formulated as follows. From the data presented above, the researcher found eight types of gratitude strategy. First “*Thanking*”, in the *thanking* sub chapter there are 3 categories. Second “*Appreciation*” in this sub chapter there are two categories. Three “*Positive feelings*”, in this sub chapter there are two categories. Four “*Apology*”, in this sub chapter there are four categories. Five “*Recognition of imputation*”, in this sub chapter there are three categories. Six “*Repayment*”, in this sub chapter there are three categories. Seven “*Others*”, in this sub chapter there are four categories. Eight “*Attention getter*”, in this sub chapter there are three categories. Researchers found various kinds of fan comments in the youtube comment section of the song beautiful, and researchers grouped the comments according to the appropriate type. There are some differences in expression between men and women that researchers find, if women are more expressive in giving reviews while men always have a strong reason to write comments, or just jokes. From this study, researchers found many fans who expressed their feelings and shared stories about the stories behind their life journey.

B. Suggestion

The research realizes that in this study there are still many shortcomings and weaknesses. So, the research gives some suggestions for the readers and the next research.

- 1) The readers of this thesis are hoped to read the sources books or references that are attached to the bibliography to check and crosscheck the reliability of the theory used in this study and also the credibility of the findings.

This research is focused only on columns on Youtube comment. So, the next research hoping to investigate more detail and complete to enrich the information about gratitude strategy. Many gaps have not been investigated yet in this topic. For example, gratitude strategy in other social media.

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