

## **IMPOLITEESS STRATEGIES USED ON ONLINE COMMENTS IN THE IDNTIMES.COM POLITICAL WEBSITE**

**Mahrani**

**Lecturer at English Study Program, Faculty of Teacher Training and Education University of Graha Nusantara, Padangsidempuan**

### **ABSTRAK**

*Penelitian ini menginvestigasi strategi-strategi ketidaksopanan pada komentar-komentar online di website politik Idntimes.com. Objektif penelitian ini adalah: 1) untuk menginvestigasi tipe-tipe strategi-strategi ketidaksopanan yang digunakan pada komentar-komentar online di website politik Idntimes.com, 2) untuk menemukan tipe ketidaksopanan yang dominan diguakan pada komentar-komentar online di website politik Idntimes.com. Penelitian ini menggunakan metode qualitative content analysis. Data diambil dari komentar-komentar para pengguna internet pada lima topik berita politik di Idntimes.com. Temuan penelitian menunjukkan bahwa empat dari lima tipe-tipe strategi-strategi ketidaksopanan digunakan pada komentar-komentar online di politik website Idntimes.com. yaitu, Bald on Record, Positive impoliteness, Negative Impoliteness, dan Sarcasm or Mock politeness. Tipe yang dominan digunakan adalah negative impoliteness yaitu dengan menggunakan komentar mengejek atau menertawakan dan menyerbu orang lain dengan komentar-komentar tersebut dan juga dengan terang-terangan mengelompokkan orang lain pada satu sisi negatif.*

*Kata kunci: strategi-strategi ketidaksopan; komentar-komentar online; website politik*

### **ABSTRACT**

This study investigates the impoliteness strategies in online comments of political news in Idntimes.com. The objectives of this study are: 1) to investigate the types of impoliteness strategies used on online comments in political website Idntimes.com, 2) to find out the dominant type of impoliteness strategies used on online comments in political website Idntimes.com. This study was conducted by using qualitative content analysis method. The data were taken from comments of internet users in five topics of political news in Idntimes.com. The finding showed that four of five types of impoliteness strategies are used on online comments in political website Idntimes.com. They are: Bald on Record, Positive impoliteness, Negative Impoliteness, and Sarcasm or Mock politeness. The dominant types is negative impoliteness by used scorn or ridicules comments and invade the other's space with that comments and explicitly associate the other with a negative aspect.

Key words: impoliteness strategies; online comments; political website

## I. INTRODUCTION

In social relation, it is common for people to use linguistic strategies to maintain or promote harmonious relations. When conversing people generally adhere to cultural norm, but they also often break the norms in such situations. As Lakoff (1989) is the first who attempts to set up pragmatic rules on c

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be polite. Rule one (be clear) is really the Grecian Cooperative Principle in which she renames the rules of conversation. Rules two (be polite) consists of a sub set of three rules: don't impose, give options, makes other people feel good – be friendly.

Language is always changes through time and space based on social context. People used language based on their needs and sometimes do not look for norms and out of rules. This case often occurs in social media while the user of internet give comments or his/her thought of an issue. They are free to write what they want to said there through chatting column. Today, people more often used media internet as known as social media to express their ideas, comments and thoughts deals with various issues which exists in social media such as website.

The change of a way in communicate is deals with linguistics issue called impoliteness strategies. People are more to be rude and emotional when discussing some issues for example about politics.

Actually, this kind of research study is not new in linguistics area. There are so many previous researches that discussed about this topic in different context. For example, Sofyah (2015) conducted a research about The Use of Impoliteness Strategies in *Easy A* Movie, she found that the most used is positive impoliteness, then bald on record, followed by sarcasm and mock politeness, then negative impoliteness, and the last withhold politeness. With 114 case of impoliteness in that movie, the characters in that movie respond to the impoliteness they both counter and accept. The other researcher is Kuntsi (2012) conducted a research about

Politeness and impoliteness strategies used by lawyers in the 'dover trial' – a case study. He found that lawyers do use both politeness and impoliteness strategies in their speech in the courtroom. However, the number of politeness strategies was significantly greater than of impoliteness strategies.

Based on the previous researches

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strategies proposed by Brown and Levinson (1987) and Culpeper (1996). The phenomenon of impoliteness strategies used by people in social media is taken a different area. The issues that presents in that social media or internet are vary and all people from different background, age and profession can log in an have a chat or leave comment in that social media.

In the frame of linguistics area impoliteness strategies as one of famous theory that often rise to be conducted by researcher or linguists. Theoretically, Culpeper (1996) stated that impoliteness is Language or behaviors which are negatively evaluated in a particular context. They are negatively evaluated because they attack somebody's identity or rights. They cause specific emotional reactions (e.g. hurt, anger). For this Culpeper proposes five super strategies that speaker use to make impolite utterances such as; 1) Bald on record impoliteness, 2) Positive impoliteness, 3) Negative impoliteness, 4) Sarcasm or mock politeness, and 5) Withhold Politeness.

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

- 1) What types of impoliteness strategies used on online comments in political website Idntimes.com?
- 2) What is the dominant type of impoliteness strategies used on online comments in political website Idntimes.com?

In relation to the problem, the objectiveness of the study is:

- 1) To investigate the types of impoliteness strategies that used by people in social media?
- 2) To describe the way of impoliteness strategies used by people in social media

## II. THE REVIEW OF LITERATURE

### Impoliteness Strategies

Impoliteness is a negative attitude towards specific behaviors occurring in specific contexts. It is sustained by expectations, desires and/or beliefs about social organization, including, in particular, how one person's or a group's identities are mediated by others in interaction. *Situated behaviors are viewed negatively—considered “impolite”—when they conflict with how one expects them to be, how one wants them to be and/or how one thinks they ought to be.* Such behaviors always have or are presumed to have emotional consequences for at least one participant, that is, they cause or are presumed to cause offence. (Culpeper 2011, 254)

The English language is replete with words that can be used to describe impoliteness behaviors, including: bratty, ill-mannered (bad-mannered, unmannered, unmannerly), unruly, rude, discourteous, ungracious, abusive, not polite, ill-bred, boundaries, yokelish, ungracious, unrefined, uncouth, uncivil, crude, vulgar, lacking tact or refinement, insulting, insensitive, abrupt, brusque, curt, disrespectful, contemptuous, gruff, impudent, impertinent, insolent, cheeky, crusty (Culpeper 2011).

### Types of Impoliteness Strategies

As Culpeper (1996: 8) defines impoliteness as the use of strategies to attack the interlocutor's face and create social disruption. For this Culpeper proposes five super strategies that speaker use to make impolite utterances as follows:

#### 1. Bald on Record

The FTA is performed in a direct, clear, unambiguous and concise way in circumstances where face is not irrelevant or minimized. It is important to distinguish this strategy from Brown and Levinson's Bald on record. For Brown and Levinson, Bald on record is a politeness strategy in fairly specific circumstances. For example, when face concerns are suspended in an emergency, when the threat to the hearer's face is very small (e.g. "Come in" or "Do sit down"), or when the speaker is much more powerful than the hearer (e.g. "Stop complaining" said by a parent to a child). In all these cases little face is at stake, and more importantly, it is not the intention of the speaker to attack the face of the hearer.

#### 2. Positive Impoliteness

The use of strategies designed to damage the addressee's positive face wants. This can be done through the following ways, such as:

- a. *Ignore, snub the other* - fail to acknowledge the other's presence.
- b. *Exclude the other from an activity*
- c. *Disassociate from the other* - for example, deny association or common ground with the other; avoid sitting together.
- d. *Be disinterested, unconcerned, unsympathetic*
- e. *Use inappropriate identity markers* - for example, use title and surname when a close relationship pertains, or a nickname when a distant relationship pertains.
- f. *Use obscure or secretive language* - for example, mystify the other with jargon, or use a code known to others in the group, but not the target.
- g. *Seek disagreement* - select a sensitive topic. Make the other feel uncomfortable - for example, do not avoid silence, joke, or use small talk.
- h. *Use taboo words* - swear, or use abusive or profane language.

- i. *Call the other names* - use derogatory nominations. (Culpeper, 1996: 357)

### 3. Negative Impoliteness

The use of strategies designed to damage the addressee's negative face wants. This can be done through the following ways, such as:

- *Frighten* - instill a belief that action detrimental to the other will occur.
- *Condescend, scorn or ridicule* - emphasize your relative power. Be contemptuous. Do not treat the other seriously. Belittle the other (e.g. use diminutives).
- *Invade the other's space* - literally (e.g. position yourself closer to the other than the relationship permits) or metaphorically (e.g. ask for or speak about information which is too intimate given the relationship).
- *Explicitly associate the other with a negative aspect* - personalize, use the pronouns 'I' and 'you'.
- *Put the other's indebtedness on record* - with a negative aspect, put the other's indebtedness on record (Culpeper, 1996: 358).

### 4. Sarcasm or Mock Politeness

The FTA is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realizations. Culpeper's sarcasm or mock politeness is close to Leech's (1983) conception of irony "If you must cause offence, at least do so in a way which doesn't overtly conflict with the PP, but allows the hearer to arrive at the offensive point of your remark indirectly, by way of an implicative" (1983: 82). This is of course the opposite of Brown and Levinson's social harmony that is achieved through off-record politeness. One more point to add is that 'sarcasm' (mock politeness for social disharmony) is clearly the opposite of 'banter' (mock impoliteness for social harmony) (Culpeper, 1996: 356).

### 5. Withhold Politeness

This refers to the absence of politeness work where it would be expected. For example, failing to thank somebody for a present may be taken as deliberate impoliteness (Culpeper, 1996: 8-9). To Culpeper, Brown and Levinson touch on the face-damaging implications of withholding politeness work by saying that "...politeness has to be communicated, and the absence of communicated politeness may be taken as the absence of a polite attitude".

### Social Media Discourse

Social media is one of human needs in their daily life. Most of people used it from young to old age in various social background and profession. Positively, it can help us to get information easily and actual. While, in negative side, it is more seriously dangerous if we do not control how to use it especially in the case of language. So many people engage into that various social media which talk about many topics from a general one to private one. All the things that you want to know are served by the social media. As what Joe (2016) said that like TV social media now increasingly entertains us, and even more so than television it amplifies our exiting beliefs and habits.

As pointed out by Hopper (2007), ICT and digital media are the catalyst for contemporary communication. Situated as one of the latest of several waves of new media, social media have introduced new communication patterns, created new forms of expression, stimulated a wide civic participation, and so forth. Social media are rapidly evolving, their significance is increasing, and their role is changing in social and political processes. Social media are new digital media for social interaction. The concept refers to a set of internet-based applications built on the technological foundations of Web 2.0 and that enable user-generated content to be created and

exchanged (Kaplan & Haenlein 2010) There exist different forms of social media, such as social networking sites (e.g. Facebook), content communities (e.g. Youtube), micro-blogging (e.g. Twitter), and so on.

In addition, Joe (2016) said that social media, in contrasts, uses algorithms to encourage comfort and complaisance, since its entire business model built upon maximizing the time users spend inside of it. Furthermore, he added that the outcome of hang on social media is proliferation of emotions, a radicalization of those emotions, and a fragmented society. This is way more dangerous for the idea of democracy founded on the notion of democracy founded on the notion of informed participant.

So, when people talk about one topic a language comes to be varying and out of control with negative emotion. So, focus on the language use in social media, it seems so rude to be written and read by other people especially the young users who are still teenager. Beside it, social media also has a role in change the language of some terminologies or new vocabularies that already used by people in their daily interaction and it has been familiar and meaningful to the society.

### III. METHODOLOGY

This study was conducted by applying qualitative content analysis method in order to find out the realization of the theory in different phenomena. Marriying (2000:2) defines that as an approach of empirical, methodological controlled analysis of texts with their context of communication following content analytic rules and step by step models.

In addition Marriying (2000: 468) states that the object of content analysis can be any kind of recorded communication, for example transcript of interview or discourse, protocols of observation, video tapes, written documents, etc. this analysis based on impoliteness theory which concern on the

impoliteness strategies on comments in social media.

### Data and Data Source

The data of this research were taken from the online comments of user in political website namely Idntimes.com In commenting five political topics such as “Debat Pilkada: Sandiaga Sebut Ahok-Djarot Hanya Berjanji Manis”, “Setelah Lengser, Ini Daftar Jabatan Yang Digadang Bisa Diemban Ahok”, “Bahkan Uni Eropapun Berkomentar Atas Vonis Ahok”, “Kenapa Ahok Ditahan Dirutan Bukan Dilapas? Apa Bedanya?”, “Langsung Ditahan, Sel Ahok Berisi 3 orang”.

### Technique and Instrument of Data Collection

The data were collected by applying documentary technique. In line, the data were taken from political website and transcribe the online comments. The instrument of this research was by using mobile phone with internet access in order to log in and take the user comments in political website Idntimes.com and observation in order to observe the occurrence of the language phenomena.

### Technique of Data Analysis

Analysis involves working with data, organizing them, breaking them into manageable unites, synthesizing them, searching for patterns, discovering what is important and what is to be learn, and deciding what you will tell others (Bogdan and Biglen, 1992: 153). The data were analyzed by using Miles and Huberman's analysis, the procedures are: 1) Data reduction, 2) Data display, 3) Conclusion drawing or verification. (Miles and Huberman: 1994).

Data reduction refers to process of selecting, focusing, perifying, abstracting, and transforming the raw data that appear in

written-up fields note. Data display refers to display the data into extended piece of text or diagram, chart, table or that provides a new way of arranging and thinking about more textual embedded data. Conclusion involves stepping back to consider what the analyzed data mean and to assess their applications for the question at hand. Verification integrally linked to the drawing the conclusion, revisiting the data as many as necessary to cross-check or verifies emergent conclusion (Miles and Huberman, 1994).

In realization of Miles and Huberman's procedures, the writer collected data were then analyzed the data as process of data reduction. The writer selected user comments in political website Idntimes.com. Then focused on the data then simplifying in order to make user comments in social media better written form without losing the meaning. Giving mark based on the kinds and how the ways of using impoliteness strategies as the step of abstracting and show it in table to display the data. Finally, drew a conclusion based on the data that have been found out.

#### IV. DATA ANALYSIS

##### Types of Impoliteness Strategies on online comments in political website

Based on the data of this research the occurrence of the impoliteness strategies can be seen in the proportion on the table below:

**Table 4.1 The Proportion of Types of Impoliteness Strategies on Online Comments in Political Website**

Impoliteness Strategies	Freq	%
1. Bald on Record	65	18,41 %
2. Positive impoliteness	70	19,83%
3. Negative impoliteness	194	54,95%
4. Sarcasm or Mock Politeness	24	6,79%
5. Withhold Politeness	-	-
<b>Total</b>	<b>353</b>	<b>100</b>

Based on the data above, it was found that four of five impoliteness strategies were used on online comments in political website,

namely Bald on Record, Positive Impoliteness, Negative Impoliteness and Sarcasm or Mock Politeness.

The most dominant type of impoliteness strategies is Negative Impoliteness with the percentage 54.95%. Then, the second is Bald on record with the percentage 19.83%. Next is Positive Impoliteness with the percentage 18.41% and the last is Sarcasm or Mock Politeness with the percentage 6.79%. While, Withhold Politeness are does not occur in this online comments.

##### Bald on Record

Based on the data analysis, it is found that Bald on Record used on online comments in political website.

##### Data 1

XX : "*Ngatain diri sendiri*" (Bald on Record)

MP : "*Tidak terbalik?*" (Bald on Record)

AK : "*Kenyataan*" (Bald on Record)

In data 1, it can be show that Bald on Record is occurred by direct, clear and face is at stake.

##### Positive Impoliteness

##### Data 2

AF : "*Jadi kang cilok aja. Atau buka took di Glodok jual beli abu gosok*" (Positive impoliteness)

DH : "*Ditunggu junjungan kaum onta untuk balik ke Indonesi menjalani proses-proses hokum dikepolisian dan pengadilan*". (Positive impoliteness)

In data 2, the occurrence of positive politeness is presented by the sentence "*kang cilok*" and "*Jual beli di Glodok*" and "*kaum onta*" in the previous sentence. It is the way of snub the other that belong to positive politeness type.

##### Negative Impoliteness

Data3

FI : *"Berjanji manis karna sudah ada bukti kerjanya! Sedangkan si anis edan dan sandi kuno itu baru newbe. Jadi, yang janji manis itu paslon".* ( Negative impoliteness)

Ad : *"(laughing) UUD mana yang memperbolehkan terdakwa jadi wakil rakyat? tolong dong kasih tau?"* (Negative impoliteness)

In data 3, it is show that the comment wants to invade the other's space and Condescend, scorn or ridicule as the way of negative impoliteness type.

**Sarcasm or Mock Politeness**Data 4

Dc : *"Kagak peduli dia mau jadi apa. Hidup-hidup dia akau nggak mau usil"* (Sarcasm or mock politeness)

In data 4, it is belong to sarcasm or mock politeness. The comment is sarcasm because it is clearly the opposite of 'banter'.

**V. FINDINGS**

Based on data analysis, it was found out some finding in this research study which concern on two aspect they are types of impoliteness strategies and the most dominant type that occurred on online comments in political website. The findings as follows:

- a. The online comments in this political website are occurred in four of five types of impoliteness strategies, namely Bald on record, Positive impoliteness, Negative

impoliteness, and Sarcasm or mock politeness.

- b. The online comments in this political website are mostly on negative impoliteness about 54.95%. It is aim to damage the addressee's negative face wants. Then, the second is Positive Impoliteness with the percentage 19.83%. Next is Bald on record with the percentage 18.41% and the last is Sarcasm or Mock Politeness with the percentage 6.79%. While, Withhold Politeness are does not occur in this online comments.

**VI. CONCLUSION**

The research study concerned on the occurrence of impoliteness strategies on online comments in political website by describing the comments in that website based on impoliteness strategies theory. Finally, it can be concludes that:

- a. There are four types of impoliteness strategies that occurred on online comment in political website namely negative politeness, positive politeness, bald on Record and sarcasm or mock politeness.
- b. The dominant types was occurred on online comments in political website is negative impoliteness
- c. The negative impoliteness are occurred on this online comment are used in condescend, scorn or ridicule - emphasize your relative power, Invade the other's

space – literally and explicitly associate the other with a negative aspect

- d. The online comments in this political website shows that how aggressive the user of internet in giving comments by impoliteness strategies in political news which have been hot topic today about government in DKI Jakarta and Ahok case relate to Islam book Al-Qur'an.

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