

CHAPTER III

CONCLUSION

In conclusion, the analysis of compliment strategies in the How I Met Your Mother TV series reveals distinct patterns in the ways male and female characters express appreciation. Direct compliment strategies are more prevalent, with male characters frequently employing this approach, particularly in interactions with female characters. On the other hand, indirect compliment strategies are less common overall, with notable variations in frequency across different gender

combinations. Male characters tend to offer more compliments overall, particularly emphasizing appearance/possession and performance/ability/skill, reflecting societal expectations regarding the expression of admiration and romantic interest. Female characters, on the other hand, give fewer compliments overall, focusing more on personality traits and fostering friendship, emphasizing positivity and support in interactions. The data underscores the diversity of compliment strategies employed in the series, highlighting a trend of male characters choosing direct expressions of appreciation, especially in male-female interactions. These findings contribute to a nuanced understanding of communication dynamics within the context of compliments in the *How I Met Your Mother* TV series.

The examination of compliment response strategies further underscores gender distinctions. Female characters actively engage in comment acceptance, return, and no acknowledgment, influenced by personal preferences and emotions, often downplaying or deflecting praise to maintain modesty. In contrast, male characters predominantly respond with comment acceptance and appreciation tokens, rooted in politeness and positively maintaining conversations. The consistent use of these responses by men is shaped by social norms, cultural influences, and the perceived performative nature of compliment exchanges. Both female and male characters' choice of compliment response is influenced by the humility or modesty, closeness, emotional connection, self-esteem, and expressing gratitude.

Overall, the findings highlight the complex interplay of gender norms, societal expectations, and individual preferences in the exchange and response to