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## IMPOLITENESS IN INFORMATION ACCOUNT ON INSTAGRAM

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### A B S T R A C T

This study aims to describe the forms of hate speech impoliteness in Instagram social media which are divided into two, namely positive impoliteness and negative impoliteness. In social media, especially on Instagram, there is a lot of impoliteness in comments. This study uses a qualitative descriptive method in the data collection process and uses advanced techniques in the form of observation and note-taking techniques. The source of the data comes from Instagram gossip accounts in the form of statuses and comment columns where the data form is impolite hate speech in comments on Instagram. Identification of the data in this study is in the form of hate speech impoliteness strategies which will be divided into two, namely positive impoliteness and negative impoliteness. Data collection techniques using the method of observing and note-taking techniques. The data analysis technique in this study uses the pragmatic equivalent method, namely the method in which the opponent or speech partner is the determining tool. The results of the analysis show that there is positive impoliteness and negative impoliteness in Instagram information accounts.

## INTRODUCTION

Language is a medium of communication between speakers and speech partners. In language, politeness is an important thing that must be maintained in the communication process, both from speakers and speech partners. The purpose of language politeness is to produce polite speech, so that in the communication process there is a comfortable atmosphere and does not offend one another between speakers and speech partners. The opposite of politeness is language impoliteness. In the process of communication, language impoliteness causes speech partners to feel uncomfortable. Language impoliteness has the aim of attacking the speech partners (Fhitri and Yalmiadi, 2018)

Social media is a place to obtain information generated by its users, but in using social media many users abuse it, such as using offensive language which can eventually offend someone, and so on. In interacting with speech partners, it is necessary to have rules that must be understood to start a conversation so that politeness in language arises so that there is minimal impoliteness.

Technological developments in Indonesia are currently very extraordinary, especially on social media. People can use social media from the age of children to adults. This has an impact on children or adolescents, namely positive and negative impacts. The positive impact is that children can get information quickly and feel helped in the learning process at school. Meanwhile, the negative impacts include a lot of hoax news that is spread on social media without clear verification of whether it is true or not.

### **Impoliteness Concept**

In simple terms it is said that impoliteness is the opposite or the opposite of politeness. In fact, impoliteness is in the form of behaviour that can cause or lead to social conflict or social disharmony, not forming social harmony. The study of impoliteness was pioneered by Jonatan Culpeper, Derek Bousfield, and Miriam A. Locher.

Impoliteness is negative attitudes and behaviours that occur in certain contexts (Culpeper, 2011: 254). Disrespectful behaviour is supported by expectations, desires and or beliefs about certain values. It often appears that behaviour that is viewed negatively is considered "disrespectful" when there is conflict, defending, or hoping that other people will also believe in the beliefs or values that are believed.

Culpeper (2008: 36) argues that impoliteness is a communication behaviour that intends to attack the face of the target (speech partner) or causes the target (speech partner) to feel that way. The point of this definition is that the act of impoliteness depends on the speaker's intent and the listener's understanding of the speaker's intent and their relationship. In other words, an action may be qualified as an act of impoliteness if the listener has considered that the speaker has damaged the listener's or speech partner's face and shown a threatening action.

Culpeper explains in detail that impoliteness can occur if in communication the speaker aims to attack the speech partner's face, the said partner feels that the speaker is carrying out the attacking behaviour, or a combination of these two conditions. Impoliteness comes about when (1) the speaker communicates face attack intentionally, or (2) the hearer perceives and/or constructs behaviour as intentionally face-attacking, or a combination of (1) and (2) (Culpeper, 2005: 38) . Bousfield (2008: 132) and Culpeper (2008: 36) add that one of the key elements that appears in impoliteness studies is impoliteness caused by intentional factors.

Impoliteness according to Mills (2003: 139) can only be understood and analyzed pragmatically when it is related to the understanding of groups or communities of utterances and only in terms of various broad discourse strategies between speakers. Mills (2003:122) adds that impoliteness must be seen as an assessment of one's behavior and not the intrinsic quality of speech. In this sense, impoliteness is a very complex assessment of intent. Based on the purpose of the speech or the intention of the speaker, there are two types of impoliteness, namely motivated and unmotivated impoliteness. In motivated impoliteness, the speaker is assumed to have intended to commit an act of impoliteness with the aim of being impolite (coarse), otherwise unmotivated impoliteness is an act of impoliteness that is not intended to be impolite. Not intended means not understanding that what is being done is impolite. This misunderstanding can be caused by various factors, for example different cultures (related to ethnicity), understanding of different contexts, or closeness factors. Therefore, Mills put forward a study of impoliteness that is based on an assessment of impoliteness that uses considerations related to group or community understanding, whether in the form of class, gender, and racial or ethnic stereotype roles.

Impoliteness is considered as an act intentionally planned to attack others' face ([Archer, 2008](#); [Bousfield, 2008](#); [Limberg, 2009](#)). [Culpeper, Bousfield, and Wichmann \(2003\)](#) stated that when speakers do impolite acts, they not only intend not to maintain the hearers' face but they also intentionally select offensive language to attack their face

Literature suggests that impoliteness tends to occur in situations in which collocutors have conflicts of interest ([Bousfield, 2007a](#); [Culpeper, 2005](#); [Kienpointner, 2008](#); [Kryk-Kastovsky, 2006](#)) or they have very close relationships ([Culpeper, 1996](#)). In addition, impoliteness has a close connection with social power. Speakers can manipulate it to get power over actions of other interlocutors ([Locher, 2004](#); [Locher & Watts, 2008](#)). Although social power is highly dynamic and it is subject to negotiation ([Locher & Bousfield, 2008](#)), studies have indicated that those with more power, particularly legitimate and/or expert power, tend to use impoliteness ([Culpeper, 1996](#); [Kantara, 2010](#)).

### **Culpeper's Impoliteness Strategy**

The impoliteness strategy proposed by Culpeper is based on Brown and Levinson's theory. The difference is, Culpeper (1996: 8) defines five strategies of impoliteness which seem to be the opposite of the four politeness strategies proposed by Brown and Levinson. Culpeper's five impoliteness strategies are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. Each of Culpeper's five impoliteness strategies is explained by Culpeper (1996:8-9) in detail as follows.

- a. Bald on record impoliteness, namely the act of threatening the face of the speech partner directly, clearly, unambiguously, and concisely when the face is irrelevant or minimized and does not need to be connected with the face.
- b. Positive impoliteness using strategies aimed at damaging the positive face of the listener or interlocutor. Things that constitute positive impoliteness include ignoring, assuming the interlocutor does not exist, separating himself, being unsympathetic, using identity markers/inappropriate designations, using secret language/which the interlocutor cannot understand, using taboo, abusive language, or profane, using derogatory nicknames in greeting, and so on.
- c. Negative impoliteness is the use of strategies aimed at destroying the negative face of the listener or speech partner. These strategies include: scaring (instilling the belief that his actions will be detrimental), demeaning/harassing, ridiculing or mocking, insulting, not treating the interlocutor seriously, belittling the interlocutor (considering small), attacking others (grabbing opportunities), using negative personal pronouns, placing other people who have dependents, and so on.
- d. Sarcasm or mock politeness is the use of politeness strategies that are clearly not sincere, pretend, or appear polite on the surface
- e. Withhold politeness is not implementing politeness strategies as expected, for example not thanking partners who give gifts or congratulations.

## **METHOD**

This research uses a qualitative type by applying descriptive methods. This research is related to research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior. The source of the data in this study is in the form of written data originating from information accounts in the form of comments columns whose data form is impoliteness in hate speech in comments on Instagram. The data collection method used in this study is the method of listening (reading). According to Mahsun, (2012: 92) the listening method is used to obtain data which is carried out by listening to the use of language. The data collection technique in this study was the note-taking technique, namely recording the data obtained in the data. Recording is done to capture data. Recording is necessary in order to obtain accurate and adequate data for analysis. Thus, recording is part of data collection that complements each other in order to find valid data. The steps in analyzing the data were carried out based on Miles & Huberman (2014) with four stages, namely (1) data collection, (2) data reduction, (3) data presentation, and (4) verification and drawing conclusions. In presenting the results of data analysis, informal methods are used, because in presenting research results only use

ordinary words or sentences. This method is used to describe the impoliteness found on Instagram.

## **RESULTS AND DISCUSSION**

### **Positive Impoliteness**

*Positive impoliteness* is the use of particular acts to attack others' positive face. There are some maxims in positive impoliteness: humiliation, rejection, pride, emotional, taboo, abandonment and wrong greeting maxim.

### **Humiliation Maxim**

The contempt maxim is a maxim that is manifested through the use of expressions which are considered by the interlocutor to be insulting or demeaning to the interlocutor. The following is an example of an expression that is included in the maxim of contempt  
 @hendrikkurnia3179: sepertinya beliau ini diduga mengalami gangguan jiwa  
 The sentence above is a comment from the comment's column on a news post about " Cak Imin: Kalau Saya Presiden, Saya Bikin Konser Coldplay Gratis". The comment contained insults where netizens thought that the person who was reported had a mental disorder.

### **Rejection Maxim**

The maxim of refusal is a maxim that is manifested through expressions which the recipient understands as disapproval.

The following is an example of using the maxim of refusal by netizens:

@bacoooot : Mending jadi in negara ini negara maju. Jd naik peringkat dr negara berkembang

The sentence above is a comment on the news entitled " Cak Imin: Kalau Saya Presiden, Saya Bikin Konser Coldplay Gratis". The news contains Cak Imin's confession that if Cak Imin becomes President then he will hold a free coldplay concert. The coldplay concert is hot in the news right now because the band will be holding a concert in Indonesia. The phrase 'It's better to be in this country as a developed country. So rising in rank from developing countries' is a refusal to Cak Imin if becoming president it is better to make Indonesia a developed country than to give a free concert.

### **Pride Maxim**

The arrogance maxim is a maxim that is manifested through the use of demeaning expressions to the speech partner. The maxim of arrogance consists of explaining and

belittling the speech partner. The following is an example of using the maxim of arrogance by netizens:

@ hikari\_khanza\_azzahra\_140717: Kalau saya jadi presiden ku sekolahkan tu k0rupt0r, mafla<sup>2</sup>, bandar<sup>2</sup> nark0b0y ke alam baka sampai lulus.

The sentence above is a comment on the news entitled " Cak Imin: Kalau Saya Presiden, Saya Bikin Konser Coldplay Gratis ". Netizens in their comments tried to boast that if he became president, corruptors, the mafia, and drug dealers would be sent to school in the afterlife until they graduated. Here the meaning of school is not a school where one studies knowledge but the term for prison and going to the afterlife or one can call it death.

### **The Emotional Maxim**

Emotional maxims are maxims that are realized through utterances which are understood by the interlocutor as a manifestation of the speaker's emotionality. This maxim causes the interlocutor to be threatened as a result of the speaker's speech. The following is an example of the use of emotional maxims by netizens:

@d0lyindra : dibayar berapa min mau naikkan berita ini

This sentence is a comment on the news entitled " Puan Dinilai Berhasil Buat DPR Terapkan Tata Kelola-Transparansi Anggaran". This comment contains the emotions of netizens who think that the news posted by this information account is paid for so that the person being reported becomes famous.

### **Taboo Maxim**

Taboo maxims are maxims that are manifested through utterances which for the other party say the speech is a violation or an expression that is considered taboo to utter. As a result of the speech, the other party said to be uncomfortable and feel angry. The following is an example of the use of taboo maxims by netizens:

@wisnu\_ra99: cakup berak kau wak

This sentence is a comment on the news "Cak Imin: Kalau Saya Presiden, Saya Bikin Konser Coldplay Gratis". Here netizens say impolite words to express their disbelief by using the taboo word, namely "defecation".

### **Abandonment Maxim**

The omission maxim is a maxim that is manifested through utterances that the other person feels that his speech is being ignored or ignored. The following is an example of using the maxim of neglect by netizens:

@irullez: lebih percaya Ibrahimovic orang nias

This sentence is a comment on the news " Puan Dinilai Berhasil Buat DPR Terapkan Tata Kelola-Transparansi Anggaran". Netizens expressed their impoliteness by ignoring the news about Puan's achievements and preferring to believe in something impossible that had nothing to do with the news.

### **Wrong Greeting Maxim**

The maxim of wrong greeting is a maxim that is manifested through the wrong form of greeting uttered by the speaker to the addressee. The greeting, whether from kinship, title, position, etc., is felt to be inconsistent with the other person. The following is an example of using the maxim of incorrect greeting by netizens:

@arifans\_ahmad: peniPUAN

The sentence above is a comment from the comment column on a news post about " Puan Dinilai Berhasil Buat DPR Terapkan Tata Kelola-Transparansi Anggaran". Netizens clearly misrepresented the name of the person who was reported by adding a bad word and adding the person's name.

### **Negative Impoliteness**

*Negative impoliteness*: the use of acts to attack others' negative face. *Mock politeness*: the use of insincere politeness. There are some maxims in negative impoliteness. There are hatred and command maxims

### **Hatred Maxim**

Hatred maxim is a maxim that is manifested through the expressions used by the speaker against the speech partner which is considered as a negative expression that violates the rights of the addressee. The following is an example of using hate maxims by netizens:

@mahadi1762: nengok mukanya pun mau muntah aku

The sentence above is a comment from the comment column on a news post about " Puan Dinilai Berhasil Buat DPR Terapkan Tata Kelola-Transparansi Anggaran". Netizens express their hatred by just looking at his face that he wants to vomit which shows he really hates the person being reported on..

### **Command Maxims**

Command maxims are maxims that are manifested from the utterances used by the speaker to the interlocutor which are interpreted as commands so as to threaten the face of the interlocutor. The following is an example of the use of command maxims by netizens:

@gomalmunte : kalau bisa kurang kurangi bacotnya pak

The sentence above is a commentary from the news entitled " Cak Imin: Kalau Saya Presiden, Saya Bikin Konser Coldplay Gratis". Netizens commented by giving orders to reduce "bacot". Bacot is Javanese, namely cocot (mouth) and added the word "a lot of cocot" and then shortened to "bacot". The word bacot is often used by the people of Medan to express words that talk a lot but no action and netizens ask people who are reported not to talk too much.

## CONCLUSION

Based on the results of the research conducted, it was found that on Instagram social media comments were found that contained impoliteness. In using language on Instagram media, not all users of this media understand and understand the situation regarding the importance of paying attention to language politeness. There are people who do not know the rules of politeness in language. In addition, some people still find it difficult to leave old habits that are obtained from the results of culture, attitudes and characters in everyday language so that they are carried over to written communication through Instagram social media. This of course gives an indication that the use of Instagram as one of the popular communication media today is not accompanied by good, correct and polite language attitudes by the wearer. Even though good, correct, and polite language attitudes will help speakers in building a smooth communication situation with speech partners so that it is hoped that there will be no communication errors when interacting with speech partners.

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