Analysis of the Application of Politeness Maxims and Cost-benefit in Comment Section LinkedIn

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Abstract. This study explores the use of Leech's politeness maxims and the cost-benefit principle in LinkedIn comments about job postings, aiming to understand how job seekers maintain politeness when pursuing job opportunities in a professional digital environment. The research objects used were comments in 5 job postings. Using a descriptive qualitative approach, the comments on the LinkedIn platform were analysis and classified based on the 6 maxims proposed by Leech: Tact Maxim, Generosity maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim and Sympathy Maxim. The findings showed that out of a total of 31 data found, the Tact Maxim (32%) was the most common, followed by Approbation Maxim (16%), Generosity maxim (13%), Modesty Maxim (13%), Agreement Maxim (3,2%) and Sympathy Maxim (3,2%). Further cost-benefit analysis revealed that most of the comments showed a lack of politeness, focusing only on personal benefits without providing benefits to the interlocutor.

Keywords: Cost-Benefit Principle; Leech's Politeness Maxims; LinkedIn; Pragmatics; Tact Maxim.

1. INTRODUCTION

Communication is a process of interaction that cannot be separated from everyday human life (Fatimayin, 2018). Along with the times, communication is done through digital media that allows us to communicate in real time. One of them is how people interact and communicate with companies or institutions in the context of job applications. Social media platforms are used in posting job vacancies, such as LinkedIn. LinkedIn is the largest professional network used by companies to recruit employees and enable communication between companies and candidates (Marcu, 2025). This strategy encourages communication interaction between job applicants in every job application post uploaded by the company. The communication interactions that occur in the comments involve language appropriateness and politeness in formal contexts such as job applications (Holmes & Stubbe, 2015). Previous research also highlights that LinkedIn influences networking success, which indirectly shapes communication opportunities. This is in addition to LinkedIn's role as a recruitment site (Davis, Wolff, Forret, & Sullivan, 2020). Further evidence of LinkedIn's impact on professional communication comes from studies showing that certain message components like hashtags, tags, and follower count substantially affect engagement on LinkedIn postings (Usera & Durham, 2025). In formal communication contexts such as job applications, social media users employ pragmatic strategies to demonstrate politeness and manage interactions in a professional setting (Kamsinah, Natsir, & Aliah, 2024).

Politeness in digital communication plays a crucial role in online interactions and outcomes. On social media, users employ principles of politeness to reinforce their expressions in order to maintain harmonious communication and show respect for others (Rahmadani, Difani, Fuaddah, Dafa, & Harina, 2025). In online labor markets, polite direct messaging can significantly increase a worker's chances of being hired, especially for those with less experience or job fit (Hong, Peng, Burtch, & Huang, 2020).

Politeness is an important aspect of human communication, serving as a mechanism to navigate social interactions and maintain relationships (Dewanti, 2022). Over the past five years, research has expanded significantly, exploring various dimensions of politeness, including its strategies, its implications in different contexts, and its role in educational setting. Politeness is an important aspect of society, because politeness is used to recognize the socio-culture in a community in a region (Maharani, 2017) (Muharudin et al., 2023).

The concept of politeness maxims, originally proposed by (Leech, 1983), provides a theoretical framework for understanding how individuals navigate complex social interactions through language. This course provides a basis for exploring how these politeness maxims intersect with cost-benefit analysis in the context of LinkedIn usage. On the other hand, (Leech, 1983) the principle of politeness is to minimize the expression of impolite beliefs and maximize the expression of polite beliefs, which are slightly less important. The principle of politeness proposes a way to build a sense of community and social relationships (Valentina & Mulatsih, 2024).

LinkedIn and other professional networking sites have become essential venues for job searching and career advancement in the digital age. Among the various social media platforms, LinkedIn stands out as a powerful tool for business networking and development (Milosevié et al. 2023), with a presence in 200 countries, 58.4 million organizations, and more than 900 million registered users of the platform (LinkedIn 2023). The site is based on principles such as connecting with other members, publishing updates, liking and sharing content, and sending direct messages. The member's profile automatically becomes a resume with work experience, recommendations, achievements, and references. In addition, members can search for and apply for jobs (Dinath, 2021). In addition to helping people connect professionally, these platforms also provide spaces for intricate social interactions, especially in the job posting comments section. These exchanges offer a wealth of opportunities to study linguistic phenomena, particularly how politeness techniques are used in business settings.

This study examines the comments on LinkedIn job postings through the lens of Leech's politeness maxims, with particular attention to the cost-benefit dimension. The platform's public nature, combined with its professional context, creates a distinctive setting where users must carefully craft their responses to maintain face while pursuing their professional goals. By analyzing these comments, we can better understand how job seekers navigate the delicate balance between self-promotion and politeness, and how the cost-benefit principle influences their linguistic choices in professional digital discourse.

2. LITERATURE REVIEW

There are six politeness maxims proposed by Leech (1983):

a. **Tact maxim** is a maxim that minimizes expressions of belief that imply harm to others; maximizes expressions of belief that imply benefit to others. Then ask the speaker to be attentive and polite, most often by repeating the request or statement in a way that minimizes discomfort for the listener. It is usually found in several utterances such as commanding, inviting, offering, etc.

b. **Generosity maxim** is a maxim that minimizes self-benefit and maximizes self-harm in communication. This principle encourages selflessness and consideration of others in interactions. This maxim minimizes benefits for oneself which means like sacrifices for others while the Tact maxim optimizes benefits for others.

c. **Approbation maxim** minimize expressions of belief that express criticism of others; maximize expressions of belief that express praise of others. This maxim instructs speakers to avoid negative statements and prioritize positive statements. So that other people will feel appreciated and supported.

d. **Modesty Maxim** is a maxim that reduces or emphasizes the importance of lowering self-praise and maximizing self-condemnation. This maxim aims to show a humble attitude and avoid arrogance. Speakers are expected not to boast about themselves and tend to underestimate their abilities or achievements.

e. **Agreement Maxim** highlights the appropriateness of speech between speakers. By agreeing on the appropriateness of the conversation, the speaker and the opponent will try to find a common point that will avoid the differences that occur so that the interaction feels more harmonious and polite.

f. **Sympathy maxim** expects sympathy from the speaker towards the interlocutor. The concern shown by the speaker reflects a friendly attitude that avoids cynicism or demeaning others.

In addition to the six maxim, Leech (1983) also argued that politeness has to do with cost and benefit in a communication. He calls it one of the politeness scales, namely politeness measured by how much the action or utterance in a conversation benefit or costs the speaker or interlocutor. According to him, speech that tends to provide benefits and advantages to the interlocutor is more polite than speech that is more beneficial to the speaker. This scale helps illustrate how politeness is seen in terms of sacrifice or attention to the interests of others.

The discussion related to politeness maxim has been conducted by several researchers to analyze the application of politeness maxim principles in daily conversation, whether in films, digital content, and digital conversations. One of the studies conducted by (Tampubolon, Rangkuti, & Nasution, 2021), highlighted the types and functions of several politeness maxims used in a digital content on YouTube, namely "The Kelly Clarkson Show". The study shows that in the YouTube content, maxim types are used that focus on the Maxims of Approbation, Agreement, and Modesty. This research reveals that the Approbation Maxim is a useful maxim to show a culture of praise and positivity through an interaction. In addition, the research identifies the convivial and collaborative functions of these maxims can improve communication and maintain politeness during the exchange of opinions in the show.

Another relevant study was conducted by (Johari et al., 2019), who examined the use of the strategies and maxims combination pattern in relation to Malay politeness characteristics in a radio talk show entitled "Celik Mata, Reset Minda Orang yang Tenang (Open Youe Eyes, Reset Your Mind, Calm People) broadcast by IKIMfm. This study analyzed the interactions between the host, invited guests, and caller by using Brown and Levinson's (1987) politeness theory and Grice's (1975) maxims. The results showed that the participants applied a combination of strategies and maxim to achieve a conflict-free communication of strategies and maintain politeness in various conversational contexts. This study emphasizes that the principle of politeness can be applied in media discourse to maintain harmony and mutual respect in public communication.

Similarly, (Kosasih, Sunitha, Dilla, & Rahayu, 2024) studied the application of politeness maxims in the "Real Time with Bill Maher Talk Show", analysing conversations between William Maher and Elon Musk. They found out that the Tact and Sympathy maxims were particularly prevalent, indicating that close relationships in a professional interaction often involve minimizing harm to others while maximizing mutual benefit. This research underscores the importance of tactful communication, especially when navigating complex social exchanges in professional settings.

Align with that, (Rohana, 2022) research provides a broad examination of politeness maxims, focusing on the realization of the Tact, Generosity, Approbation, Modesty, Agreement, and Sympathy maxims. Analysing speeches from the general public, the study categorizes polite speech based on adherence to these maxims, revealing both compliance and violations within everyday language use. The researcher's finding highlights the benefit of these maxims in creating polite exchanges, while also addressing instances where violations occur, offering insights into the social cost of impoliteness.

Similarly, (Kosasih, Sunitha, Dilla, & Rahayu, 2024) studied the application of politeness maxims in the "Real Time with Bill Maher Talk Show", analyzing conversations between William Maher and Elon Musk.

Additionally, research conducted by (Suryani & Suastini, 2022) examines the application of politeness maxims in the 2020 movie "Emma". She used Leech's (1983) framework to identify six types of maxims and five scales, with particular emphasis on the maxims of agreement and the cost-benefit scale. The research reveals how conversational purpose and social hierarchy influence the use of each type of maxim. She argues that characters navigate their relationships in the context of 18th-century English society in different ways, which deepens the understanding of the dynamics of politeness in cinematic dialog.

Furthermore, research conducted by (Nurdiyani & Sasongko, 2022) investigated politeness in digital communication, specifically in the WhatsApp application. This study focuses on investigating the linguistic forms and principles of politeness in WhatsApp messages between students and lecturers. The results of this study revealed that students predominantly used the maxims of Wisdom, Humility, and Agreement, indicating a respectful communication style, although the maxim of Generosity was underused. The findings show that in general students have complied with the norms of politeness, and the maxim of generosity has the potential to be improved.

By paying attention to those politeness studies and the results presented, it shows that this research needs to be done because it uses different objects of study and discussion. This study uses Leech's (1983) theory which focuses on the politeness maxim used in communication, especially in the context of communication in finding a job through comments on LinkedIn platform posts. In addition, this study also relates the cost-benefit scale to dig deeper into how cost-benefit in communication to analyze the level of politeness in the comments of job applicants on social media who respond to job vacancy posts. Using Leech's

theory of maxims and politeness scale, this study aims to assess how applicants use various expressions to interact with companies. The results of this study are expected to provide insights into how applicants convey job interest in a polite and professional manner, as well as provide recommendations to improve the quality of applicants' communication in the context of job search on digital platforms.

3. METHOD

The approach used in this research is a descriptive qualitative approach. Qualitative research, according to (Creswell & Creswell, 2018) is a method that is used to understand and explore the meaning given by groups or individuals made of human social issues. Because the data being examined in this study are utterances that will be described descriptively, the qualitative research is examined. As stated as (Creswell & Creswell, 2018), qualitative research is often framed in terms of the use of words rather than the statistical number. Stated alternatively, qualitative research is defined as a study that focuses on describing in a descriptive manner, typically through written data, speech, or human behaviour.

The data collected in this research were taken from the LinkedIn comment section, where users engage in professional interactions that often require a balance between self-promotion and politeness. The comments collected from LinkedIn job postings provide a natural setting to observe how individuals navigate this balance, particularly through the lens of Leech's politeness maxims and the cost-benefit principle. Each comment serves as a data point to analyse linguistic choices and strategies for maintaining professional courtesy while pursuing personal career goals. To delve deeper into the social context, our analysis on this study will pay further attention to the cost-benefit dimension in every comment. Which means that each comment will be evaluated based on the use of maxims and how the cost-benefit principle is applied. In this way, research can reveal how LinkedIn users consider the politeness aspect in achieving their professional goals.

4. FINDING AND DISCUSSION

Table 1. The Analysis of Politeness Maxim.

No.	Comments	TM	GM	AM	MM	AGM	SM	Cost-Benefit Analysis
1.	Are there opportunities for fresh graduates for this position?	√	-	-	-	-	-	The commentator shows consideration for the person who may be more experienced, avoiding assumptions that could diminish the other person's self-esteem. But, according to cost-benefit analysis this comment is considered as **impolite** because it does not contain benefits for the company as the interlocutor.
2.	Can I become your agent in my Country Kiribati Islands. I was in here for studied in Indonesia for one year and I wil back soon after finishing my course in December Insha Allah	-	-	-	-	√	-	The commentator tried to seek an agreement with the company by asking if the company would be willing to make him an agent in a foreign country where he lived. But, according to cost-benefit analysis this comment is considered as **impolite** because it was more focused on personal benefits to become an agent in Kiribati which was deliberately adjusted to his schedule in Indonesia.
3.	Interested and hope join immediately	-	-	-	-	-	-	This comment is considered as **impolite** because it focuses on the desire to join immediately, which shows a *benefit* for the speaker. There are no expressions indicating sacrifice or loss of effort for the speaker for the company's benefit.
4.	I'm Interesting to do business with your good company.	-	-	√	-	-	-	The phrase **"good company"** shows appreciation and respect for the company's image. This comment is considered **polite** because the word "Business" indicates the intention to mutually benefit both parties.

No.	Comment							Description
5.	Saya tertarik ingin jadi bagian perusahaan pt indofood sebagai supervisor procurement	-	-	√	-	-	-	This comment conveys a desire to be part of the company which shows interest in the company. It shows appreciation for the reputation and opportunities the company offers. But, according to cost-benefit analysis this comment is considered as **impolite** because this comment focuses on personal gain, namely the applicant's desire to join. There is no sign of *cost* or sacrifice from the speaker, which gives a more polite impression.
6.	Pernah bekerja PT. Prisian Plag Indonesia sebagai spv email m*********@gmail.com	-	-	-	-	-	-	This comment is considered as **impolite** because This sentence does not show any sacrifice that benefits the company as the interlocutor.
7.	Saya tertarik untuk bergabung di PT Indofood sebagai supervisor Procurement Kemampuan di bidang Program SAP, TM1 Pernah bekerja di PT Lonsum selama 15 Tahun sebagai Krani 1/ Accounting Clerk Email w******@gmail.com. Terimakasih	-	√	-	-	-	-	This comment reflects generosity by mentioning his experience to the company and saying thank you at the end of the sentence. This comment is considered as **polite** because it benefits the company in the form of work experience in the previous company.
8.	saya tertarik, ingin menjadi bagian dari perusahaan pt indofood	-	-	√	-	-	-	This comment conveys a desire to be part of the company which shows interest in the company. It shows appreciation for the reputation and opportunities the company offers. But, according to cost-benefit analysis this comment is considered as **impolite** because this comment focuses on personal gain, namely the applicant's desire to join. There is no sign of *cost* or sacrifice from the comentator, which gives a more polite impression.

No.	Comment							Description
9.	Up for my connection	-	-	-	-	-	-	This comment is considered as **impolite** because this comment only focuses on the benefits for the commenter his self to build connections but does not provide benefits for the company.
10.	Saya Athena Syafitri memliki pengalaman sebagai procurement buyer selama 3 tahun specially marketing dan juga memiliki pengalaman 3 tahun sebagai sr procurement coordinator di project Elnusa	√	-	-	-	-	-	The commenter emphasizes his experience and qualifications that are relevant to the position being applied for which shows wisdom as it prioritizes the value that he can bring to the company, namely his experience and expertise. This comment is considered as **polite** because it mentions all her experiences that are beneficial to the company, without any frills asking to be accepted into the company.
11.	Sudah melamar yaa ditunggu panggilannya	-	-	-	-	-	-	This comment is considered as **impolite** because it does not provide a clear benefit to the company, but asks for a benefit from the company by accepting the application.
12.	Saya pengen jadi karyawan pak	-	-	-	-	-	-	This comment is considered as **impolite** because there is no cost to the commenter for the company's benefit.
13.	Pernah kerja sebagai operator mesin injek Sion, di PT porto Indonesia	√	-	-	-	-	-	The commenter mentions his experience and qualifications that might be needed by the company. This comment is considered **polite** because it mentions all his experiences that are beneficial to the company, without the frills of asking to be hired.

No.	Comment							Analysis
14.	Pernah Bekerja sama Dengan Indomarco Retail Untuk Aplikasi Digitalnya, Pengalaman Sebagai Sales Perbankan dan Sales Mitra Ottopay Apakah Bisa Saya Melamar Bapak/Ibu	√	-	-	-	-	-	The commenter mentions his experience and qualifications that might be needed by the company. This comment is considered **polite** because it mentions all his experiences that are beneficial to the company, and gives the cost of the commenter in terms of skills and experience.
15.	Bagian gudang atau md wilayah Cirebon ada gak kak	√	-	-	-	-	-	The comment shows interest in a specific location, but it could be improved by asking more politely. Using casual language without polite forms may make it appear too direct. Adding a phrase such as "I would be grateful if you could provide information" could increase politeness This comment is considered as **impolite** because there is no cost to the commenter for the company's benefit.
16.	Klo spg atw md untuk wilayah Sulawesi ada gk ka	√	-	-	-	-	-	This comment is brief and direct, showing interest in opportunities in Sulawesi. However, the casual language ("klo", "gk ka") could be seen as impolite. A more formal tone would likely make the request feel more respectful and considerate. This comment is considered as **impolite** because there is no cost to the commenter for the company's benefit.

No.	Comment							Analysis
17.	Saya sudah melamar ke bagian ini ya	-	-	-	√	-	-	This comment is polite and shows humility, as it acknowledges the application status without any demands. The use of emoticons makes it friendly, although for a professional setting, a more formal language might increase perceived politeness But, according to cost-benefit analysis, this comment is considered as **impolite** because there is no cost to the commenter for the company's benefit.
18.	I'm interested	-	-	-	-	-	√	The comment is short and direct, expressing interest. While it is clear, it lacks a polite or respectful tone that could be improved by adding words like "I would like to know more" or "If possible, please consider my application. The comment is considered **impolite** as it is brief and solely self-interested without any sacrifice or effort to show respect for the company's needs.
19.	Saya sudah melamar monggo untuk dilihat	-	-	-	√	-	-	This comment is conscious and respectful, utilizing "monggo" (a Javanese term meaning "if you don't mind") to appear lowliness. The emoji too includes a neighborly tone. It might still advantage from a marginally more formal expressing, particularly in a proficient setting. But, according to cost-benefit analysis, this comment is considered as **impolite** because there is no cost to the commenter for the company's benefit.

No.	Comment							Analysis
20.	up	-	-	-	-	-	-	The comment "up" is exceptionally casual and can be seen as discourteous or missing exertion. It provides no extra setting or esteem, which may be moved forward by rethinking with a respectful follow-up or request. The comment is considered **impolite** as it provides no cost or effort for the company's benefit and appears overly casual without a clear, respectful message.
21.	Apakah masih ada lowongan nya	√	-	-	-	-	-	This comment requires minimal cost, as it straightforwardly inqueries information without excesive engangement. However, it brings a clear benefit by possibly prompting a direct response from recruiters. The brevity of the question also projects a profesional, efficient tone, which may positively influence the recruiter's perceiption of the commentator.
22.	Im interested	√	-	-	-	-	-	With minimal effort and wording, this comment effectively signals the user's interest in the job. The simplicity keeps the cost low and doesn't overwhelm the audience, while the direct statement of interest offers a subtle benefit by showcasing enthusiasm. It reflects an approach that's respectful of the recruiter's time, projecting professionalism through conciseness.

No.	Comment							Analysis
23.	Apakah ada loker lagi Bapak/Ibu?	√	-	-	-	-	-	This comment has a formal tone. Referring to back or book implies a level of respect. And courtesy that might cost a bit more effort, but the politeness could benefit the users by creating a positive impression. This. Basing suggests a respectful inquiry that shows passions and interest movie which may make the commentators stand out positively to potential recruiters.
24.	Maaf jika ada lowongan kerja.ijasah smp usia 40 mohon infonya	-	-	-	√	-	-	This command shows a higher cost as the commentator that shares specific, potentially limiting personal information like age and education level. However, this honesty could be proved beneficial by appealing the recruiter's empathy and respect for sincerity. The commentators Democrats demonstrates humility. Which may invite a sympathetic. Response from recruiters who value openness and respect for one's situation. But, according to cost-benefit analysis, this comment is considered as **impolite** because there is no cost to the commenter for the company's benefit.
25.	Saya bantu Up! Supaya teman-teman yang terkoneksi dengan saya bisa mencoba peluang ini. Saya bagikan juga di Grup Loker Telegram.	-	√	-	-	-	-	These commands involve a higher cost because the commentators is going beyond self-interest by actively sharing the job post with. Others, however, the potential benefits are notable. By helping to promote the post, the commentator strengthens their image as supportive and community-focused. This may enhance their professional reputation and signal to recruiters that they are team-oriented and generous with their work. This comment is considered **polite** because commenter will actively sharing the job post, which is beneficial for the company.

No.	Comment							Description
26.	Great opportunity	-	-	√	-	-	-	This comment aligns with **polite** communication by adhering to the Approbation Maxim, where the focus is on offering positive reinforcement without direct self-promotion. The low-cost approach of expressing enthusiasm and appreciation subtly aligns the commentator's values with those of the company, creating a positive, respectful impression without sounding assertive. This polite strategy, even in a brief, generalized comment, could foster goodwill with recruiters and leave a favourable impression due to its alignment with the company's culture. Thus, the comment exemplifies polite engagement.
27.	I Highly recomended	-	√	-	-	-	-	It therefore denotes good intention by the commentator in the sense that he is trying to assist others through positive recommendation. In the context of job postings on LinkedIn belongs to **politeness** from a cost-benefit stand point. The commentator is concerned and caring for the welfare of the receiver.
28.	To whom it may concern In my profile there is a list of work experience in shipping, logistics and services. Therefore I am opening to any relate good company thats need my contribution in your team then please contact me for futher discussion +62878***** Daniel	-	-	-	√	-	-	This comment conveys a willingness to contribute without being too self-assertive, saying "open to companies that need my contribution". It's a form of **politeness** to convey a message that is not pushy, but still introduces itself professionally.
29.	Yang lagi nyari kerja & minat profil LinkedIn nya di promosikan, langsung dm aja ya. Ada ribuan HR yang join & profil LinkedIn berpotensi dilihat ribuan orang.	-	√	-	-	-	-	Comments offer help to promote LinkedIn profiles without asking for rewards or benefits for themselves. The comment is **polite** as it offers an opportunity for job seekers to promote their profiles without asking for anything in return.

		TM	GM	AM	MM	AGM	SM	
30.	Ada no. Wa yang bisa dihubungi, untuk langsung mengajukan lamaran kerja.	√	-	-	-	-	-	By offering a contact number for direct submission of applications, the writer shows concern for the convenience of potential applicants, without pressuring or requiring them to act immediately. **Impolite** in a professional context, this request sounds very direct and less formal.
31.	Up for my connection, good luck!	-	-	√	-	-	-	This expression gives support and good wishes ("good luck!") to others without criticism or negative statements, maintaining politeness and providing encouragement. This includes being **polite** in the context of LinkedIn or professional social media.
	Total	10	4	5	4	1	1	

TM	= Tact maxim	MM	= Modesty maxim
GM	= Generosity maxim	AGM	= Agreement maxim
AM	= Approbation maxim	SM	= Sympathy maxim

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5. DISCUSSION

In this research, comments on LinkedIn were classified based on six pragmatic maxims proposed by Leech: Tact Maxim (TM), Generosity Maxim (GM), Approbation Maxim (AM), Modesty Maxim (MM), Agreement Maxim (AGM), and Sympathy Maxim (SM). Each of these maxims will help us to evaluate and provide an analysis of how the comments contained in Linkedin fulfill the principles of politeness in professional communication.

Tact Maxim (TM), there are many comments that fulfilled this maxim because they try not to offend or make assumptions that can offend the company. Some examples, comments such as "Apakah masih ada lowongan nya" ("Are there still any job openings?") and "Apakah ada kesempatan bagi fresh graduates untuk posisi ini?" (Is there an opportunity for fresh graduates for this position?) In the example comment above, successfully showing attention to

the needs of other parties, which is none other than the Indofood company whose context is posting job vacancies on Linkedin. These comments are not demanding, but simply asking for information related to available positions, showing that the author understands the importance of respecting the company's role in the selection process. Maxim's tact in these comments makes communication sound polite and not forced, which has the potential to give a good impression to the recruiter.

The Generosity Maxim (GM) category emphasizes personal sacrifice for the benefit of others. In the data collected, comments that fit this category are rarer and harder to find, but there are some examples, such as. "Saya bantu Up! Supaya teman-teman yang terkoneksi dengan saya bisa mencoba peluang ini." (I'll help promote this! So that those connected with me can seize this opportunity.) These comments reflect a concern for other jobseekers who voluntarily share job information and demonstrate a generous attitude. On the other hand, the absence of GM-type comments suggests that most users are more focused on their own self-interest than on helping others. This may be due to the nature of LinkedIn as a professional platform, where users focus more on their personal achievements than on sharing information or opportunities with others.

The Approbation Maxim (AM) minimizes expressions of trust that express criticism of others. In the data, there are comments that lead to Approbation Maxim. Such as, "I am interested in doing business with your good company" and "I am interested to be a part of pt indofood company as a procurement supervisor" (Saya tertarik ingin jadi bagian perusahaan pt indofood sebagai supervisor procurement). Maxim Approbation principle in that there is an accent on appreciation towards the company and avoidance of criticism. Business communication needs to minimize the statements that could be interpreted as critique, thus making it more positive and collaborative. The expression of respect and appreciation is emphasized here, it could favorably influence professional relations and further possibilities of collaboration.

Modesty Maxim (MM), is consistently demonstrated through comments that subtly convey the information without assertively promoting the commenter's life qualifications, highlighting respect for the company's decision-making process. In comment 17, the commentator mentioned: "Saya sudah lamar ke gabian ini ya" and in comment 19, the other commentator mentioned: "Saya sudah melamar, monggo untuk dilihat" offers updates on the applicant's status without any hint of self-assertion, signaling a polite acknowledgement of the employer's role. Similarly, in comment 24, there's a commentator that stated: maaf jika ada

lowongan kerja, Ijasah SMP usia 40 mohon infonya" reflects modesty by openly acknowledging limitations in education and age, without expressing entitlement to a position, while still respecting the employer's criteria. Together, these comments uphold the modesty maxim's emphasis on humility, ensuring that communication remains polite, and mindful of the recruiter's authority.

Agreement Maxim (AGM), principle emphasizes the importance of minimizing disagreement between parties while maximizing agreement in communication. From the data analysis, the Agreement Maxim (AGM) principle is reflected in just one comment. The second comment illustrates this: "Can I become your agent in my Country Kiribati Islands. I was in here for studied in Indonesia for one year and I wil back soon after finishing my course in December Insha Allah." In an attempt to reach an agreement, the commentator asked the corporation if it would consider making him an agent in the foreign nation where he resided. This demonstrates an effort to provide a particular proposition while coordinating with the company's possible expansion ambition. However, as noted in the cost-benefit analysis, this comment was considered impolite because it focused more on personal benefits rather than mutual advantages.

Sympathy Maxim (SM), focuses on minimizing antipathy and maximizing sympathy between the speaker and hearer. According to the findings, only one comment exemplified the Sympathy Maxim (SM). The following is clear from remark 18: "I'm interested." By expressing interest in the company's posting, the comment demonstrates sympathy. Although this comment is straightforward, it lacks a courteous or respectful tone that may have been enhanced, as the analysis points out. Due to its briefness and lack of effort or sacrifice to demonstrate regard for the company's demands, the remark is deemed unfriendly. This implies that there was little actual empathy or comprehension for the company's viewpoint or needs among the remarks that were examined.

The cost-benefit approach in politeness analysis highlights how much politeness is shown through providing benefits to others, and in return imposing higher costs. In the context of this comment on a job posting, the applicant/commenter acts as the speaker and the company as the interlocutor. In terms of Cost-benefit, as people looking for a job, most commenters do not show politeness. Commenters mostly asked for benefits and imposed costs on the company by giving them a job in the company. In contrast, the few comments that provided clear information or benefits to the company were considered more polite, as they were not only focused on personal gain, but also showed respect and sacrifice that could be appreciated.

6. CONCLUSION

This research analyses LinkedIn comments through Leech's six politeness maxims: Tact, Generosity, Approbation, Modesty, Agreement, and Sympathy, highlighting their significance in fostering professional communication. Findings indicate that while Tact is prevalent, with the commenter respectfully seeking information, Generosity is less frequently observed, reflecting a self-focused approach in job-seeking behaviour. Approbation is evident as many comments express appreciation for companies, by minimizing criticism. The modesty maxim is exemplified by application statuses with humility, acknowledging the company's role in the selection process. Although Agreement and Sympathy Maxims appear less frequently they illustrate attempts to align with corporate benefit analysis reveals that while many commenters prioritize personal gain, those who provide information or show respect toward the company enhance their politeness and professional appeal. This analysis underscores the importance of politeness maxims in improving communication dynamics on professional platforms like LinkedIn, by promoting positive impressions on potential employers.

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