CHAPTER I

INTRODUCTION

1.1 Background of the Study

Linguistics is the science of language, or the field of study, the subject of which is language. Linguistics is an academic discipline that focuses on language and is carried out by linguistics. Linguistics can be divided into three broad categories. The study of language forms, the study of language meaning, and the study of language context are three of them. There are many branches of linguistics, namely phonetics, phonology, morphology, syntax, semantics, pragmatics, discourse analysis, and applied linguistics.

Pragmatics deals with how the meaning of an utterance depends on the context that contributes to its meaning. Pragmatics is the study of how to interpret linguistic meaning in context. Pragmatics is worried about language use and going beyond its literal meaning. Pragmatics focuses on aspects of meaning that cannot be predicted solely by linguistic knowledge and considers knowledge of both the physical and social worlds. Pragmatics means knowledge of how a language is related to the situation in which it is used. So, pragmatics is the study of language meanings. Speech acts, implicatures, presuppositions, deixis, and politeness are all areas of study in pragmatics. Politeness consists of maxims, types of politeness strategies, and impoliteness.

The act of speaking serves as a foundation for pragmatic analysis. The study of the speaker's meaning is known as pragmatics. Pragmatics is defined as the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). The concepts are associated with actions that involve the use of language. Two language philosophers, John Austin and John Searle proposed the speech act. Speech acts appear in a wide range of works,

including films, plays, novels, speeches, and short stories. An utterance that serves as a functional unit in communication is referred to as a speech act. Other than simply saying something, one can do other things while delivering a speech.

Impoliteness is defined as any interaction that violates the standards of politeness. Impoliteness is defined as a negative attitude toward specific behaviors that occur in specific contexts. It is supported by expectations, desires, and/or beliefs about social organization, specifically how one person's or a group's identities are mediated by others in interaction. Impoliteness encompasses all negative actions that can result in negative behavior in the context of social interaction. As a result, impoliteness is defined as a bad person's actions that are considered to be a negative effrontery towards a situation.

This research analyzes the impoliteness performed by people within the language in online communication, specifically through social media. This study also highlights that the impoliteness performed on social media, in some cases, is considered to be influenced by power in social context.Impoliteness, in the era of technology development, is not only performed in oral communication, but also in written form within online media. In other words, this phenomenon could be classified as impolite linguistic behavior.

The writer is actively searching the media, including YouTube, particularly Donald Trump's campaign speech, and reading the comments. Many people make their comments in an impolite way, including in the form of insults and hate speech. They express their displeasure in bad ways without thinking about the consequences. When they make comments, they frequently lose control of their behavior. Donal Trump was chosen as the writer's data source because, as we all know, he is a public figure who is certainly highlighted by the media, as well as one of the American presidential candidates. Many people have certainly highlighted many of his speeches.

All of his speeches, good or bad, will always be referred to as good speeches or even hate speeches. Aside from the researcher's interest in this study, this case is also unique. Realizing this thesis proposal will focus on an impoliteness strategy, the researchers intended to use Culpeper's theory of 2005, because this theory is the most suitable to conduct this thesis proposal.

Based on the theoretical explanation above, the researcher chooses hate speech as the study because hate speech is a viral crime lately, the development of technology that seems infinite makes the freedom of expression misused, everyone can become a journalist in their social media and blaspheme each other. Therefore the researcher feels the need to assess this phenomenon from a linguistic point of view, where the researcher would explain the types of hate speech based on Culpeper's impoliteness theory.

This study could be deeply analyzed in classroom interaction since some teachers might also perform impoliteness strategies in teaching process. Impoliteness might be emerged in the process of making the students understand the lessons and how teachers demonstrated their power in classroom interactions. Moreover, since there were studies in the context of classroom interaction, this suggestion would potentially contribute to the broader scopes of impoliteness in social practices and of course in classroom interaction and it is hoped that the use of good language in the learning process between students and teachers can be carried out properly.

1.2 Problems of the Study

Based on the background above, the problems of the study are as follows:

1. What are the impoliteness strategies uttered by a netizens in commentary hate speech on Donal Trump's presidential election campaign speech in the United States 2020 on YouTube?

2. What is the most dominant impoliteness strategy one used by a netizens in commentary hate speech on Donal Trump's presidential election campaign speech in the United States 2020 on YouTube?

1.3 Objectives of the Study

The objectives of this study are:

1. To find out the impoliteness strategies uttered by netizens in commentary hate speech on Donal Trump's campaign speech in the United States presidential election 2020 on YouTube.

2. To determine the dominant impoliteness style categorization used by netizens in hate speech commentary on Donald Trumps campaign speech in the 2020 United States presidential election on YouTube.

1.4. The Scope of the Study

There are four types of politeness. They are maxims, types of politeness, impoliteness, and then politeness strategies. Impoliteness strategies come from impoliteness. Through Culpeper's theories in 2005, the main focus of this study's analysis is impoliteness strategies. Impoliteness strategy is the way to hear impolite utterances depends on the particular context which certainly in form of oral or written as hate speech comment. Recognizing that the source of data is Donald Trump's presidential election campaign speech in the United States 2020 on YouTube, the researchers chose only hate speech comments related to impoliteness strategies, which are bald on record of impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and the last one withholds impoliteness.

1.5 The Significance of the Study

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

1) Theoretically

    a. This writer will specifically contribute to the understanding and comprehension of the impolite strategies of hate speech comments.

    b. The writer hopes that this thesis will assist some pragmatics lecturers, particularly those who emphasize the importance of strategy as a reference in teaching impolite strategy materials.

    c. Students in the English Department can use this to expand their knowledge of the language.

2) Practically

    a. First, for a linguistics lecturer, these types of hate speech comments can be used as a new sample for teaching impoliteness strategies.

    b. Second, for students, this study can be used as a reference to understand how Culpeper's theory can be applied to the impoliteness strategies of netizens who despise comments and language.

    c. Third, based on a pragmatic analysis, this study can be used as a reference for related impoliteness strategies of online hate speech comments on YouTube by another researcher.

CHAPTER II

REVIEW OF LITERATURE

2.1 Linguistics

Linguistics is the scientific study of language. As I previously stated, linguistics is one of the alternatives to understanding the language itself. Different experts have different ideas about what linguistics is Richard and Schmidt (2002: 283) states that linguistics is the study of language as a system of human communication. They also state that linguistics includes many different approaches to the study of language and many different areas of investigation, such as sound systems (phonetics and phonology), sentence structure (syntax), language and cognition (cognitive linguistics), meaning systems (semantics, pragmatics, and language functions), and language and social factors (sociolinguistics). Next, according to Malmkjr in the Linguistics Encyclopedia (2002: 28), linguistics is the scientific study of language for its own sake.

According to Saussure in Malmkjr in Linguistics Encyclopedia (2002: 28), linguistics is not prescriptive. The more practical orientation of linguistics consists in its links with the new cognitive sciences.

Based on the definitions above, one can say that linguistics is the study of language. Linguistics, in other words, is the scientific study of language. Because it is about language, the study's objects will be anything related to languages, such as the sound system, sentence structure, meaning, and other language components.

2.2 Pragmatics

Pragmatics is one of linguistics branch which studies about contextual meaning (implicit). According to Yule (2014) pragmatics is a study of invisible meaning or how the language user recognize what is meant even when it is not actually said or written. Therefore, communication among people depends on alot of shared assumption and expectation. Levinson (1983) 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. Like other branches of science, Pragmatics also has several branches of study like: (1)Speech Act (2) Cooperative Principle (3) Presupposition (4) Impoliteness and (5) Politeness.

As pointed out by the British philosopher Austin (1962), sentences are not always uttered just to say things, but rather, they are used to do things. Based on this assumption, Austin advanced the Speech Act Theory, which is now generally viewed as one of the basic theories of pragmatics. All linguistic activities are related to speech acts. Therefore, to speak a language is to perform a set of speech acts, such as statement, command, inquiry and commitment. When a sentence is uttered, the speaker is performing three kinds of speech acts simultaneously:

locutionary act (the actual utterance and its ostensible meaning), illocutionary act (its real, intended meaning), and perlocutionary act (actual effect, whether intended or not).

An utterance may allow two or more interpretations in some situations: the literal meaning and the non-literal meaning. In order to account for such a linguistic phenomenon, Grice (1967) found that tacit agreement exists between the speaker and the hearer in all linguistic communicative activities. They follow a set of principles in order to achieve particular communicative goals. Thus, Grice proposed the term cooperative principle and its maxims. There are four kinds of maxim which are the maxim of quality, the maxim of quantity, the maxim of relevance, and the maxim of manner.

Levinson (1983) points out presupposition is classified as one kind of pragmatic inference based on the actual linguistic structure of the sentence. He further states that the historical background of presupposition dates back and discusses something he calls —the nature of reference and referring expression. In other word it could be defined in linguistics as any kind of background assumption against which an expression or utterance makes sense or is rational. Presuppositions refer to the conditions that must be met in order for the intended meaning of a sentence to be regarded as acceptable.

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 2005) mentioned that Impoliteness comes about when: (1) the speaker communicates face-attack intentionally, or (2) the hearer perceives and/or constructs behavior asintentionally face-attacking, or a combination of (1) and

(2). Then Culpeper divided Impoliteness strategies into five, which are: (1) Bald and Record Impoliteness (2) Positive Impoliteness (3) Negative Politeness (4) Sarcasm and (5) Withhold Politeness.

According to Leech (2014), language politeness is the form of communicative behavior which is influenced by sociocultural factor in a certain society. What is called language politeness, as Leech said, is when the speaker gives favor/benefit not only to himself but also the hearer and the third party whether the third party is present or not in the speech situation. Regarding this matter, Leech (2014: 87-88) stated that the purpose of polite conversation is to avoid conflict in a communication. In other words, communicative concord is the main goal of polite language. For one to be said having a polite language, one should show politeness in using language. As Leech said (2014: 89), to have a communicative concord, the speaker should pay attention to and consider the conformity between social purpose (to maintain harmony) and illocutionary purpose.

2.3   Politeness

In an interaction, politeness can be defined as the ability to show awareness of another person's face (Yule, 1996:60). Politeness also consists of maxims (the tact maxim, generosity maxim, the approbation maxim, the maxim of modesty, the agreement maxim, the sympathy maxim), types of politeness (positive politeness by focusing on friendliness, strategies that are intended to avoid giving offense). These strategies include juxtaposing criticism with compliments, establishing common ground, and using jokes, nicknames, honorifics, tag questions, special discourse markers, and in-group jargon and slang), politeness strategies (bald on record, positive politeness, negative politeness, off-record), and impoliteness.

Politeness is a cultural concept that refers to polite social behavior. It could be shown by showing good manners toward others. Politeness is not something that humans are born with, but rather something that is acquired through socialization; thus, politeness is not a "Natural Phenomenon" that existed before mankind, but rather one that has been socioculturally, culturally, and historically constructed. In general terms, politeness has the same ideas, like being tactful, modest, and nice to other people. In the study of linguistics politeness, the most relevant concept is "face".

Your face is your public self-image, according to pragmatism. It was the emotional and 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 researchers concluded that politeness is a study of how people use their awareness of other people's faces while also considering who people are. People can demonstrate this by having a pleasant personality or attitude toward the listener.

2.4   Impoliteness

Impoliteness is a multidisciplinary field of study. It can be approached from the perspectives of social psychology (particularly verbal aggression), sociology (particularly verbal abuse), conflict studies (particularly the resolution of verbal conflict), media studies (particularly exploitative TV and entertainment), business studies (particularly workplace interactions), history (particularly social history), and literary studies, to name a few. Culpeper (1996):367–7). Divided impoliteness strategies into five, which are: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness and withholdpoliteness.

Although several attempts have been made to theorize politeness, impoliteness is defined as "any type of linguistic behavior that is assessed as intending to hear a face or social

identity."The intonation of the interlocutor while speaking should also be considered. Any behavior or utterance that attacks another person's face is called impolite. Culpeper (2005:38) defines intimidation as "communicative strategies designed to attack faces and thereby cause social conflict and disharmony." Illness is blamed for self-harm. Culpeper (2005:36) states that "the phenomenon of impoliteness is to do with how the 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 "(politesse is a term that is strung over at present, has been struggled over in the past and will, in all probability, continue to be strung over in the future". Watt's definition implies that adults continue to disagree about what constitutes impoliteness.

The writer concluded that impoliteness is a communication strategy intended to attack or threaten the human face, causing social conflict.

2.5   Impoliteness Strategies

Impoliteness strategies are a way to hear impolite utterances depending on a particular context. The goal of these strategies is to understand how impolite utterances can be inserted into an interaction. Culpeper (2005:42) proposed five impoliteness strategies as the following:

1. Bald on record impoliteness: the face threatening act (FTA) is performed in a direct, clear, unambiguous and concise way where face is not irrelevant.

2. Positive impoliteness: the use of strategies designed to damage the addressee"s positive face wants.

3. Negative impoliteness: the use of strategies designed to damage the   addressee's negative face wants.

4. Sarcasm or mock politeness: the FTA is performed with the use of politeness strategies that

are obviously insincere, and thus remain surface realizations.

5. Withhold politeness: the absence of politeness work where it would be expected.

In the field of impoliteness, there are two points to consider: first, linguistic and non-linguistic signals are not inherently impolite. To put it in this way, linguistic and non-linguistic signals are impolite internally. Second, politeness and impoliteness descriptions focus on the lexical and grammatical components and have a limited view of those signals which occur in communication. Pronunciation, for example, has a significant impact on describing politeness and impoliteness. The writer summarizes that impoliteness strategies are a way that they used to be able to distinguish how politely someone is in their interaction with others.

2.5.1 Bald on Record Impoliteness

Bald on Record Impoliteness is typically used when there is a face attack and the speaker intends to attack the hearer's face. In situations where the face is not irrelevant or minimized, the face-threatening act is performed in a direct, clear, unambiguous, and to-the-point manner.

Culpeper in Lutfi (2017: 5)Bald on record impoliteness is a strategy to express an opinion directly, unambiguous, impolitely. In situations where the face is not irrelevant or minimized, the FTA is performed in a direct, clear, unambiguous, and concise manner.

2.5.2 Positive Impoliteness

Positive impoliteness is the use of strategies designed to damage the addressee's positive face who wants to be a part of society, stated by Culpeper in Cahyoono (2018:22). A positive expression here denotes a person's desire to be and the need for them. The output strategies of positive impoliteness are:

1. Ignore, snub, and fail to recognize the presence of others.

2. Exclude others from an activity.

3. Disassociate yourself from others by, for example, avoiding sitting.

4. Be interested, uncontaminated, unsympathetic.

5. Use inappropriate identity markers, such as title and surname, when referring to a close relationship or nickname when referring to a distant relationship.

6. Use obscure or secretive language, such as mystifying others with jargon or employing a code known to others in the group but not to the target. Seek disagreement, like selecting a sensitive topic.

7. Make others feel awkward. Use taboo words, like swearing or using abusive or profane language.

8. Use derogatory nomenclature to refer to the other things.

An example of this strategy can be found in the Clampers extract. 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 inquires as to why S1 clamped the van. S1 explains that he has no other motivation than to do his job.

S1: I can take your notes on board, but there's nothing I can do. I simply go about my business with the council.

S2: Just do your job...

S1: If you want me to explain, I do my job for the council. Then if you want to be like that I can walk away. I'm not compelled to speak with you if I don't want to.

S2: I do not care what you do.

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

S2: *I do not want to walk. You're not going to do anything.*

Are you going to read it?

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

2.5.3   Negative Impoliteness

It attacks the addressee's negative face, which is the basic claim to territory, personal preservation, and the rights to non-distraction-i.e, freedom of action, and freedom from imposition. This strategy aimed to frighten, condescend, scorn, or ridicule the other, be contemptuous, not take the other seriously, belittle the other, invade the other's space (literally or metaphorically), explicitly associate Culpeper's negative impoliteness strategy (personalize, use the pronouns "I" and "You"), and record the other's debt to Culpeper's negative impoliteness strategy. There are some consequences of negative impoliteness strategies, and they are as follows:

1. Frighten: Instill a belief that actions detrimental to others will occur.

2. Condescend, scorn, or mock: Highlight your relative power. Be contemptuous. Do not take other people's threats seriously. Belittle others (for example, use diminutives).

3. Invade other people's space, either literally (by moving closer to the other person in the relationship) or metaphorically (e.g ask for or speak about information that is too intimate given the relationship).

4. Explicitly associate others with negative aspects: personalize, use the pronouns "I" and "you".

5.   Make a record of other people's debts.

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

PA: Who uttered that sentence?

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.

The sergeant, for example oppresses Private Alves' negative face. The supervisor dismisses her by referring to her as a "little mile."Moreover, she explicitly associates her with the negative by saying "*You're the one who's doing it again with your little mouth"* and "*You're the one intimidating and threatening my squad leaders"*.

2.5.4   Sarcasm or Mock Politeness

In this case, the face-threatening act (FTA) is performed with the use of impoliteness strategies that are insincere and thus remain a surface realization. Both strategies are the same: making impolite utterances with clearly insincere intent. This impoliteness is manifested through the use of remarks that openly mean the opposite of what they say and are made with the intent of hurting someone's feelings or criticizing something seriously or humorously. Sarcasm is defined as a remark made mockingly, ironically, or in bitter contempt to make the interlocutor look foolish. Sarcasm can be quite harsh and biting, or it can be said in jest (Culpeper, 2003).

In addition to this theory, Terkourafi (2008) defines mock impoliteness as 'unmarked rudeness,' implying that 'unmarked rudeness' occurs in everyday situations. Moreover, Bernal (2008) also claimed that mock impoliteness has two types: authentic impolite speech and inauthentic impolite speech acts. In brief, sarcasm or mock impoliteness as proposed by Culpeper might be seen as inauthentic impoliteness. Sarcastic statements are sometimes misconstrued as genuine because they appear to be appropriate for the situation, but they are intended to be shown oppositely. In this case, someone might state something different from the first statement. This statement is also considered impolite because the interlocutor uses subtle

language to express deep disappointment.

2.5.5 Withhold Politeness

Withhold Politeness is the absence of politeness in situations where politeness would be expected. Impoliteness occurs when the absence of politeness happens at the moment it is expected to happen (Culpeper, 2005:42). Failing to express gratitude or thank somebody for a favour, as shown in the following example, can be considered as deliberate impoliteness. Using the excerpt, it is possible to conclude that the realization of sarcasm is used in insincere politeness. The following example demonstrates off-the-record impoliteness strategies. The example portrays Charlie (CH), who is supported by student aid at a prestigious private school.

It attacks the addressee's negative face, which is the basic claim to territory, personal preservation, and rights to non-distraction-i.e, freedom of action, and freedom from imposition. This strategy aimed to frighten, condescend, scorn or ridicule, be contemptuous, not treat the other seriously, belittle the other, invade the other's space (literally or metaphorically), explicitly associate negative impoliteness, including personalizing the other (using the pronouns "I" and "You") and putting the other's debt on record (Culpeper, 2003).

2.6 Hate Speech

The term —hate. The kind of speech whose regulation interests us is called hate speech and that word 'hate' can be distracting. It suggests that we are interested in correcting the passions and emotions that lie behind a particular speech act. For most of us, the word highlights the subjective attitudes of the person expressing the views, or the person disseminating or publishing the message in question. It seems to characterize the problem as an attitudinal one, suggesting, I think misleadingly, that the aim of legislation restricting hate speech is to punish people's attitudes or control their thoughts. The idea of hate speech feels, in this regard, like the

idea of hate crimes offenses that are aggravated, in the eyes of the law, by evidence of a certain motivation (Waldron, 2012).

Hate speech is defined as a negative attitude toward specific behaviors found in specific contexts, to attack faces and causing social conflict and disharmony. Wats (2003:5) describes that hate speech behavior that 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) mentions hate speech as a vexing behavior in a specific context. According to Beebe (1995:159), hate speech should be viewed as achieving specific goals in a conversation, namely gaining power and expressing negative feelings. Hate speech can be delivered via a variety of media, including the organization of an oration campaign activity, banners, social media networks, and demonstrations.

The writer concluded that hate speech is a way for people to interact, and it can be carried out through the media.

2.7   Netizen

The combination of the word internet and citizens, netizens are internet users or also touted as citizens who are actively involved in online communities on the internet. Activities can be of various types, from just chatting and happy to activism that demands change in cyberspace or even cyberspace. When the internet was on the rise in the mid-1990s, writer and internet pioneer Michael F. Hauben expressed his ideas about Internet users in his writings, "The Net and Netiens: The Impact of the Net Has on People's Lives". In the first paragraph: "Welcome to the 21st century. You are a netizen (a resident of the net) and you are present as a citizen in this world, all because of the global connectivity that can be realized by the net. You see all people as citizens of your country. You may be physically living in a country, but you are in contact with most of the world through a global computer network. Virtually, you live next door to every netizen around the world. Geographical separation is now replaced by being in the

same virtual world."

Netizens are also human. They communicate seek various entertainment and any information, along with various other activities that also exist in the real world. The freedom of cyberspace also gives freedom to the people in it to voice their opinions and ideas. There are so many facilities in each country namely internet to make it easier for citizens to freely express their opinions. There are many media such as social media, blogs, video sharing sites, and other sharing sites that can be used by netizens. Viral news is also thanks to the role of netizens. Therefore, netizens want to keep the freedom and openness on the internet. That is why when the government wants to regulate the internet, netizens strongly oppose and reject the plan.

2.8   YouTube

Launched in May 2005, YouTube has made it easier for billions of people to find, watch and share various videos. YouTube serves as a platform for people all over the world to connect, share information, and inspire others, as well as a distribution platform for original content creators and advertisers of all sizes. YouTube is a company owned by Google. YouTube was created by three former PayPal employees (commercial online website). Chad Hurley, Steve Chen, and Jawed Karin in February 2005. YouTube has received a positive response from the community since its inception. 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 for 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 simple to use, does not require any special equipment, and can be accessed from anywhere, provided you have a compatible device. This enables auteur video creators to freely publish their video content. If

their video gets a good reception, the number of viewers will increase. Many viewers will invite advertisers to place advertisements in their upcoming videos. In line with television, television programs' content that the public likes, in this case, a high rating, will attract advertisers automatically.

YouTube is a video-sharing website founded in February 2005 by three former PayPal employees. This site allows users to upload, watch and share videos. There is also amateur content available, such as video blogs, short original videos, and educational videos. Many YouTube users in Indonesia are starting new hobbies, which can provide them with a new source of income. YouTube is a platform for gaining new popularity to make a profit. Many television artists change careers to be more in demand on public television.

When presenting the impoliteness strategies analysis, such as Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock politeness, and Withhold Politeness, the researcher includes one of the speech comment examples that does not refer to the types of impoliteness strategies mentioned above. It is "Great man, great people around. Not the brainwashed population of the mainstream media. "I just want to thank NBC for allowing this event to be highlighted," which is the absence of impoliteness strategy categories rather than as complementary.

2.9   Previous Studies

In writing this study, the writer referred to some former writers who had the same theme in their studies. It was in :

The first is the Journal of Sastra Inggris – Quill, published online in 2017. Chintiabela Gintari, Titik Sudartinah, and Nandy Intan Kurnia wrote the study, "*A Pragmatic Analysis of Impoliteness Strategies in the Carrie Movie*."The researchers discovered 47 data in their research

on the study, on the object of the research. However, of the five types of impoliteness strategies, only four types occur in the utterances of the characters. Those are bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. Meanwhile, the absent-minded person refuses to be polite. By employing Jonathan Culpeper's theory of impoliteness strategies in the Carrie film, positive impoliteness becomes the type that the characters in the film frequently employ.

The second is the Journal of the Elite (English and Literature), published online. December 2019. Permata Sari Indah, Nuri Emmiyati, and Sardian Maharani wrote the study, titled "*Impoliteness Strategies in the Peter Rabbit Movie.*"From the results of the analysis that has been done, 75 sentences and words contained various strategies of impoliteness. There are 5 impoliteness strategies found in the Peter Rabbit movie. This was by the theory proposed by Culpeper, namely, Bald on record, Positive Politeness, Negative politeness, and Sarcasm or Mock politeness.

The third is the journal Mantik Penusa, published online in December 2017. The study entitled "*Impoliteness Strategy Used by Male and Female Students in Classroom Interaction"* was written by Puspita Dani, Erika. According to the findings of the researchers, there is a new awkwardness with more impolite utterances than before. Those phenomena can be found in daily classroom interactions where students perform impolite speech events. The findings of the study showed that there are five types of impoliteness strategy found in both the data of male and female students, namely: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, or mock politeness, and withholding politeness. Male students are more likely than female students to make impolite remarks. Based on the findings, it is

possible to conclude that male and female students have an equal chance of displaying impoliteness in classroom interaction.

The fourth is the journal Estupro, published online in May 2017. Maharani wrote the study, "*Impoliteness Strategy Used on Online Comments on the Idntimes.com Political Website*."The study investigates impoliteness strategies in online comments on political news on Idntimes.com. The finding shows that four of five types of impoliteness strategies are used in online comments on the political website, Idntimes.com. They are Bald on Record, Positive impoliteness, Negative Impoliteness, and Sarcasm or Mock politeness. The dominant type is negative impoliteness, which involves making disparaging or ridiculing remarks, invading others' space with those remarks, and explicitly associating the other with a negative aspect.

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

All of the previous studies mentioned above significantly aid and contribute to the researchers' understanding and analysis of the impoliteness strategies uttered in commentary hate speech on Donal Trump's campaign speech in the United States presidential election 2020 on YouTube, as well as counting the most prevalent types used.

2.10 Conceptual Framework

Pragmatics is a branch of linguistics that studies implicit (contextual) meaning. Recognizing that pragmatics deals with the meaning of utterances to the context and in order situations to achieve language understanding even is not said or written, pragmatics also has several branches of study like speech act, implicature, presupposition, deixis, presupposition and politeness, and impoliteness.

Impoliteness is a multidisciplinary field of study. It can be approached from within social psychology, sociology, conflict, media studies, business studies, history, literary studies, to name but a few. Impoliteness is also communication that is intended to attack or threaten the hearer and cause social conflict, such as hate speech or delivering hate speech using impoliteness strategies that can be analyzed using the English language.

There are five major elements of mood, such as Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Politeness, and Withhold Politeness, and they will be analyzed through data collection, data condensation, data display, and the last one is drawing and verifying the conclusion of the impoliteness strategies data. Everything related to impoliteness strategies will be visualized in figures using the conceptual framework 2.9 below.
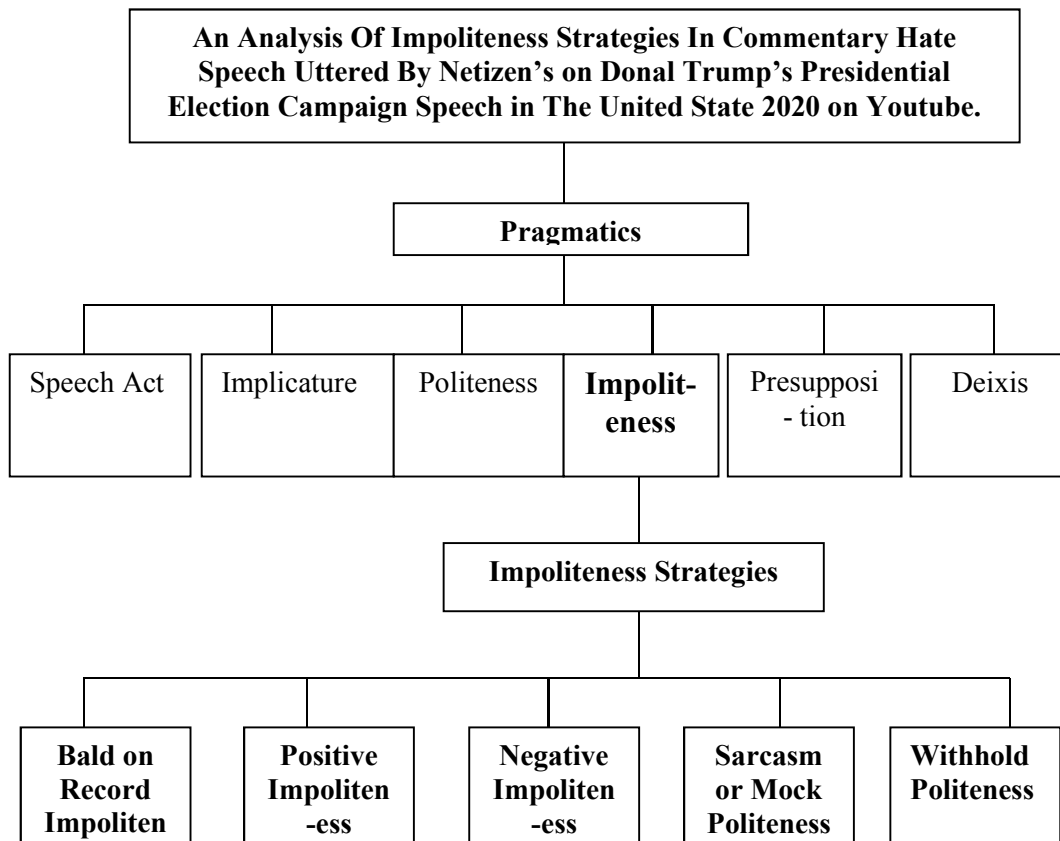
An Analysis Of Impoliteness Strategies In Commentary Hate Speech Uttered By Netizen's on Donal Trump's Presidential Election Campaign Speech in The United State 2020 on Youtube.

Pragmatics

| Speech Act | Implicature | Politeness | **Impolit-eness** | Presupposi- tion | Deixis |

Impoliteness Strategies

| **Bald on Record Impoliten** | **Positive Impoliten -ess** | **Negative Impoliten -ess** | **Sarcasm or Mock Politeness** | **Withhold Politeness** |

Figure 2.9 *Conceptual Framework of An Analysis Of Impoliteness Strategies In Commentary Hate Speech Uttered By Netizen's on Donal Trump's Presidential Election Campaign Speech in The United State 2020 on Youtube. Nainggolan, E. F., 2021.*

CHAPTER III

RESEARCH METHODOLOGY

3.1   Research Design

The writers used descriptive qualitative methods to analyze the types of impoliteness strategies and dominant impoliteness strategies used by netizens in commentary hate speech on Donald Trump's campaign speech for the presidential election in the United States 2020 on YouTube, using Culpeper's theories as a foundation. The data this study collected from transcript printed materials related to impoliteness.

Using descriptive qualitative methods, the writer used analyze and elaborate on the data as a text in the form of a clause. According to Hancock et.al (2009:7), the qualitative approach is concerned with developing explanations of social phenomena. It is concerned with the social

aspects of our world. The descriptive approach centers on human beings' making sense of their reality and the meaning of it. It is a form of social inquiry that focuses on how people interpret and make sense of their experiences and the world they live in. People are not individual entities who exist in a vacuum but explore their world within their entire life context. The goal of this study is to examine the types of impoliteness strategies and dominant impoliteness strategies used by netizens in internet commentary on hate speech. Donald Trump's campaign speech for the 2020 presidential election in the United States is available on YouTube.

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

According to Sugiyono (2012:13), descriptive research namely research conducted to determine the value of the independent variable, is either one or more (independent) variables without making comparisons or connecting them with other variables. All was done basically by counting how often something appears in the data and comparing one measurement with others, as also in the objective study of the researchers "to calculate the dominant impoliteness strategy used by netizens in commenting on hate speech on Donal Trump's campaign speech for the presidential election in the United State 2020 on YouTube". At the end of the analysis, not only do we have a mass of results, but we also have what we might call "the big picture": the major findings.

3.2   The Source of the Data

In this research, the writer used analyze the various impoliteness strategies found in

netizens hate speech comments on Donald Trump's presidential election campaign speech in the United States of 2020 on YouTube. The data for this study came from one of Donald Trump's presidential election campaign speeches that lasted more than thirty minutes and used the English language to support the data. The writer take the source of data from vidio YouTube with title "Live: Trump Gives Campaign Speech From New Hampshire / NBC News https://www.youtube.com/watch?v=vsABMFGGVeo&t=316s.

3.3 The Subject of the Study

The subject of the study is the commentary hate speech uttered by netizen's on Donal Trump's presidential election campaign speech in the United States 2020 on YouTube.

3.4 Instrument of Collecting Data

An observation used to collect the data. The witer used search for netizens' hate speech comments on Donald Trump's presidential election campaign speech on internet networks such as YouTube to obtain the full text of the personal comments and download them, which only.

3.5 Technique of Collecting Data

The steps for collecting the data in this research used employ several techniques:

1. Searching for Donald Trump's presidential campaign speech on YouTube and the online comments.

2. Choosing Donald Trump's presidential election campaign speech and hate speech comment texts written in English by netizens.

3. Downloading Donal Trump's presidential election campaign speech and the netizens hate speech comments that will be chosen from the YouTube.

4. Watching Donald Trump's presidential election campaign speech.

5. Reading the hate speech comments made by netizens.

6. Transcribing the text of Donald Trump's presidential election campaign speech as well as hate speech comments from netizens.

7. Printing the transcript.

3.6 The Technique of Analyzing Data

The following techniques were used to analyze the research data. To answer the first problem, the researchers used the following techniques:

1. Identifying the kinds of impoliteness strategies.

2. Classifying the data based on each kind of impoliteness strategy.

Then, In order to answer the research problem number two, the writer used the following technique:

The data were analyzed by using the interactive model of Miles and Huberman. Miles and Huberman (2014:22) define three activities in analyzing the data they are: data condensation, data display, and conclusion drawing verification. That is done interactively and continuously to complete furthermore the data reach saturation.

3.6.1 Interactive Model

3.6.1.1 Data Condensation

Data condensation used the process of selecting, focusing, simplifying, abstracting, and transforming of rough data appeared from notes written in the field. Through condensing, it made data stronger, data condensation was not something separate from analysis.

Data condensation used a form of analyzing which sharpened sorts, focusses, discards, and organizes data in such a way that "final" conclusions could be drawn and verified. The

following of the process in data condensation were:

1. Selection, the researcher selects data from the text of netizens hate speech on YouTube in response to Donald Trump's presidential election campaign speech.

2. Focus, At this stage the researcher focuses on impoliteness hate speech as a data object.

3. Simplifying, the researcher will convert the data to be simplified into clauses in this manner. The clause is made up of impoliteness strategies used in YouTube commentary on Donald Trump's presidential election campaign speech in the United States of 2020.

4. Abstracting, in the process of abstracting, data that will be evaluated, particularly impolite strategies.

5. Transforming, after abstracting, the researcher will analyze the data by selecting every clause of the user's hate speech comments into different kinds of impoliteness strategies.

3.6.1.2 Data Display

After condensing the data, the next step is to display the data. Data display is an organized, compressed collection of information that allows conclusion drawing and verification activity to be displayed. The researcher used present the data in an analysis, which used be shown in the form of a table, to make the reader easily understand it. The steps that follow used guide the researcher through the process of presenting data by categorizing it into impoliteness strategies such as bald impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and politeness.

3.6.1.3 Drawing and Verifying Conclusion

Drawing and verifying conclusion is one of the most important and final steps in this study is drawing and verifying conclusions. Verifying a conclusion is the best way to unite the entire collected, retrieved, and displayed data after drawing parts of the data that used collected

as absolute data. This is a way to know the result of the data after the data is displayed. In this step, the researcher used conclude completely identifying the kinds of impoliteness strategies and concluding the kind of impoliteness strategy used in commentary on Donal Trump's presidential election campaign speech in the United State of 2020 on YouTube.

All of these steps above are the most needed to identify the data later. According to Hancock et.al (2009: 24) analysis data in a research project involved summarizing the mass of data collected and presenting the results in a way that communicates the most important features, and the data used analyzed with qualitative research.

Data analysis in qualitative research is considered of Miles, Huberman and Saldana (2014: 31-32) into four steps occur together, the first is data collection, the second is condensation, the third is drawing and verifying conclusion and the last step is data display. In this study, the researcher used following steps to analyze the data.
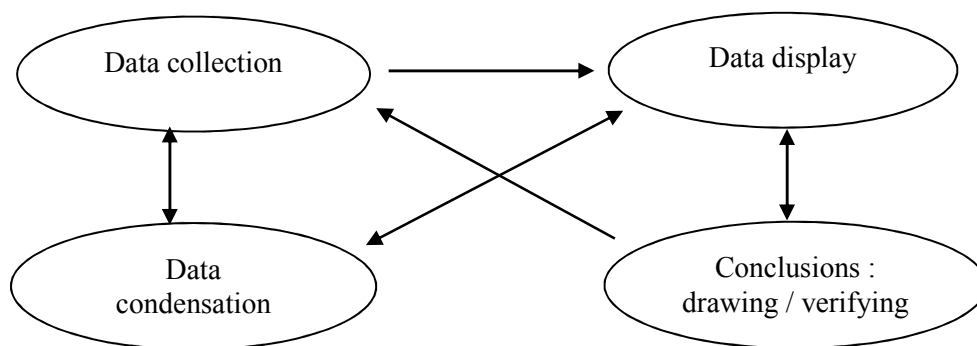

Figure 3.6.1: *Component of Data Analysis Model (Miles Huberman and Saldana, 2014: 33)*

3.6.2 Calculating Data

Then, In order to answer the research problem number two, the researcher used the following technique:

1. Calculating the impoliteness strategies based on each type. The formula and the sample of

   analysis in form of the table are follows based on Hancock et al (2009:24) :

   $$N = \frac{f(x)}{n} \times 100\%$$

   More details :

   N : percentage of types

   f(x) : total types frequency of the sub category

   n : total types of all categories

Sample of Analysis

An Examination of Impoliteness Strategies in Netizens Commentary Hate Speech on Donald

Trump's Presidential Election Campaign Speech in the United States 2020 on YouTube.

Table 3.6.2
The Percentage of Impoliteness Strategies

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

3.7   Data Validity

The trust worthiness of the data is very needed to be checked to examine the validity of

the data. In this research, the triangulation technique is used by the researcher to observe the

validity of the data. Determining the truth about the same social phenomenon is not the purpose

of triangulation However increased one's understanding of what had been researched (Sugiyono, 2007: 330). The qualitative cross-validation is called as triangulation, and which is assessed is the sufficiency of the data according to the convergence multiple data source or multiple data collection, said William Wiersma in Sugiyono (2007: 372). There are four types to identify the triangulation of data (Norman Denzim, 1978), they are:

3.7.1 Data Triangulation

Data triangulation related to the use of various or different data or information (people, space and time) in a research, for example qualitative and quantitative data. The process of rechecking and comparing information by researchers which obtained in the different source is called as data triangulation. Comparing observation data and interview data students and test is the method the researcher used to get the data. The comparisons being compared by the researcher are students' utterances, informant information and circumstances or perspective of different people in similar context. In addition, according to Olsen (2004: 3) stated that interpretable triangulation data in social science is often considered to be often helpful in validating claims that might arised from initial pilot studies or the mixing of data from some perspectives complete to obtain more comprehensive data.

3.7.2 Investigator Triangulation

Investigator triangulation related to the use multiple research to obtain more valid data. Work in team is the way it took to make sure the validity of data.

3.7.3 Theory of Triangulation

Theory triangulation related to the use of two or more theories which is combined when examining a phenomenon and situation. Inclusion of some theories need to be made more.

3.7.4 Methodology of Triangulation

Methodology triangulation related to the effort of checking the data or data result. To conduct phenomenon and situation by using some methods are called as the aim of methodology triangulation. The mix of method approaches used in social science research, where the result from one method are used to enhance, argument, and clarify the result of others as same as methodology triangulation.

Therefore, in this research the researcher used data triangulation. It meant that in this research needs to include some more complete data to examine the results of this study to make sure the data validity.