

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a very important role in human's life. In general, language is used to convey the messages, to interact with others, to express a lot of ideas as well as to achieve their desired intention.. Language is the most fundamental means of human communication. Language is considered to be a system of communicating with other people using sounds, symbol and words in expressing meaning, ideas or thought. Language is a systemic resource for expressing meaning in context and the study of how people exchange meanings through the use language. So language is conventional spoken, manual or written symbols by means of which human beings, as member of social group and participants in its culture, express themselves. In studying a language, the people need knowledge about it. It is called Linguistics.

Linguistics is the science of language, or, the field of the study the subject of which is language. Linguistics is an academic discipline that focuses on language and is carried out by linguists. Linguistics can be broadly broken into three categories. They are the study about language form, the study about language meaning, and the study about language context. There are many of branches in linguistics ,namelyphonetics,phonology, morphology, syntax, semantics, pragmatics, discourse analysis, applied linguistic.

Pragmatics deals with the ways in which the meaning of an utterance depends on the context of its use. Pragmatics is one of area which studies the way in which context contributes to meaning. Pragmatics is concerned with the interpretation of linguistics meaning in context . Pragmatics has to do with language use, and with going beyond the literal meaning. Pragmatics concentrates on those aspects of meaning that cannot be predicted by linguistics knowledge

alone and takes into account knowledge about physical and social world. Pragmatics means knowledge of how language is related to the situation in which it is used. So, pragmatics is a study of language meaning. Pragmatics also has several branches of study like speech act, implicature, presupposition, deixis, presupposition and politeness .politeness consist of maxim, types of politeness, politeness strategies and impoliteness.

Impoliteness is an interaction that depraves the norm of politeness. Impoliteness is a negative attitude toward specific behaviors occurring in specific contexts. It is sustained by expectations, desires and/or beliefs about social organization, including in particular, how one person`s or group`s identities are mediated by others in interaction. Impoliteness includes all the negative action that can lead to negative behavior in a certain context of a social interaction. Therefore, impoliteness really concerns with how individuals behave in a certain context and it also defined as a bad person`s act that is considered as negative effrontery towards a situation.

The writer is actively opening mass media including YouTube especially in issues of Jokowi in covid-19 pandemic and also read the comments, there are many people who make their comments in an impolite way including in form of insults and hate speech, They express their displeasure in bad ways without thinking about the consequences. They often can`t control their behavior when they put the comments. The writer choose Jokowi in covid-19 pandemic because when covid-19 pandemic had not subsided ,many people blamed Jokowi and many also considered Jokowi fail to face the covid-19 pandemic, and when they put their comment,there are a lot of rude comments that they put in the comments column, so it makes the writer interested to examine the type of impoliteness they use in commenting.

According to Culpeper (in Ayu Ida Savitri 2018:15) “impoliteness strategies can be created and received as follows. (1) Bald on Record Impoliteness: it is done when the face–risk is high where speaker is intended to ruin hearer's face so that impolite utterance will be done directly and clearly by doing Face Attack Act (FAA) with expressly from speaker. (2) Positive

Impoliteness: it is done to ruin hearer's positive face want. (3) Negative Impoliteness: it is done to attack hearer's negative face want. (4) Sarcasm or Mock Impoliteness: it is done when speaker does FTA with obviously insincere politeness strategies, by applying one or more sub-strategies which are superficially agreeable and acceptable but deep deeply have opposite meaning. (5) Withhold Politeness: it is done when speaker does not do politeness where it is expected such as says nothing when he/she is supposed to thank hearer”.

From the explanations and reasons above, the writer would like to conduct a study, titled “AN ANALYSIS OF IMPOLITENESS STRATEGIES ON HATE SPEECH OF JOKOWI IN COVID-19 PANDEMIC AS FOUND IN YOUTUBE COMMENTARY”

1.2 Problem of the Study

In accordance with reason presented above the problem of the study formulated as “What are the impoliteness strategies in commentary hate speech on Jokowi’s speech about covid-19 pandemic as found in YouTube?”

1.3 Objective of the Study

Based on the problem statement mentioned above, the writer would like to found out the impoliteness strategies in commentary hate speech on Jokowi’s speech about covid-19 pandemic as found in YouTube.

1.4 Scope of the Study

In study, there must be a limit. This study was limited to see impoliteness strategies according Culpeper namely Bald on record impoliteness , Positive impoliteness, Negative impoliteness, Sarcasm or mock politeness and Withhold politeness .The thing that are studied is limited commentary hate speech on Jokowi’s speech about covid-19 pandemic as found in YouTube.

1.5 Significances of the Study

Every study is done to obtain the usefulness for the wider community as well as this study. The usefulness of this study is as follows:

a) Theoretically

This study is expected to enrich the linguistics field, especially in pragmatics study, and particularly in term of impoliteness strategies.

b) Practically

1. For the writer

The writer can know a lot about impoliteness in the community, because impoliteness is one of important act in daily interaction and also important in cross-cultural communication.

2. Students of English Department

The result could be a references for student of English Department to improve pragmatics ability especially in impoliteness theory.

2. For the other researchers

The result of this study can be as additional reference and give more knowledge for another researcher about pragmatics study. Impoliteness is rare to be studied. Hopefully this subject could be one new interested in research about pragmatics.

CHAPTER II

REVIEW OF LITERATURE

2.1 Language

Language is a very important role in human's life. In general, language is used to convey the messages, to interact with others, to express a lot of ideas as well as to achieve their desired intention. Chaika (1982: 3) defines language as the system of sounds and words that is composed of a system of meaningless elements that is combined by roles into meaningful structures used by human to reveal or conceal their thoughts and feelings. Language is a systemic resource for

expressing meaning in context and the study of how people exchange meanings through the use of language. Language is used to communicate between one person and other people. Language is like an idea, emotion, and desire that can be produced by some symbols.

Furthermore Richards and Platt (1992:196) state “language is the system of human communication which consists of the structured arrangement of sounds (or their written representation) into larger units”. Then, language is any particular system of human communication. Sometimes a language is spoken by most people in a particular country, but sometimes a language is spoken by only part of the population of a country.

The writer concludes that language is considered to be a system of communicating with other people using sounds, symbols and words in expressing meaning, ideas or thoughts and feelings.

2.2 Linguistics

Linguistics is the systematic study of human language. Linguistics is an academic discipline that focuses on language and is carried out by linguists. According to Crystal (1997: 18) “human languages are usually referred to as natural languages, and the science studying them is linguistics”. Language is central to our human nature, and linguistics is the systematic study of human language. Although on the face of it there is huge variation among the world's languages, linguists not only describe the diverse characteristics of individual languages but also seek to discover the deeper properties which all languages share. These common properties may give us an insight into the structures of the human mind. Linguistics is about language the major works in linguistic theory have seldom been analyzed and synthesized as language. Whereas Lyons

(1968: 1) said "Linguistics may be defined as the scientific study of language". Then Fromkin (2001: 3) states that "The scientific study of human language is called linguistics.

The writer summarizes linguistics can be defined as the study of language that used to describe the characteristic of individual language and also to discover then deeper properties which language share.

2.3 Pragmatics

Pragmatics is one of linguistics branch which studies about contextual meaning (implicit). Pragmatics is the study of 'invisible' meaning or how we recognize what is meant even when it is not actually said or written (Yule, 1996:127). In other words, Pragmatics is the study of language according to contexts. Levinson (1983:3) stated that pragmatics is the study of aspect of language that requires reference to the user of the language then led to a very natural, pragmatics is the field of linguistics which points out speech utterance expressed by speaker related context. Leech (1983:6) defines pragmatics as the study of meaning regarding speech situations.

Pragmatics also has several branches of study like speech act, implicature, presupposition, deixis, presupposition and politeness .Politeness in an interaction can be defined as the means to show awareness of another person's face (Yule, 1996:60). Politeness also consist of maxim (the tact maxim ,generosity maxim,the approbation maxim states,the maxim of modesty ,the agreement maxim,the sympathy maxim) ,types of politeness (positive politeness strategies are intended to avoid giving offense by highlighting friendliness. These strategies include juxtaposing criticism with compliments, establishing common ground, and using jokes, nicknames, honorifics, tag questions, special discourse markersand in-group jargon and

slang), Politeness strategies (bald on record, positive politeness, negative politeness, off-record) and impoliteness.

Impoliteness is a multidisciplinary field of study. It can be approached from within social psychology (especially verbal aggression), sociology (especially verbal abuse), conflict studies (especially the resolution of verbal conflict), media studies (especially exploitative TV and entertainment), business studies (especially interactions in the workplace), history (especially social history), literary studies, to name but a few. (Culpeper 1996:356-7) divided Impoliteness strategies into five, which are: bald and record impoliteness, positive impoliteness, negative politeness, sarcasm and withhold politeness.

They can be concluded that pragmatics deals with meaning of utterances in relation with the context and in order situation to achieve language understanding even it is not actually said or written.

2.4 Politeness

Politeness is a concept of polite social behavior in a particular culture. It could be shown by showing good manners towards other. Politeness is not something human beings were born with but something, which was acquired through a process of socialization. In this sense, Politeness is not a "Natural Phenomenon", which was existed before mankind but one which has been sociocultural and historical constructed. In general terms, politeness has the same ideas like being tactful, modest and nice to other people. In the study of linguistic politeness, the most relevant concept is "Face".

In pragmatics, your face is your public self-image. It was the emotional and the social sense of self that everyone had and expected everyone else to recognize. Politeness could be defined as showing awareness and consideration for another person's face. The writer concludes, politeness

is the study about how people used their awareness toward other people's face and also considered who people were. People could show it by showing good manner or attitude to hearer

2.5 Impoliteness

Although there have been several attempts to theories politeness, the opposite phenomenon, impoliteness, has not gained nearly as much attention. Mills (2005:268) defines impoliteness as “any type of linguistic behavior which is assessed as intending to threaten the hearers face or social identity”. Interlocutor's intonation while speaking even should be taken into consideration. Any behavior or utterance that attacks other's face is called impolite. Culpeper (2005:38) defines impoliteness as “communicative strategies designed to attack face and thereby cause social conflict and disharmony.” Self-damage is attributed as impoliteness. Culpeper (2005:36) states that “the phenomenon of impoliteness is to do with how offense is communicated and taken.” Brown and Levinson's model of politeness (1987:12) paved the way for linguists to explore the phenomenon of impoliteness. Watts (in Lambrou and Stockwell,2007:211) states “(im)politeness is a term that is struggled over at present, has been struggled over in the past and will, in all probability, continue to be struggled over in the future”. Watts' definition implies the continuity of disagreement over the notion of impoliteness among scholars.

The writer concludes that impoliteness is a communication strategies designed as intending to attack or threaten the hearer face and thereby cause social conflict .

2.5.1 Impoliteness Strategies

Impoliteness strategies is a way to hear impolite utterances depends on particular context. The purpose of these strategies is to know how impolite utterances can be spoken in interaction. The people do not know how impoliteness can be happen in interaction. Culpeper 1996:356 proposed five impoliteness strategies as the following: bald on record impoliteness, positive impoliteness, negative impoliteness, Sarcasm or mock politeness, withhold politeness. There are 2 points in the field of impoliteness: firstly, linguistic and non-linguistic signals do not inherent impoliteness. To put it in this way, no linguistic and non-linguistic signals are not impolite intrinsically. Secondly, politeness and impoliteness descriptions focus on the lexical and grammatical components and have limited view towards those signals which occur in a communication. For instance, the impact of prosody in describing politeness and impoliteness is significant.

The writer summarizes that impoliteness strategies is a way that used to be able to distinguish how politely someone in their interaction with other.

2.5.1.1 Bald on Record Impoliteness

Bald on Record Impoliteness is typically deployed where there is much face attack, and where there is an intention on the part of the speaker to attack the face of the hearer. The face threatening act is performed in a direct, clear, unambiguous and to the point way in circumstances where the face is not irrelevant or minimized.

Culpeper (1996: 361) uses the excerpt of a documentary film, *Soldier Girls*, as the example of bald on record impoliteness. The documentary follows the fortunes of a group of women recruits where Private Alves has performed consistently badly in the training program. She is interviewed by three sergeants who do not give her right to speak while comprehensively and systematically attack her face. They attack her personal value by saying “You are

despicable” and “You don’t deserve to be out there in society”. They also attack her competence by saying “Can’t do 16 anything right”. All of the examples of bald on record impoliteness strategies are straightforwardly asserted.

2.5.1.2 Positive Impoliteness

Positive impoliteness is the use of strategies design to damage the addressee’s positive someone face who wants to be acknowledge as a part of society. Positive face here means desire from a person to be respond and needed by others. The output strategies of positive impoliteness are:

- a) Ignore, snub the other: fail to acknowledge the other’s presence.
- b) Exclude the other from an activity.
- c) Disassociate from the other: For example avoid sitting together.
- d) Be disinterested, unconcerned, unsympathetic.
- e) Use inappropriate identity markers: For example use title and surname when a close relationship pertains, or nickname when distant relationship pertains.
- f) Use obscure or secretive language: For example, mystify the other with jargon, or use a code known to others in the group, but not the target.
- g) Seek disagreement, like selecting a sensitive topic.
- h) Make the other feel uncomfortable.
- i) Use taboo words, like swearing or use abusive or profane language.
- j) Call the other names: Use derogatory nominations.

The example of this strategy is taken from the extract of The Clampers. In the following example, S1 is a clamper who is trying to remove the clamp from S2’s van following S2’s

payment of the fine. S2 then asks the reason why S1 clamped the van. S1 explains that he does not have any other motive rather than doing his job.

S1: I can take your notes on board but there's nothing I personally can do. I simply work do my job for the council.

S2: Just do your job...

S1: I do my job for the council, if you want me to explain. Then if you want be like that then I can walk away. I don't have to talk to you if I don't want to.

S2: *I don't care what you do*

S1: *If you're going to be rude to me yeah I...*

S2: *I don't really want to talk to you you're not going to do anything about it are you*

In the conversation, it is clear that S2 fails to acknowledge S1's intention to do his job.

2.5.1.3 Negative Impoliteness

Negative Impoliteness is the use of strategies designed to damage the addressee's negative face wants. Negative face wants here means a desire from a person to not to be disturbed. Negative face is the want of every competent adult member that his/her actions be unimpeded by others. It also means the desire for freedom action .There are some output of strategies of negative impoliteness, they are:

- a) Frighten: Instill a belief that actions detrimental to other will occur.
- b) Condescend, scorn or ridicule: Emphasize your relative power. Be contemptuous. Do not threat the other seriously. Belittle the other (e.g use diminutives).
- c) Invade the other space: Literally (e.g position yourself closer to the other that the relationship permits) or metaphorically (e.g ask for or speak about information which is too intimate given the relationship).
- d) Explicitly associate the other with negative aspect: personalize, use the pronouns "I" and "You"

e) Put the other's indebtedness on record

Taken from the extract of *Soldier Girl*, Culpeper (1996: 360) shows how negative impoliteness strategies implied in the interview between Private Alves (PA) and a sergeant (S).

PA : *Who said that sergeant?*

S : *Shut up Alves. You're the one who is running your little mouth again. You're the one intimidating and threatening my squad leaders ...*

PA : I didn't sergeant.

In the example, the sergeant oppresses Private Alves' negative face wants. The sergeant belittles her by using "*little mouth*" in his utterance. Moreover, he explicitly associates her with negative aspect by saying "*You're the one who is running your little mouth again*" and "*You're the one intimidating and threatening my squad leaders*"

2.5.1.4 Sarcasm or Mock Politeness

Sarcasm is clearly the opposite of banter (mock politeness for social harmony). Sarcasm is face threatening act which is performed through the employment of politeness strategy. Someone can use sarcasm for expressing his/her opposite feeling which means not the real meaning of what he or she says. It can be concluded that the realization of sarcasm is employing insincerely politeness. The following example shows the off record impoliteness strategies. The example portrays Charlie (CH) who is supported by student aid at a prestigious private school. Since he does not come from rich family, he chooses to spend his Thanksgiving to earn some money by taking care of a blind man called the Colonel (COL).

COL : Sims Charles, senior. You on student aid, Simms?

CH : Ah, yes I am.

COL : For student aid read crook. Your father peddles car telephones at a 300% mark-up; your mother works on heavy commission in a camera store, graduated to it from expresso machines. Ha, ha! *What are you ... dying of some wasting disease?*

CH : No ... I'm right here.

The impolite behavior in the example is conveyed by implication of Colonel's utterance where he stated that Charlie is dying of some wasting disease.

2.5.1.5 Withhold Politeness

Withhold Politeness is the absence of politeness work where people would be expected. Impoliteness occurs when the absence of politeness work happen at the moment it is expected to show (Culpeper, 2005: 42). Failing to express gratitude or thank somebody for a favor, as shown in the following example, can be considered as deliberate impoliteness. Using the extract from *The Clampers*, the example portrays an adjudicator who has just refused a car owner's appeal against a parking ticket.

Adjudicator : *Well thank you very much for coming.*

Car owner : *I don't thank you at all.*

The car owner explicitly withholds politeness by not reciprocating the adjudicator's thanks.

The writer concludes that bald on record impoliteness is action threatens the face of the speech partner directly, clearly, unambiguously, and succinctly the state of the face is not relevant or minimized does not need to be connected to the face. Positive impoliteness is the use of the intended strategy to damage the positive face of the listener or talk partner. Negative impoliteness, is the use of a strategy aiming to damage the negative face of the listener or talk partner. Sarcasm or mock politeness, is use politeness strategies that are clearly not sincere, pretend, or appear polite on the surface only and withhold politeness is not doing politeness strategy as expected.

2.5.2 Impoliteness Types

Culpeper proposes three types of impoliteness in his up-to-date book, *Impoliteness*. These types share the function of contradicting interpersonal relationships, identities, and social norms. They are:

1. Affective impoliteness

In this kind of impoliteness, the speaker exposes his anger towards the hearer and this consequently generates a negative emotional atmosphere between the speaker and the hearer (Huang, 2014:150). For example:

-You made me crazy!

In the above example, the speaker uses such an impolite utterance to express the passive effect of the hearer on him and inform him that he is unwanted anymore.

The writer concludes that affective impoliteness is when the speaker pours his emotion in to the hearer but in negative.

2. Coercive impoliteness

This variant of impoliteness raises realignment between the speaker (the producer) and the hearer (the target) so that the speaker gains profits at the expense of the hearer. Culpeper believes that this impoliteness type takes place, to a greater extent, in situations where the producer belongs to a higher and more powerful social level than the hearer's level. In a nutshell, coercive impoliteness is a means of getting power via language (Culpeper 2011: 252). The following is an example of this type of impoliteness:-Shut up or I'll smash your head! (Huang 2014:150) Here, the speaker puts an end to the addressee's behavior by warning him not to speak. Such an utterance is produced when the speaker has a command over the hearer.

They can be concluded that coercive impoliteness take seeks a rearrangement of values between the speaker and the hearer in which the speaker gets more benefit.

3. Entertaining impoliteness

This kind of impoliteness is generated when the speaker pokes fun at the hearer and utilizes the target's feelings to obtain amusement .The following example which is taken from

Charles Dicken's novel *Great Expectations* shows this type of impoliteness: (in response to Miss Havisham's invitation to play cards with Pip) -Young Estella: with this boy! Why, he is a common laboring boy (Johanson, 1994:25).

The writer summarizes entertaining impoliteness is the way of the speaker by making fun of and insulting the hearer with the aim that the speaker gets entertainment, the speaker utilizes the feeling of the hearer.

2.6 Hate speech

Hate speech is a negative attitude towards specific behaviors occurring in specific context, it is designed to attack face, and thereby cause social conflict and disharmony. Watts (2003:5) describe that hate speech behavior is impolite, rude, discourteous, obstreperous, or bloody-minded is noticed more easily than polite behavior. Hate speech has not gained nearly as much attention as politeness. While Bousfield (2008:3) mention that hate speech is face aggravating behavior in a particular context. Beebe (1995:159) said that hate speech should rather be seen achieving certain aims in a conversation, namely to get power and to get vent to negative feelings. The hate speech can be carried out through various media, including: the organization of an oration campaign activity, banner ,social media networks, demonstration.

The writer concludes hate speech is a way that uses by someone when they want have an interaction and it can be carried out through media

2.7 Previous Study

There are three previous studies under the same topic related to this research that is read by the researcher before conducting the research. These two studies are briefly explained as follow.

Joan Lucky B (2015) in his titled “a pragmatic analysis of impoliteness strategies in british tv-series Sherlock “. This research investigates impolite acts performed in British TV-series Sherlock using pragmatic approach. It is aimed at describing the types and functions of impoliteness strategies, and identifying the characters’ responses toward the impoliteness strategies performed in Sherlock. This research employed descriptive qualitative method. The data were in the form of utterances, while the context of the data was the dialogues spoken by the characters in the TV-series. The sources of the data were three episodes of the first season of Sherlock and the transcript. In this research, inductive approach was used in analyzing the data. To enhance trustworthiness as well as obtaining credibility and reliability of the data, triangulation was used. The results of this research are stated as follows. (1) All types of impoliteness strategies are used by the characters in Sherlock. They are bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness, and withhold politeness. Negative impoliteness is the most dominant type of impoliteness strategy while withhold politeness is the least strategy to occur in this research. Negative impoliteness strategy becomes the most frequently used type of impoliteness strategies in Sherlock because the characters in Sherlock tend to use it as a means to make other characters follow their order by attacking the negative face wants. (2) The characters in Sherlock frequently employed impoliteness strategy with coercive impoliteness function. By employing coercive impoliteness, the speakers want to gain more benefits or get their current benefits protected. (3) In Sherlock, countering face attack by defensive strategy is the most frequently used response by the characters. The characters choose to use this response because they tend to defend their faces from the face attack.

Dorifah (2016) in her title “An Analysis of Impoliteness Strategies in Boyhood Movie Transcript”. This research is on pragmatics impoliteness of Boyhood movie. It is a qualitative research. The theory used in this research is Jonathan Culpeper’s impoliteness strategy, and additional theories, such as Brown and Levinson, Derek Bousfield, and Leech. The writer analyzes the impoliteness strategies used by selected characters - Mason Jr., Mason Sr., Samantha, and Olivia. Furthermore, the writer analyzes the relation between the chosen impoliteness strategy and power differences of the characters. The chosen strategies of the characters are different from the prescribed strategies in some cases. Mason Jr. and Samantha, the children, as powerless participants, used more positive impoliteness strategy. It is different with the notions given in pragmatics as they are expected to use politeness strategy. On the other hand, Olivia and Mason Sr., the parent, as the powerful participants, used the impoliteness less than the children even they performed some politeness utterances. This did not fit with the notion beforehand. It was found that both of the participants used impoliteness strategies in their utterances, although some of the notions and applied strategies were suitable to the theories. The children and the parent use more the function of impoliteness strategy to reach their aim. Therefore, the power differences did not influence their communication much. It influenced little in the movie. In conclusion, impoliteness strategy is a dynamic issue in interaction. It is dependent on the participant’s aim. Power differences is not the only factor influenced the verbal communication even though the participants’ power level differences are very noticeable.

2.8 Covid-19 pandemic

COVID-19 is an infectious disease caused by a newly discovered type of coronavirus. This new virus and the disease it caused was unknown before the start of the outbreak in Wuhan, China, in December 2019. COVID-19 is now a pandemic in many countries around the world.

The most common symptoms of COVID-19 are fever, dry cough, and fatigue. Other symptoms that are less common and may be experienced by some patients include aches and pains, nasal congestion, headaches, conjunctivitis, sore throat, diarrhea, loss of sense or smell, skin rashes, or discoloration of fingers or toes. The symptoms experienced are usually mild and appear gradually. Some people become infected but only have mild symptoms.

Most (around 80%) infected people recover without the need for special treatment. About 1 in 5 people infected with COVID-19 suffer from severe pain and difficulty breathing. Elderly people and people with accompanying medical conditions such as high blood pressure, heart and lung disorders, diabetes, or cancer are more likely to experience more serious illness. However, anyone can be infected with COVID-19 and experience serious illness. People of all ages who experience fever and / or cough accompanied by difficulty breathing / shortness of breath, chest pain / pressure, or loss of ability to speak or move should immediately seek medical help. If possible, it is advisable to contact a health care provider or health facility first, so patients can be directed to the right health facility.

People can get COVID-19 from other people infected with this virus. COVID-19 can spread mainly from person to person through sparks from the nose or mouth that come out when a person infected with COVID-19 coughs, sneezes or talks. These sparks are relatively heavy, traveling not far and falling to the ground quickly. People can be infected with COVID-19 if they breathe in a spark of someone infected with this virus. Therefore, it is important for us to maintain a distance of at least 1 meter from others. These sparks can stick to objects and other surfaces around people such as tables, door handles, and handrails. People can become infected by touching an object or surface, then touching their eyes, nose or mouth. This is why it is important to wash hands regularly with soap and running water, or clean them with an alcohol-

based antiseptic liquid. WHO continues to review the development of research on how to spread COVID-19 and will present the latest findings.

2.9Jokowi's Latest Directions For Handling Covid-19

President Joko Widodo chaired a limited meeting to discuss handling a new type of corona virus that causes Covid-19 disease. The meeting was held via video conference from the Merdeka Palace, Jakarta, Thursday (03/19/2020).

In addition to the relevant ministers, the ranks of the Task Force for the acceleration of handling Covid-19 also joined this meeting. Jokowi gave seven directions to his staff when opening the meeting.

1. Rapid mass test

Jokowi asked his staff to immediately conduct a rapid test with a large coverage of residents suspected of being exposed to the Covid-19 corona virus.

"Immediately do a rapid test with greater coverage so that early detection of early indications of someone being exposed to Covid-19 can be done," Jokowi said.

To expedite this rapid test, the former Governor of DKI Jakarta requested that the test equipment and places be reproduced.

Kompas.com raises funds for solidarity with the lack of personal protective equipment and other needs in hospitals in Indonesia, especially in DKI Jakarta, related to the handling of Covid-19.

Not only that, he also requested that the test involve all parties, ranging from government hospitals, SOEs, the TNI-Polri, to the private sector.

In fact, Jokowi opened up opportunities for research institutions and universities to be involved.

"I want maximum protection to doctors and medical personnel who serve patients," Jokowi said.

2. Involve religious leaders

President Jokowi requested that institutions and religious leaders be involved in helping the government prevent the spread of the corona virus that caused Covid-19 disease. According to Jokowi, religious leaders can play an important role in preventing the spread of corona in religious activities. "I ask the task force to invite religious institutions, religious leaders to jointly prevent the potential spread of Covid-19 in religious activities," Jokowi said.

In addition, the President also asked the Covid-19 Task Force to evaluate religious activities. What's more, activities that involve a lot of people. According to Jokowi, religious leaders can appeal to their followers while worshipping at home.

"We must evaluate the organization of religious events that involve many people," Jokowi said.

3. Stop exporting medical devices

President Jokowi asked his staff to ensure the availability of medical devices to prevent the transmission of the Covid-19 corona virus, such as masks and hand sanitizers. "I ask for the need for medical equipment, such as masks and hand sanitizers, to make sure they are available," Jokowi said.

For this reason, Jokowi asked for exports of masks, hand sanitizers, or other medical devices needed to prevent corona from being stopped for a while.

"For the export of masks and medical devices needed for this it is better to stop first, make sure the domestic stock is sufficient first," Jokowi said.

5. Don't vacation

In addition to the ranks of ministers, Jokowi also gave a message to the public. The President called on people who get the opportunity to work and learn from home not to abuse it to go on vacation. "The policy of studying at home, working at home, worshipping at home. Do not let this policy be seen as an opportunity for a vacation," Jokowi said. Jokowi emphasized that the call to work and study at home is very important in order to prevent transmission of a new type of corona virus that causes Covid-19 disease.

In fact, field workers who cannot work from home are still encouraged to keep their distance from others and avoid the crowd.

However, Jokowi sees the appeal to work and learn from home, this is actually being misused by some people. This can be seen from the increase in visits to tourist attractions. "I saw last Saturday at Carita Beach, at Puncak is more crowded than usual, so this raises a crowd that risks increasing the spread of Covid-19," he said.

6. MSME incentives

President Joko Widodo is aware that social distancing policies to avoid the spread of the Covid-19 corona virus can have an impact on the business world.

Therefore, Jokowi asked the Coordinating Minister for the Economy Airlangga Hartarto to formulate incentives for the business world, especially micro, small and medium enterprises (MSMEs). "I ask the Coordinating Minister for the Economy and related ministries to immediately implement economic incentive policies, especially for business people, more specifically MSMEs who are affected by the spread of Covid-19," Jokowi said. On the other hand, Jokowi also asked business people to adjust their business to the current social distancing situation.

According to the Head of State, business people can carry out a number of innovations, for example by doing long-distance services with the internet.

"Even though there is a policy of reducing interaction, I ask businesses, MSMEs to maximize the use of services online," he said.

7. Food stock

On the occasion, President Joko Widodo ensured that the Indonesian food stock was sufficient so that people did not need to panic amid the corona virus pandemic that caused Covid-19 disease.

Jokowi even made a sudden inspection to the warehouse of the logistical affairs agency (Bulog) on Wednesday to check directly the domestic food stock.

"I checked yesterday at Bulog, I saw that our stock was more than enough," Jokowi said in a limited meeting via video conference from the Merdeka Palace

Jokowi added, domestic food stock will still increase. Because, in this March the farmers do a great harvest. "April also still has a big harvest so that absorption by Bulog is also regulated," he said. Jokowi also asked his staff to continue to ensure the availability and stability of prices of other basic necessities needed by the community.

2.10 YouTube

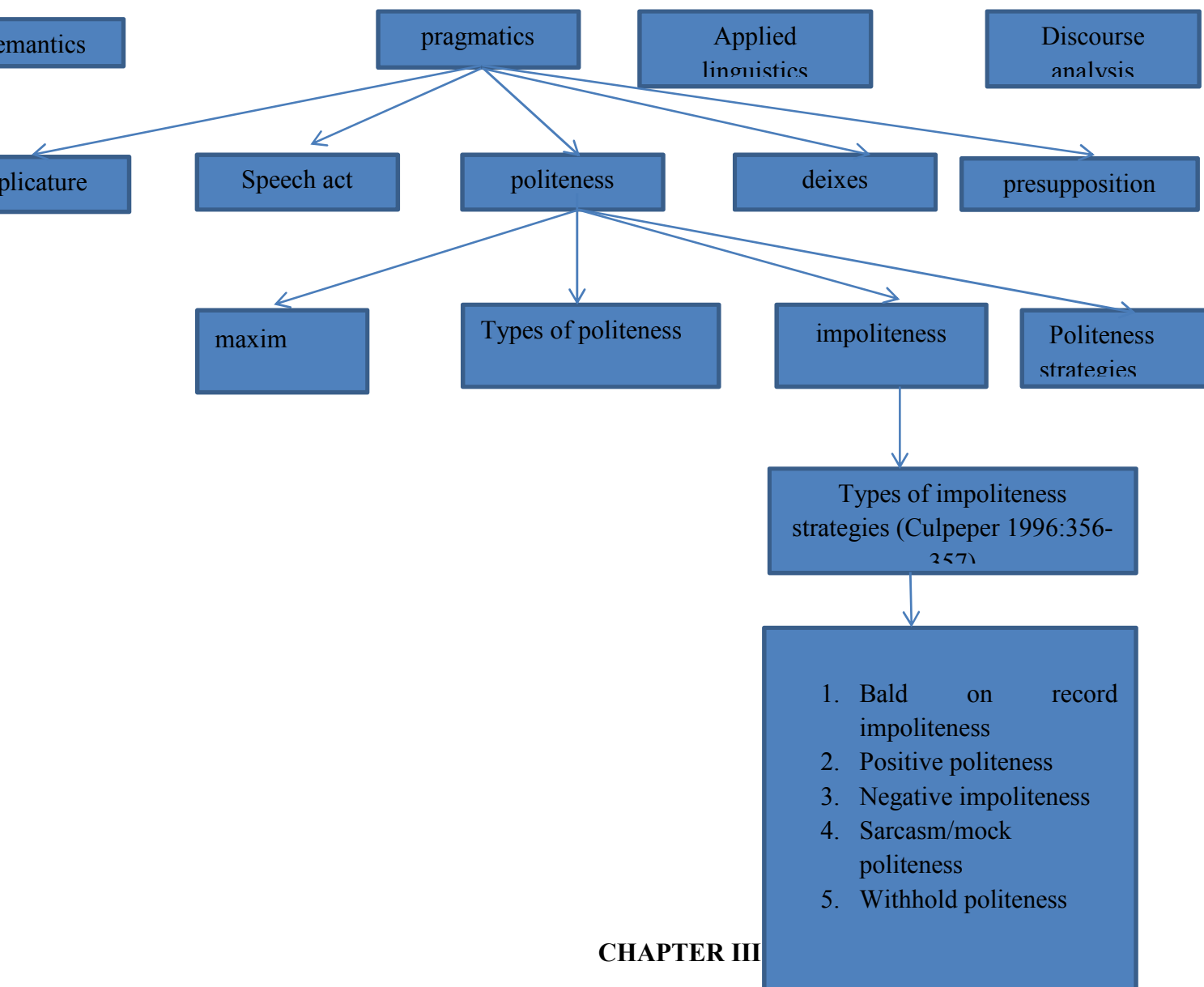
Launched in May 2005, YouTube has made it easier for billions of people to find, watch and share various videos. YouTube provides a forum for people to connect with each other, provide information and inspire others throughout the world, and acts as a distribution platform for original content creators and advertisers, both large and small. YouTube is a company owned by Google. YouTube was created by 3 former PayPal employees (commercial online websites), Chad Hurley, Steve Chen, and Jawed Karim in February 2005. Since its launch, YouTube immediately received good reception in the community. YouTube is an online video

and the main use of this site is as a medium for searching, viewing and sharing original videos to and from all corners of the world through a website (Budiargo, 2015:47).

YouTube's presence has had a tremendous influence on the community, especially those who have a passion in the field of video production, ranging from short films, documentaries, to video blogs, but do not have the "land" to publish their work. YouTube is easy to use, does not require high costs, and can be accessed anywhere, of course, with compatible gadgets. This allows amateur video makers to freely upload their video content for publication. If their video gets good reception, the number of viewers will increase. Many Viewers will invite advertisers to place ads in their next videos. In line with television, television program content that the public likes, in this case the high rating , will attract advertisers automatically

YouTube is a video sharing website made by three a former PayPal employee in February 2005. This site allows users upload, watch and share videos. In addition there are also amateur content such as video blogs, short original videos, and educational videos. There are many youtube users in Indonesia raises new hobbies, these hobbies can create new income for the youtube users. Youtube is a container for creating a new popularity with the aim of gaining something the profit. Not a few television artists switch direction to be an artist youtube because youtube is more in demand by the public than television, This is in accordance with the slogan from YouTube itself, "YouTube is more than just TV ". The advantage obtained on YouTube can be in the form of a popularity or even additional income. by accessing and winning easy income makes youtube one of the new jobs created accidentally or accidentally, because it is on Basically business people on YouTube social media only do just his hobby but that hobby can bring up income inside it.

There are characteristics of YouTube that make some people prefer to use YouTube than other social media, namely: There is no duration limit for uploading videos, a fairly accurate safety system, paid and the availability of a simple editor, on the initial menu to upload videos, users will be offered to edit the video first.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Research design refers to the strategy to integrate the different components of research projects in cohesive and coherence way. Some experts have different opinion about what is mean by research design. According to Creswell (2009:3) " Research design is plans and the procedures for research to detailed methods of data collection and analysis". The function of a

research design is to ensure that the evidence obtain enables us to answer the initial question as unambiguously as possible. This study is conducted by using descriptive qualitative design with case study in order to describe an analysis of impoliteness strategy on hate speech of Jokowi in YouTube commentary.

According to nana Syoodih Sukmadina (2011:73) descriptive qualitative research is used to describe and discuss phenomena that exist, both natural engineering and engineering human ,who are more concerned about characteristics. Qualitative research has the natural settings, attempting, to make sense or to interpret phenomena in terms of the meaning people bring to them.

3.2 The Data and Source of Data

Data is raw material that needs to be processed to produce the information, both qualitative and quantitative data that show the facts. On the other side, data is material information about the object of study something. The data of this study was taken from comments that belong to impoliteness strategies. The data only focused on hate speech addressed Jokowi's speech for handling covid-19. The source of data in the study is subjects from which the data can be obtained (Arikunto, 2010: 129). In this study, the writer used YouTube commentary as the sources of data, because it is written material. In conducting the study, the writer used mass media such as YouTube.

3.3 Data Collection Method

Technique can be seen use through: questionnaire, interview, observation, etc. Data Collection Method is observation.

The writer makes an observation with use the steps:

1. The writer find clearly studied problems.

2. The writer describes everything she see.
3. Observation is focus on one discussion.
4. The writer have outlined the focus, so that more detailed data are obtained.

3.4 Technique of Collecting data

In collecting data the writer took some of the following steps:

1. Watching YouTube video about Jokowi.
2. Reading the commentary of the YouTube videos about Jokowi.
3. Transcribing the YouTube videos of Jokowi's Latest Directions For Handling Covid-19.
4. Underlining the impoliteness of hate speech in the YouTube commentary.

3.5 Technique of Data Analysis

In this study, after all the data have been collected, the next step is analysing the data.

The procedure of analysis data are:

1. Classifying the utterances based on impoliteness strategies : bald on record impoliteness, positive impoliteness, negative impoliteness, Sarcasm or mock politeness, withhold politeness.
2. Making Conclusion