



POLITENESS STRATEGIES IN LANGUAGE USE AMONG GENERATION ALPHA IN THE INTERACTIONS OF RYU KINTARO LITTLE SULTAN

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Abstract

Some people experience subjective complaints such as redness, itching, burning, or a sensation of heat in their eyes, which can be linked to the use of digital technology. This has led to a shift in human communication, where traditional face-to-face interactions are increasingly taking place in virtual spaces that are fast-paced and ever-changing, such as YouTube. This change doesn't just affect technical aspects, but also rebuilds the user's language identity, where language now serves as a strategic tool to build social connections and maintain a positive self-image. This study aims to examine the politeness mechanisms used by Ryu Kintaro in his interview video on the YouTube channel Tom MC Ifle, using the theory framework of Brown and Levinson and the principles of politeness from Leech. Subjective complaints may include symptoms such as red eyes, itching, burning, and a hot sensation. Pragmatics is a branch of linguistics that studies the conditions for the appropriate use of language in the communication process, which is very closely tied to the external context of language. The method used was a descriptive qualitative approach, involving the analysis of 28 speech data collected through the techniques of listening and recording. The research results show that positive politeness strategies were used in 64.3% of the interactions. This shows that the subject tends to use strategies such as sharing personal experiences, providing reasons, and building optimism to reduce face-threatening situations while also strengthening cooperation among communicators. This finding shows that politeness among Generation Alpha hasn't disappeared despite the stigma around digital slang language. Instead, it has changed its function to remain relevant, responsive, and adaptable in today's digital communication environment, helping to keep social relationships in harmony.

Keywords: Alpha Generation, Digital Politeness, Pragmatics, Ryu Kintaro, YouTube.

Abstrak

Beberapa orang mengalami keluhan subjektif seperti kemerahan, gatal, rasa terbakar, atau sensasi panas pada mata, yang dapat dikaitkan dengan penggunaan teknologi digital. Hal ini telah memicu pergeseran dalam komunikasi manusia, di mana interaksi tatap muka tradisional semakin banyak berpindah ke ruang virtual yang serba cepat dan terus berubah, seperti YouTube. Perubahan ini tidak hanya memengaruhi aspek teknis, tetapi juga membangun kembali identitas bahasa pengguna, di mana bahasa kini berfungsi sebagai alat strategis untuk membangun koneksi sosial dan menjaga citra diri yang positif. Penelitian ini bertujuan untuk mengkaji mekanisme kesantunan yang digunakan oleh Ryu Kintaro dalam video wawancaranya di kanal YouTube Tom MC Ifle, dengan menggunakan kerangka teori Brown dan Levinson serta prinsip kesantunan dari Leech. Keluhan subjektif dapat mencakup gejala seperti mata merah, gatal, rasa terbakar, dan sensasi

panas. Pragmatik adalah cabang linguistik yang mempelajari kondisi penggunaan bahasa yang sesuai dalam proses komunikasi, yang sangat erat kaitannya dengan konteks eksternal bahasa. Metode yang digunakan adalah pendekatan kualitatif deskriptif, yang melibatkan analisis 28 data tuturan yang dikumpulkan melalui teknik simak dan catat. Hasil penelitian menunjukkan bahwa strategi kesantunan positif digunakan dalam 64,3% interaksi. Hal ini menunjukkan bahwa subjek cenderung menggunakan strategi seperti berbagi pengalaman pribadi, memberikan alasan, dan membangun optimisme untuk mengurangi situasi yang mengancam muka (*face-threatening situations*) sekaligus memperkuat kerja sama antar komunikator. Temuan ini menunjukkan bahwa kesantunan di kalangan Generasi Alpha tidak menghilang meskipun terdapat stigma mengenai bahasa gaul digital. Sebaliknya, fungsinya telah berubah agar tetap relevan, responsif, dan adaptif dalam lingkungan komunikasi digital saat ini, sehingga membantu menjaga keharmonisan hubungan sosial.

Kata Kunci: Generasi Alpha, Kesantunan Digital, Pragmatik, Ryu Kintaro, YouTube.

I. INTRODUCTION

(Thahirah and Farihul Amin n.d.) stated that the acceleration of digital technology has disrupted human communication patterns, moving from conventional face-to-face interactions to fluid virtual spaces, such as YouTube. This phenomenon not only changes the technical aspects of communication, but also reconstructs the linguistic identity of users where language is positioned as a strategic tool to strengthen social connections while projecting a positive self-image. In this case, (Paoleti and Mujahidah 2025) emphasized that in a digital environment that demands a quick response, the speed and accuracy of message delivery are crucial, where positive politeness strategies are often dominant because they are able to reduce potential conflicts and increase cooperation between discussion participants. From a pragmatic perspective, understanding the meaning of speech cannot be separated from the situational context that surrounds it. As emphasized by (Sumarlam 2023), pragmatic studies explore how language operates based on conditions of compatibility in the communication process, which is highly dependent on contexts outside the language itself. Therefore, Ryu Kintaro's speech on Tom MC Iple's YouTube channel is a real representation of the use of language that is adaptive to context. In line with the findings of (Hutagalung et al. 2025), the choice of politeness strategy is greatly influenced by the dynamics of fluid communication situations on digital platforms.

The complexity of communication is increasingly evident in Generation Alpha, *a group of digital natives* who grew side by side with algorithms from an early age. (Goziyah 2026) explained that digital literacy plays a vital role in guiding them to use language wisely in public spaces, so that concerns about ethical degradation due to the use of *slang* can be

mitigated. (Mt and Anggraini n.d.) who indicate that the communication pattern of this generation is greatly influenced by their attachment to digital media. In this context, Ryu Kintaro comes as an interesting empirical model. (Fitri and Saleh 2025) note that politeness in Generation Alpha has not faded, but has transformed to be more adaptive and relevant to the demands of spontaneous digital interaction. This research focuses on the study of politeness strategies in the video interview *"10-Year-Old Children's Business with Billions of Turnover! This is the secret of Ryu Kintaro becoming a Little Sultan"* (April 5, 2025). The main focus was directed at how a 10-year-old resource person built communicative authority spontaneously. Through this research, it is hoped that the forms of politeness strategies applied, the most dominant types, and the transformation of language politeness in the digital era can be identified. Theoretically, this study is expected to enrich pragmatic discourse, and practically, become a reference for educators and parents in understanding today's children's communication patterns.

II. THEORETICAL STUDIES

1. Pragmatics

Pragmatics is a part of linguistics that usually looks at how context affects the meaning of what is said. Pragmatics is a field that combines different fields of science. It doesn't just look at grammar. Instead, he also studies how language, the social environment, and what the speaker wants to convey are interconnected. Leech (1983) emphasizes that the principle of politeness is an important part of pragmatics because it connects the principle of cooperation with the way the speaker expresses its meaning indirectly, especially in social interactions and face-saving situations. More specifically, Brown and Levinson (1987) see language politeness as a complex system for refining actions that might threaten a person's social image (FTA), in which each speaker takes into account three main factors: social distance (D), power differences (P), and how threatening an act of speech is in a given cultural setting (R), expressed as: $Wx = D(S,H) + P(H, S) + Rx$ (Pramujiono 2020) pragmatics is the best way to understand how people use polite language in real social situations.

The development of digital reality requires a shift in perspective in interpreting language politeness. Research by (Amiruddin et al. 2025) proves that Generation Alpha transforms politeness from mere norms to effective communication tactics. By integrating Brown-Levinson's theory and Leech's maxim, this generation is able to project social authority through a planned *digital impression*, so that the interactions they build with adults on digital platforms become much more persuasive and weighty. (Diana Kartika Arma 2022). Digital platforms

such as YouTube unite individuals from various cultures, age groups, and social standings within a shared public space. A significant hurdle for Generation Alpha is navigating their online identity while engaging with older generations in accessible digital spaces. Consequently, grasping cultural contexts and employing strategies for politeness are crucial in preventing miscommunication, backlash, and disputes. Viewed through the lens of cross-cultural communication, technology has erased conventional limits, transforming politeness into a vital instrument for diminishing bias and fostering peaceful interactions in the digital realm (Nasaruddin 2024).

Digital communication serves as the primary means through which the Alpha generation connects with others. Within this framework, applied research faces new challenges that are absent in traditional in-person interactions. In situations lacking nonverbal indicators like facial expressions, vocal tone, and physical gestures, speakers typically rely more on verbal techniques to assist their conversation partner in maintaining dignity. According to Leech (1983), during this form of communication, speakers often adopt a more indirect approach, where indirect language is perceived as being more courteous. Concurrently, Brown and Levinson (1987) describe five strategies a speaker may utilize to minimize potential face threats: these include bald politeness, positive politeness, negative politeness, choosing to go unrecorded, and remaining silent altogether. The choice of strategy hinges on the intensity of the threat encountered (Wx), which is influenced by the situational context. (Pramujiono 2020).

Specifically, this study looks at Ryu Kintaro Sultan Cilik's speech as an example of the Alpha generation speaking on a YouTube podcast. By combining the theories of Brown and Levinson (1987), which outlines the four main politeness strategies bald on record, positive politeness, negative politeness, and off record with the principles of Leech (1983), which includes the six maxims of decency (wisdom, generosity, praise, humility, approval, and sympathy), this study provides a clear picture of how a 10-year-old handles speech that may be face-threatening in online public spaces. The positive politeness strategy seeks to create closeness and good relationships between the speaker and the interlocutor. This approach is often used in casual and close conversations. At the same time, negative politeness strategies are used to respect personal freedom and avoid interrupting speakers. This approach is usually used in a formal setting or when the speaker wants to maintain social distancing. In digital communication, positive politeness strategies are often the main choice because they can create closeness and more intimate interaction between social media users (Marisa et.al 2025).

Brown and Levinson (1987) classify politeness strategies into four main domains that function to maintain the stability of social relations:

Bald on Record: Explicit and direct message delivery.

Positive Politeness: A strategy that is oriented towards the "positive face" of the opponent to build intimacy, such as through appreciation or sharing experiences.

Negative Politeness: A strategy that focuses on respecting the autonomy of the opponent in order to maintain polite social distancing.

Off Record: Implicit conveying intent to avoid confrontation.

The strategy operates synergistically with the six maxims of politeness from Leech (1983), namely the maxims of wisdom, generosity, praise, humility, agreement, and sympathy. In the context of digital communication, (Marisa et.al 2025) observed that the positive *politeness strategy* is the most dominant mode because of its efficacy in creating emotional closeness between social media users.

2. Politeness in language

Being polite in language is an important part of communication related to social rules, values, and culture of society. Politeness is shown not only by using polite words, but also through attitudes, intentions, and the way you convey messages when communicating. Language politeness helps to keep the social relationship between the speaker and the interlocutor harmonious. In social interactions, Using polite language can avoid conflict and create effective communication. Technology and modernization have changed what society considers polite, especially among young people. The easy access to information makes the current generation more easily influenced by foreign cultures, causing the value of traditional politeness to decline. In the world of education, manners play an important role in shaping student character. The school environment is expected to teach politeness so that the younger generation remains ethical in speaking and acting in today's world (Eny Nur Aisyah 2019). In the digital world, politeness is changing due to a shift in the way we communicate. The language used is usually more relaxed, fast, and adaptable, thus influencing the way the speaker shows politeness. In the digital age, being polite is more focused on keeping social relationships strong than simply sticking to the rules of formal language. This shows that language politeness is dynamic and continues to develop along with the changing times (Syafitri Arief 2023).

The use of language that does not meet norms can cause confusion and conflict in communication. Therefore, it is very important to understand the language characteristics used by Generation Alpha in a digital context. The development of digital literacy plays an important

role in shaping their language attitudes, so efforts are needed to increase awareness about the use of good and polite language (Fahmi and Nuryana 2024). YouTube serves as a digital venue that allows creators and audiences to engage with one another through videos, comments, and immediate replies. The use of polite language is essential for fostering positive connections, preserving one's self-image, and preventing misunderstandings during conversations. Approaches to politeness are shaped by the situation and intent behind the interaction. The exchanges of Ryu Kintaro present a fascinating area for pragmatic analysis as they illustrate how Generation Alpha communicates in everyday scenarios. The Alpha generation exhibits a unique language trait because it grows up in a digital environment. They rely on creative and customizable language. The choice of language they use is influenced by the existing social context and digital media. In a YouTube environment, language courtesy is very important because communication takes place in a room that is open to the public. Based on research on politeness in the digital world (Kusmanto & Widodo, 2022), politeness strategies are used to maintain social relations.

The Alpha generation, which is *a digital native* born post-2010, faces a unique pragmatic challenge in the digital ecosystem. The absence of nonverbal cues in virtual interactions forces speakers to rely more on language-based strategies in mitigating potential face-to-face threats. (Amiruddin et al. 2025) emphasized that for this generation, politeness in cyberspace is not just compliance with static norms, but a tactical negotiation tool. The use of creative language, *slang*, or digital symbols is not an indication of ethical degradation, but rather a manifestation of adaptive strategies to remain relevant in the public conversation. This phenomenon shows that language politeness has transformed into a very dynamic pragmatic competence, where mastery of politeness strategies is now a vital instrument in building *the personal branding* and communicative authority of a young content creator like Ryu Kintaro on the YouTube platform.

IV. RESEARCH METHODS

This study is a qualitative study with a descriptive approach that aims to describe the phenomenon of language politeness strategies in depth in a natural context. The data of this study is in the form of oral speech that contains a strategy of linguistic politeness, which is sourced from an interview video on Tom MC Ifle's YouTube channel entitled "10-Year-Old Children's Business with Billions of Turnover! This is the Secret of Ryu Kintaro becoming a Little Sultan" (uploaded on April 5, 2025 with a duration of 28 minutes and 34 seconds), which involves the subject of Ryu Kintaro, Tom as *the host*, and Denzel as the accompanying guest.

In the process of this research, the researcher acts as the main instrument (*human instrument*) who is fully responsible for the collection and analysis of data directly. The data collection technique applied is the see-and-record method, which is by listening, recording, and classifying relevant speech based on the theory of politeness by Brown and Levinson (1987). Furthermore, the data analysis method is carried out systematically through the stages of data reduction to select relevant speech, data presentation to present the findings descriptively, and drawing conclusions to answer the formulation of research problems.

IV. RESEARCH RESULTS

The results of the study indicate that strategies for politeness are crucial in interactions on YouTube. Due to the absence of nonverbal signals like gestures and facial expressions in digital communication, participants depend more on verbal tactics to foster positive connections with their audience. The evidence shows that speakers frequently utilize indirect language and positive politeness approaches to minimize face-threatening acts (FTAs), aligning with the frameworks proposed by Leech (1983) and Brown and Levinson (1987). Furthermore, the results highlight that factors such as social distance, power dynamics, and perceived threats affect the selection of politeness strategies when communicating in public online spaces. On YouTube, these strategies are applied more thoughtfully, given that communications can be assessed by a broad viewer base.

This study analyzed speech from 28 data points collected during a conversation lasting 28 minutes and 34 seconds. The distribution of politeness strategies identified in Ryu Kintaro's speech is as follows: *Positive Politeness* appears at 18 data points (64.3%), *Negative Politeness* at 6 data points (21.4%), *Off-record* at 2 data points (7.1%), and *Bald-on-record* at 2 data points (7.1%). The dominance of the use of *Positive Politeness* indicates that Ryu Kintaro consistently seeks to build familiarity, solidarity, and trust, both with his interlocutor and with the audience.

Table 1. Language Politeness Strategies of Generation Alpha in Ryu Kintaro's Interaction

No	Code	Utterance (Summary)	BL Strategy	Tactic	Generosity	Praise	Modesty	Agreement	Sympathy
1	D1	"Three times fall, four times rise."	PS						✓
2	D2	"Better to lose	PS						

		childhood than the future."							
3	D3	"Are you smart in school?"	BOR						
4	D4	"No."	BOR						
5	D5	"My guest today is extraordinary , young entrepreneur Ryu Kintaro."	PS			✓			
6	D6	"You have so many interests! You like football but also business."	PS			✓			
7	D7	"The herbal drink is healthy, uses cassava sugar not rock sugar."	PS	✓					
8	D8	"Financial reports are still helped by Mom and Dad."	NS				✓		
9	D9	"Don't let children hold smartphones but not be smart."	OR						
10	D10	"I want to use up my failure tickets while I'm still young."	PS						✓
11	D11	"I want Indonesians to live longer lives."	PS		✓				
12	D12	"I don't understand yet, but I want to buy Bitcoin."	NS				✓		

13	D13	"My idol is Paris Fernandez because he is humble."	PS					✓	
14	D14	"I prefer football because it's on grass, safer."	PS	✓					
15	D15	"I'm purely Indonesian, my mom just craved Japanese food."	PS					✓	
16	D16	"Felt down when account was deleted, but TikTok now has 1.4 million."	PS						✓
17	D17	"I have a challenge for Denzel: try singing."	PS					✓	
18	D18	"Definitely tiring, but I still play games."	PS						✓
19	D19	"Mom and Dad want me to manage wealth when they're gone."	NS						✓
20	D20	"I just stay quiet so the problem doesn't get bigger."	OR					✓	
21	D21	"Business is a priority because it's long-term."	PS					✓	
22	D22	"Earn money first, splurge later."	PS					✓	
23	D23	"I want to make sunscreen specifically"	PS	✓					

		for kids with sensitive skin."							
24	D24	"I know Skibidi, but I don't often use brainrot language."	NS				✓		
25	D25	"School grades are average, Math 70-80, but Mandarin 90."	NS				✓		
26	D26	"Have a business that gives solutions, not just descriptions."	PS		✓				
27	D27	"We don't know which video will boom."	PS						✓
28	D28	"Thank you Ryu, your business will surely succeed!"	PS			✓			

Note: BOR = *Bald-on-record* (Frankly); PS = *Positive Politeness* ; NS = *Negative politeness* ; OR = *Off-record* (Implied). D = Data; RYU = Ryu Kintaro; TOM = Tom (Host); DENZEL = Denzel; The timestamp shows the video segment (example: 00:00–05:00).

Strategi *Bald-on-Record*

According to Brown and Levinson (1987), the *Bald-on-record* approach involves conveying messages straightforwardly without softening potentially harmful comments. This method is often utilized in intimate relationships, casual settings, or situations that emphasize practicality. In this analysis, two instances were identified using this approach.

Data 3 (D3/TOM/00:00–05:00) illustrates Tom asking Ryu directly, “Are you smart in school? ” without any qualifiers, which could potentially undermine Ryu’s negative face. Nonetheless, within the laid-back and entertainment-focused context of the podcast, this straightforwardness fosters a genuine and authentic engagement.

Data 4 (D4/RYU/00:00–05:00) demonstrates Ryu answering plainly with “No.” Rather than cushioning his response, Ryu replied sincerely and succinctly, indicating certainty and authenticity. This aligns with Brown and Levinson’s (1987) assertion that the Bald-on-record strategy can be advantageous when candor is prioritized over excessive politeness.

Positive Politeness Strategy

Positive politeness is about making the listener feel valued, accepted, and liked (Brown & Levinson, 1987). This was the most effective strategy in the data, showing up in 18 different points through compliments, jokes, shared experiences, positivity, and language that includes everyone. Data 1 (D1/RYU/00:00–05:00) shows a common experience: “It’s about 100 to 200 million rupiah.” My mom and dad once shared with me that I had failed in my business multiple times. “Fall down three times, get up four times.” By talking about his own failures, Ryu creates a sense of connection and understanding with the audience.

Data 2 (D2/RYU/00:00–05:00) shows him explaining his thoughts: “I understand that it’s better to lose my childhood than to lose my future.” This remark supports his decisions in life and shows that he is someone who thinks carefully and focuses on what lies ahead.

Data 5 (D5/TOM/00:00–05:00) shows clear praise: “Today’s guest is an incredible young businessman, Ryu Kintaro.” Tom’s compliment supports Ryu’s positive image and aligns with Leech’s Praise Maxim (1983).

Data 10 (D10/RYU/05:00–10:00) shows a positive outlook: “If you do nothing about failure, it can be deadly.” “I wished I could do it when I was younger, so that as I got older, I would have some experience.” Ryu sees failure as a helpful lesson and promotes a positive way of thinking.

Data 15 (D15/RYU/10:00–15:00) highlights humor and how people see themselves in a group: “Ryu stands for dragon, and Kintaro stands for someone who works really hard.” “I’m a woman from Japan, and all I want is to eat Japanese food.” This funny comment adds a friendly touch and makes it easier to connect with others.

Data 27 (D27/RYU/25:00–28:34) includes a message that says: “The last message: just keep trying.” “Don’t worry, since we can’t tell which video will become popular.” By using “we,” Ryu connects with the audience, making them feel united and supported.

Negative Politeness Strategy

Negative politeness fulfills the negative facial desire of the opponent, namely the desire not to be disturbed, not forced, or to have their autonomy respected (Brown & Levinson, 1987).

Markers used include humility, *hedging*, acknowledging limitations, and refining demand. Six data points use this strategy.

Data 8 (D8/RYU/00:00–05:00) exemplifies self-minimization: "Financial statements are still helped by Mama and Papa because I don't fully understand them." Despite running a business with hundreds of millions in revenue, Ryu humbly admits to needing parental help. This humility paradoxically increases his positive image as an honest and not arrogant figure, in line with Leech's Maxim of Humility (1983).

Data 24 (D24/RYU/25:00–28:34) showed a dissociation from peer group stereotypes: "I know things like *Mewing*, *Skibidi*, *Ohio*. But I don't use *brainrot* very often." Despite admitting to being familiar with Generation Alpha's slang, Ryu explicitly distances himself from it, asserting a distinct self. Brown and Levinson (1987) note that keeping a distance from certain groups is a common sub-strategy of Negative Politeness for maintaining personal autonomy.

Data 25 (D25/RYU/25:00–28:34) uses a pattern of weakness before strength: "At school I only averaged 70–80 in Mathematics, but in Mandarin 90." Mentioning academic limitations before a prominent achievement avoids the impression of arrogance, in line with Leech's Maxim of Humility (1983).

Off-Record Strategy (Implicit)

The *off-record* strategy conveys meaning indirectly or implicitly, which requires the listener to deduce the true intent of the speaker (Brown & Levinson, 1987). This strategy is chosen when the speaker wants to avoid direct responsibility for speech acts that have the potential to threaten the face. Two data points use this strategy.

Data 9 (D9/RYU/05:00–10:00) uses the implication as a veiled social critique: "The most compelling message: Don't let your child hold a *smartphone* every day but his own child is not smart." Criticism of modern parenting practices is delivered indirectly, wrapped in a memorable message. The play on words between "*smartphone*" and "*smart*" demonstrates Ryu's linguistic intelligence in using lexical ambiguity to soften potentially sensitive criticism.

Data 20 (D20/RYU/15:00–20:00) illustrates conflict avoidance through strategic silence: "Yes, my school friends said that being a YouTuber is not cool and my content is fake. I'm just trying to keep quiet so that things don't get any worse." Choosing not to respond represents the most subtle *form of off-record* politeness, minimizing confrontation and reflecting the Leech Consensus Maxim (1983).

The dominance of positive politeness (64.3%) used by the subjects proves the existence of a deliberate strategy to reduce social distancing, which is consistent with the framework of

Brown and Levinson (1987). Practically, this speech actualizes the Maxim of Sympathy and the Maxim of Praise Leech (1983) to build emotional resonance. This pattern reinforces the findings of Amiruddin et al. (2025), who argue that for Generation Alpha, digital politeness serves as an instrument for 'digital impressions' to gain communication authority on YouTube.

Furthermore, the use of negative politeness through humility is a strategic implementation of Leech's Maxim of Humility. Ryu cleverly calculates the weight of the threat of speech (W_x) so that his financial success does not seem intimidating. This reflects the modern pragmatic agility identified, where the 'digital face' is carefully managed to maintain harmony while projecting a credible brand.

Finally, the use of *off-record* strategies to convey covert social criticism confirms the subject's mastery of the Leech Incontinence Scale. In contrast to traditional children's content that often uses rigid scripts, Ryu Kintaro's spontaneous interaction proves that Generation Alpha has pragmatic competencies that are highly adaptive, tactical, and highly oriented towards maintaining social harmony in the cyber world.

V. CONCLUSION

Based on a pragmatic analysis of Ryu Kintaro's interview on Tom MC Ifle's YouTube channel, it can be concluded that the subject uses the entire spectrum of politeness strategies of Brown and Levinson (1987), namely *bald on record*, *positive politeness*, *negative politeness*, and *off-record*. These strategies are applied synthetically with the maxims of Leech (1983) specifically the maxims of sympathy, praise, and humility as ethical standards for navigating the social hierarchy between juvenile subjects and adult counterparts. In line with the findings of Amiruddin et al. (2025), this strategy serves as a dynamic negotiation tool for Generation Alpha, where subjects creatively adapt classic politeness formulas to build a professional digital identity while maintaining social authority in a highly open cyberspace.

The most dominant strategy used was *positive politeness* with a percentage of 64.3% of the total speech. This dominance reflects tactical moves to minimize social distancing and build emotional resonance with audiences. Ryu effectively manages his "digital face" through a self-depreciation technique that aligns with Leech's maxim of humility, ensuring that his financial achievements don't look intimidating to an adult audience. These findings confirm that for Generation Alpha, politeness on digital platforms is not just a rigid behavior that follows the script, but a sophisticated, adaptive, and highly measurable pragmatic competence, which is oriented towards maintaining social harmony in the cyber world and improving *personal branding*.

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