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PRAGMATIC STRATEGIES OF MALE AND FEMALE CUSTOMERS ON ONLINE CUSTOMER REVIEW AND RATING IN TOKOPEDIA

ANITA RAHAYU

anitarahayu@student.uns.ac.id

DJATMIKA

djatmika@staff.uns.ac.id

MIFTAH NUGROHO

miftahnugroho@staff.uns.ac.id

Fakultas Ilmu Budaya
Universitas Sebelas Maret
Surakarta, Indonesia

Abstract: This research aims to analyze the pragmatic strategies of male and female customers while giving a nebulizer product review sold by Omron Healthcare in Tokopedia's online customer review and rating. The theories used in this research are gender and politeness strategies. This research is qualitative descriptive because the reality of the data depends on the context and is then described based on the context as well. The data source is in Tokopedia's online customer review, whereas the data are transcripts of male and female customers' comments on Omron Healthcare's nebulizer product. This research finds 50 data: 25 are male, and 25 are female customers. The findings show that male and female customers mostly use positive politeness while giving product reviews. However, females only use two sub-strategies of positive politeness, whereas males use four. Furthermore, the research finds that male customers use negative politeness strategies more often. Additionally, males use more off-record than females. Lastly, only males use the off-record strategy. In short, male and female customers give positive comments, but female customers use more hyperbolic expressions, while male customers use reciprocity and approval.

Keywords: gender, online customer review, politeness strategy, pragmatics

INTRODUCTION

People use utterances differently in their daily lives. Everyone tends to use different choices of words, logic, structure, and many more. These differences while communicating may happen due to factors such as age, cultural background, location of living, and mostly gender. According to Gumperz and Tannen (1979), gender and language are depicted as a reflection of social constructs. This means that males and females can use their utterances differently to create complex interactions. These interactions or utterances are also considered speech acts since speech acts are defined as how an act is performed through a speech (Searle, Kiefer, and Bierwisch 1980). Some acts are like criticizing, complementing, and many more (Dylgjeri 2017). Since interactions like criticizing, complementing, and other ways of reviewing something are diverse, this research then focuses on how these interactions tends to work.

In addition, males and females show differences in their utterances, influenced by social and cultural constructs (Agata and Saifullah 2022). These differences mainly lie in vocabulary, intonation patterns, and conversational strategies (Djalilova 2021). Referring to Darmawan et al. (2024), speech, in general, is a set of logic realized by clauses and connected with conjunctions which can differ from one another. These differences can happen due to several factors, including gender. Furthermore, according to Djalilova (2021), females are often associated with using more polite forms, hedges,

and tag questions to express empathy and maintain good interactions. These differences align with what Lakoff (2004) claims about the characteristics of female speech. On the other hand, males are typically linked to more assertive and direct speech, reflecting societal expectations of dominance and authority (Kendall and Tannen 2015). Such distinctions are not biological but are somewhat shaped by the roles and norms of individuals based on their gender (Agata and Saifullah 2022). These variations become the dynamic nature of communication and might create different interactions.

Interactions happen in real life and several other locations like movies, series, or even social media (Agata and Saifullah 2022). Social media in today's life is a place where people from around the world communicate without any need to meet anyone in person (Widiyanti and Herwandito 2018; Al-Ayya 2022). For instance, Indonesians can have conversations with Chinese sellers through Alibaba. Indonesians can also communicate and buy things from American sellers through Amazon. However, for local cases where Indonesians can communicate and order things online from Indonesian sellers, there is an e-commerce site named Tokopedia, which has sophisticated features almost on par with Alibaba and Amazon. In the context of Tokopedia, customer reviews represent more than just opinions; they are a medium to express experiences, expectations, and satisfaction (Suharijadi 2018). By focusing on gender and speech characteristics, this research explores how male and female customers construct their reviews, the social meanings embedded in their utterances, and how these differences reflect their communication styles.

Within pragmatic strategies, Brown and Levinson (1987) propose several politeness strategies that speakers use to maintain social harmony and manage face-threatening acts. One of the primary strategies is negative politeness, which is employed to minimize imposition on the listener. This includes the use of indirect speech acts, such as "*Could you possibly...?*" or "*I was wondering if...*", which help soften requests and show deference. Another feature of negative politeness is the use of hedging, like "*perhaps*" or "*maybe*", which reduces the force of an assertion and then acknowledges the listener's autonomy. These different choices show an effort to show respect and avoid imposing on the interlocutor's freedom of action.

Additionally, positive politeness strategies are used to establish solidarity and create a sense of familiarity between speakers (Andriyani et al. 2023). These include using inclusive language, such as "*we*" instead of "*I*", or offering compliments to reinforce social bonds. Another positive politeness strategy is the use of humor and informal language, which can help reduce social distance and create a more relaxed interaction (Pramujiono et al. 2019). Additionally, Brown and Levinson (1987) also highlight that speakers often employ exaggeration and intensifiers, such as "*You're absolutely amazing!*" to enhance praise and strengthen interpersonal connections. Similarly, speakers may use in-group identity markers, like nicknames or shared slang, to indicate belonging and strengthen relationships. According to Hidayati (2016), hedging is previously associated with indirectness. Also, it is a form of negative politeness, allowing speakers to avoid appearing too direct or imposing. These strategies are used to show how politeness plays a crucial role in shaping effective communication and maintaining social relationships.

By using pragmatics, one can understand how language reflects someone's norms, identities, and social functions within specific contexts. Furthermore, pragmatics sees language beyond semantic or pragmatics levels since it involves many social aspects. A pragmatic approach is used to analyze the pragmatic strategies of the customer's utterance while they review the product in Tokopedia's customer review and rating. This approach focuses on how male and female customers use language in social contexts. Specifically, the analysis uses Brown and Levinson's (1987) theory of politeness strategies. Furthermore, this research examines the politeness strategies not only at the level of positive, negative, or so on but also at the sub-strategy level once the utterance belongs to either a positive or negative politeness strategy.

This research was created after the researcher reviewed previous studies that discuss a similar focus as this new research. Based on a review of prior work reveals existing research that touches upon areas relevant to this research yet simultaneously highlights important aspects. For instance, while studies have analyzed language use in online contexts (Agata and Saifullah 2022), they have not dug into the specific linguistic traits that differentiate male and female customers. Likewise, research has examined what online customer reviews do (Dewi 2024; Sari 2022), focusing on their communicative functions like criticizing or debating. However, they have not analyzed customers' actual language, especially when this research considers gender. Moreover, even though some studies have explored pragmatic strategies in social media reviews (Andriyani et al. 2023; Suharijadi 2018; Yosani 2023), they do not comprehensively analyze how male and female customers might use politeness differently as a pragmatic strategy. For example, Andriyani, Raharjo, and Putri (2023) analyze politeness between customers and sellers, but they do not break down the specific types of politeness or separate the genders. Next, Suharijadi (2018) looked at comments on Tokopedia but did not go deep into the pragmatic strategies or categorize reviews by politeness type. Lastly, Yosani (2023) performs a detailed analysis of politeness on YouTube comments but does not examine whether male and female commenters used different strategies. This all points to a gap that this research aims to address by using a socio-pragmatic approach to see the differences in how male and female customers use language in an online customer review.

Based on the review, this research has a research gap. The research gap is that no research analyses male and female politeness strategies in Tokopedia's online customer reviews. In accordance with the gap, this research aims to analyze the pragmatic strategies of male and female customers while giving a product review in Tokopedia's online customer review and rating. Consequently, this research question is: What are the pragmatic strategies used by male and female customers when giving a product review in Tokopedia's online customer review and rating? Next, the theories used in this research are described in the following section. In brief, the theories used in this research is gender and pragmatics. Further description is in the theoretical framework below.

LITERATURE REVIEW

Gender

Gender is a cultural concept that seeks to make differences (distinction) in roles, behavior, mentality, and emotional characteristics between men and women that develop in society (Hidayati 2016). Gender is the difference between men and women when viewed from values and behavior. It is a term used to describe social differences between men and women. Similarly, gender is a group of cultural attributes and behaviors that exist in men and women (Kendall and Tannen 2015). In addition, gender is a characteristic, trait, and behavior in men and women that is formed socially and culturally (Agata and Saifullah, 2022). Kendall and Tannen (2015) state, "Gender is a key component of identity." Gender is a distinguishing factor in language variations, which eventually gave birth to the terms of male and female language.

As language serves as a primary tool for social interaction, gender differences inevitably influence the way individuals use pragmatic strategies to convey meaning, maintain relationships, and achieve communicative goals. Men and women may adopt different linguistic approaches based on the social roles and expectations associated with their gender. Women, for instance, are often observed to employ more indirect and cooperative strategies, reflecting a preference for maintaining social harmony and fostering relationships (Thomas 2014). In contrast, men are more likely to use direct and competitive strategies, aligning with social norms that encourage assertiveness and autonomy (Djalilova 2021). These differences in communication styles can be examined

through the lens of pragmatic strategies, particularly politeness strategies, which are crucial in how speakers navigate interactions while managing face-threatening acts.

Meanwhile, gender communication in online shopping involves consumer behavior and interactions within e-commerce. Hasan (2010) suggests that men and women may approach online shopping with different motivations and communication styles. Furthermore, gender also shapes the language and communication patterns observed in customer reviews and seller interactions (Hernández et al. 2011). According to Hasan (2010), men often prioritize efficiency and product features in online shopping, while women may value detailed information and the browsing experience more. Attitudes towards risk and trust can also differ. However, both genders appreciate the convenience and selection offered by online shopping. Thus, these differences in the online shopping field can be analyzed further with pragmatics.

Politeness Strategies

Politeness is closely related to the concept of "face". In Indonesian, there is the concept of losing face or feeling embarrassed or losing face in English with the same concept of meaning (Cutting and Fordyce 2020). The concept of face refers to Goffman's theory cited by Brown and Levinson (1987), which explains that face is the self-image, reputation, or self-esteem of a person to whom a person emotionally invests. Face can be lost, saved, maintained, improved, or considered in an interaction. In conducting interactions, both parties will maintain their face; thus, if that happens, both have to be polite (Djatmika 2016).

According to Djatmika (2016), the face can be grouped into two: positive and negative. A positive face is related to a person's desire to be recognized for his existence and reputation. A negative face is related to a person's desire to feel free from the pressure or burden others put on him. Thus in an interaction, two politeness can occur, namely positive face politeness and negative face politeness. Positive face politeness is a speaker's strategy to always come to or consider the face of the other party; the face here is related to his image and reputation (Holtgraves 1997). Meanwhile, negative face politeness is a person's strategy in avoiding the act of giving a burden or pressure that threatens the face of others (Jansen and Janssen 2010).

Furthermore, politeness in online interaction involves an adaptation that balances the need to express opinions clearly with maintaining social relationships in a text-based environment (Mardiana 2021). Reviewers or customers often combine positive politeness, such as appreciating product aspects, with negative politeness when offering constructive criticism to navigate the complexities of online interactions. Additionally, Zuve (2020) states that politeness strategies in Indonesian online applications are influenced by cultural values emphasizing harmony and indirectness. Reviewers often employ positive politeness, such as initial compliments, to soften criticism that reflects the importance of politeness. However, the online environment's anonymity can introduce variations, sometimes leading to more direct expressions alongside the prevailing tendency for polite communication. More specifically, Brown and Levinson (1987) present several formulas associated with positive face, negative face, and face-threatening speech acts, namely straightforward speech (bald on), speech with positive face (positive politeness), speech with negative face (negative politeness), and also pseudo speech (off record). The further description of each politeness category is as follows.

Positive Politeness

The first strategy is the positive face politeness strategy. This strategy is used to build a familiar and harmonious relationship between the speaker and the interlocutor. This strategy is not limited to someone who has power over the other party, but can be used by anyone in social interactions, whether between friends, coworkers, superiors-subordinates, or new people. Brown and Levinson (1987) grouped positive face

politeness strategies into 15 forms, here are the examples of each sub-strategy as shown in Hobjilă (2012).

1. Noticing, attending to the hearer (his interests, wants, needs, goods). For instance, "That presentation you gave was really insightful."
2. Exaggerating (interest, approval, sympathy with hearer - Overstating things can emphasize solidarity. For example, "You absolutely nailed that project!"
3. Intensifying the interest to hearer - Making the conversation more engaging can draw the other person in. For instance, "Guess what happened? It was truly something else!"
4. Using in-group identity markers like nicknames. For example, "Hey mate, how are things going?"
5. Seeking agreement by agreeing. For instance, "Exactly! That's precisely my thought process too."
6. Avoiding disagreement through indirect agreement or hedging can maintain harmony. For instance, "Well, perhaps there's another way to look at it."
7. Presupposing, rising, asserting common ground to create a sense of understanding. For example, "You know how we always say a good cup of coffee can change everything?"
8. Joking. For instance, "You're working so hard! Are you sure you're not secretly powered by caffeine?"
9. Asserting speaker's knowledge of and concern for hearer's wants. For example, "Knowing you appreciate a good read, I thought this book might interest you."
10. Offering, promising or Committing to future action. For instance, "Don't worry about that; I'll handle it."
11. Being optimistic. For instance, "I'm sure you wouldn't mind lending a hand for a moment."
12. Including both speaker and hearer in the activity. For example, "Let's see how we can approach this together."
13. Giving or asking for reasons. For instance, "You should try this; it's got that flavor you really enjoy!"
14. Assuming or asserting reciprocity. For instance, "Given that I assisted you with that last time, perhaps you could offer some insight here?"
15. Giving gifts to the hearer (goods, sympathy, understanding, cooperation). For example, "*I truly value your contributions to this.*"

Thus, positive face politeness strategies are more oriented towards establishing close social relationships rather than asserting power or dominance in communication.

Negative Politeness

Furthermore, the next strategy is negative face politeness strategy. This strategy is related to a person's burden-free desire, so the type of speech related to this type of politeness is directive speech (speech that makes the second person do or not do something for the first person). There are 10 types of negative face politeness strategies as follows (Gusnawaty et al. 2022).

1. Indirect strategy
"It looks like the window is open, doesn't it?" (This means asking the other person to close the window without directly telling them to do so)
2. Asking
"Can I borrow your book for a moment?"
3. Being pessimistic
"I'm not sure if you can make it, but if you can, it would mean a lot to me."
4. Minimizing the burden
"Sorry to interrupt, I just wanted to ask you one small question."
5. Showing respect
"I'm sorry, ladies and gentlemen, may I have a moment of your time?"

6. Apologizing
“Sorry in advance, I didn't mean to disturb you.”
7. Impersonalization for the speaker and the addressee
“Please refrain from using cell phones during the meeting.” (Avoiding the word “you” directly)
8. Stating potentially face-threatening speech as a general rule
“Usually, in situations like this, people prefer to be given a little space to think.”
9. Expressing in the form of nominalization
“The delay in sending the report is unfortunate.” (Instead of directly saying “You are late in submitting the report.”)
10. Being straightforward but not directed at the second person
“This error may need to be corrected before publication.” (Without directly saying “You are wrong.”)

Bald on-Record Politeness

Bald-on-record politeness is a strategy in which the speaker delivers their message directly and unmitigatedly without attempting to minimize potential face-threatening acts (FTAs) (Brown and Levinson 1987). This strategy is typically used in situations where clarity and efficiency take precedence over social considerations. Bald-on-record speech is often perceived as blunt or commanding because it does not include hedges, indirect language, or politeness markers (Zhang et al. 2021). However, its use is generally acceptable in contexts that warrant directness, such as emergencies, power-structured interactions, or routine exchanges. For example, in urgent situations, a speaker might say, “Move out of the way!” instead of a more polite request like “Could you step aside, please?” In such cases, the absence of softening elements ensures that the message is received and acted upon immediately.

This strategy is common in hierarchical relationships where power dynamics permit directness (Cutting and Fordyce 2020). Superiors often use bald-on-record speech when giving instructions to subordinates, as in “Submit your report by 5 PM” or “Fix this error immediately.” In such contexts, the expectation of authority makes the lack of politeness strategies acceptable. Similarly, bald-on-record politeness can appear in casual interactions where directness is the norm, particularly among close friends or family members. For instance, a friend might say, “Give me your phone” instead of “Can I borrow your phone for a moment?” The informality of the relationship reduces the risk of offense, making the blunt directive socially permissible.

Off-Record Politeness

Off-record politeness is an indirect communicative strategy in which the speaker conveys a message ambiguously or impliedly, leaving room for interpretation (Brown and Levinson 1987). This strategy allows the speaker to avoid direct responsibility for the statement, thereby reducing the face-threatening act (FTA) imposed on the hearer (Djatmika 2016). Off-record politeness is commonly used when the speaker wants to make a request, give advice, or express criticism without appearing forceful or confrontational (Kwon and Lee 2024). By using hints, metaphors, rhetorical questions, or irony, the speaker allows the hearer to infer meaning rather than feeling obligated to respond in a specific way. For example, instead of saying, “Turn on the air conditioner,” a speaker using off-record politeness might say, “It is really hot in here.” This indirect approach allows the hearer to decide whether or not to act on the implied request.

This strategy maintains social harmony and avoids potential conflict (Thomas 2014). For instance, direct criticism such as “Your report is full of mistakes” may be perceived as rude when giving feedback. In contrast, an off-record version like “I think some parts of the report could be clearer” softens the impact and allows for a more diplomatic exchange. Off-record politeness also appears when the speaker does not

want to impose, such as asking for a favor. Instead of saying, “Lend me some money,” a speaker might say, “I forgot my wallet today...” leaving it to the hearer to interpret the implied request. This subtle approach makes off-record politeness effective in cultures and social settings where indirectness is valued as a sign of respect or tact.

RESEARCH METHOD

This research uses a qualitative paradigm because the data and the context are constructed holistically (Lincoln and Guba 1985). The approach used in this research is pragmatics, mainly the politeness strategies of male and female customers while giving a product review in Tokopedia's online customer review and rating. Moreover, this research is descriptive because it describes the data and the context in detail (Hughes et al. 2006). Referring to Borman et al. (1986), the research location is on the second-order semiotic system because it is located on social media, specifically Tokopedia. The data source in this research is the online customer review and rating in Tokopedia, specifically on Omron Healthcare's nebulizer product. Furthermore, the data came from transcripts of male and female customer reviews. The data are then transcribed from the male and female customers' reviews of the nebulizer product in Tokopedia's online customer reviews and ratings. Each account is categorized as male or female based on the name of the account and the profile picture, but only if the account has one.

The data collection technique in this research was document analysis because the data were in the form of transcripts and were then analyzed qualitatively with a pragmatic approach. Next, this research's sampling technique was purposive sampling because the data were based on the research aims (Patton 1980). The research aims were male and female reviews in Tokopedia's online customer reviews and ratings. According to the sampling, the validation technique was triangulation, specifically the source of data triangulation. Source of data triangulation refers to cross-checking the validity of the data by comparing it to different sources with similar focus (Borman et al. 1986). Lastly, the analysis technique in this research employed ethnographic analysis, as Spradley (2016) proposed in (Santosa 2021). The analysis technique started with domain, taxonomy, componential, and cultural theme analysis. Firstly, the domain analysis was done to reduce data and non-data. Secondly, taxonomic analysis was to analyze the focus of this research. Thirdly, componential analysis aimed to obtain patterns of behaviors in this research by connecting the domain and the taxonomy. Lastly, cultural theme analysis gathered substantive theory by discussing the findings with the previous studies and the theories in the theoretical framework.

FINDINGS AND DISCUSSION

Findings

This part of the research shows the findings based on the aims, which start from the genders of customers, and within each gender is the politeness strategies that they used on giving a review on Omron Healthcare's nebulizer product in Tokopedia's online customer review and rating. The study found 50 data: 25 data from male customers' reviews and 25 from female customers' reviews. Furthermore, the following part describes each politeness strategy used by male and female customers while giving a review in Tokopedia's online customer review and rating.

1. Male Customers

This part of the research shows each politeness strategy and the sub-strategy used by male customers. Based on the findings, there are 25 data points on politeness strategies used by male customers. More specifically, 12 data are positive politeness strategy, 5 data are negative politeness strategy, 7 data are bald on record strategy, and 1 data belongs to off-record strategy.

a. Positive Politeness

The first type of politeness used by male customers is positive politeness. Based on the findings, there are 12 positive politeness strategies used by male customers while giving a product review in Tokopedia's online customer review and rating. Those 12 data of positive politeness strategy are divided into 5 sub-strategies: hyperbolic expression, solidarity expression, seeking approval, optimistic expression, and reciprocity. The following table shows the data on male customers' positive politeness strategies.

Table 1: Male Customers' Positive Politeness Strategies

Male Customers' Politeness Strategy		
Positive Politeness	Hyperbolic expression	4
	Solidarity expression	1
	Seeking for approval	4
	Optimistic expression	2
	Reciprocity	1
TOTAL		12

1) Hyperbolic expression

The first category in the positive politeness strategy in this study is hyperbolic expression for the recognition of speech partners. However, hyperbolic recognition in this study is used to express the quality of products and services provided by the seller, namely OH. In addition to maintaining the positive face of speech partners, this strategy is accompanied by praise or excessive positive statements. In this study, the positive strategy data by seeking the approval of speech partners was done four times by male customers. The following is the explanation and description of the data.

- (1) Context: A buyer account (male) with the name Sigit gave a review in the form of praise that seemed excessive to the nebulizer product sold by OH's account on Tokopedia. Sigit's account gives excessive praise through typing only, but the account does not provide emoticons or embed images. Even though the buyer's account named Sigit did not provide any other embedding besides the review, the rating given is maximum because it is 5 stars, so the speech issued by Sigit is praise with an intensifier because the praise is excessive.

Sigit: *Gak usah ragu, produk asli, penggunaan mudah, Alhamdulillah anak sehat.*

(No need to doubt, original product, easy to use, thank God the child is healthy)

The utterance *Gak usah ragu, produk asli, penggunaan mudah, Alhamdulillah anak sehat* from the data (12/PP/HYP) shows that Sigit gives excessive praise to the nebulizer product he bought. As a positive politeness strategy, this speech is included in strategy number 2: exaggerating interest, recognition, and sympathy for the interlocutor, because Sigit not only assesses the product as genuine and easy to use but also relates it to the direct benefits he feels, namely his child's health. The phrase *Gak usah ragu* functions as an invitation that emphasizes Sigit's belief in the quality of the product.

This statement creates a strong positive impression of the seller by emphasizing the product's tangible benefits. With the use of intensifiers such as *Gak usah ragu* and reinforcement through *Alhamdulillah, anak sehat*, Sigit appreciates the product and expresses gratitude, strengthening the impression that the product is beneficial. Although

there are no supporting emoticons or images, the word choice and structure of this speech are enough to show an excessive expression of appreciation, thus showing a prominent form of positive politeness strategy.

2) Solidarity expression

The second strategy in the positive politeness strategy in this study is the use of solidarity expression towards speech partners. This strategy includes maintaining the positive face of speech partners and familiar greetings such as the word *gan*. This study found positive strategy data with solidarity markers only once. The following is the explanation and description of the data.

- (2) Context: The buyer's account (male), named Sigit, gave a review in the form of praise to the nebulizer product sold by OH's account on Tokopedia using the familiarity marker *gan*. Sigit's account gave praise through typing only, but the account did not provide emoticons or embed images. Even though the buyer's account named Sigit did not provide any embedding other than reviews, the rating given was maximum because it was 5 stars, so the speech issued by Sigit was praise with an intensifier because the praise was excessive.

Sigit: Work well as description, *sukses terus ya gan*.
 (Work well as described, keep it up, *gan*)

In the data (12/L/PP/SLD), the utterance, *Work well as description, sukses terus ya gan* is a form of positive politeness strategy that uses solidarity markers. The buyer, Sigit, not only compliments the product by stating that it works as described but also uses the informal greeting *gan*, commonly used in online communities in Indonesia, to show familiarity and a sense of community.

The use of this greeting creates a closer relationship between buyer and seller, giving the impression that the communication is not just transactional but also friendly. In addition, the phrase *sukses terus ya gan* shows support and good wishes for the seller's business, further strengthening the sense of solidarity in this interaction. Although simple, this speech shows how language can be used to build positive social relations in the context of e-commerce.

3) Seeking approval

The third category of positive politeness strategies in this study is seeking approval from speech partners. This strategy includes maintaining the positive face of the speech partner but accompanied by an open positive statement. In this study, seeking approval of speech partners was found 4 times. The following is the explanation and description of the data.

- (3) Context: A male buyer named Mochammad gave his review in the form of a statement about OH's Nebulizer product. In addition to stating the nebulizer that OH sells, Mochammad also says what he expects from this nebulizer as part of his praise. He gave 5 out of 5 stars and a picture of the product, but there were no additional emoticons, so the message matched what he said.

Mochammad: *Penjual amanah, sesuai deskripsi.*
(trustworthy seller, as described)

Data above (2/L/PP/APR) shows that Mochammad, as a male gender buyer, validates the credibility of the seller and the suitability of the product received. As a positive politeness strategy, this speech is included in positive politeness strategy number 5: seeking agreement with the interlocutor, because the buyer explicitly states that the seller is trustworthy by the phrase *Penjual amanah* and the goods suit the information provided as in *sesuai deskripsi*. This statement serves as a form of recognition of the seller's professionalism and assures that the transaction is going well.

In addition, it creates a positive relationship between the buyer and seller by emphasizing the impression that the service provided has met expectations. By expressing approval of the quality of service and the accuracy of the product description, the buyer not only appreciates the seller but also positively influences other potential buyers. Although short and without explicit emotional expression, this speech still impacts building trust with the seller and potential future customers.

4) Optimistic expression

Fourthly, the data is a strategy that shows optimism towards speech partners in their speech. The data of the positive politeness strategy shows that the first optimistic nature is achieved by buyers with the male gender twice. The description is in the following.

(4) Context: A male-gendered buyer named Dedi gives his reviews in the form of speech that functions to praise OH's Nebulizer. Apart from praising the nebulizer sold by OH, Dedi also said what he expected from this nebulizer as part of his praise. Dedi gave 5 out of 5 stars as well as a picture of the product, but there are no additional emoticons so that the message matches what he said.

Dedi: *barang bagus, semoga awet dan sehat selalu.*
(good stuff, hopefully durable and healthy always)

From the data (6/L/PP/SP) above, the utterance *barang bagus, semoga awet dan sehat selalu* shows that Dedi uses a positive politeness strategy by giving appreciation to the product as well as good wishes regarding its quality. As a positive politeness strategy, this speech is included in the category of showing optimism (11th strategy) because Dedi not only praises the product received but also expresses positive expectations regarding its durability (*semoga awet*) and health benefits (*sehat selalu*).

Through this speech, Dedi builds a good relationship with the seller by showing a positive attitude towards the purchased product. Although short, this review still has an element of politeness because it contains an expression of hope that is not only relevant to himself as a buyer but can also be considered as a form of prayer or good wishes to the seller and other potential buyers. The 5-star rating and the inclusion of a picture further reinforce the impression that this compliment is based on a positive experience with the product received.

5) Reciprocity

The last category in the positive politeness strategy is the use of reciprocity in speech expression. This strategy, in addition to maintaining the positive face of speech partners, also gives good wishes to speech partners, namely OH. In this study, positive strategy data by seeking speech partner approval was found once and only done by a male customer. The following is the explanation and description of the data.

- (5) Context: A male-gendered buyer named Riyadi reviews to thank OH for the Nebulizer product. Riyadi is grateful for the nebulizer that OH has sent by saying thank you at the beginning and then elaborating with a positive description of the nebulizer that has arrived. Riyadi gives 5 out of 5 stars as well as a picture of the product and gives a thumbs up emoticon so that the message indicates that the gratitude he gives is sincere.

Riyadi: *Thanks gan, order sudah sampai sesuai dengan spesifikasi, sukses selalu ya gan.* [thumbs up emoticon]
(Thanks bro, the order has arrived according to specifications, always success *gan*)

From the data (9/L/PP/RS), Riyadi's speech shows that he uses a positive politeness strategy by expressing appreciation for the seller's products and services. As a positive politeness strategy, this speech is included in the category of expressing reciprocity (14th strategy) because Riyadi expresses gratitude for the product he received and gives good wishes to the seller with the phrase *sukses selalu ya gan*.

Through this utterance, Riyadi builds a closer relationship with the seller by emphasizing reciprocity in social interaction, where he receives a product that meets specifications and gives prayers or good wishes as a form of appreciation. Thumbs-up emoticons further strengthen the impression that this expression is delivered sincerely and positively. Thus, this speech not only functions as an expression of gratitude but also as an effort to strengthen social relations between buyers and sellers through reciprocity-based positive politeness strategies.

b. Negative Politeness

This research finds that there are 5 data of negative politeness done by male customers. The negative politeness strategies of male customers include indirectness (4) and pessimistic expression (1). For further description, each sub-strategy is in the following sections. The table below shows the negative politeness strategies used by male customers in this research.

Table 2: Male Customers' Negative Politeness Strategies

Male customers' Politeness Strategy		
Negative Politeness	Indirectness	4
	Pessimistic expression	1
TOTAL		5

1) Indirectness

The data in this sub-strategy involves indirectness after a complaint in the utterance of a male customer. The data is as follows.

- (6) Context: A male buyer with the username *Leonardo* provides mild criticism but still gives a 5-star rating out of 5. The account does not use emoticons but attaches an image of the product still in its packaging in

the review section. With 5 out of 5 stars given, the critique from the account under the name Leonardo can be classified as a soft criticism.

Achmad: *Produknya bagus, tapi sayang suaranya cukup berisik*
(The product is good, but the sound is quite noisy)

From this data (1/L/EK/KR/NP/IN), the politeness strategy used is negative politeness. This is indicated by the utterance *Produknya bagus, tapi sayang suaranya cukup berisik* which shows that Leonardo conveys his critique carefully, ensuring that he does not offend the interlocutor, OH, as the seller. This negative politeness strategy is evident in the use of an initial compliment about the product, *Produknya bagus* which neutralizes the impact of the following critique.

Additionally, this data also serves as a form of criticism. The review implicitly highlights the product's negative aspect: *suaranya cukup berisik*. However, the critique is expressed with words that are not overly harsh or accusatory. The choice of words *cukup berisik* demonstrates moderation in expressing dissatisfaction, which is a characteristic of negative politeness strategies. The use of a 5-star rating and the attachment of a product image further reinforce the impression that this critique is intended as constructive feedback rather than a complaint meant to degrade the product or the seller.

2) Pessimistic Expression

The data in this sub-strategy is a little different from the previous sub-strategy because it involves indirectness and uncertainty of an opinion in the utterance of a male customer. The data is as follows.

- (7) Context: A male buyer named *Bramdanal* expresses his hope regarding the Nebulizer product sold by OH. *Bramdanal* hopes that the nebulizer he purchased will function normally and be durable in the future. His hope is stated after mentioning that he has not tried the product yet. Since *Bramdanal* is expressing hope, he gives a 5-star rating but does not attach a product image. Instead, he includes a thumbs-up image. His account also does not use any emoticons in the review.

Bramdanal: *belum dicoba, semoga saja normal dan awet*
(I haven't tried it yet, hopefully, it's normal and durable)

From the data (5/L/NP/SP), the politeness strategy used is negative politeness. This is evident in the utterance *belum dicoba, semoga saja normal dan awet* which shows that *Bramdanal* expresses his hope implicitly and carefully without directly stating a demand or excessive expectation.

In this case, negative politeness is used because *Bramdanal* does not make a binding or demanding statement; instead, he simply expresses a relaxed hope without imposing anything. The choice of words "*hopefully*" gives the impression that this hope is conveyed cautiously, avoiding potential confrontation or overly high expectations.

The function of this utterance is to express hope. *Bramdanal's* hope relates to the performance and durability of the nebulizer he just received, wishing the product would function well and last long. Even though he has not tried the product yet, the phrase *semoga* indicates that he desires a positive outcome but remains open to other possibilities. This suggests he does not want to set high expectations or make demands but merely expresses a general hope.

The 5-star rating and the thumbs-up image attachment further show that this hope is accompanied by a positive attitude toward the product, even though it has not been tested yet. This reinforces the impression that *Bramdanal* expresses his hope politely and without imposing pressure, aligning with the principles of negative politeness, which tends to avoid direct pressure or demands.

c. Bald-on

The third category of politeness strategy in this study is the bald-on-record strategy, which is used by buyers, both men and women, when giving nebulizer product reviews in the customer review and rating column of the OH account on Tokopedia. The bald-on-record strategy refers to speech that is direct, straightforward, and without frills to convey intent explicitly without trying to reduce the impact of threats on the speech partner's face. Bald on record politeness strategy is done 7 times by male customers. However, this research only shows one data set of bald-on-record strategies done by male customers. The data is in the following.

- (8) Context: A male buyer account named Bernhard gives his praise explicitly to the Nebulizer product sold by OH account in the customer review and rating column on Tokopedia. The account does not provide other information, either embedded images or emoticons, so the praise given is only in the form of adjectives that indicate praise.

Bernhard: *Jos*
(*Great*)

Based on data (8/L/BR), the politeness strategy is bald on record because the utterance *Jos*, which means *great* shows that Bernhard conveyed his praise directly and explicitly without additional information, context, or other elaboration. This bald-on-record politeness strategy can be seen from the straightforward and to-the-point word choice, with no attempt to soften or extend the message with additional elements such as pictures or emoticons.

As a speech act with the function of praising, this review expresses Bernhard's appreciation for the Nebulizer product sold by the OH account. The word *Jos*, an expression of praise in informal language, effectively conveys appreciation without ambiguity. This praise is emphasized through an enthusiastic language style and the use of repeated letters, showing the speaker's satisfaction. The direct nature of this speech reflects the main characteristics of the bald-on-record strategy, namely efficiency and clarity in conveying intent.

d. Off-Record

The off-record strategy refers to implicit and indirect speech, where speakers convey their intentions in a way that allows speech partners to infer the meaning of the speech themselves. This strategy is used to avoid threats to the face of the speech partner and provide flexibility of interpretation. Based on the findings, there is only one off-record politeness data and it is only done once by a male customer.

- (9) Context: A male buyer named Akhmad implicitly states why he bought OH's nebulizer product. Akhmad does not state any impression about the nebulizer product at the beginning and then elaborates on what he expects from the nebulizer that has arrived. Akhmad gave 5 out of 5 stars as well as images and emoticons of laughing to the point of sweating, indicating that his statement about why he bought the nebulizer product was genuine.

Akhmad: *Anak sering kena batuk, dibawa ke dokter selalu dinebu. Akhirnya beli sendiri deh semoga awet barangnya.* [a laughing emoticon until sweating.]
(My child often has a cough, taken to the doctor, always nebulized. Finally, I bought it myself, hopefully it will last longer)

From the data (4/L/OR) categorized as off-record politeness strategy, the utterance *Anak sering kena batuk, dibawa ke dokter selalu dinebu. Akhirnya beli sendiri deh semoga awet barangnya* shows that Akhmad conveyed his statement implicitly. Akhmad does not directly mention the main reason for buying the nebulizer but provides a context that implies the reason, namely the need to treat his child, who often has a cough. This speech act also ends with the hope that the goods purchased are of good quality and durable.

As a speech act with an off-record politeness strategy, this statement allows the speech partner, in this case, the seller or other review readers, to conclude that purchasing the nebulizer is a practical decision based on Akhmad's personal experience. This strategy gives the impression that it does not dictate or demand but offers a personal narrative that makes the speech partner feel free to interpret the utterance's meaning.

2. Female Customers

This part of the research shows each politeness strategy and the sub-strategy used by female customers. Based on the findings, there are 25 data points on politeness strategies used by female customers: 18 data points to a positive politeness strategy, 3 data are negative politeness, and 4 data are the bald-on record strategy. Unlike male customers, no data belongs to the off-record strategy. Further description is as follows.

a. Positive Politeness

The first politeness strategy used by female customers is positive politeness. Based on the findings, there are 18 positive politeness strategies used by female customers while giving a product review in Tokopedia's online customer review and rating. Those 18 data on positive politeness strategies are divided into two sub-strategies: hyperbolic expression 13 times and optimistic expression 5 times. Each sub-strategy is tabulated in the following table and described as follows.

Table 3: Female Customers' Positive Politeness Strategies

Female customers' Politeness Strategy		
Positive Politeness	Hyperbolic expression	13
	Optimistic expression	5
TOTAL		18

1) Hyperbolic expression

This research found 13 data of positive politeness strategies employed by female customers. Hyperbolic expression in this study is the hyperbolic recognition of the quality of products and services provided by OH. The data are in the following.

- (10) Context: A female buyer account named Desi left a seemingly excessive praise review on the nebulizer product sold by the OH account on Tokopedia. Desi gave praise through typing only, but the account did not include emoticons or image attachments. Although the buyer's account did not include any attachments other than comments, the rating given was the maximum because it was 5 stars, so Desi's utterance was a compliment with an intensifier because the praise was excessive

Desi: *barang ori, berfungsi baik, mudah penggunaannya, pengiriman cepat.*

(original item, works well, easy to use, fast shipping)

In this data (59/P/PP/HYP), the speech used by Desi demonstrates a positive politeness strategy by exaggerating recognition towards the interlocutor. The praise given by Desi towards the nebulizer product is not only positive but also reinforced with several intensifiers, such as *barang ori, berfungsi baik, mudah penggunaannya, and pengiriman cepat*. The use of several positive phrases in one utterance creates the impression that the buyer is delighted with the received product and wants to affirm its quality to the interlocutor, namely the seller. Furthermore, although Desi did not include emoticons or images in her review, the 5-star rating indicates that her praise is highly intense and is not just an ordinary review.

Desi's comments can also be categorized as praise because she explicitly highlights several positive aspects of the product she bought. In this context, praise serves as a form of greater acknowledgment of the quality of the goods and services received. By saying that this product is authentic, functions well, and is easy to use, Desi shows that the product not only meets expectations but also provides a positive experience for the user. In addition, the delivery speed highlighted by Desi further reinforces the impression that she is satisfied with the seller's overall service.

2) Optimistic Expression

The data in this strategy shows optimism towards speech partners in their speech. The data of positive politeness strategy by showing the first optimistic nature is done by buyers with male gender twice. The description is as follows.

(11) Context: A female buyer account named Iriyanti praised the nebulizer product from the OH account indirectly by complimenting it but also mentioning that she had not tried the item yet. The account under the name Iriyanti did not provide any additional emoticons or images of the nebulizer product she purchased. However, the account still gave a 5 out of 5-star rating, which means the praise is serious from the perspective of the star rating.

Iriyanti: *barang bagus, belum dicoba, tapi semoga awet*

(Good product, haven't tried it yet, but hopefully it lasts)

In the data (75/P/PP/OP), the speech used by Iriyanti demonstrates a positive politeness strategy by showing an optimistic attitude towards the interlocutor. Optimism in this utterance is evident from the positive expectations conveyed by Iriyanti towards the product she purchased, even though she has not tried it directly. By saying *barang bagus, belum dicoba, tapi semoga awet*, Iriyanti still appreciates the product while also showing a positive expectation that the product will have good durability.

This positive politeness strategy with optimism creates the impression that buyers have confidence in the quality of the seller's products and services. In the context of e-commerce, this trust is important because it builds a good relationship between buyers and sellers. Although there is no direct experience in using the product, the positive expectations conveyed by Iriyanti still provide moral support to the seller and show that buyers are not immediately skeptical or hesitant.

b. Negative Politeness

Based on the findings, there are 3 negative politeness strategies used by female customers while giving a product review in Tokopedia's online customer review and rating. Those 3 data of negative politeness strategy are divided into three sub-strategies namely indirectness (1), questioning (1), and pessimistic expression (1). In accordance, each sub-strategy is described as follows.

Table 4: Female Customers' Negative Politeness Strategies

Female customers' Politeness Strategy		
Positive Politeness	Indirectness	1
	Questioning	1
	Pessimistic expression	1
	TOTAL	3

1) Indirectness

The data in this strategy involve the use of indirect expression in a female customer's complain while giving a review. The description is as follows.

- (12) Context: A female buyer named Lottati complained about OH's service because the courier delivered her package to the wrong address. Her complaint focuses solely on the courier who delivered OH's nebulizer, as she believes the mistake was due to an incorrect delivery location. Despite her complaint, Lottati still gives a 5-star rating but does not attach a product image or use emoticons in her review.

Lottati: *Pelayanan cepat, produk lengkap. Belum dipakai. Pengantaran dengan instan OK tapi titiknya salah jadi driver sempat nyasar ke komplek sebelah.*

(Fast service, complete product. Haven't used it yet. Instant delivery is OK, but the location was wrong, so the driver got lost in the next housing complex)

In the data (67/P/NP/IN), Lottati's utterance demonstrates a negative politeness strategy through indirectness in delivering criticism. This strategy is characterized by expressing complaints indirectly without explicitly blaming any particular party.

In her review, Lottati starts with praise for the fast service and product completeness before subtly mentioning the delivery location issue. Instead of directly blaming the courier or the seller, Lottati structures her criticism more neutrally: *Pengantaran dengan instan OK tapi titiknya salah jadi driver sempat nyasar ke komplek sebelah*. The phrase *titiknya salah jadi driver sempat nyasar* indicates a delivery issue but does not explicitly assign blame to anyone. This allows the criticism to be conveyed without a confrontational tone that could appear aggressive.

Additionally, the 5-star rating suggests that despite the complaint, *Lottati* still appreciates other aspects of the service. This reinforces indirectness as a politeness strategy to maintain courtesy while subtly expressing dissatisfaction. Such strategies are commonly

used in social interactions to avoid tension and maintain a positive relationship between the buyer and the seller.

2) Questioning

The data in this sub-strategy is different with indirectness strategy because in order to deliver her message, the female customer uses a question. The data description is as follows.

- (13) Context: A female buyer named Syifa complained about the Nebulizer product sold by OH. Syifa complains that the nebulizer is difficult to use. Since Syifa is dissatisfied, she only gives a 1-star rating out of 5 and attaches a product image in her review. However, she does not use any emoticons in her review.

Syifa: *Uapnya tidak keluar, penggunaan sudah selesai, bagaimana ini?*
(The vapor isn't coming out, I've finished using it. What's going on?)

In the data (71/P/NP/QU), Syifa's utterance demonstrates a negative politeness strategy using questions. This strategy is characterized by using an interrogative form to indirectly express a complaint or criticism. In her review, Syifa does not explicitly blame the seller or state dissatisfaction straightforwardly. Instead, she asks, "*Uapnya tidak keluar, penggunaan sudah selesai, bagaimana ini?*"

By using a question format, Syifa attempts to soften the tone of her criticism, making it less confrontational. Rather than outright stating that the product does not work properly, she frames her complaint as a request for clarification. This reflects a negative politeness strategy because it maintains social distance between the speaker and the listener while avoiding the impression of direct accusation.

3) Pessimistic Expression

The data in this sub-strategy involves uncertainty in the utterance of a female customer. The data is as follows.

- (14) Context: A female buyer named Nike expressed her complaint about the Nebulizer product sold by OH. Nike complains about the courier who delivered the nebulizer, focusing on the courier's lateness or lack of friendliness. Despite her complaint, Nike still gives a 5-star rating but does not attach a product image or use emoticons in her review.

Nike: *Barang OK, penjual OK, tapi kurirnya ga OK.*
(The product is OK, the seller is OK, but the courier is not OK.)

From the data (62/P/NP/PS), the politeness strategy used is negative politeness. This is evident in the utterance, *Barang OK, penjual OK, tapi kurirnya ga OK*, which shows that Nike carefully expresses her complaint while avoiding direct confrontation with the seller. This negative politeness strategy is reflected in the use of initial praise, *Barang OK, penjual OK*, which serves to neutralize the impact of the complaint that follows about the courier being *not OK*. By structuring the statement this way, Nike minimizes potential conflict with the seller, even though she has a grievance about the courier service.

The function of this utterance is to complain. The complaint is explicitly directed at the courier service, which is perceived as unsatisfactory, particularly regarding timeliness and attitude. However, the choice of words

ga OK, which is not overly harsh or directly accusatory, shows an effort to express dissatisfaction in a moderate and non-excessive manner, aligning with the principles of negative politeness.

c. Bald On

The third politeness strategy used by female customers is bald on. Based on the findings, there are 4 bald on record politeness strategies used by female customers while giving a product review in Tokopedia’s online customer review and rating. The data is described as follows.

- (15) Context: A female buyer named Chery reviewed with praise for OH's Nebulizer product. She expresses her appreciation directly by using the abbreviation of *mantap betul* (which means truly great) as *mantul*. Chery gives a 5-star rating but does not attach a product image or use emoticons, making her message purely verbal.

Chery: *Mantul*.
 (Inredible)

From the data (66/P/BR) categorized as bald on record politeness strategy, the utterance *Mantul* shows that Chery delivered her praise directly, concisely, and without additional elements such as images or emoticons. This bald on record strategy is reflected in her statement's straightforward and to-the-point nature, which does not attempt to soften or modify the impact of her message.

As a speech act of praise, this review emphasizes Chery's appreciation of OH's Nebulizer product. The word *Mantul*, an informal abbreviation of *mantap betul*, explicitly conveys her satisfaction and admiration for the product's quality. Her praise is delivered without additional explanations or context, which is characteristic of the bald on record strategy that focuses on its clarity and efficiency.

The findings are tabulated in Table 5 to show the total data. The table below shows several abbreviations of each sub-category in positive and negative politeness strategies. In positive strategies, *hyp* stands for hyperbolic expression, *sld* stands for solidarity, *apr* stands for asking for approval from the interlocutor, *op* stands for optimistic expression, and *rc* stands for reciprocity. Secondly, in negative politeness strategies, *in* stands for indirectness, *qu* stands for questioning, *ps* stands for pessimistic expression, and *im* stands for impersonalization. In total, 50 data points come from 25 male and 25 female customers. More specifically, positive politeness has 30 data, negative politeness has 8 data, bald politeness has 11 data, and off-record politeness has only 1 data. The more explicit depiction is in the table 1 below.

Table 5: Pragmatic Strategies of Male and Female Customers in Tokopedia's online Customer Review

Gender	Pragmatic Strategies										TOTAL
	Positive					Negative			Bald	Off	
	hyp	sld	apr	op	Rc	in	Qu	ps	on	record	
Male	4	1	4	2	1	4	-	1	7	1	25
Female	13	-	-	5		1	1	1	4	-	25
TOTAL	17	1	4	7	1	5	1	2	11	1	50

Discussion

This research discusses two main matters based on the findings and previous studies. Firstly, the discussion is about the patterns of behaviors, which in this case are the pragmatic strategies of male and female customers while reviewing Tokopedia's online customer reviews. Secondly, this research discusses the similarities and differences between this research and the previous studies. In addition, this research states the novelty of this study after discussing those two matters.

This research has three patterns to discuss about pragmatic strategies of male and female customers while giving a review in Tokopedia's online customer review. Firstly, male and female customers mostly use politeness strategies while giving a product review. However, female customers tend to use hyperbolic expressions while reviewing with a positive politeness strategy. On the other hand, male customers use more diverse sub-strategies of positive politeness strategies since they use solidarity expression, reciprocity, and seeking approval, whereas female customers do not. Secondly, negative politeness strategies do not appear as frequently as bald on strategy, although some are in the form of criticism. Thirdly, while giving criticism, male customers tend to use more polite ways because they use indirectness, which belongs to a negative politeness strategy. In contrast, most female customers give criticism with bald on record politeness. Thus, even though female customers use positive politeness strategies more often than male customers, male customers are more polite when giving criticism.

Referring to the study of Yosani (2023), most reviews in the review section are considered complimenting, complaining, or criticizing. Thus, politeness strategies are likely positive or negative. This partially aligns with this research finding because positive politeness appears to be the most prominent characteristic when male and female customers give reviews. On the other hand, the second politeness strategy found the most is not negative politeness, but it is bald on record strategy. Thus, this research finds that the use of politeness strategies is different from what Yosani (2023) found.

In contrast, unlike what Dewi (2024) and Sari (2022) find about what reviews appear in the customer review section, this research finds that this section can be used to give soft complement or soft criticism, direct criticism, or even totally indirect criticism. This is because these previous studies only found that the review section in social media only functions to mostly give compliments, critiques, prohibitions, and complaints without segmenting what type of politeness strategies are used in giving any of those comments. In addition, this new research finds that what Kendall and Tannen (2015) state about females being more indirect than male customers is not valid because the findings show that males use more indirectness in negative politeness strategies than female customers.

In addition, Andriyani et al. (2023) only conclude that customers tend only to use positive and negative politeness while doing a transaction with the seller. Their conclusion contradicts this research because even when customers are only giving a review, they can use bald on record and even off record strategy, even though off record strategy only happens once. Furthermore, this research finds different results from what Suharijadi (2018) concludes. For instance, Suharijadi (2018) only finds that in Tokopedia's online customer reviews, there are only comments with positive and negative politeness. Their conclusion contrasts this research again because it finds that all four politeness strategies appear in Tokopedia's online customer reviews. Furthermore, this new research comprehensively analyzes politeness strategies and their sub-strategies.

In brief, the findings of this research reveal distinct gender-based patterns in the use of politeness strategies in Tokopedia's online customer reviews. Female customers frequently use positive politeness, specifically hyperbolic expressions such as *super good* or *absolutely love it*, which aligns with Yosani (2023). This choice of politeness strategy is an emotional and enthusiastic tone that focuses on social closeness with the interlocutor. This social closeness of female speakers is similar to what Kendall and

Tannen (2015) find. In contrast, male customers tend to utilize a broader range of positive politeness sub-strategies, including expressions of solidarity, reciprocity, and seeking approval, which reflect a more varied and socially strategic approach to communication which is similar to Andriyani et al. (2023). Interestingly, negative politeness strategies—such as indirect suggestions or hedging—appear less frequently than bald on record strategies, even in critical comments suggesting that directness is often preferred in online reviews where efficiency and clarity are prioritized. Moreover, male customers are likelier to use negative politeness strategies through indirectness and mitigation when delivering criticism (Kendall and Tannen 2015). On the other hand, female customers often express criticism more directly using bald on record strategies. This shows a contrast in how each gender navigates face-threatening acts in digital interactions.

Lastly, this research has a novelty on how males and females use different politeness strategies while giving a review in Tokopedia's online customer review. This novelty happens due to two things. Firstly, no previous studies analyze the comments in online customer reviews down to their sub-strategies in positive and negative politeness strategies. Secondly, no previous studies have involved gender to distinguish between male and female customers while giving an online customer review. Finally, by the presence of gender in the analysis, this research can distinguish the different politeness strategies used by male and female customers while giving a review in Tokopedia's online customer review.

CONCLUSION

This research has two conclusions based on the findings and discussion. Firstly, positive politeness, which is stated by several previous studies or ground theories to be performed by females primarily, this research finds it the same. However, the theory that claims males to be more direct than females is not in line with this research because one male uses off record strategy, whereas no female uses off record strategy. Secondly, by differentiating males and females, this research finds how males and females use different politeness strategies when giving a review in Tokopedia's online customer reviews.

Finally, this research only analyzes gender and their politeness strategies on giving a product review. Furthermore, this research is limited to its focus, location, and source of data. The future studies are expected to use different or broader ones. For instance, future studies can analyze the pragmatics strategies of both customer and buyer in an online interaction and not only in an online customer review. In addition, this research hopes that the future studies with similar focus involves another pragmatic variables like the type of speech acts and their functions, maxims, or even cooperative principles to complete the upcoming analysis.

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