Impoliteness Strategies Used by Netizens in Comments Column of Nissa Sabyan Instagram Account

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ARTICLE INFO	ABSTRACT

This study aimed at identifying the types of impoliteness strategies based on Jonathan Culpeper theory, and how is the used of impoliteness strategies posted by the netizen. This study was conducted by applying descriptive qualitative method. The source of the data were taken from comments column posted by netizens of Nissa Sabyan Instagram Account. The technique for analyzing the data is qualitative research. The results of this research showed that there are four impoliteness are used, which are Bald on Record, Positive Impoliteness, Negative Impoliteness, and Sarcasm/Mock Politeness. There were 50 comments. In total there are 6 comments on Bald on Record (12%), 20 comments on Positive Impoliteness (40%), 18 comments on Negative Impoliteness (36%) and 6 comments on Sarcasm/Mock Politeness (12%). Based on the comments that have been analyzed, The researcher concluded that how is the used of Impoliteness Strategies, First, the writer found that the netizens mostly used positive impoliteness and negative impoliteness strategies to express their negative attitude on giving online comments of Nissa Sabyan Instagram Account. The reason could be, that in comparison to other strategies, these have a large number of sub-strategies that support positive and negative impoliteness strategies, such as ignore, uncaring, seek disagreement, scorn, ridicule the other, frighten, and so on.

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INTRODUCTION

Language is used by each individual in providing information in the form of thoughts, ideas, intentions and feelings. The most important function of language is as a means of communication. The development of science and technology in the global era, especially information technology is very fast language develops along with science and technology development.

Through communication, both speakers and listeners are expected to be polite to each other to ensure a good communications quality. Being polite indicates not only comprehending words but also taking into account of social and cultural values of the community. Additionally, communication is the way to develop and analyze the message creating a response by a relation process (Griffin, 2012:6).

Impoliteness is a branch of pragmatics that has grown in popularity in recent years. Impoliteness has been researched in a variety of media and contexts, including television shows and everyday interactions. People can avoid or control their behavior when communicating with others if they understand bad manners or impolite words. Impolite behavior can be seen not only in real life, but also on social media. Social media is a popular media that has many websites that attract internet users to follow them, so it is a broad term that refers to the social uses of internet communication. Social media sites serve as platforms for social interaction, content uploading, and personal identity. Instagram is one of the social media sites that displays impolite behaviour and attitude. Instagram allows people to know where they are, what they are doing, what they are thinking, and just about anything else the general public might be interested in.

The phenomenon of language impoliteness in social media site Instagram by users needed to be investigated in order to apply impolite language in online communication. As linguists, we must pay attention to the remarks that we interacted with text and that we observed people who used language for real communicative purposes. As a result, Instagram was considered as an important social media site worth investigating. A lot of news is uploaded on Instagram such as the news about what happening in these days like Corona virus, and recently the news about Nissa Sabyan who was accused of having an affair with Ayus, the keyboardist Sabyan Gambus. But until know She never give any clarification which has enraged netizens and prompted negative comments on her Instagram account, particularly in her most recent post, in which she released a new album of Sabyan.

A posted on Sunday, April 11th 2021 by Nissa Sabyan on her Instagram account, reached 2,2 Million viewers and 15,3K comments by netizens means that it attacts Instagram users attention. In the comment section, the user types a lot of expressions and response. And the impoliteness strategies are existed on it. For example, "Kenapa gak klarifikasi dulu sih, benar atau enggak nya kan harus tetap dihadapi, kesannya ga bertanggungjawab banget, dia tenar kan juga karena masyarakat" and "Si Pelakor mulai

aktif ya bund". Those two comments have different meaning.

Connecting to impoliteness strategies,"Si Pelakor mulai aktif ya bund" is grouped by positive Impoliteness. And "Kenapa gak klarifikasi dulu sih, benar atau enggak nya kan harus tetap dihadapi, kesannya ga bertanggungjawab banget, dia tenar kan juga karena masyarakat" is grouped by negative Impoliteness. As we can see in this sample, there is still the users that seems ignore the polite steps in communicate with their comments. In sample one (1) the user seems make the victim feel uncomfortable, such a call out the othe's names. while in sample two (2) the user seems show his impolite because even in a state of mourning, that user still gave an opinion that led in an impolite manner, he is still questioning "kenapa ga klarifikasi dulu sih" without thinking carefully before he speaks up.

Based on the explanation of the problems above, the researcher was interested in taking a research study on the analysis of language impoliteness in social media. In addition to this linguistic phenomenon it is interesting to research because it can add insight to linguistic knowledge.

METHOD
This study was conducted by using descriptive qualitative research. The comments by netizens on the section comments posted by Nissa Sabyan on Instagram Account was taken as the data. There were 50 comments.
In applying methodology of the research, the primary instrument in conducting this research was the researcher. Ary (2010) states that the human investigator was the primary instrument for gathering and analyzing of data, in qualitative studies. Therefore, as the researcher was required being a data collector and analyst. Furthermore, the research instrument used in this study was observation the comments which can be used to help the researcher in identifying and analyzing the data.
In this study, the comments by netizen on the section comments posted by Nissa Sabyan on Instagram Account was collected. The researcher divided all the comments based on types of impoliteness Strategies used by the theory of Jonathan Culpeper (1996).

DISCUSSION
Classified the types of impoliteness strategies in the comments column of Nissa Saban Instagram Account, this chapter presents the results and discussions obtained along the analysis of data process. Data of this research is the comments posted by the netizens on Nissa Sabyan Instagram Account. In this chapter, the researcher answers the research problem that has been formulated in chapter I which involved: What kind of impoliteness strategies are used by netizens in the comments column of Nissa Sabyan Instagram account? ; How is the impoliteness strategies used by netizens in the comments column of Nissa Sabyan Instagram account?"

Based on the explanation in the chapter two, the researcher have been explain that there are five types of impoliteness strategies by Jonathan Culpeper 1996 such as : Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm/Mock Politeness, and Withhold Politeness. In this part the researcher will show what kind of impoliteness strategies that netizens will use while they give the comments on social media, especially Instagram.

1. **Types of Impoliteness Strategies in the comments column.**

There were 50 comments from the netizens have been selected by the researcher randomly from the comments column of Nissa Sabyan Instagram account, First, the writer found that the netizens mostly used positive impoliteness and negative impoliteness strategies to express their negative attitude on giving online comments of Nissa Sabyan Instagram Account.

a) **Bald on Record**

In the fifth comment by @chintyaauliya showed that the expression of Bald on Record, the comment is "if she is silent, it means that the news is true" netizen gave a bald on record response by giving direct response straight to the point, it is a part of sub strategies of Bald on Record strategy, it can be seen in the words of netizen "if she is silent, it means that the news is true" Netizen's response was straight to the point without saying anything.

In the tenth comment by @ichzan_wake showed that the expression of Bald on Record, the comment is "You are so sinful" netizen gave a bald on record response, is likely to shock people or make them feel a bit uncomfortable of their response, it is a part of sub strategies of Bald on Record strategy, it can be seen in the words of netizen "You are so sinful".

b) **Positive Impoliteness**

In the sixth comment by @dap.bussiness.ind showed that the expression of Positive Impoliteness, the comment is "The home wrecker is starting to be active yaa sist" netizen gave a positive respons that showed call out the others name, which is a part of sub strategies of positive impoliteness strategy, it can be seen in the words "The home wrecker".

In the twenty-eighth comment by @devinq.salsabiqla showed that the expression of Positive Impoliteness, the comment is "Face of the wall, so disgusting!!" netizen gave a positive response by using taboo words such as swearing or abusive or profane language, it is a part of sub strategies of positive impoliteness strategy, it can be seen in the words "Face of the wall".

In the seventeenth comment by @ilhampjry Showed that the expression of Postitive Impoliteness, the comment is "just beautiful, her hobby is snatching someone's husband! Joke someone's husband " netizen gave a positive response that showed to make the other feel uncomfortable such as making a joke, it is a part of sub strategies of positive impoliteness strategy, it can be seen in the words "joke " at the last sentence.

c) **Negative Politeness**

In the fourth comment by @stfatimah__ showed that the expression of Negative Impoliteness, the comment is "when can you clarify it, you disappear and don't want to give the truth" netizen gave a negative response by scorning or ridiculing Nissa Sabyan, it is a part of sub strategies of Negative Impoliteness strategy, it can be seen in the words "You disappear and don't want to give the truth".

In the eleventh comment by @vadila_ap showed that the expression of Negative Impoliteness, the comment is "The song and its meaning is solid, but disgusted by the one who sings" netizen gave a negative response by condescending and scorning Nissa Sabyan, it is a part of sub strategies of negative impoliteness strategy, it can be seen in the words "disgusted by the one who sings"

In the fortieth comment by @heybebby2021 showed that the expression of Negative Impoliteness, the comment is " You look happier after being a home wrecker of other people yeah" netizen gave a negative response by scorning and ridiculing Nissa Sabyan, it is a part of sub strategies of negative impoliteness strategy, it can be seen in the words "after being a home wrecker of other people"

d) Sarcasm / Mock Politeness

In the first comment by @fedbaghijklm showed that the expression of Sarcasm / Mock Politness, the comment is "She is a young pretty lady, but her talent is snatch someone's husband". Netizen gave a sarcasm / Mock Politness by using an implicit intention behind these utterances which meant to satirize and mock Nissa Sabyan, it is a part of sub strategies of Sarcasm / Mock Politness strategy, it can be seen in the words "but her talent is snatch someone's husband".

In the third comment by @naylanurmala011 showed that the expression of Sarcasm / Mock Politness, the comment is "You must keep the spirit to snatch someone's husband!!!". Netizen gave a sarcasm / Mock Politness threatening act by using politeness strategies that are obviously insincere, which meant to satirize and mock Nissa Sabyan, it is a part of sub strategies of Sarcasm / Mock Politness strategy, it can be seen in the words "keep the spirit to snatch someone's husband".

2.   The Used of Impoliteness Strategies on the comments.

The researcher not only discussed the types of impoliteness strategies, but also how the used of impoliteness strategies in the comments column posted by netizens. The researcher used Parker's table (1986:20) to analyze the data to describe how the impoliteness used in the comments. Since the impoliteness strategy by Jonathan Culpeper has five categories as follows : Bald on Record coded as "BOR"; Positive Impoliteness coded as "PI"; Negative Impoliteness coded as "NI" and Sarcasm or Mock Politeness coded as "MP" and Withhold Politeness "WP" is excluded. The researcher couldn't find Withhold Politeness used by the netizens in the comments.

The data below showed the used of four types of impoliteness strategies

Impoliteness Strategies in Comments Column

Bald on Record	Positive Impoliteness	Negative Impoliteness	Sarcasm/Mock Politeness
6	20	18	6
12%	40%	36%	12%

Table 4. 1 Percentages of Impoliteness Strategies in Comments Column

From the table above, showed that Positive Impoliteness (PI) is mostly used in the comments column of Nissa Sabyan Instagram Account. The data above told that 20 out of 50 comments are using Positive Impoliteness. Then there were 18 Negative Impoliteness (NI) on the comments. While for Sarcasm or Mock Politeness (MP) there were 6 comments. Then the least comments are Bald on Record (BOR), there were also 6 comments. Netizens use four of the five impoliteness strategies, with the Withhold strategy was an exception. The writer couldn't find any netizens who use this strategy after conducting research. The reason for this could be that this strategy can only be used through the spoken interaction process. Because the data are comments in the comments column of Nissa Sabyan's Instagram account, it doesn't imply the usual conversational structure. Because no other participants responded to the comments, so the withhold politeness strategy could not be used.

The researcher concluded that how is the used of Impoliteness Strategies, First, the researcher found that the netizens mostly used positive impoliteness and negative impoliteness strategies to express their negative attitude on giving online comments of Nissa Sabyan Instagram Account. Based on the comments that have been analyzed, The reason could be, that in comparison to other strategies, these have a large number of sub-strategies that support positive and negative impoliteness strategies, such as ignore, uncaring, seek disagreement, scorn, ridicule the other, frighten, and so on.

CONCLUSIONS AND SUGGESTION

After the researcher analyzed and interpret the data from the previous chapter, this chapter gave the research's conclusion and suggestions for further research. The conclusion is derived from the explanation of the research problem, meanwhile the suggestion is designed to provide information to future researchers who wanted to conduct similar study.

A. **Conclusion**

This researcher used qualitative case study as the method to find out the types of impoliteness strategies in the comments column of Nissa Sabyan Instagram acount. Moreover, after conducting the research, the researcher would like to conclude some points in order to answer problems of the study. They are as follows:

1. In order to answer the first problem of the study, based on the findings, it can be concluded that in the comments column of Nissa Sabyan Instagram account, There were four out of five types of impoliteness strategies are used, which are Bald on Record Impoliteness,

Positive Impoliteness, Negative Impoliteness, and Sarcasm/Mock Politeness. There were 50 comments. In total, there are 6 comments on Bald on Record (12%), 20 comments on Positive Impoliteness (40%), 18 comments on Negative Impoliteness (36%) and 6 comments on Sarcasm/mock politeness (12%). From the analysis, the researcher found the Positive Impoliteness are often the netizen use when commenting on Nissa Sabyan Instagram Account.

2. In order to answer the second problem, the researcher concluded that how is the used of Impoliteness Strategies, First, the researcher found that the netizens mostly used positive impoliteness and negative impoliteness strategies to express their negative attitude on giving online comments of Nissa Sabyan Instagram Account. Based on the comments that have been analyzed, The reason could be that in comparison to other strategies, these have a large number of sub-strategies that support positive and negative impoliteness strategies, such as ignore, uncaring, seek disagreement, scorn, ridicule the other, frighten, and so on.

B. Suggestion

From the research result that had been concluded by the researcher, the researcher would like to suggest some points:

1. The Readers

The researcher wish that this study can help the readers, especially English Literature Students in understanding the concept of Jonathan Culpeper about Impoliteness Strategies performed in commenting on Social Media especially Instagram.

2. The future researchers

The researcher suggests for the future researchers to continue the research, because this research has the weakness that is the lack of theory that is used to analyze the problems of research since the researcher used only one theory by Jonathan Culpeper.

The researcher also suggest to the Instagram user, especially the haters to manage their utterances. So the instagram users show the value of politeness to viewers. It serves the education function of social media that educate all viewers to be a polite person.

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