Pancalis application development for early reading learning

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ABSTRACT

Polite language must always be applied when communicating. Through language politeness, people who are invited to communicate will feel valued and respected. This will cause communication to run effectively and efficiently. But nowadays there are many violations of politeness in language. Either in casual communication or communication via social media. This study aims to describe and analyze the politeness of the language used by students when communicating via social media as well as to describe and analyze violations of the principles of language politeness committed by PGSD UNY students. The method used in this research is content analysis. Content analysis is a scientific technique for interpreting text or content. The population in this study were PGSD UNY students who were still active. Then the sample was taken using purposive sampling technique. The data analysis technique used five stages: data collection (unitizing), sampling, reduction (reducing), inferring, narrating (narrating). The result of this research is that PGSD FIP UNY students have implemented politeness in their social media. Whether it's using indicators of one maxima and two maxims. The indicators of one maxim that appear in their social media accounts are 1) wisdom maxim, 2) simplicity, 3) generosity, 4) appreciation, 5) consensus, and 6) sympathy. It can be said that all indicators of one maximal appear. Coupled with the maxim of simplicity and wisdom, wisdom and consensus, and appreciation and deliberation as indicators of two maxims. However, in his speech on social media, PGSD FIP UNY students also made some language irregularities. The forms of language deviation include: 1) deviations from the maxims of wisdom, 2) deviations from the maxims of generosity, 3) deviations from the maxims of appreciation, 4) deviations from the maxims of simplicity, 5) deviations from the maxims of consensus, 6) deviations from the maxims of generosity and consensus, 6) deviations maxim of wisdom and consensus.

Kata Kunci: *language politeness, social media, PGSD students*