

EDUCATING STUDENTS' POLITENESS THROUGH DIGITAL POSTER AND REELS: STUDENTS' INSIGHTS

Silvan Herniyanti Telaumbanua¹, Septika Noviyanti Gulo², Jacqueline Laoli³, Sharley Grace Mendrofa⁴, Yasminar Amaerita Telaumbanua⁵
^{1,2,3,4,5}English Education Study Program, University of Nias
email: silvantelaumbanua@gmail.com

ABSTRACT

In contemporary education, promoting politeness is essential for students' interpersonal and professional growth. Digital platforms like posters and reels provide innovative means to effectively impart these values. This qualitative study aimed to educate students about politeness using digital posters and reels, evaluating their effectiveness in conveying social etiquette. Qualitative methods involved gathering students' feedback on digital posters and reels depicting scenarios of polite behavior. Analysis revealed diverse perceptions among students regarding the impact of digital posters versus reels. While both mediums were generally well-received, reels were favored for their dynamic engagement, whereas posters were noted for their detailed information. Digital reels prove advantageous in teaching politeness by offering interactive and engaging content. However, posters remain crucial for delivering comprehensive information. Integrating both mediums strategically can optimize educational efforts to enhance politeness among students, catering to varied learning preferences and maximizing educational outcomes.
Keywords: *Educating; Politeness; Success*

ABSTRAK

Dalam pendidikan kontemporer, meningkatkan kesopanan sangat penting untuk pertumbuhan interpersonal dan profesional siswa. Platform digital seperti poster dan reel menyediakan sarana inovatif untuk menyebarkan nilai-nilai ini secara efektif. Penelitian kualitatif ini bertujuan untuk mendidik siswa tentang kesantunan menggunakan poster dan gulungan digital, mengevaluasi efektivitasnya dalam menyampaikan etika sosial. Metode kualitatif melibatkan pengumpulan umpan balik siswa pada poster dan gulungan digital yang menggambarkan skenario perilaku sopan. Analisis mengungkapkan beragam persepsi di kalangan siswa mengenai dampak poster digital versus gulungan. Meskipun kedua media tersebut secara umum diterima dengan baik, *reel* lebih disukai karena interaksinya yang dinamis, sedangkan *poster* terkenal karena informasinya yang mendetail. *Reel* digital terbukti bermanfaat dalam mengajarkan sopan santun dengan menawarkan konten yang interaktif dan menarik. Namun, *poster* tetap penting untuk menyampaikan informasi yang komprehensif. Mengintegrasikan kedua media secara strategis dapat mengoptimalkan upaya pendidikan untuk meningkatkan kesopanan di kalangan siswa, memenuhi beragam preferensi belajar dan memaksimalkan hasil pendidikan.

Kata Kunci: Mendidik; Kesopanan; Kesuksesan

INTRODUCTION

Educate comes from the basic word "educate", which has the initial

suffix -pen and the suffix -an so that becomes one good word, namely education. According Aman, Kaphil, and Vishal (2023), education is the

process of acquiring knowledge, skill, values, and attitudes through various forms of learning. It encompasses both formal education, which takes place in educational institutions, and informal education, which occurs outside of traditional educational settings. Education plays a crucial role in personal and societal development, equipping individuals with the necessary tools to navigate the world and contribute meaningfully to their communities.

Language is a crucial tool for humans to communicate and is essential in everyday life. It serves as a messenger between humans, and users must choose the language used in interaction to avoid conflicts. The choice of language is closely related to the use of language. Politeness is a key aspect of language, as it facilitates interactions between individuals and is essential for effective communication. Language politeness enhances emotional intelligence in speakers as it helps maintain harmonious relationships and conveys truth. Communication procedures, particularly in speaking the language, are crucial for maintaining this harmony. A higher level of politeness indicates better

communication with others. Control of language politeness is essential for all levels of society, including students and lectures in education, as it is crucial for effective communication and maintaining harmony in relationships, Rika, Endry and Liliana (2020).

Clarence in Jorie (2024) argues that good manners will open doors that the best education cannot. In this case, ethics and manners also play an important role. Treating others with respect, empathy, and kindness can help build more positive relationships with others. A good attitude can make someone feel confident in social situations. In the context of education, character strengthening and character education are also the entry point for improving national education, as implemented by the Ministry of Education and Culture. Character education which teaches manners and positive values can help, form a generation with character.

In the world of education, especially in campus, students must uphold politeness. This is because students are agents of change who will bring positive changes to surrounding environment, campus environment,

and also surrounding community. The value of these changes needs to be supported by polite attitudes, both towards others and also towards lecturers because polite attitudes can have a positive impact both on themselves and surrounding environment, which in this case is focused on campus environment, Farhan in Kompasiana (2021).

There are some definitions of politeness by experts. Brown & Levinson in Rika, Endry, and Liliana (2020) explain the politeness is a speaking system that is applied in interactions to maintain face. According to Leech in Rika, Endry, and Liliana (2020), politeness is a strategy or a set of strategies used by speakers of a language to obtain various goals, such as establishing and maintaining harmonious relationships. Politeness is the procedure of the speaker in maintaining the face of the speech partner so that the communication objectives can be achieved.

Geertz in Murni (2019) in his study on Javanese community, Indonesia referred politeness as a kind of "etiquette". To be polite for

Javanese people is to follow sets of etiquette. Scupin and Agha in Murni (2019) refer politeness as a form "honorification" or "honorific". This means that to be polite is to honor people. Lakoff in Murni (2019) states that politeness is "forms of behavior which have been developed in societies in order to reduce friction in personal interaction", whereas Sifianou in Murni (2019) formulates politeness as "a means to restrain feelings and emotion to avoid conflicts". Holmes in Murni (2019) views politeness as "formal and distancing behavior, which does not intrude or impose and therefore, to be polite is persistent with respects" (pp. 4-5). Mahmudin Murni (2019) refer politeness for Bugis people as "mutual understanding" expressed in the terms of sipakatau "to treat each other as humans", sipakalebbi' "to treat each other modestly", and sipakaraja "to treat each other as a great person". In the study of politeness in classroom interaction, Senowarsito in Murni (2019) defines that politeness is a tool for character building. It can be concluded politeness is a speaking system used to maintain face in interactions, achieving communication objectives, and

reducing friction in personal interactions. It is a strategy for establishing harmonious relationships, honoring people, and reducing friction in personal interactions because politeness is essential in education and character building.

In being polite, it must be supported by good behavior too. Behavior is an individual's response/reaction to a stimulus that comes from outside or from within himself Notoatmojo in Farida, Rahmat, Rika, and Novizar(2022). Big Indonesian Dictionary in Farida, Rahmat, Rika, and Novizar(2022), behavior is a person's reaction that appears in a movement or attitude (body movement or speech). Sarwono in Farida, Rahmat, Rika, and Novizar(2022) states behavior as something that is done by one individual with another individual and something is real. Unlike thoughts or feelings, behavior is something concrete that can be observed, recorded or learned. Behavior in a broad sense, namely behavior that is visible or invisible behavior. Budiharto in Farida, Rahmat, Rika, and Novizar(2022) emphasizes the definition of behavior as the result of all kinds of experiences and

human interactions with their environment. The form of behavior can be in the form of knowledge, attitudes and actions. Human behavior consists of psychological, physiological and social perspectives that are comprehensive. This point of view is difficult to distinguish its influence and role on the formation of human behavior. So it is concluded that behavior is an individual's response to external or internal stimuli, resulting from experiences and interactions with their environment. It can be visible or invisible, and consists of psychological, physiological, and social perspectives.

Ahmad (2019) contends that the digital poster is online poster, multimedia poster, electronic poster, vlog, and a flexible online poster that provide several aspects such as text, photos, music, videos, hyperlinks, and data attachments. It can be stated that the concept of digital poster derives from the idea of using technology products to create digital poster. In other side, Annisa (2023) says that reels is a feature on instagram that has a specific role or function as a means of expressing oneself through creating creative and innovative

videos using transitions so that the videos created will look interesting.

Seeing this background, as well as several studies that have been carried out, researchers intended to see how several fourth semester students' insight in class B of the English education study program, the University of Nias about digital posters and online reels educating politeness.

METHOD

This study used a qualitative method to explore the use of digital posters and reels as teaching tools for politeness education in schools. Telaumbanua et.al (2023:445) state that qualitative research that is also known as explanatory re-searches was the type of research used in this study. It examined the relationship between variables and hypotheses that needed to be supported. The research design was a case study, allowing for a comprehensive and holistic investigation of the phenomenon, Nasir (2023:370) Data was collected through in-depth interviews, and participant observations. To the respondents are sent digital poster and reels to give their insights. The qualitative method allowed for a deep

understanding of participants' subjective experiences and phenomena related to digital media in politeness education. The case study aimed to strengthen the quantitative data and gain richer information, allowing for a more comprehensive understanding of the use of digital media in politeness education.

RESULT AND DISCUSSION

Results

a. Respondent of Digital Poster

Respondent 1: *Kesopanan membawakesuksesan, yang muncul dari dalam benak saya yaitu mengapa kesopanan membawa kesuksesan? Ya, saya sudah dapat jawabannya yaitu ketika kamu berada dan bersikap dengan baik, maka kelak kamusedang dalam berproses sukses. Seperticontohnya perusahaan selalu mengutamakan yang namanya attitude dan ketika wawancara hal tersebut diuji. Ketika kita sopan dalam tutur kata, sikap, dan perilaku maka perusahaan pun tertarik untukmerangkul kita dalam perusahaannya. Apakah kamu tahu tiktokers Lorin Brunette dia dipecat dari pekerjaannya karena tidak berattitude dan tidak sopan? Oleh karena itu sopanlah jika ingin sukses.*

Respondent 2: *Gambar ini menggambarkan bagaimana proses seseorang untuk mendapatkan pendidikan dengan dibimbing oleh seorang pembimbing guru atau dosen sehingga dapat mencapai*

kesuksesan. Dan sesuai dengan judul atau topiknya "Kesopanan Membawa Kesuksesan", ini terhubung. Bagaimana sikap atau moral dari seorang pelajar untuk mencapai kesuksesannya dalam kehidupan. Bagaimana sikap seorang pelajar untuk menghargai pembimbingnya, menghargai pengetahuan yang telah diberikan atau didapatkan dari pembimbing maupun dari orang lain. Kita juga dapat mendapatkan pengetahuan dari orang yang memang tidak berpendidikan dan jika kita ingin sukses maka kita harus mampu menerima dan menghargai pendapat atau menerima pengetahuan dari orang tersebut. Intinya saling menghargai dan tidak merendahkan orang lain untuk menjadi seseorang yang sukses.

Respondent 3: Gambar ini menggambarkan suatu proses seseorang mencapai suatu kesuksesan melalui pendidikan yang dimana untuk mendapatkan pendidikan seseorang itu harus memperoleh suatu bimbingan atau arahan dari seorang guru atau dosen. Berdasarkan topiknya "Kesopanan Membawa Kesuksesan" ini terhubung dengan bagaimanasuatu sikap dan moral seorang pelajar dalam mencapai suatu kesuksesan di kemudian harinya. Bagaimana seorang pelajar menunjukkan rasa hormat terhadap pembimbingnya dalam menerima arahan dan bimbingan tiap hari untuk memperoleh pengetahuan dan bagaimana juga seorang pelajar untuk menghargai

pembimbingnya dalam menerima arahan atau bimbingan setiapharinya. Kita juga bisa mendapatkan pengetahuan dari orang lain baik yang berpendidikan maupun yang tidak berpendidikan itu semua tergantung bagaimana seseorang pelajar mampu menerima atau mendapatkan pengetahuan dari seseorang tersebut dan kita juga sebagai seorang pelajar harus mampu menerima saran dan kritik dari seseorang untuk memperoleh pengetahuan atau pengalaman yang lebih luas dalam mencapai suatu kesuksesan. Intinya dalam mencapai suatu kesuksesan kita juga harus berperilaku baik karena sikap dan moral dapat menggambarkan diri kita sendiri.

Respondent 4: Sikap sopan saja tidak menjamin kesuksesan. Meskipun bersikap sopan penting dalam interaksi sosial dan dapat berkontribusi pada pembentukan hubungan yang positif, kesuksesan dipengaruhi oleh berbagai faktor lain seperti keterampilan, pengetahuan, kerja keras, dan peluang. Sikap sopan mungkin menciptakan kesan yang baik, tetapi bukan satu-satunya penentu kesuksesan.

Respondent 5: Sikap sopan umumnya dianggap sebagai sifat positif yang dapat berkontribusi pada kesuksesan. Sikap sopan menciptakan lingkungan yang harmonis dan penuh rasa hormat, mendorong komunikasi yang efektif, dan meningkatkan hubungan antar pribadi. Meskipun bukan satu-

satunya faktor dalam mencapai kesuksesan, sikap sopan memiliki peran yang signifikan dalam membangun reputasi yang baik dan mendapatkan dukungan dari orang lain.

Respondent 6: Tentu saja sikap sopan adalah kualitas yang berharga dan dapat sangat berkontribusi pada kesuksesan. Ketika kita memperlakukan orang lain dengan rasa hormat, kebaikan, dan perhatian, kita menciptakan suasana yang positif yang mendorong kerjasama dan kolaborasi. Sikap sopan membantu membangun hubungan yang kuat, membuka peluang, dan menciptakan kesan yang baik. Ini membentuk dasar kesuksesan dalam berbagai bidang, baik dalam kehidupan pribadi maupun profesional.

Respondent 7: Dari gambar tersebut dapat kita pahami bahwa salah satu yang menjadi kunci kesuksesan adalah kesopanan. Disamping pencapaian kita dalam pendidikan, kita harus memiliki tingkat kesopanan yang baik dalam mencapai kesuksesan.

Respondent 8: Sebagai seseorang yang berada dalam ranah pendidikan, kesopanan adalah kunci utama dalam mencapai kesuksesan. Hal itulah yang membawa kita lebih dekat kepada kesuksesan.

b. Respondent of Reels Instagram

Respondent 1: Wih, video ini keren banget! Akhirnya ada tips buat ngadepin dosen yang bikin bingung. Aku

juga jadi lebih paham sekarang cara bertemunya.

Respondent 2: Video ini super helpful si! Tips-tipsnya praktis banget dan bisa langsung diterapkan. Pasti bakal berguna buat kudanteman-teman yang sering ketemu dosen.

Respondent 3: Emang sih video ini ada manfaatnya, tapi menurutku agak berlebihan aja. Masak temudosen doing harus semeter-meter gitu? Kayak anak SD aja.

Respondent 4: Video gini memang gampang zaman lagi. Tips-tipsnya agak banget, gak bakal bikin aku lebih nyaman bertemu sama dosen. Mending cari konten yang lebih fresh dan kekinian.

Respondent 5: Menyapadosen di luar kelas dapat membantu membangun hubungan yang lebih pribadi dan akrab. Hal ini bisa memperkuat ikatan antar dosen dan mahasiswa, membuatnya lebih mudah untuk berkominikasi dan meminta saran atau dukungan akademik.

Respondent 6: Interaksi dengan dosen dapat memberikan peluang untuk mendiskusikan topik yang lebih mendalam di luar bahan pelajaran yang diajarkan di kelas. Ini dapat memperluas pemahaman dan perspektif mahasiswa terhadap bidang studinya.

Respondent 7: Terlalu banyak interaksi informal dengan dosen bisa memunculkan masalah ketidaksetaraan perlakuan di antara mahasiswa. Hal

<i>initerutamaterjadijakeorang-dosenlebihsukaataumemberikan-perhatianlebihkepadabeberapamahasi swadibandingkan yang lain, yang bisamenciptakanpersepsitidakadil di antaramahasiswa.</i>	
Respondent	8:Beberapadosenmungkinmemilikibatasyang jelasantarawaktumengajardankwaktupribadimereka. Mengganggu waktumereka di luar jam kerjabisadianggaptidak sopanataukurangmenghormatiprivasi-mereka.

c. Education through Reels

Education that can include positive and negative responses from students regarding the video:

As a student, how to interact with lecturers is often a challenge in itself. This video provides several tips that can help, but of course they must be applied wisely and adapted to the context.

On the one hand, practical tips like that can be useful for building courage and self-confidence in communicating with lecturers. This is important so that students do not feel too nervous or afraid when dealing with them. This video can motivate students to be more proactive.

But on the other hand, methods that seem excessive or too formal are not always appropriate. Interaction with lecturers should be done more naturally and in accordance with the norms that apply in the campus environment. Students also need to learn to read situations and adjust their approach.

The most important thing is to build good communication with lecturers, respect each other, and find solutions together when facing challenges. That way, students can get the best benefits from the guidance and direction of the lecturers.

d. Education through Poster

In the context of relationships between lecturers and students, the concept of "Politeness brings success" emphasizes the importance of polite and friendly behavior to create mutually respectful and productive relationships. Politeness helps build positive relationships, facilitates effective communication, and improves the quality of learning. This also opens up opportunities for career development and self-development of students. By being polite, students can build a

positive work ethic and appreciate the contribution and experience of lecturers. Overall, polite attitude not only improves interpersonal relationships, but also supports success academic and professional in the long term.

e. Observation

The results of this observation show whether Instagram reels and digital posters about politeness can be implemented well in everyday life; especially in class. This observation was carried out without asking for consent from the participant so that the movements carried out were not artificial (based on reality).

- **Respondent 1:** *During the lesson, the participant ate secretly in class. In the end, the lecturer knows when teaching.*
- **Respondent 2:** *When the lecturer was explaining the lesson, there were participants who were busy playing on their cellphones. Then, this was discovered by the lecturer in question.*
- **Respondent 3:** *When entering the discussion room, there were participants who gave good responses to the presenter who had finished presenting but the way he delivered it was not good (using language that was not liked by other people).*

- **Respondent 4:** *The intended was late arriving when the lesson started but had informed the lecturer before entering class.*
- **Respondent 5:** *The intended participant pays close attention when the lecturer explains the lesson in front of the class.*
- **Respondent 6:** *The intended participant provided responses (was active in class) during the question and answer session.*
- **Respondent 7:** *The intended participant did not do the assignment given by the lecturer well (carelessly) and annoyed the lecturer.*
- **Respondent 8:** *The intended participant responded to the lecturer's statement using language between friends and the lecturer in question.*

Discussion

This section provides an in-depth analysis of the research results on Educating Students' Politeness through Digital Posters and Reels along with the results of the author's observations in the classroom regarding the politeness of each participant. The research results showed that 6 respondents agreed and understood the meaning of politeness bringing success, 1 person disagreed, and 1 person was neutral. This shows that respondents can think critically about

the poster and provide real education so that there are no misinterpretations.

Reels were also discussed, and respondents agreed that reels were helpful when meeting with lecturers and found them practical and easy to understand. However, respondents did not agree with the use of distance measurements from lecturers as a measure of politeness and did not agree with the use of outdated reels.

The results show that there are respondents who understand and do not understand the content, this could be due to a lack of knowledge or focus on them. The author continues to provide actual education regarding this reel to ensure participants do not misinterpret the content.

This observation explores the effectiveness of Instagram reels and digital posters about politeness in everyday life, especially in the classroom. From the research results, it was found that participants often ate secretly during lessons, while the lecturers knew when they were teaching. Some participants played with their cellphones during the lesson, this was

known to the lecturer. Some participants gave good responses to the presenter but used unpopular language. The intended participant was late for class but informed the lecturer before entering. They pay close attention during learning, provide active responses during questions and answers, and do not do their assignments well, thereby disturbing the lecturer. The intended participants responded to the lecturer's statement using language between friends and lecturers.

Komala (2019) says that politeness is an important element in everyday social life, because by showing polite attitude, a person can be respected and liked by his existence as a social creature wherever he is. In social life between fellow humans, of course we have norms and ethics in socializing with other people. In this case, good manners can provide many benefits or a good influence on yourself and others.

In conclusion, the research results highlight the importance of understanding and providing appropriate education to students to improve their understanding of manners and communication.

CONCLUSION

This study analyzes the research findings and ensures the effectiveness of our educational program on Educating Students' Politeness through Digital Poster and Reels. The research consists of eight responses, with six respondents understanding the importance of a poster, one not understanding it, and one neutral. The results show that respondents are well-informed and can critically analyze the poster. The study also found that the use of reels was beneficial, but not as effective as the posters. The results also showed that the use of reels could improve communication and communication skills. The study concludes that the use of reels can be beneficial for students, but not as effective as the posters. Therefore, the study emphasizes the importance of a well-informed and engaging educational program.

REFERENCES

- Rika, Endry and Liliana. 2020. Language Politeness of Students and Teachers: An Ethnographic Study. *Getsempena English Education Journal*.
- Farida, Rahmat, Rika, and Novizar. 2022. *Behavioral Theory Viewed from the Perspective of Consumer Behavior to be Applied to Producer Behavior*. Universitas Andalas, Indonesia.
- Murni. 2019. *The Use of Politeness Strategies in the Classroom Context by English University Students*. Universitas Negeri Makassar, Kampus Parangtambung Jln. Dg Tata, Makassar, South Sulawesi, Indonesia. *Indonesian Journal OF Applied Linguistics*.
- Annisa. 2023. The Influence of Use of The Reels Feature on Instagram on The Purchasing Interest of TMLST Coffee Shop Consumers. *IKON Jurnal Ilmu Komunikasi 2022 (Universitas Persada Indonesia Y.A.I)*
- Farhan. 2021. The Importance of Polite Culture in Student Life. *Kompasiana*.
- Clarence in Jorie. 2024. 46 Manners Quotes That Remind Us to Be Kind. <https://www.southernliving.com/culture/manners-quotes>
- Aman, Kaphil, and Vishal. 2023. Education : Meaning, Definition & Types. Department of Extension Education.
- Ahmad in Candradewi and Endah. 2019. *My Digital Poster in English Classroom: How does It Work?* *Jurnal TRANSFORMASI*

- Informasi & Pengembangan Iptek. STMIK BINA PATRIA.
- Nasir and Sukmawati. 2023. *Analysis of Research Data Quantitative and Qualitative*. Edumaspul - Jurnal Pendidikan.
- Ike. 2019. *Case Study of the Teaching and Learning English for Junior High School Students*. Surakarta English and Literature Journal.
- Prety, Yasminar, Hasrat and Riswan. 2023. *The Implementation of Collaborative Strategy in Teaching Students' Reading Comprehension of the Tenth Grade of Smk Negeri 1 Sitolu Ori in 2022/2023*. Jurnal Review Pendidikan dan Pengajaran.
- Komala. 2019. Pentingnya Sopan Santun Dalam Kehidupan Sehari – Hari. MTsN 10 Tanah Datar.