

**Anggario, Nuky. 2016.** *An Analysis of Language Functions used by Buzzer Jokowi on Twitter*

### **Abstract**

The use of social media which is very significant during the period of presidential elections in Indonesia became an interesting thing to be observed in the context of the development of the language that appears therein. This paper aims at analyzing language function and politeness strategy used by buzzer in cyberspace Twitter during campaign period. Participants of this study are 17 buzzers supporting presidential candidate Joko Widodo, who also appears in 60detikaja.com webpage. There are 262 functions appears from 223 tweets made by buzzer in two debates that have been selected as the data sources are the first and last debate. The data collected analyzed by using theory of language functions and politeness strategy which only focus on positive and negative strategies. The result revealed that expressive function and positive politeness became function and strategy that most often appears in this study and there is a connection between the expressive function with positive politeness and directive function with negative politeness

**Keywords:** campaign; election; negative politeness; politeness strategy; positive politeness; social media; twitter.