

HALAMAN PENGESAHAN SKRIPSI

**IDENTITENESS STRATEGIES OF THE HATE COMMENTS
ON TWITTER**

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Tanggal Ujian : 19 September 2024

Dinyatakan Benar Telah Mengikuti Ujian Akhir (Meja Hijau) Dan Telah Memenuhi Syarat Dengan Hasil "A" dan Memperoleh Gelar SARJANA PENDIDIKAN (S.Pd)

Medan, 19 September 2024

Panitia Ujian Akhir Meja Hijau

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CHAPTER I INTRODUCTION

1.1 Background of the Study

The sophistication of technology in the current era makes it easier for humans to interact virtually, as is the case with all information with just one click then you can share and exchange news only through social media, one of which is an important source for readers. Therefore, social media emerges as an important source for readers so it has a large role globally as well social media is not separated from the active role of netizens in updating statuses and providing comments on social media to get information from social media. Twitter is one of the social media used by people to contact and communicate with readers on social media accounts, one of which is social media platforms such as Twitter and CNN (Cable News Network) which are known as news channels developed by the Trans Media company aim to develop social media as a disseminator of information for all account users, one of which is for netizens who act as the main intermediary in commenting on both good and bad things on social media in presenting news on the social media platform, especially in the comments column, where many people are allowed to express their feelings or comments, such as good and bad comments, polite and impolite language made by netizens regarding the current news.

Netizen tweets have an important role in spreading news globally, especially in expressing their feelings or making observations about any news that is currently circulating or is still hot so netizens would express this through statuses and comments on their respective Twitter social media accounts such as comments

that often contain positive, negative, and spontaneous speech acts such as politeness or impoliteness.

Impoliteness is defined as a negative attitude toward specific behaviors that occur in specific contexts. It is supported by expectations, desires, and/or beliefs about social organizations, specifically how one person's or a group's identities are mediated by others in interaction. Impoliteness includes all negative actions that can result in negative behavior in the context of social interaction. As a result, impoliteness is defined as a person's bad action that is perceived as a negative defense against a situation. As can be seen in the example below, there are hate tweets from netizens on Gibran Rakabuming Raka's Twitter account:

@Quenmedus4. Jan 4 replying to @gibran_tweet

(a) Vice Presidential candidates has no authority.

From the example above, this is a type of impoliteness, where from this example there are comments on hate tweets on Gibran Rakabuming Raka's Twitter account, so we can conclude that this impoliteness is more directed towards the Bald on record type of impoliteness because from the comment data it has been found in posts that discuss the appearance of a candidate vice president number 2. So, comments from netizens said in Indonesian "*Vice Presidential candidate has no authority*" so that is why it falls into the bald on record category, which means bald on record if the speaker wants to attack the face of the other person speaking directly in a direct, clear, unambiguous way and briefly in the situation, that is can be ensured that the speaker applies a bald on record impoliteness type strategy.

@hariany47864956 . Jan 4 replying to @gibran_tweet

(b) Looks like an animal inhabitant!!

Furthermore, the second example with a different type from the example above is the sarcasm/mock impoliteness type of impoliteness with the comments of hate tweets on Gibran Rakabuming Raka's Twitter account, so we can conclude that this impoliteness is more directed towards the sarcasm or mock impoliteness type of impoliteness because from the comment data inappropriate sarcasm and mockery were found in posts discussing the faces of vice presidential candidates, so netizens commented in Indonesian "*Looks like an animal inhabitant*", therefore it is included in the sarcasm or mock impoliteness category which means sarcasm or mock impoliteness. This impoliteness is an expression of feelings and meanings that are the opposite or bad things from what the speaker feels and says. So, it can be ascertained that the speaker is implementing a sarcasm or mock type of impoliteness strategy.

In this research, the author analyzed impoliteness strategies of hate comments on Twitter, especially towards vice presidential candidate number 2, namely Gibran Rakabuming Raka. It can be seen from these two examples (a) and (b) that netizens' comments do not think about the vice presidential candidate's feelings, even comments on Twitter include sarcasm or mocking. Therefore, author intend and are interested in researching impoliteness because, in these days and age especially the younger generation, there are no limitations in speaking so many people easily express their feelings through hate speech with impoliteness carried out on social media, in some cases they regarded as influenced by power especially in society through social context. Impoliteness in the era of technological

development is not only carried out in the form of verbal communication but also in the form of writing on social media. In other words, currently, the behavior of the younger generation in used language is still impolite, so all internet users must know how to speak wisely when interacting with everyone, especially on Twitter as one of the social media that is freely used starting from adolescence. Therefore, the author gave a reason to conduct this research so that netizens can be wiser in giving comments with the existence of social media, especially social media users become wiser in writing comments or tweets using very kind and polite words. So, the author took this case with the title Impoliteness Strategies of The Hate Comments on Twitter.

1.2 The Problems of the Study

The problems of this study are:

1. How are the impoliteness strategies uttered by netizens in the comments section of Gibran Rakabuming Raka's Twitter account?
2. How are the most dominant types of impoliteness strategies uttered by netizens to invade in hate comments on Gibran Rakabuming Raka's Twitter account?

1.3 The Objectives of the Study

The objectives of the study are:

1. To explain the types of impoliteness strategies uttered by netizens in the hate comments column on Gibran Rakabuming Raka's Twitter account as Indonesian vice presidential candidate number 2;

2. To describe the most dominant impoliteness strategies uttered by netizens in the comments column of vice presidential candidate Gibran Rakabuming Raka's Twitter account.

1.4 The Scope of the Study

According to Culpeper (1996), the focus of this study's analysis is impoliteness strategies which is an act of impoliteness that relies on the speaker's intention and the listener's understanding for the speaker to understand communication. There are 5 strategies that are: bald on record impoliteness, negative impoliteness, positive impoliteness, sarcasm or mock impoliteness, and withhold impoliteness. Recognizing that the data source is netizen comments regarding Gibran Rakabuming Raka as the number 2 of vice presidential candidate through the length of the general election period as president and vice president in Indonesia in 2024 on his Twitter account.

1.5 The Significances of the Study

The significances of this study are divided into two, as follows:

1.5.1 Theoretical Significances

This study are:

- a. Contribute to the understanding of the impoliteness strategies from uttered hate comments by netizens on social media;
- b. Assist some pragmatics lecturers, particularly those who emphasize the importance of strategy as a reference in teaching impoliteness strategies materials;

- c. To expand the English department student's knowledge of the language in linguistics.

1.5.2 Practical Significances

This study was input or guidance:

- a. For lecturers, these types of uttered hate comments can be used as a new sample for teaching impoliteness strategies to all students;
- b. For students, this study can be used as a reference to understand how to know about Culpeper's theory can be applied to the impoliteness strategies sent by netizens with language despise in comments on social media;
- c. For other researchers, based on a pragmatic analysis, this study can be used as a reference for related impoliteness strategies of the hate comments on Twitter by another research.

CHAPTER II REVIEW OF LITERATURE

2.1 Pragmatics

Pragmatics is one area of linguistics that focuses on implicit (contextual) meaning. According to (Yule, 1996), pragmatics is the study of meaning as conveyed by a speaker and interpreted by a listener or reader. As a result, it is more concerned with analyzing what individuals intend by their utterances than with what the words or phrases in those utterances may signify on their own, and then concluding that pragmatics is the study of speaker meaning. Pragmatics is a subfield of linguistics that studies the use of context in understanding and generating utterances (Rajagukguk et al., 2023). According to (Levinson, 1983), pragmatics is the study of aspects of language that require reference to the user of the language, which leads to a very natural, pragmatics is the field of linguistics that points out speech utterances expressed in speaker-related context.

As pointed out by (Social, 2014), sentences are not always uttered just to say things, but rather, they are used to do things. Based on this assumption, Austin advanced the speech act theory, which is now generally viewed as one of the basic theories of pragmatics all linguistic activities are related to speech acts. Therefore, to speak a language is to perform a set of speech acts, such as a statement, command, inquiry, and commitment. The speaker is performed three kinds of speech acts simultaneously: the locutionary act (the actual utterance and its pretend meaning), the illocutionary act (its real, intended meaning), and the perlocutionary act (the actual effect, whether intended or not).

Levinson (1983), points out that presupposition is classified as one kind of pragmatic inference based on the actual linguistic structure of the sentence. Levinson further states that the historical background of presupposition dates back and discusses something called the nature of reference and referring expression. In other words, it could be defined in linguistics as any background assumption against which an expression or utterance makes sense or is rational. Presuppositions refer to the conditions that must be met for the intended meaning of a sentence to be regarded as acceptable. Like other branches of science, pragmatics also has several branches of study (Levinson, 1997):

1. Speech Act

Recognized that when people conduct speech actions, they are not simply saying something in language out of the blue. Instead, they have aim and energy behind their words, which may influence the conduct of the hearer (Yule, 1996). According to (Austin, 1975), speech act is a language theory in which the focus on communication is meaning rather than the language employed.

2. Cooperative Principle

Argues that when the cooperative principle is properly implemented in an active environment, particularly during arguments, effective communication interactions will occur (Li, 2015).

3. Presupposition

Book Pragmatics defines a presupposition as "something the speaker assumes to be the case before making an utterance." It can also refer to an

examination of the speaker's purpose when expressing a statement, rather than just analyzing the meaning of a sentence (Yule, 1996).

4. Deixis

Deixis, which translates to "referring" in Greek (the equivalent philosophical term, indexicality, comes from the corresponding Latin), refers to the phenomenon in which the meaning of some linguistic statements is consistently context-dependent.

5. Politeness

Considers politeness to be one of the interpersonal habits that are important to public order (Goffman, 1971).

6. Impoliteness

Impoliteness is a bad attitude toward certain acts that occur in specific situations (Culpeper, 1996). It is perpetuated by expectations, wants, and/or ideas about social order, particularly how one person's or a group's identities are mediated by others in contact (Culpeper, 2005).

After knowing that pragmatics also has several branches of study, from the several branches above, the author finds the topic and expert that will be studied by the author is impoliteness by Culpeper's theory.

2.2 Impoliteness

Impoliteness is a multidisciplinary field of study. It can be approached from social psychology (especially verbal aggression), sociology (especially verbal abuse), conflict studies (especially the resolution of verbal conflict), media studies

(especially through exploitative TV and entertainment), business studies (especially interactions in the workplace), history (especially social history), and literary studies, to name but a few (Zhong, 2018).

Culpeper (2005:36) states impoliteness is a communication behavior that intends to assault the target's (conversation partner's) face or to make the target feel such. This definition emphasizes that the act of impoliteness is determined by the speaker's aim as well as the listener's comprehension of the speaker's intention and their relationship the speaker's intent and the listener's comprehension of the speaker's intention and their relationship with other words, an action may be considered rude if the hearer believes the speaker is causing harm to the hearer's or speech partner's face and exhibiting threatening conduct, Ambarita et al., (2023) mentioned that impoliteness comes about when: (1) the speaker communicates a face-attack intentionally; or (2) the hearer perceives and/or constructs behavior as intentionally face-attacking; or a combination of (1) and (2). Culpeper divided impoliteness strategies into five, which are: (1) bald on record impoliteness; (2) positive impoliteness; (3) negative impoliteness; (4) sarcasm or mock impoliteness; and (5) withhold impoliteness. Although several attempts have been made to theorize impoliteness is defined as any type of linguistic behavior that is assessed as intending to harm a face or social identity. The intonation of the other person while speaking should also be considered as any behavior or speech that strikes another person in the face is called impolite. Culpeper (2005:36) states that "the phenomenon of impoliteness has to do with how the offense is communicated and what is taken". Culpeper (2005:38) defines intimidation as "communicative

strategies designed to attack faces and thereby cause conflict and disharmony" Illness is blamed for self-harm.

The author concludes that impoliteness is a communication strategy intended to attack or threaten the human face, so giving rise to social conflicts such as those caused by errors in the language specifically in uttering impolite remarks such as sarcasm or mocking which make the language of impoliteness make someone feel hurt and can cause terrible crimes. Therefore, a author must be sensitive, especially in studying the impoliteness used during verbal and non-verbal communication.

2.3 Impoliteness Strategies

Impoliteness strategies are ways to hear impolite utterances depending on a particular context and the goal of these strategies is to understand how impolite utterances can be inserted into an interaction. Based on (Culpeper, 2013), impoliteness can only be understood and analyzed pragmatically when it is connected to the understanding of a community or group of utterances and seen through various broad discourse strategies between speakers. Mills (2003:122) adds that impoliteness must be seen as an assessment of someone's behavior rather than the intrinsic quality of speech and must be seen as an assessment of a person's behavior and not the inherent quality of speech. In this case, impoliteness is a very complex assessment of intention.

Based on the purpose of the utterance or the speaker's intention, there are two types of impoliteness: motivated and unmotivated. In motivated impoliteness, the speaker is assumed to have intended to commit the impolite act to be impolite

(rude); on the other hand, unmotivated impoliteness is an act of impoliteness that does not have the aim of being impolite. Impoliteness is defined as communication behavior that attempts to attack the target (spoken partner) in the face or make the target (spoken partner) feel that way (Culpeper, 1996). Based on this definition, the act of impoliteness depends on the speaker's intentions and how the listener understands them. In other words, if the listener considers that the speaker is damaging the listener's or speech partner's face and showing threatening actions, this action can be considered impolite. The impoliteness tactics used based on Culpeper's theory, which is Western-oriented, which implies that any cultural variations that may affect the study results were processed using Western notions (Siahaan, 2023).

2.4 The Types of Impoliteness Strategies

Levinson's theory is the basis for the impoliteness strategy framework proposed by Culpeper. So based on (Culpeper, 2008:36), there are some impoliteness strategies:

1. Bald on Record Impoliteness

Bald on record impoliteness is typically used when a face attack and the speaker intends to attack the hearer's face. In situations where the face is not irrelevant or minimized, the face-threatening act is performed in a direct, clear, unambiguous, and to-the-point manner. (Culpeper & Lutfi, 2017:5) defines bald on record impoliteness as a strategy to express an opinion directly, unambiguously, and impolitely. In situations where the face is not irrelevant or minimized then the FTA

is performed in a direct, clear, unambiguous, and brief manner. The following example demonstrates bald on record impoliteness:

@katsuri1428 replies to @gibran_tweet

(a) Very expensive!!

The comment above shows that netizens object to PCR prices because these comments use bald-on-record impoliteness to record ethical violations. This comment appeared in a post discussing the COVID-19 era with the official PCR rates set by the government in Indonesia, which is IDR 275,000 for Java-Bali and IDR 300,000 for outside Java-Bali. The netizen's comment in Indonesian above shows that the netizen is testing against the price of PCR, which is considered too expensive and this comment was stated directly, without ambiguity, and briefly. In the comments made by netizens in the Twitter comments column, the aim was to show their disappointment with the policies made by the government via social media.

2. Positive Impoliteness

The use of strategies designed to damage the addressee's positive face who wants to be a part of society, as stated (Culpeper & Cahyono, 2018). A positive expression here denotes a person's desire to be and the need for then the use of strategies designed to damage the recipient's positive facial wants. The output strategies of positive impoliteness are:

1. Ignore, snub, and fail to recognize the presence of others;
2. Exclude others from an activity;
3. Disassociate yourself from others by, for example, avoiding sitting;

4. Be interested, uncontaminated, and unsympathetic;
5. Use inappropriate identity markers, such as title and surname, when referring to a close relationship or nickname when referring to a distant relationship;
6. Making others feel awkward, that is using taboo words, swearing, or using rude or indecent language.

For example positive impoliteness:

@botunaq, Jan 7, replying to @gibran_tweet

(b) Shave his beard, bro?

From the example above, can be seen that netizens are insulting the son of the Indonesian president by using impolite language because many netizens are less sympathetic to the attitude of the president's son by showing off everything very easily, such as a new hairstyle that is always posted on his Twitter account. Therefore, by Culpeper's theory of positive impoliteness, the above example is included in the Ignore category.

3. Negative Impoliteness

It attacks the recipient's negative face, which is the basic claim to territory, personal preservation, and the right to non-distraction, i.e., freedom of action and freedom from imposition. This strategy aimed to frighten, condescend, scorn, or ridicule the other, being insulting, not taking the other seriously, underestimating the other, invading the other's space (literally or metaphorically), explicitly associate Culpeper negative impoliteness strategy (personalize, use the pronouns "I" and "you"), and record the other's debt to Culpeper's negative impoliteness strategy. The following example demonstrates negative impoliteness:

@rahyangjayadarma, replying to @gibran_tweet

(a) The wacky program does not make any sense!!

These comments show that netizens underestimate the government's performance, for example, most often in distributing basic commodities. This shows that netizens use bad impoliteness or impolite attitudes. The language used by netizens shows their power (pleasure). They can criticize the government by uses disrespectful language or words as they please as in the example above.

4. Sarcasm or mock impoliteness

Sarcasm is defined as a comment made mockingly, ironically, or with bitter contempt to make the other person look foolish, and then it can be very harsh and biting so claimed that mock impoliteness has two types: authentic impolite comments and inauthentic impolite speech acts. In brief, sarcasm or mock impoliteness, as proposed by Culpeper might to seen as authentic impoliteness, (Culpeper, 2003).

Sarcasm statements are sometimes mistaken as statements because they appear to be appropriate for the situation, but they are intended to be shown oppositely. In this case, someone might state something different from the first statement. This statement is also considered impolite because the interlocutor is using subtle language to express deep disappointment. The following example demonstrates sarcasm or mock impoliteness:

@Ajeengcute16 replies to @gibran_tweet

(b) Constitutional bastards!!!

From the following example, we can see that in the tweet that netizens sent to Gibran Rakabuming Raka as presidential candidate number 2 in the comments

column of his Twitter account netizens did not agree that he was one of the youngest vice presidential candidates, and the same time the son of the Indonesian president. Because of this, many netizens uttered sarcasm or mock words that are impolite or not feasible for everyone to read, especially for social media users, especially Twitter.

5. Withhold Impoliteness

Withhold impoliteness is the lack of courtesy in situations where polite behavior is demanded. Impoliteness occurs when politeness fails to occur at the expected time. The example of the post of vice presidential candidate number 2 contains tolerance towards netizens, especially with Mr. Jokowi as head of state and Gibran Rakabuming Raka as vice presidential candidate number 2 and the son of the president. Netizens are less grateful for this Mr. Jokowi's tenure is very good in leading the country of Indonesia, but netizens attacked the son of the president of Indonesia with criticism, *“Keep apologizing to a bastard of the constitution, self-aware, and backing out of the running for vice president position”* with this said it to be impoliteness which means the absence of impoliteness in a situation, where impoliteness would be expected means that failing to express gratitude or thank someone for favor as shown in the following example can be considered as intentional impoliteness. Therefore, based on Culpeper's theory of several types and explanations of impoliteness, it includes examples of netizen hate comments in the column of Gibran Rakabuming Raka's Twitter account. The following example demonstrates withholding impoliteness:

@zidnspra, replying to @gibran_tweet Jan 4

(c) Keep apologizing to a bastard of the constitution, self-aware, and backing out of the running for the vice president position.

From the example above regarding the upload of vice presidential candidate number 2, which contains an attitude of tolerance towards netizens especially with the presence of Mr. Jokowi as head of state and Gibran Rakabuming Raka as vice presidential candidate number 2 and also the son of the president, netizens are not grateful for Mr. Jokowi's term of office was very good for leading the Indonesian state but, netizens attacked the son of an Indonesian president. Therefore, it follows Culpeper's theory based on the example of netizen tweets in the column of Gibran Rakabuming Raka's Twitter account.

2.5 Hate Comment

The term hate refers to the kind of hate comments whose regulation interests us, and the word “hate” can be distracting. This word indicates that we are interested in correcting the desires and emotions behind certain speech acts then for most of us, the word highlights the subjective attitude of the person expressing the view or the person spreading or publishing the message in question (Yuliyanti, 2021). The word seems to characterize the problem as an attitudinal issue, which misleadingly suggests that laws restricting hate speech aim to punish people's attitudes or control their thoughts (Alakrash et al., 2020). The idea of hate speech feels, in this regard, like the idea of hate crime offenses that are aggravated, in the eyes of the law, by evidence of a certain motivation (Waldron, 2012).

Hate uttered is defined as a negative attitude toward specific behaviors found in specific contexts that attack faces and cause social conflict and disharmony. (Wats, 2003:5) describes that hateful behavior that is impolite, rude,

discourteous, obstreperous, or bloodyminded is noticed more easily than polite behavior. Hate comments have not gotten as much attention as politeness. While (Bousfield, 2008:3) mentions hate comments as annoying behavior in a specific context based on Beebe, hate comments should be viewed as achieving certain goals in the conversation, that is gaining strength and expressing negative feelings. Hate comments can be conveyed through various media, including organizing verbal campaign activities, banners, social media networks, and demonstrations.

@SandySannan. Jan 5, replying to @gibran_tweet

Drop that face; that one's clean skincare. So it doesn't wear out.

As we can see, one of the president's sons is nominated for vice president. With his appointment as vice presidential candidate number 2, netizens have received lots of hate comments. Especially, because he is seen as the son of a head of state or president in Indonesia. It can be seen in comments on social media one of which is his Twitter account. The author concludes that hate comments sent on social media are one of the ways people interact through social media, as are hate comments made by netizens in comment columns such as hate, which express a negative attitude towards certain behaviors found in a certain context, like attacking the face and giving rise to conflict and social disharmony. So, netizen's hate comments can cause crimes in the form of remarks made in impolite language, which will have an impact on readers.

2.6 Twitter

In the current era of globalization, the internet has become a daily necessity for society. Twitter is a social network that limits users to sending a tweet with a limit of 140 words, no more. Twitter and Facebook have similarities and

differences. The similarity is that Twitter and Facebook are both social networking services that are useful for connecting one user to another and then Twitter is the social media most used by everyone. Before Twitter, Facebook was a famous social media site, but after Twitter arrived it slowly became a social media site that was popular with many people (Castaño-Pulgarín et al., 2021). Twitter makes it easy for users to interact with each other and make friends with other users. Twitter also has a top trending feature, that is a feature that makes it easier for users to see what tweets are currently popular and often tweeted by Twitter users. Twitter also has verified account content where the content is to get badges verified on Twitter and not just anyone can get the badge on account Twitter is a tool for communicating more than just social media then, as interpersonal and mass communication. All activities using Twitter prove that is a medium for carrying out interpersonal and mass communication with message content that has been successfully disseminated through retweeted links.

2.7 Account of Twitter

Twitter is a social media platform that can be freely accessed by everyone, which is why this social media site is in great demand by many people. Twitter can immediately process every writing, upload, or post made by its users. One of the most popular Twitter accounts belongs to Indonesia's vice presidential candidate number two, Gibran Rakabuming Raka. The number two vice presidential candidate has been using Twitter since February 2021 under his own official account name *Gibran Rakabuming*.

2.8 The Previous Related Researches

In creating this study, the author referred to various previous authors who had studied the same topic. It is including in:

The first title is "*A Pragmatic Analysis of Impoliteness Strategies in the Carrie Movie*" by Gintari, Sudartinah, and Kurnia (2017). The authors discovered 47 pieces of data in their research on the study, on the object of the research. However, of the five types of impoliteness strategies, only four types occur in the utterances of the characters. Those are bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. Meanwhile, the absent-minded person refuses to be polite. By employing Jonathan Culpeper's theory of impoliteness strategies in the Carrie Film, positive impoliteness becomes the type that the characters in the film frequently employ.

The second title is "*Impoliteness Strategies in the Peter Rabbit Movie*" by Indah, Emmiyati, and Maharani (2019). From the results of the analysis that has been done, 75 sentences and words contained various strategies of impoliteness. There are 5 impoliteness strategies found in the Peter Rabbit movie. This was by the theory proposed by Culpeper that is: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withholding impoliteness

The third title is "*Impoliteness Strategy Used by Male and Female Students in Classroom Interaction*" by Dani and Erika (2017). Based on the findings of the author, there is a new awkwardness with more impolite utterances than before. Those phenomena can be found in daily classroom interactions where students

perform impolite speech events. The findings of the study showed that there are five types of impoliteness strategy found in both the data of male and female students, that is: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withholding impoliteness. Male students are more likely than female students to make impolite remarks. Based on the findings, it is possible to conclude that male and female students have an equal chance of displaying impoliteness in classroom interaction.

The fourth title is "*Impoliteness Strategy Used on Online Comments on the Idntimes.com Political Website*" by Maharani (2017). The study investigates impoliteness strategies in online comments on political news on Idntimes.com. The finding shows that four of five types of impoliteness strategies are used in online comments on the political website, Idntimes.com. They are bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. The dominant type is Negative Impoliteness, which involves making sarcasm or mocking Impoliteness, attacking others' space with those remarks, and explicitly associating the other with a negative aspect.

The fifth title is "*Impoliteness Strategy in Instagram Cyberbullying: Jennifer Dunn Case Study*" by Indrawan & Fani, 2018. The study's goal is to investigate cyberbullying comments using the impoliteness strategy proposed by (Culpeper, 2005). The finding shows that negative impoliteness is the most common impolite strategy being used in cyberbullying. The second impoliteness strategy that is used in cyberbullying is already on the record. From both of those strategies, it could be concluded that cyberbullying tends to attack the address directly by using various types of statements.

All the previous related research mentioned above significantly helps and contributes to the author understanding and analysis of impoliteness strategies expressed in hate speech comments as well as mentioning the most commonly used types. Meanwhile, in this research, the author raised this case and created a title, that is impoliteness strategies of the hate comment on Twitter, especially in the tweet column of netizens' hate comments towards vice presidential candidate number 2 Gibran Rakabuming Raka on his Twitter account, because it is now factual that during the general election, there will be attacks on bad speech, so that netizens' statements will be considered sarcasm or mocking impoliteness to them that they know what strategies netizens use against them to sarcasm or mock the president of Indonesia's children.

2.9 The Conceptual Framework

Impoliteness theory is one of the disciplines of pragmatics. Cruse defines pragmatics by equating it with semantics. Meanwhile, impoliteness is a negative attitude towards certain types of behavior that occur in certain situations. The purpose of this study is to look at the impolite strategies employed by netizens on Twitter accounts to increase the possibility of impolite comments like comments on certain issues. Even if social media particularly Twitter, has a comments section on Twitter this does not excuse people from being aware of the types of impoliteness that exist in the environment. In this study, the author used Culpeper's hypothesis, which included five theories: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mocking impoliteness, and withholding impoliteness.

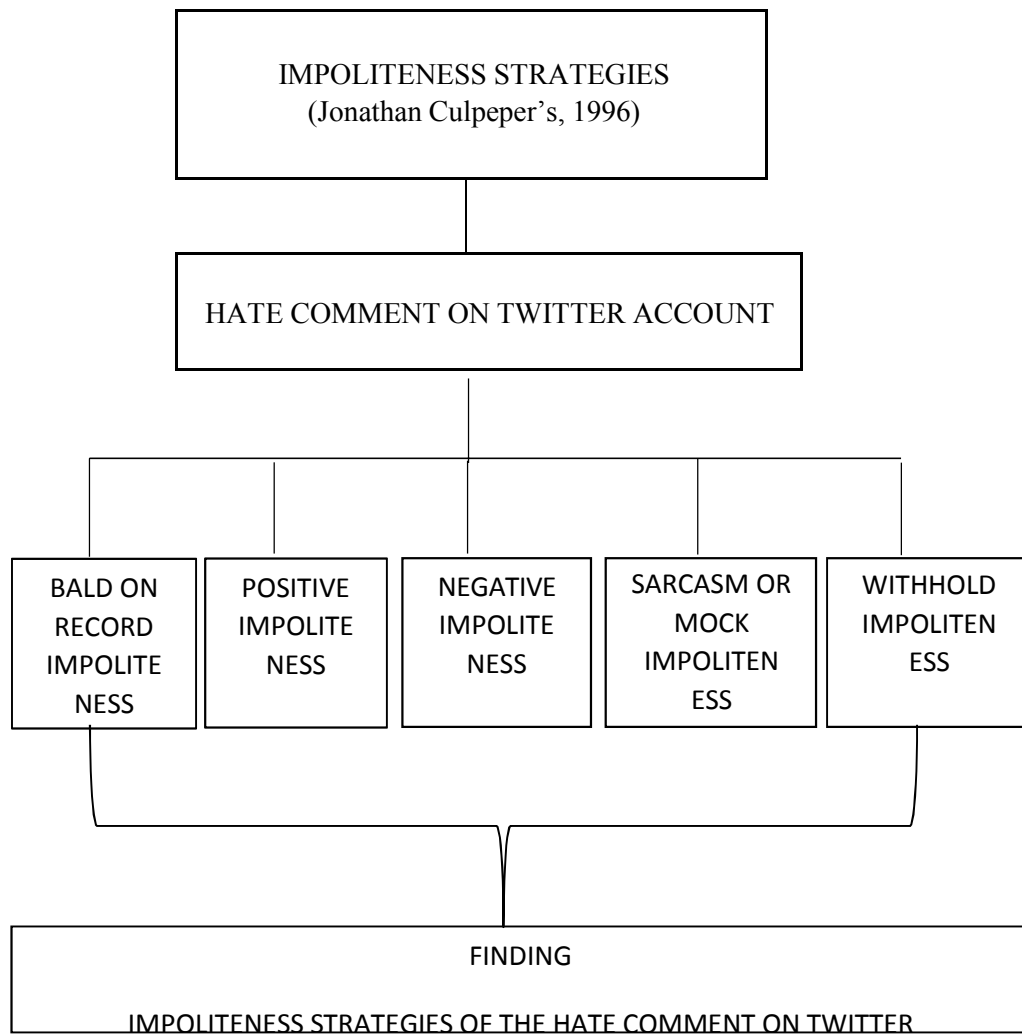


Figure 2.1 Conceptual Framework of Analysis Impoliteness Strategies of the Hate Comments on Twitter

CHAPTER III RESEARCH METHODOLOGY

3.1 Research Design

In conducting this research, the author used descriptive qualitative methods. The author used descriptive qualitative methods to analyze the types of impoliteness and dominant impoliteness strategies used by netizens in commentary hate comments on Twitter and used Culpeper's theories as a foundation. The qualitative descriptive method is used to research people's lives, behaviors, and stores as well as organizational functioning, social movement, and interpersonal interactions (Strauss & Corbin, 1990). The author used a descriptive qualitative method by accumulating or categorizing, analyzing, and interpreting the data (Marliana & Fachruddin, 2020).

In qualitative research, the author is interested in using the data to describe a phenomenon, articulate what it means, and understand it. Different approaches necessitate different types of analysis: in this introductory text, the author focused on strategies such as bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness. Most types of analysis involve the categorization of verbal or behavioral data, for purposes of classification, summarization, and tabulation.

According to (Sugiyono, 2012:13), qualitative descriptive research is research conducted to determine the value of the independent variable, which is either one or more (independent) variables without making comparisons or connecting them with other variables. All was done basically by counting how often something appears in the data and comparing one measurement with others, as well

as in the author objectives study to calculated the dominant impoliteness strategies used by netizens of made hate comments on Gibran Rakabuming Raka's Twitter account as Indonesia's vice presidential candidate number 2. At the end of the analysis, we not only had a lot of results, but we also had what we can called a "big picture" of the key findings that are the problem of the study.

3.2 Data and Source of the Data

In this study, author analyzed the strategy of impoliteness in netizen hate comments against Gibran Rakabuming Raka as Indonesia's vice presidential candidate number 2 on Twitter. The data source taken by the author for this research is Gibran Rakabuming Raka's personal Twitter account. So, author could easily get good data when got the right data source. Therefore, the data that the author would take from the hate comments made by netizens in response to his previous posts, that son of the president of the Republic of Indonesia in the comments column on Gibran Rakabuming Raka's official Twitter account since he was declared as vice presidential candidate number 2 in December to October in the month, the author would took of data from for every hate comment on posts on his official account until the time he was inaugurated as the legitimate vice president of the Republic of Indonesia.

3.3 Instrument of Collecting Data

Here, the data collection instrument comprised observation and documentation to collected of data. The author used data collection instruments with observation and documentation, that is:

1. Observation

Useful for took data from data sources in the form of events, places or locations, and objects. This role observation is carried out by observing activities directly. In this research, by observing these activities directly author would read in more detail and find out how detailed netizens are used on social media, especially in provided comments or hate tweets from netizens. This observation also has tools to be prepared, especially in analyzing, such as the need for writing tools, that are paper, pen, ballpoint, etc. to be used in sorting out these comments, and the author also acts as an instrument for search and collected data by researching directly by observing following research guidelines. So, it would be easier to get results from the data sources that was examined by the author.

2. Documentation

Documentation could of took various forms, from simple written ones to more completed ones, and can even took the form of other objects. This research collected the data by reviewing relevant literature or documents as well as photo documentation so that data can be obtained more quickly through captured or screenshots of comments columns made by netizens on the Gibran Rakabuming Raka account, where the documentation would be obtained valid and actual data. So, on social media especially netizens who often sent tweets in the comments column of social media accounts, therefore author used attachments such as voice recorders or image recorders and other electronic devices such as laptop, cell phones, etc.

So, the author must be prepared for the need to collect of valid data and the author used 2 stages of data collection with observation and documentation which would be carried out by the author.

3.4 Method of Collecting Data

The steps for collected the data in this research are techniques, such as:

- a. Searching for the account Twitter Gibran Rakabuming Raka and online comments from the account;
- b. Reading the hate comments uttered by netizens in account social media Twitter;
- c. Choosing the hate comments by netizens in social media that is the Twitter account of Gibran Rakabuming Raka as the Indonesian vice presidential candidate at number 2 in 2024 hate comment texts written in Indonesian by netizens;
- d. Capturing the utterances from netizens to the Indonesian vice presidential candidate at number 2 in 2024;
- e. Printing the uttered hate comments by netizens from in comments sections account Twitter.

3.5 Technique of Analysis Data

The data would be analyzed by used the interactive model of (Miles, Huberman, & Saldaña, 2014:22). (Miles, Huberman, & Saldaña, (2014:22) define three activities in analyzed of the data they are:

1. Data Condensation

Data condensation used process of selecting, focusing, simplifying, abstracting, and transforming data that appeared from notes written in the field.

Through condensing, it makes data stronger data condensation is not something separated from the analysis. The following the processes in data condensation were:

a. Selecting

The author selected data from the text comment of the netizens' hate comments on the Twitter account Gibran Rakabuming Raka.

b. Focusing

At this point, the author focused on the impoliteness of hate comments as a data object.

c. Simplifying

The author would convert the data to be simplified into clauses in this way. The clause is an impoliteness strategy of the hate comments on twitter by netizens against Indonesia's vice presidential candidate number 2 in 2024.

d. Abstracting

In the process of abstracting and then the data that will be evaluated, particularly regarding impoliteness strategies.

e. Transforming

After abstracting, the author would analyzed the data by selecting each clause from the hate comments made by netizens on Twitter accounts into types of impoliteness strategies.

2. Data Display

After the condensation of the data, the next step is to the data display. Data display is an organized, compressed collection of information that allows conclusion

drawing and verification activity to be displayed. The author used to present the data in an analysis, which used to be shown in the form of a table to make the reader easily understand it.

The steps that follow guide the author through the process of presenting data by categorizing it into impoliteness strategies such as bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness.

3. Drawing and Verifying Conclusions

Drawing and verifying conclusions is one of the most crucial and last tasks in this investigation. After drawing the part of the data to be collected as absolute of data, the best way to integrate the entire collected, captured, and printed data is to verify the conclusion. This is a method to determine the results of the data after it is displayed.

Data analysis in qualitative research is considered by (Miles, Huberman, & Saldaña, 2014:22) into four steps that occur together, the first is data collection, the second is condensation, the third is drawing and verifying conclusion and the last step is data display. The author in this study, performed the following steps to examine the data.

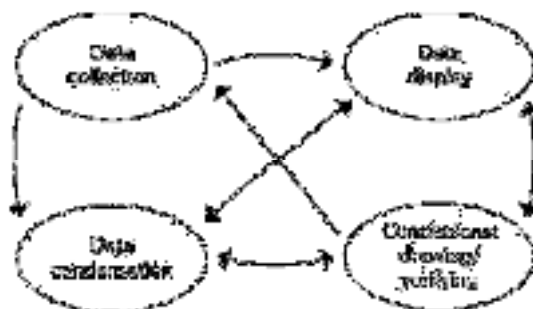


Figure 3.1 Qualitative Data Analysis (Miles, Huberman, & Saldaña, 2014:22).

Data analysis techniques to answer and find types of impoliteness strategies, the author uses the theory used (Miles, Huberman, & Saldaña, 2014:22)

3.6 The Calculating of Data

The author would be used the following technique in calculating the impoliteness strategies based on the type. The formula and sample of the analyzed in the form of the table are as follows based on (Hancock et al., 2009:24):

$$P = \frac{F}{N} \times 100\%$$

More detail:

N = Number of sample which is observation;

F = total types frequency;

P = total types of all categories.

Sample of Analysis of Impoliteness Strategies of the Hate Comment on Twitter by Netizens for the Indonesian Vice Candidate Number 2 in 2024.

Table 3.1
The percentage of the types of impoliteness strategies

No	Types of Impoliteness Strategies	Number	Percentages
1.	Bald in Record Impoliteness
2.	Positive Impoliteness
3.	Negative Impoliteness
4.	Sarcasm or Mock Impoliteness
5.	Withhold Impoliteness
Total	

After carried out the stages of Miles Huberman's theory, the calculating of data formula was used to find the most dominant type of impoliteness strategy that netizens uttered in comments on his Twitter account. So, the author used the formula proposed by (Hancock et al., 2009:24).

