

CHAPTER I

INTRODUCTION

1.1 The Background of Study

In a communication occurred in society, language is a very important mean to convey something to other people. As a result, language is to be viewed as a means of interaction and communication in society, rather than as a means of internalization. As social beings, we almost always use language to communicate with others, whether it's over the phone or in person.

These days, people can now interact in a virtual world where they can only see each other through computer screens or only communicate via written text. Communication is a way for us to express ourselves, our thoughts, feelings, ideas, and emotions. They can be expressed through gesture, action, and sound. People can communicate with one another through language. It means that humans communicate with one another through language.

Nowadays, people use social media to communicate with each other. There are numerous social media platforms that can be used as communication tools, including WhatsApp (WA), Facebook (FB), Twitter, LINE, Instagram, and others. People can freely share their ideas on social media and receive feedback from others. Most people use social media to connect with and make friends without having to worry about distance. Social media can serve two types of communication: private chat and media that can be responded to by a large number of people.

When people communicate with one another, they use language in a variety of styles and ways. They frequently pay close attention to the words they use. They will choose their words carefully and use polite language to ensure that the communication process runs smoothly. On the other hand, there are some people who do not consider their word choices. They use impolite language when they ignore the word choices.

In communicating, speakers pay attention not only to the language system, but also to a pragmatic element. One cannot truly understand the nature of language unless one understands pragmatics, or how language is used in communication. This demonstrates the significance of pragmatic understanding in language learning, particularly in communication. The study of how language is employed in communication is known as pragmatics. Pragmatics comprehension is crucial for transmitting the speaker's intention to the partner, and it is favorably accepted.

Furthermore, pragmatics is the study of the link between language and context, which is crucial to the comprehension of language. It is said that understanding the intent of a language speaker or interlocutor requires not only knowledge of word meanings and grammatical relationships between words, but also the ability to make a conclusion that connects the language and the current context. So that in field pragmatics, politeness and impoliteness are studied in it.

This research analyzed the language used in online communication, specifically impolite behavior displayed by people on social media. This research has demonstrated the ability to consider and influence impoliteness in some social

contexts. Nowadays, industries are experiencing rapid technological advancement, which has resulted in impoliteness strategies being implemented not only orally, but also in writing on social media platforms.

Impoliteness is something that is really controversial that is understood by everyone around the world. Many people debated for a decade and always had a different answer for setting the standard of impoliteness. The standard of impoliteness understood in the past may differ from the standard of impoliteness understood today. And in the future, the standard of impoliteness can also be understood differently.

Assert that impoliteness is actually an exercise of inner power that will be easily carried out by those with power that increase their confidence in being impolite. Impoliteness occurs not only in verbal communication, but also in writing on social media. Because there is no place to hide information on social media. Information spreads very easily and quickly. Social media also uses descriptions and comments on Facebook, Twitter, Instagram, Line, ecto provide data on how people are using their language. The social media that mostly used and get response by many people is twitter.

Twitter is becoming into a platform for people to express themselves publicly through succinct but impactful tweets. Tweets or replies (comments) that may be seen, read, and reacted to by someone posting tweets are used as a method to convey disdain. In fact, everyone is free to post whatever they want as long as it does not damage others. However, many people nowadays take advantage of this

and engage in inappropriate behaviors such as bullying, insult, racism, hate speech, and so on.

The writer is active on social media, including twitter, particularly in the case of Anies Baswedan's, who made numerous rude comments, including insults and hate speech. They express their dissatisfaction in a negative manner without considering the ramifications. When they make comments, they frequently lose control of their actions. Anies Baswedan's was chosen because the writer was interested in the remarks made by netizen about Anies Baswedan, the Governor of Jakarta's Special Capital Region. Many people criticize Anies and believe that he failed to become Jakarta's governor. They make a lot of harsh comments in the comments section, which is why the writer is eager in learning more about the different sorts of impoliteness they utilize when commenting.

The writer is interested in choosing the title about impoliteness because nowadays, as we know, people say a lot of impoliteness words. Impoliteness occurs not only in verbal communication, but also in writing. All unfavorable action can lead to bad behavior in the context of social gatherings. So this is very detrimental to the community.

And then the reason, the writer choose the object regarding netizen comments found on Anies Baswedan twitter, because Anies promised a series of hopes to the community but they have not been fulfilled as Anies is the governor of the capital city of Jakarta. So, many people commented using impoliteness words on Anies Baswedan's twitter account.

Based on the explanation above, the writer interested in conducting research with the title “An Analysis of Impoliteness Commentary Found on Anies Baswedan's Twitter.”

1.2 The Problem of Study

Based on the background, the writer intends to focus on the following problems:

- 1) What types of impoliteness are found on Anies Baswedan's twitter commentary?
- 2) What is the dominant types of impoliteness found on Anies Baswedan's twitter commentary?
- 3) How are impoliteness strategies realized in Anies Baswedan’s twitter commentary?

1.3 The Objectives of Study

According to the research question above, there are three objectives of this research:

- 1) To identify the types of impoliteness found on Anies Baswedan's twitter commentary.
- 2) To find out types of impoliteness is dominantly found on Anies Baswedan's twitter commentary.
- 3) To describe impoliteness strategies realized in Anies Baswedan's twitter commentary.

1.4 The Scope of Study

This study analyzes the impoliteness strategy in commentary found on Anies Baswedan's twitter November 2021-January 2022. This study focuses on Culpeper's (1996) theory, namely bald on the record of impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness and withhold politeness. The writer takes 108 netizen comments. In observing this data, this study pays attention to about the classification of impoliteness strategies embodied in a tweet about Anies Baswedan's using Culpeper's impoliteness strategy.

1.5 The Significance of Study

Based on the research objectives to be achieved, this research is expected to have benefits in education either directly or indirectly. The benefits of this research are as follows:

1. Theoretically

- 1) The result of research will give a new perspective on the impoliteness analysis.
- 2) The result of research will be a new model of research in impoliteness.
- 3) The result of research can give information and enrich the specific knowledge in linguistics field especially on impoliteness.
- 4) The result of research aims to understand about how the impoliteness and power are on twitter.

2. Practically

- 1) This research is useful for readers, especially students who are majoring in English.
- 2) This research can increase English Department students knowledge about impoliteness strategies.
- 3) This research can provide understanding to lecturers to understand impoliteness strategies.
- 4) This research can extend this further research related, especially in terms of impoliteness strategies.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Framework

The theoretical framework is important in research because it explains some of the concepts used in this analysis. This study presents many important aspects of the theoretical framework. The following are hypotheses about the meaning of some of the words and concepts used in this analysis.

2.2 Pragmatics

The primary branches of the linguistic study of utterance meaning are pragmatics. Pragmatics is the study of how to use these skills to communicate effectively. Pragmatics is the study of how semantic knowledge interacts with our understanding of the world, taking into consideration contexts of use. Morris, Carnap, and Peirce established pragmatics as a field of linguistic inquiry in the 1930s, with syntax addressing the formal relations of signs to one another, semantics the relationship of signs to what they denote, and pragmatics the relationship of signs to their users and interpreters Morris in Horn & Ward, (2006).

Pragmatics may be roughly defined as the study of language use in context. Pragmatics is the study of how context affects meaning. The word was coined by Kasper, (1993:3) in (Wisudayanti & Hikmaharyanti, 2021) to describe the study of the understanding of people and the production of linguistic actions in context. This brief explanation linguistically describes people's perceptions of contexts and situations linguistically. The social and cultural context in which

communication take place is referred to as context. This variable has a very significant impact on how messages are created, communicated, and received.

The field of pragmatics deals with implicatures, or things that are communicated but not expressly stated. As a result, pragmatic language is frequently idiomatic or metaphorical. Because they have more exposure to language in native speaker situations, this study may pay more attention to the correct use of pragmatic elements in speech acts such as greetings, apologies, acceptances, and rejections. Related to the statements above, Bialystok, (2016) in (Wisudayanti & Hikmaharyanti, 2021:14) stated that pragmatic competence comprises a variety of talents in the use and understanding of language in context, which is in line with the aforementioned claims. Bialystok included a speaker's ability to use language for a variety of purposes, including greeting, requesting, informing, demanding, apologizing, and so on, as well as the speaker's ability to adapt or change language in response to the needs or expectations of the listener or situation, and the speaker's ability to follow accepted rules.

Furthermore, pragmatics is defined by Crystal, (2008) in (Wisudayanti & Hikmaharyanti, 2021:13) as “the study of language from the perspective of users, particularly the choices they make, the constraints they face in using language in social interaction, and the effects their use of language has on the other participants in a communication act.”

Another definition is proposed by Sharples, Hogg, Hutchinson, Torrance, and Young. They defined pragmatics as those aspects of the study of language that pertain to identity and intention of the speaker and hearer, and the context in

which speech takes place (Sharples et al., 1996) in (Wisudayanti & Hikmaharyanti, 2021).

They also take context and identity into account as aspects that can influence pragmatic competence, implying that the speaker's style and demeanor vary as a result of these circumstances. Finally, pragmatics is a type of situational learning. The major reason pragmatics exists in a discourse is because of the context. Context is inextricably linked to culture and circumstance. The speaker's demeanor and identity are also crucial factors in defining the context itself.

2.2.1 The Nature of Pragmatics

According to Yule (1996:3) pragmatics is the study of how speakers or writers convey meaning and how listeners or readers understand it. As a result, the focus of this research is on determining what people mean by their words rather than the individual meanings of the words or phrases employed in the utterances. The study of the speaker's aim is known as pragmatics.

Pragmatics is about culture, communication, and intercultural communication in the context of second languages. Cultural knowledge and communication skills are required for second language learners to achieve pragmatic competence. Every action or behavior is a form of communication, and each of our behaviors reflects our cultural background, including our views on gender, religion, sexual orientation, lifestyle, politics, and even personal space. Pragmatics is a subject of linguistics and semiotics (signs and meaning-making) that explains how language users avoid ambiguity and communicate their intent. Pragmatic is a crucial component of communicative competence, and it has

shifted to the forefront of the teaching and learning process in today's English language.

According to Bachman (1990) describes pragmatic knowledge as knowing how words and utterances can be assigned specific meanings in context and function according to the user's goals. Pragmatics focuses on the speaker and listener's inferred meaning, which is created by the speaker and listener's usage of the manner, location, and time of an utterance. Pragmatics is concerned with implicatures, or things that are communicated but not clearly stated. As a result, pragmatic language is frequently idiomatic or metaphorical in nature.

According to Thomas (1983) defines pragmatic competence as “the ability to use language effectively in order to achieve a certain aim and to interpret language in context.” The field of pragmatics deals with implicatures, or things that are communicated but not expressly stated. As a result, pragmatic language is frequently idiomatic or metaphorical.

Pragmatics is the study of how the meaning of words or sentences can be deduced from the context in which they are used. The importance of context in the study of pragmatics is mirrored in different writer's conceptions of pragmatics. For example, pragmatics is concerned with the meaning of utterances. According to Finch, (2000) in (Rotich et al., 2021) it focuses on what isn't expressly expressed and how individuals interpret utterances in a situational setting, he explains. There are various schools of research in pragmatics, including (1) Speech Act (2) Cooperation and Implicature (3) Presupposition (4) Politeness, and (5) Deixis.

The explanation is based on pragmatics, which is defined as the search for additional meaning in uttered sentences by both the speaker and the listener. Pragmatics is the study of how a speaker and a listener communicate rather than what they say. This method focuses on how context affects the intended meaning of particular utterances, and how listeners infer what is said in order to have the same impression of the speaker's intended meaning across contexts such as time, location, and even social contact. It is clear that pragmatics understands the value of nonverbal communication.

2.3 Politeness

According to Brown and Levinson (1987) politeness is the process of conveying an utterance in the most polite manner possible, which is required in this case to minimize conflict with others. It is very common for us to treat politeness as a firm concept, such as the concept of courteous social behavior, or etiquette, which is deeply rooted in culture. In a given culture, it defines a number of various broad norms for being courteous in social interactions. Being tactful, generous, humble, and compassionate toward others are only a few of these broad principles. There is a narrower form of exceptional politeness in an engagement, however. The concept of a face is required to explain it. A person's personal form in society is referred to as their face in technical terms. The social and emotional meaning that each individual has and expects to be recognized by others is referred to as their face. Interactional politeness can be viewed as a strategy for demonstrating respect.

Politeness is a system of interpersonal relations designed to facilitate every

interaction by minimizing the potential for conflict and confrontation inherent in all human interchange according Lakoff, (1990) in (Permata & Siahaan, 2019). Politeness is a cultural notion that refers to courteous social behavior. It can be demonstrated by being courteous to others. Politeness is not something that people are born with, but rather something that they learn via socialization. In this view, politeness is a sociological and historical construct rather than a “Natural Phenomenon” that existed before people.

The politeness of Brown and Levinson (1987), in which the concept of face is dominant. Brown and Levinson (1987:61) distinguish between two sorts of faces: Negative face: the underlying claim to territory, personal preserves, and rights to nondistractedness—that is, to freedom of activity and independence from imposition. Positive face: interactants' reported positive consistent self-image or “personality” (which must include the desire for this self-image to be appreciated and approved).

According to Leech, (1983) in (Permata & Siahaan, 2019) politeness is a group of social performance by which respect and appreciation are created. Politeness also refers to a speaker's predisposition to participate in a social engagement in a manner that is characterized by relative harmony, respect, and coordination. Some illocutionary acts such as offers and apologies, are intrinsically courteous, while others, such as orders, are not. This means that people do not always speak politely or impolitely; politeness is involved with preventing and nurturing harmony.

2.4 Impoliteness

According to Culpeper (1996) impoliteness is communication behavior intended to cause or seen to cause a target's face-loss. Impoliteness, he added, is defined as the adoption of methods intended to have the opposite impact of social disturbance. When we realize it or not, impoliteness occurs in our daily life. This happens when someone does things that are not good such as bullying, insulting, threatening and verbal harassment.

Some people tend to bluff a lot by calling someone a 'pig', because that person is fat. Some people insult if someone does something wrong. Some people also threaten someone to get what they want. Many linguists claim that verbal abuse is potentially more dangerous and destruction rather than physical violence. The evidence of this statement can be seen in real life, there is someone who decides his life by committing suicide because he is always abused verbally and non-verbally.

Impoliteness is considered an act that is deliberately planned to strike another person's face. Culpeper, Bousfield, and Wichmann (2003) state that when speakers engage in an unpleasant conduct, they not only do not seek to protect the listener's face, but they also purposefully use insulting language to assault their face.

According Culpeper (1996) proposed five strategies of impoliteness, he asserts that "instead of enhancing or supporting face, the impoliteness strategy is a way to attack the face." Culpeper proposes the impoliteness strategy as follows:

Bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness and withhold politeness.

2.4.1 Impoliteness Strategies

Impoliteness strategies which proposed by Culpeper (1996) can be described as follows:

1. Bald on Record Impoliteness

Bald on Record impoliteness is usually used when there is a lot of face-attacking and the speaker intends to attack the hearer's face. In situations where the face is not irrelevant or downplayed, the face threatening act is executed in a straightforward, clear, unambiguous, and to-the-point manner.

Example: Your t-shirt is ugly!

The sentence is a type of bald on record impoliteness because the excerpt shows bald on record impoliteness addressed to the main character, someone says in loud voice and even concludes that interlocutor does not understand not to say anything.

2. Positive Impoliteness

Culpeper (1996) describes positive impoliteness is the use of techniques designed to harm the addressee's positive someone face who wants to be accepted as a member of society. Positive face here means desire from a person to be respected and needed by others. Culpeper (1996:357) states that the realizations of positive impoliteness are disassociating from the others, calling the other names, utilizing taboo words, and using inappropriate identity markers.

Example: Hey drunkard, since when do you care about my problems?

This sentence is a type of positive impoliteness when a speaker purposely sabotages an interlocutor's positive face wants by snubbing, and using the word 'drunk' as an inappropriate identity, someone also uses the phrase 'why do you care about my problem?' to refute his opponent's opinion.

1) Disassociating from the others

The criteria of disassociating from the others are avoiding sitting with others and refusing to associate with them (Culpeper, 1996).

2) Calling the other names

Using derogatory terms or using someone else's name in a derogatory manner.

3) Utilizing Taboo Words

Utilizing taboo words such as swearing or use abusive or profane language.

4) Using Inappropriate Identity Markers

While dealing with a close relationship, use the title and surname, and when dealing with a distant relationship, use a nickname.

3. Negative Impoliteness

Negative impoliteness is usually used by someone who intends to damage or attack the listener's negative face wants. This strategy includes, condescending/scorning/ridiculing, associating the other with a negative aspect explicitly, and invading the others space.

Example: A: Can you explain this to me?

B: Stupid! Even that, you don't understand!

This sentence is a type of negative impoliteness because someone does negative rudeness to the other person because he feels smarter and stronger than the other person. Someone emphasizes his power as the most popular person to belittle the other person. The words issued by the interlocutor are considered as disrespectful expressions.

4. Sarcasm or Mock Politeness

Sarcasm is the polar opposite of banter (mock politeness for social harmony). Sarcasm is a face-threatening conduct that is carried out through the use of politeness strategy. Someone can use sarcasm to express their opposing feelings, which is not the true meaning of what they say. To recognize whether someone is being sarcastic, mocking you, or joking, one must often have a good understanding of the person.

Example: “Oh, your shirt is absolutely gorgeous!” (when in reality they find it ugly).

This sentence is a type of sarcasm or mock politeness when someone's words show their insincerity and gratitude to the other person, because people will not thank you for something bad. The person means something different from his gratitude.

5. Withhold Politeness

Withhold politeness is the absence of politeness in situations where it is expected. Deliberate impoliteness can be defined as failing to express thanks or thank someone for a kindness, as seen in the following example. Silence is a form of politeness withheld. It can also happen when a person remains silent when he is

supposed to speak. One example is the failure to express pleasantries when it would be appropriate to do so.

Example: A: Are you okay?

B: (silent).

This sentence is a type of withheld politeness because this is where the attitude of a person fails to meet the expectations of the other person politely by asking to respond again, but the other person gives a sign of understanding and silence. This is included in the category of restraining impoliteness, because his speech does not match the answer expected by the other person.

2.5 Social Media

Social media has altered our society and influenced global communication now that it is ubiquitous. People used to spend a lot of money on phone calls or have to wait months to send and receive messages via paper decades ago. With the introduction of social media and networks, global communication has become more unfettered, instant, and free. People are becoming closer as a result of this innovation, and they may share information and multimedia, exchange messages, and track each other's online activities through their social media profiles. However, while individuals are getting closer and erasing geographic barriers in communication, this development is not perceived as solely a beneficial move; it has not made conversation any warmer or easier. Even having hundreds of online acquaintances doesn't guarantee a genuine and deep relationship in a world where there are so many options for socializing.

Social media use has the potential to detract from face-to-face relationships, limit investment in meaningful activities, promote sedentary behavior by encouraging more screen time, lead to internet addiction, and degrade self-esteem through unfavorable social comparisons. Because of the widespread usage of social media, this behavior can either improve or deteriorate. In a different scenario, social media makes it easy for anyone to share, criticize, fight, vote, and so on.

This aspect, however, may lead people to overlook the proper method in which internet communication should be conducted. Most individuals assume that their rights are protected while using social media, thus some of them do anything they want and overlook the importance of decency. The social media environment is perhaps the sheer scale; there is nowhere to hide, so any information spreads quickly and easily, but also lasts indefinitely. Any attempts to suppress, obscure, or delete unflattering remarks would be discovered by eagle-eyed users, adding insult to injury.

Social media is an online media that supports social interaction. Social media uses web-based technologies that turn communication into interactive dialogue. Some of the popular social media sites today include: Blog, Twitter, Facebook, Instagram, Path, and Wikipedia. Social media is quickly becoming a vital communication tool for the development, diffusion, and consumption of information. Because social media content is supplied by users, it can be subjective or erroneous, and it frequently contains false information and conspiracy theories. People can chronicle and disseminate their social

experiences in both words and photos, which makes social media both textual and visual.

Few people are entirely aware of how social media has influenced their life. Social media, like traditional media (such as newspapers), is “intended to capture, categorize, store, and rank lived experience.” Social media is increasingly shaping social lives while also giving a lens through which to see social lives and memories in a way that is more likely to map to social reality than other proxies used by social scientists.

In recent years, analyzing crowdsourced data, such as that acquired from social media, has become the most novel and contentious strategy. Some have questioned the legitimacy of social media data, citing criticisms of the 'pointless chatter' on such platforms and self-centered comments that are considered as unrelated to public issues by some. Social media, on the other hand, has been identified as a promising source for comprehending social and cultural discourses resulting in a surge in research interest.

2.5.1 Twitter

Twitter is a service that allows us to share information with people all over the world, and it is one form of written verbal communication. Twitter is one of the most popular social media platforms in the world, founded by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. On July 15, 2006, the full version was made public. Twitter's rapid rise in popularity, as well as its growing presence as a well-established and highly visible part of the digital landscape, has accompanied its adoption and co-option for a wide range of purposes. The ease of use of

Twitter has made it a media to share any report of events, personal feelings, news, opinions, or even critics, ranging from the mundane to emerging political information related to emergency situations.

Twitter is a type of social network that is becoming increasingly popular among people of all ages, from teenagers to the elderly. Artists and actors, for example. It turns out that even artists/actors use Twitter accounts to criticize a variety of topics and frequently use them for self-promotion. As a result, the freedom to comment directly and indirectly politely appearing in the community, which can lead to internal disharmony language, so there is often conflict and hostility due to impoliteness language in expressing threatening arguments on social media face directly and frequently use offensive language, even taboocondescending or insulting.

2.6 Anies Baswedan

Anies Baswedan was born in Kuningan, West Java, May 7, 1969. Anies was born into an educated family. The figure of the Governor of DKI Jakarta cannot be separated from Anies Baswedan who always gets public attention in every step of solving problems in the capital city. The leadership style of the Governor of DKI Jakarta in leading the capital is an interesting thing for me to analyze. As is well known, the Special Capital Region of Jakarta is a special autonomous region because of its status as the Capital of the State of Indonesia which makes its movements the center of public attention.

The current governor of DKI Jakarta can be said to have an intelligent character and is full of bright ideas to build the capital city of Jakarta, but this

does not keep him from getting a lot of criticism from the public. Leadership style factors empirically caused by decision making that is often questioned by the people they lead. As there are several changes that have been made by the Governor of DKI Jakarta to the areas he leads, including the revitalization of sidewalks, welfare cards, making parks, increasing the use of public transportation, and others.

The Mapping of Theoretical Framework

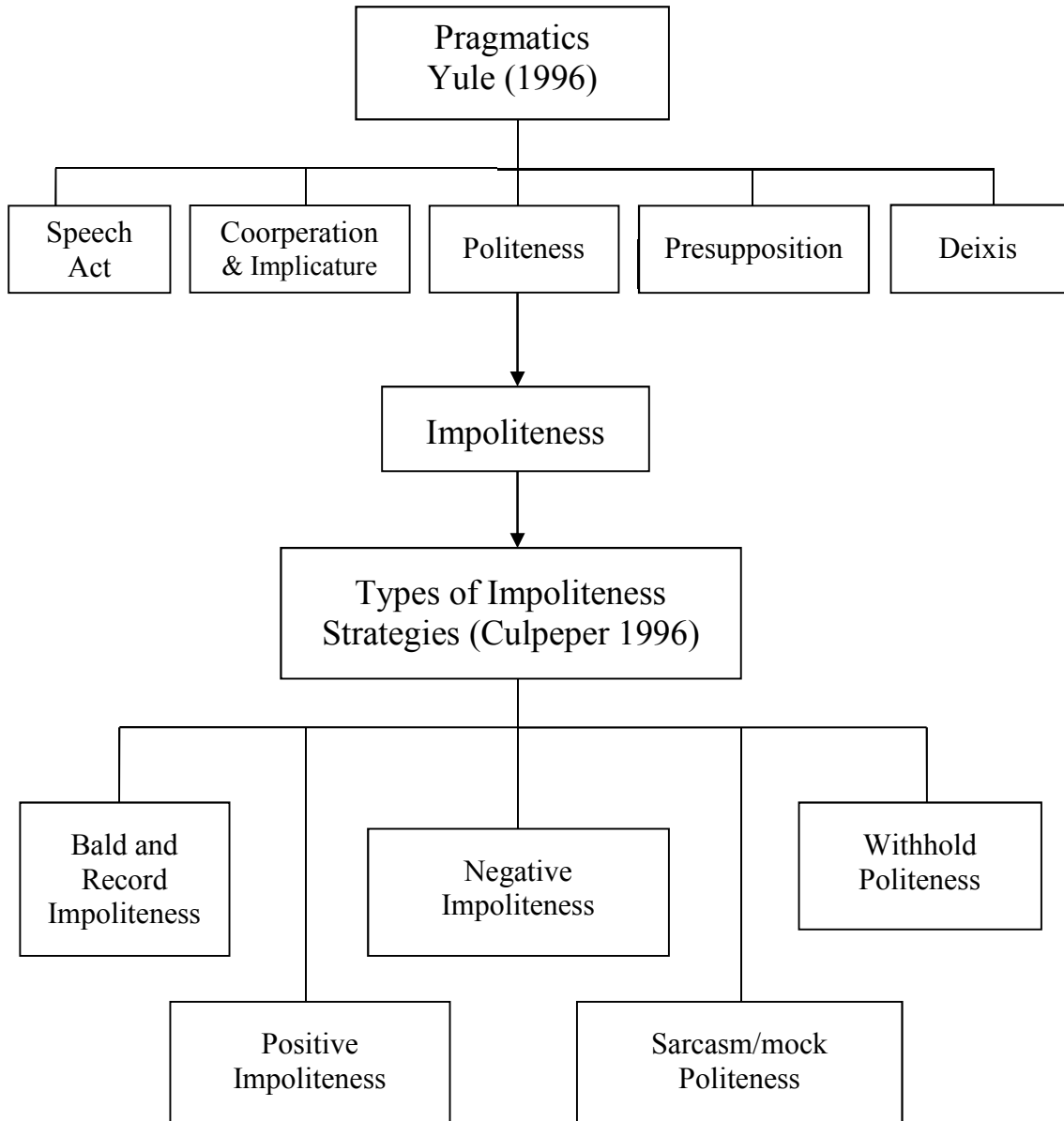


Figure 2.1 The mapping of Theoretical Framework

2.7 Previous Research

There are some following previous on types of Impoliteness :

Firstly, the research entitled “An Analysis of Impoliteness Strategies Performed by Donald Trump Tweets Addressing the Middle East Countries” Bustan & Alakrash (2020). This research to identify the types of impoliteness strategies addressed by Donald Trump in his post against Middle Eastern countries in written text. This research used a qualitative research design. This research used the impoliteness strategy by Culpeper (1996). The number of tweets used in this study was 17 tweets, the data collection was taken from 2015 to 2019. The research findings have revealed that there are only four types of impoliteness strategies that these tweets address to Middle Eastern countries. Bald on record impoliteness (4 tweets) is the most frequent impoliteness strategy employed by Donald Trump in his tweets toward the middle east countries followed by positive impoliteness (7 tweets). Then, negative impoliteness (8 tweets) condescending, scorning, or ridiculing comes in the third rank followed by sarcasm or mock politeness (3 tweets). However, invading the other’s space, being silent and failing to thank are not found in the tweet.

Alawawda & Hassan (2021) studied Impoliteness in the novel “Only Drunks and Children Tell the Truth” by Drew Hayden. The purpose of this research to identify and classify the acts of impoliteness in the drama Only Drunks and Children Tell the Truth by Drew Hayden Taylor. The researcher used Culpeper's theory classification of impoliteness according to his book titled Impoliteness: Using Language to cause Offence and Bousfield framework to study impoliteness

at discourse level are taken as the measurement instruments. Drew Hayden uses impolite expressions in his characters' conversational dialogues to both entertain and make actors and audiences think critically. The data revealed that impoliteness is a prevalent occurrence in the vocabulary employed in the play, particularly by female characters. The emotional agony that the characters have gone through in their lives is the fundamental explanation for this. In this analysis, it is found out that women use more impolite strategies in their utterances. Considering the types of impoliteness strategies most frequently used by women are insults (58.3), dismissals (100), threats (100), and disapproval (71.5) respectively. Regarding impolite strategies most frequently used by men is pointed criticism (60). The analysis reveals that the primary causes of impoliteness are sorrow, anger, threat to the face, disapproval, and disappointment. Impoliteness was used by both females and males, but it was found that women are using more impoliteness strategies than men.

The next, Muazzaro & Dewanti (2020) researched the impoliteness strategies in Donald Trump's speech. The aims of this research are to identify the types of impoliteness strategies and the most frequent types of impoliteness strategies performed by Trump. The research object to be analyzed is Donald Trump's speech at "Conservative Political Action Conference" held on 2018 in National Harbor, Maryland, U.S. The data was taken from impolite utterances in Trump's speech in the video which was published in YouTube site within 1 hour 15 minutes 25 seconds. The researcher used descriptive qualitative method in this study based on impoliteness strategies phenomenon in verbal communication or

spoken language. This research used impoliteness strategies theory proposed by Culpeper. The result showed that there four strategies which occurred and confirmed that Trump portrayed his power to attack the hearer. The data shows that Trump used negative impoliteness with nineteen utterances (19) or 39.6% of the entire speech, then followed by positive impoliteness that occurred fourteen utterances (14) or 29.2% of the entire speech, sarcasm or mock politeness that occurred eight utterances (8) or 16.6% of the entire speech, and then the least one is bald on record impoliteness occurred seven utterances (7) or 14.6% of the entire speech. Withhold politeness was absent in this study because this type usually happens in the dialogue, not in the monologue. Meanwhile, speech is a kind of monologue, so withhold politeness could not be found.

Pasaribu (2021) uncovered hate speech on Joko Widodo's official Facebook, especially the impoliteness strategies used by different gender. This research is focused about impoliteness strategies used by netizens in commenting on issues related to the Covid-19 pandemic that are posted on the official Facebook page of President Joko Widodo. The method of this research is using the descriptive qualitative method. The research data consisted of 100 netizens' comments selected from JokoWidodo's Facebook fan page. The data were divided into two categories: 50 comments made by male netizens and 50 comments by female netizens. The researchers used the theory by Culpeper. The results shown revealed that male netizens are more dominantly using Bald on Record impoliteness which consists of 20 comments (40%), followed by Positive impoliteness 14 comments (28%), then Negative impoliteness 10 occurrences

(20%), and the least Sarcasm impoliteness, 6 occurrences (12%). Meanwhile, the types of impoliteness strategies employed by female netizens are clearly different from the strategies developed by male netizens. Female netizens predominantly use Negative Impoliteness, which is 17 comments (34%), slightly more than Sarcasm Impoliteness, which is 16 comments (32%), followed by Positive Impoliteness, which is 12 occurrences (24%), and the least strategy used is Bald on Record Impoliteness, which is 5 occurrences (10%). These findings indicate that male and female netizens differ in expressing their hate speech towards Joko Widodo. Male netizens tend to be clearer, more harsh and straightforward than female ones in expressing their hatred.

Erza et al., (2018) investigated the impoliteness used by haters on Instagram comments of male-female entertainers. This study aims to analyze the types of impolite strategies used by haters on Instagram comment artists using a pragmatic approach. This study also analyzes the comparison between male and female artists based on the type of impoliteness strategy proposed by Culpeper (1996), this study used a descriptive qualitative research. The data is taken from the comments on the lambe_turah Instagram account. The results of this analysis show that of the 200 comments of male and female artists. From the results of the analysis, the researcher found 5 impoliteness strategies, namely bald on record impoliteness, positive impoliteness, negative politeness, sarcasm or mock politeness, withhold politeness. The strategy most used by all comments is positive politeness. The highest positive user of impoliteness is Al Ghazali found

(32%) in the data. Meanwhile, in Prilly's data this strategy found about (28%) in its data as the most recent user of incivility.

In addition Suerni et al., (2021) explored the reason of impoliteness strategy of 7 year-old children. This research focused to explain the reason of using the Impoliteness Strategy realized by 7 Year-Old Children. This research is descriptive qualitative research. Data analysis to obtain the data 10 children were observed In doing the analysis. Miles, Huberman and Saldana 2014 steps theories were used. To achieve the objective the steps used were data condensation, data display, and data verification. The result shows that the reason of using the impoliteness strategy were mocking (30%), to get/ to show power over action or conversation (30%), to vent negative feeling (28%), to show disagreement (12%), while to entertain the target audience wasn't found (0%) which means the reason of the children using the impoliteness was not to entertain somebody.

Moreover, Mirhosseini et al., (2017) examined impoliteness strategies based on Culpeper's model, especially an analysis of gender differences between two characters in the movie mother. In this study, eight extracts of the movie have been chosen for investigation of impoliteness strategies which have been employed by the male and the female characters. The researchers used the theory by Culpeper's (1996) model of impoliteness includes five super-strategies as follows: 1) Bald on-record Impoliteness, 2) Positive Impoliteness, 3) Negative Impoliteness, 4) Sarcasm or Mock Politeness, and 5) Withhold Politeness. The findings of this study indicate that the male character has used more impoliteness strategies than the female character in their interactions in the movie. In other

words, it explores that the male character has used all Culpeper's super-strategies with the total numbers of 58. It is worth mentioning that the most frequent strategy that has been employed belongs to positive impoliteness.

Shinta et al., (2018) investigated the impoliteness strategies used by supporters and detractors of Ahok in their online comments by gender. This research focused to find impoliteness strategies used by supporters and detractors of Ahok differed by their gender in their online comments based on Culpeper's theory (1996). This research was descriptive qualitative research. The data on this research were words, phrases, and sentences in online comments that contained impoliteness strategies found in social media, Facebook and Instagram, collected from January to October 2017. The results of analysis showed that from 300 comments collected, there were 584 impoliteness strategies found. The reason why number of strategies found bigger than the data collected is because the commentators mostly performed more than one strategy in one utterance. Four by five strategies found in this research were bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. The strategies that were not found was withhold politeness because it only occurred in spoken language. The most used strategies was positive impoliteness. The highest user of positive impoliteness was maledetractors (52%).

The next, Suryani & Khurniawan (2021) researched the impoliteness strategies of Eminem's songs. This research investigated what kinds of impoliteness strategies used by Eminem in his songs and what is the most frequently impoliteness strategies used by Eminem in his songs. The researcher

took three of Eminem songs to be analyzed title Kill you, Marshall Mathers and Kim. This research used a qualitative descriptive method. The researcher used the theory of impoliteness from Culpeper (1996) to analyze Eminem's songs. The research results that have been found include the following. The total impoliteness used by Eminem in his songs is 83 data. The total data of impoliteness are based on record 11 data (13,25%), ridicule (negative impoliteness) 6 data (9,63%), use taboo words 56 data (67,46%), Sarcasm 1 data (1,20%), call the other names 1 data (1,20%), use inappropriate identity markers 1 data (1,20%), exclude the other from an activity 1 data (1,20%), frighten 8 data (9,6%). And the most frequently strategies used by Eminem in his song is Use taboo words 56 data (67,46%).

Moreover, Subyantoro & Apriyanto (2020) examined impoliteness in Indonesian language hate speech on social media contained in the Instagram account. Hate speech is an expression that stimulates people from certain social groups that are oriented toward differences, race, national origin, religion, and gender. The hate test in this study is seen from the perspective of the impoliteness theory. This research was conducted by descriptive qualitative research. The data used, as many as 40 comments were used as research objects. Realization of hate speech based on impoliteness, there are 3 strategies, namely positive impoliteness strategies, negative impoliteness strategies, and satire or scoffing strategies. Based on the data analysis it can be seen that the most positive impoliteness strategy is found as much as 40.00%. Followed by negative impoliteness strategies 37.15%, and strategies of satire or scoffing at 22.50%. In other words, linguistic hate speech can be sent in the form of words, phrases, clauses, sentences, and in the

form of discourse. Based on the research data, it can be seen that hate speech in the form of phrases is 37.5%, in the form of words and clauses together at 20%, in the form of sentences 15%, and at least in the form of discourse 7.5%.

Kariithi (2020) investigated the aspects of impoliteness during 2007 and 2013 Presidential Campaigns in Kenya. This research investigates linguistics impoliteness used by William Ruto five months before 2007 and 2013 presidential campaigns by employing Model of Impoliteness Formulae proposed by Culpeper (2011). The study has managed to give an account of impoliteness strategies that the theory teased out from the said politician, ranging from Insult, Pointed Criticism/Complaints, Message Enforcers, Dismissals and Silencers which featured prominently. Going by the analysis based in the graph, it is undeniably clear that there are impoliteness strategies that encountered low levels in the manner they featured. Phenomena of impoliteness in Kenya political context during presidential campaigns has always been seen presenting itself back to back if presidential campaigns five months before 2007 and 2013 elections are analyzed by narrowing down to William Ruto's utterances in two major Kenya's local dailies namely The Daily Nation and The standard. In conclusion, the study has attempted an analysis of impoliteness strategies that played out in William Ruto's political utterance five months in the run up to both 2007 and 2013 General Elections in Kenya.

Permana et al., (2021) uncovered students' impoliteness strategy during online learning in Covid-19 pandemic". This research focused to explain the impoliteness strategies used by MTS Ma'arif Andong students in online learning

through the WhatsApp application. The research method used in this research is descriptive qualitative research method. The data is the speech of students' impoliteness via WhatsApp. The data source of this research is a document in the form of a screenshot of a class WhatsApp group conversation. The results of the study found eight impolite speeches that matched the impoliteness strategy by Culpeper (2005). From the five impoliteness strategies, four impoliteness strategies were found that match the data, namely bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness.

In addition Karimi et al., (2021) explored sarcasm is the key, especially a gender-based study of impoliteness strategies in Persian and American comedy series. This research is focused on current study set out to investigate different impoliteness strategies employed by Persian and American male and female characters of 2 popular comedy series. The Persian comedy was regarded as a facsimile of its American counterpart. Analysis of the series helped develop a comprehensive framework in relation to the functions of impoliteness strategies. The researchers used Culpeper's theory, and this research used a qualitative and quantitative approach to do the research. Findings suggested that both Persian and American male and female characters used sarcasm as their key tool mostly to spoil and ridicule the hearer. Findings showed that American male and female characters do not speak completely differently; however, Persian male and female actors exploit sarcasm to circumvent the religious and cultural limitations.

Moreover, Benabdellah (2018) examined impoliteness strategies and gender differences among Disney modern protagonist. This research is concerned

with the study of how modern female/male highest grossing Disney characters use language to shape social identities through their impolite discourse and gender behaviors. The researchers used Culpeper's (2010) theory and the method of this research is using a qualitative study. The results of the model will be further examined with language and gender theories in order to uncover how both genders (females and males) use impoliteness strategies to re/produce and maintain their power relations. Female lead characters are more likely to express presuppositions and challenging questions (42%). They also utilize message enforcers (12.3%). It is more common for males to articulate condescensions (25.8%), complaints or pointed criticism (21.8%), and threats (8.1%). Insults are opted for by both genders with slight difference males (9.6%) and females (7.4%). The same applies to Silencers, where females utter (4.9%) and males (4.6%). The research findings point out that both genders perform impoliteness as a communicative speech event to convey certain feelings, emotions, and attitudes. Female protagonists use less impolite utterances than men. Thus, we can say that females prove to be more prudent than males not to enunciate impoliteness. This result indicates the subjugation of females to a secondary position and underpins men as the dominant language users.

The last previous study, Sudewa & Ardi (2021) uncovered an analysis of impoliteness used by male and female character in *Wolf of the Wall Street* movie. The focused of this research is aimed to find out type impoliteness used by the male and female characters in *Wolf of the Wall Street* movie. This research is descriptive comparative research. The researcher used the theory of impoliteness

based on (Culpeper, 2016) are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mocking politeness and withhold politeness. The data were collected from all texts which are transcribed from spoken ones used by the male and female characters in the movie *Wolf of the Wall Street*. The result showed that the total of impoliteness is 46, with 31 impoliteness from male characters and 15 impoliteness from female characters. Then, in the category of purpose of power, there were only 13 purpose of power in male characters, but none in female characters.

Based on the previous research, overall this research has several differences between similar researches. Moreover, each research from the journals and articles above has different data sources. In all previous research, this is the writer's reference regarding the use of theory in each study. This previous research can help the writer in determining the method that will be used by the writer to the research, and how to analyze the research using a predetermined method. This previous research also helps the researcher to get many references of type of impoliteness strategies and know how to make the analysis the type of impoliteness and identify the realization into the data sheet. So the previous research can assist in completing this research.

2.8 Conceptual Framework

The study of how language is employed in communication is known as pragmatics. Pragmatics comprehension is crucial for transmitting the speaker's intention to the partner, and it is favorably accepted. So that in field pragmatics, politeness and impoliteness are studied in it. Impoliteness is something that is really controversial that is understood by everyone around the world. Many people debated for a decade and always had a different answer for setting the standard of impoliteness. Impoliteness occurs not only in verbal communication, but also in writing on social media, the social media that mostly used and get response by many people is twitter. Twitter is becoming into a platform for people to express themselves publicly through succinct but impactful tweets. This study examines netizen comments on Anies Baswedan's twitter account. By using 5 types of impoliteness Culpeper (1996), namely Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or mock Politeness and Withhold Politeness.

Conceptual Framework

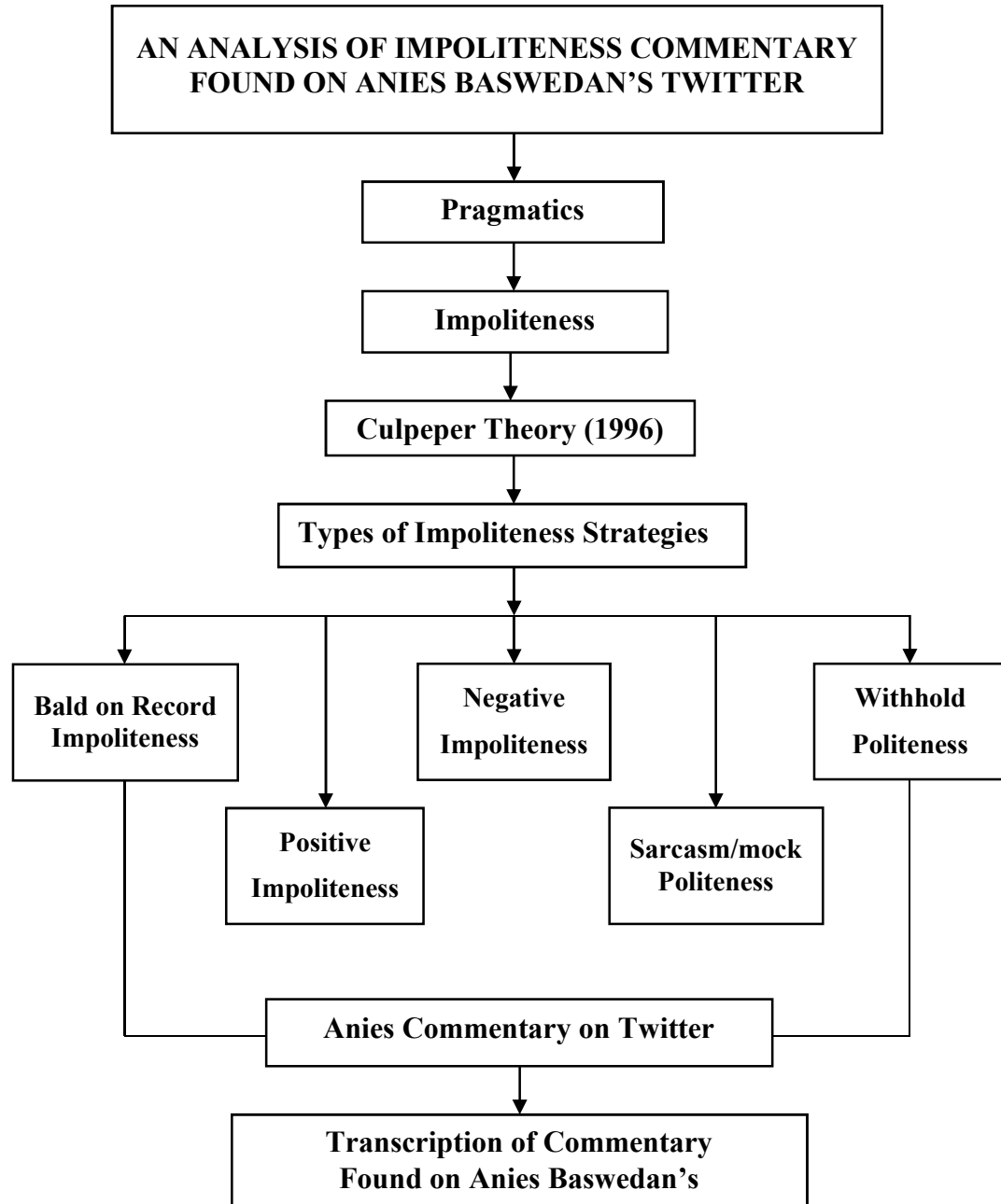


Figure 2.2 Conceptual Framework of An Analysis of Impoliteness Commentary Found on Anies Baswedan's Twitter

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research conducted by using a descriptive qualitative method with case study in order to describe impoliteness commentary found on Anies Baswedan's twitter. According to Creswell (2007) qualitative research is a method of investigating and comprehending the meaning that individuals or groups attach to a social or human issue. Emerging questions and techniques are a part of the research process data obtained in the participant's environment, data analysis that builds inductively from specifics to broad themes, and the writer's interpretations of the data. The structure of the final written report is adaptable. Those that engage in this type of research advocate for an inductive approach to research, an emphasis on individual meaning, and the necessity of conveying a situation's complexity.

3.2 The Source of Data

The data of this research was the commentary from netizen found on Anies Baswedan's twitter. The data used in this study are words, phrases, and clauses. The source of data for this study was Anies Baswedan's social media namely Twitter. The writer takes the data by browsing the internet, to look for netizen comments on twitter through Anies Baswedan's social media account. The writer takes 108 data about impoliteness towards comments on twitter through Anies Baswedan's social media account. Furthermore, the writer took several journals to support the data and the writer studied the data to understand it as well such as language, pragmatics, types of impoliteness.

3.3 The Technique of Data Collection

In this study, the writer takes data collection from netizen comments on Anies Baswedan's on Twitter and the writer took the data in the following way:

1. Read and observe netizen comments on Anies Baswedan's twitter.
2. Screenshot the comments of netizen impoliteness on Anies Baswedan's twitter.
3. Transcribe of netizen impoliteness comments on Anies Baswedan's twitter.

3.4 The Technique of Data Analysis

In this study, after all the data is collected, the next step is to analyze the data. The data analysis procedure is :

1. Underline the types of impoliteness from netizen comments on Anies Baswedan's twitter account.
2. Describe and identify netizen comments based on impoliteness strategies: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.
3. Analyze the types of impoliteness using the formula :

$$X = F/N \times 100\%$$

Where :

X = Percentage of the types of impoliteness

F = Frequency of the types impoliteness

N = Total number of the types impoliteness

4. Find out the dominant types of impoliteness found on Anies Baswedan's twitter commentary.
5. Make discussion and conclusion based on the analysis.

