



Impoliteness Strategies of the Hate Comments on Twitter

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ABSTRACT

This study aims to determine the Impoliteness Strategies of the Hate Comments on Twitter. This study was compiled using a qualitative descriptive research method. Data from hate comments made by netizens in response to the post of the son of the Indonesian president in the comments column of the official Twitter account belonging to Gibran Rakabuming Raka and data Sources from the official Twitter account of the vice presidential candidate. The number of data in this study is 50 data. The Instrument of Collecting Data uses Observation and Documentation and the method of collecting data uses searching, reading, choosing, capturing, and printing. The data was analyzed using the Formula $P = \frac{F}{N} \times 100$. From the research that has been done, it was found that there is a difference in the percentage between the five types of impoliteness strategies. In the bald on record, type 4 hate comment data were found with a percentage of 8%, positive impoliteness is 6 hate comment data with a percentage of 12%, negative impoliteness is 6 hate comment data with a percentage of 12%, sarcasm or mock impoliteness is 34 hate comment data with a percentage of 68%, and withhold impoliteness is 0 hate comment data with a percentage of 0%. So, it can be concluded that the most dominant type the impoliteness strategies in the results is sarcasm or mock impoliteness with a percentage of 68% in the thesis title Impoliteness Strategies of the Hate Comments on Twitter.

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INTRODUCTION

The sophistication of technology in the current era makes it easier for humans to interact virtually, as is the case with all information with just one click then you can share and exchange news only through social media, one of which is an important source for readers. Twitter is one of the social media used by people to contact and communicate with readers on social media accounts, one of which is social media platforms such as Twitter and CNN (Cable News Network) which are known as news channels developed by the Trans Media company aim to develop social media as a disseminator of information for all

account users, one of which is for netizens who act as the main intermediary in commenting on both good and bad things on social media in presenting news on the social media platform, especially in the comments column, where many people are allowed to express their feelings or comments, such as good and bad comments, polite and impolite language made by netizens regarding the current news. Netizen tweets have an important role in spreading news globally, especially in expressing their feelings or making observations about any news that is currently circulating or is still hot so netizens would express this through statuses and comments on their respective Twitter social media accounts such as comments that often contain positive, negative, and spontaneous speech acts such as politeness or impoliteness.

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 organizations, specifically how one person's or a group's identities are mediated by others in interaction. Impoliteness includes all negative actions that can result in negative behavior in the context of social interaction. As a result, impoliteness is defined as a person's bad action that is perceived as a negative defense against a situation. In this research, the author analyzed impoliteness strategies of hate comments on Twitter, especially towards vice presidential candidate number 2, namely Gibran Rakabuming Raka. It can be seen from these two examples (a) and (b) that netizens' comments do not think about the vice presidential candidate's feelings, even comments on Twitter include sarcasm or mocking. Therefore, author intend and are interested in researching impoliteness because, in these days and age especially the younger generation, there are no limitations in speaking so many people easily express their feelings through hate speech with impoliteness carried out on social media, in some cases they regarded as influenced by power especially in society through social context. Impoliteness in the era of technological development is not only carried out in the form of verbal communication but also in the form of writing on social media. In other words, currently, the behavior of the younger generation in used language is still impolite, so all internet users must know how to speak wisely when interacting with everyone, especially on Twitter as one of the social media that is freely used starting from adolescence. Therefore, the author gave a reason to conduct this research so that netizens can be wiser in giving comments with the existence of social media, especially social media users become wiser in writing comments or tweets using very kind and polite words.

Impoliteness is a bad attitude toward certain acts that occur in specific situations (Culpeper, 1996). It is perpetuated by expectations, wants, and/or

ideas about social order, particularly how one person's or a group's identities are mediated by others in contact (Culpeper, 2005). After knowing that pragmatics also has several branches of study, from the several branches above, the author finds the topic and expert that will be studied by the author is impoliteness by Culpeper's theory. According to Culpeper (1996), the focus of this study's analysis is impoliteness strategies which is an act of impoliteness that relies on the speaker's intention and the listener's understanding for the speaker to understand communication. 5 strategies are: bald on record impoliteness, negative impoliteness, positive impoliteness, sarcasm or mock impoliteness, and withhold impoliteness. Recognizing that the data source is netizen comments regarding Gibran Rakabuming Raka as the number 2 of vice presidential candidate through the length of the general election period as president and vice president in Indonesia in 2024 on his Twitter account. The objectives of the research are to explain the types of impoliteness strategies uttered by netizens in the hate comments column on Gibran Rakabuming Raka's Twitter account as Indonesian vice presidential candidate number 2 and to describe the most dominant impoliteness strategies uttered by netizens in the comments column of vice presidential candidate Gibran Rakabuming Raka's Twitter account.

RESEARCH METHOD

In conducting this research, the author used descriptive qualitative methods. The author used descriptive qualitative methods to analyzed the types of impoliteness and dominant impoliteness strategies used by netizens in commentary hate comments on Twitter and used Culpeper's theories as a foundation. The qualitative descriptive method is used to research people's lives, behaviors, and stores as well as organizational functioning, social movement, and interpersonal interactions (Strauss & Corbin, 1990). In this study, author analyzed the strategy of impoliteness in netizen hate comments against Gibran Rakabuming Raka as Indonesia's vice presidential candidate number 2 on Twitter. The data source taken by the author for this research is Gibran Rakabuming Raka's personal Twitter account. So, author could easily get good data when got the right data source. Therefore, the data that the author would take from the hate comments made by netizens in response to his previous posts, that son of the president of the Republic of Indonesia in the comments column on Gibran Rakabuming Raka's official Twitter account since he was declared as vice presidential candidate number 2 in December to October in the month, the author would took of data from for every hate

comment on posts on his official account until the time he was inaugurated as the legitimate vice president of the Republic of Indonesia.

The data collection instrument comprised observation and documentation to collected of data This role observation is carried out by observing activities directly. In this research, by observing these activities directly author would read in more detail and find out how detailed netizens are used on social media, especially in provided comments or hate tweets from netizens. This observation also has tools to be prepared, especially in analyzing, such as the need for writing tools, that are paper, pen, ballpoint, etc. to be used in sorting out these comments, and the author also acts as an instrument for search and collected data by researching directly by observing following research guidelines and this research collected the data by reviewing relevant literature or documents as well as photo documentation so that data can be obtained more quickly through captured or screenshots of comments columns made by netizens on the Gibran Rakabuming Raka account, where the documentation would be obtained valid and actual data. So, on social media especially netizens who often sent tweets in the comments column of social media accounts, therefore author used attachments such as voice recorders or image recorders and other electronic devices such as laptop, cell phones, etc. The data would be analyzed by used the interactive model of (Miles, Huberman, & Saldaña, 2014:22). (Miles, Huberman, & Saldaña, (2014:22) define three activities in analyzed of the data they are data condensation, data display, and drawing or verifying conclusions. The formula and sample of the analyzed based on (Hancock et al., 2009:24) in the form of the table are as follows $P=F/N \times 100\%$.

RESULT AND DISCUSSION

This study uses Culpeper's theory (1996). The theory states that there 5 types of Impoliteness Strategies, that are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness. There are 50 data referring to impoliteness strategies of the hate comments on Twitter, that are 4 bald on record impoliteness, 6 positive impoliteness, 6 negative impoliteness, 34 sarcasm or mocking impoliteness, and 0 withhold impoliteness. To find out the existence of types of impolite hate comments on Twitter, the author used the theoretical formulation from (Hancock et al., 2009:24).

After using the formula, the author found 8% bald on record impoliteness, 12% positive impoliteness, 12% negative impoliteness, sarcasm or mock impoliteness, and 0% withhold impoliteness. The results of the calculation reached 100%.

Table 1.
Percentage of Impoliteness Strategy

No	Impoliteness Strategy	Total	Percentage
1.	Bald on Record Impoliteness	4	8%
2.	Positive Impoliteness	6	12%
3.	Negative Impoliteness	6	12%
4.	Sarcasm or Mock Impoliteness	34	68%
5.	Withhold Impoliteness	-	-
Total		50	100%

For the first problem, the author found 50 impoliteness. There are 4 bald on record impoliteness, 6 positive impoliteness, 6 negative impoliteness, and 34 sarcasm or mock impoliteness. The percentation of impoliteness strategy is 100% which is the bald on record impoliteness is 8%, positive impoliteness is 12%, negative impoliteness is 12%, sarcasm or mock impoliteness is 34%, and withhold impoliteness is 0%. To answer the second problem, the author calculated that the most dominant type of impoliteness strategy in this study is the sarcasm or mocking impoliteness strategy by analyzing the number and percentage of the research results are 34 hate comments by netizens and 68% of the percentage, people can used sarcasm to express their feelings that are contrary to the actual meaning of what they say. It can be concluded that the realization of sarcasm is using insincere impoliteness that is very much thrown by netizens because of the second vice presidential candidate. Therefore, sarcasm or mock impoliteness is made mockingly, ironically, or with bitter contempt to make the other person look foolish, and then it can be very harsh and biting. It claimed that mock impoliteness. In brief, sarcasm or mock impoliteness, as proposed by Culpepper (2003). The author concludes that the results of the study are the type of sarcasm or mock impoliteness with data results of 34 (68%) percentages of which from the explanation of the type of impolite has a part or keyword that can be said as the fourth type of serial number, then the author considers the data to be more dominant after the author examined the results of hate comments thrown by netizens on the official Twitter account of the vice presidential candidate.

The first author is "A Pragmatic Analysis of Impoliteness Strategies in the Carrie Movie" by Gintari, Sudartinah, and Kurnia (2017). The author found 47 pieces of data in their research on the study, on the object of the research. So, Jonathan Culpeper's theory of impoliteness strategies in the Carrie Film for more dominant for the first previous author positive impoliteness becomes the type that the characters in the film frequently employ. The second previous is

"*Impoliteness Strategies in the Peter Rabbit Movie*" by Indah, Emmiyati, and Maharani (2019). From the data of the analysis that has been done, found 75 data sentences and words contained various strategies of impoliteness, This was by the theory proposed by Culpeper that is negative impoliteness. The third is "*Impoliteness Strategy Used by Male and Female Students in Classroom Interaction*" by Dani and Erika (2017), The author found 50 data on impolite and the author shows that four of five types of impoliteness strategies are used in online comments on the political website, Idntimes.com is the dominant type that is Negative Impoliteness. The four is "*Impoliteness Strategy in Instagram Cyberbullying: Jennifer Dunn Case Study*" by Indrawan & Fani, 2018. The study's goal is to investigate cyberbullying comments using the impoliteness strategy proposed by (Culpeper, 2005). The author indicates that there are 45 negative impoliteness is the most common impolite strategy being used in cyberbullying. The difference between this study and previous studies lies in the data and data sources of the study, where the data and data sources are the data that the author took were hate comments made by netizens since being appointed as a vice presidential candidate and responses to his previous posts. So the data source obtained was the official Twitter account of Gibran Rakabuming Raka. The author also found 50 data from the results of the study regarding the title "*Impoliteness Strategies of the Hate Comments on Twitter*", which the author analyzed from the five types of impoliteness strategies that exist such as bald on record, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness and withhold impoliteness.

The author with the title got the most dominant findings the fourth type is sarcasm or mock impoliteness with 34 data (68%) percentage so the lowest type is the first type, which is bald on record with a result of 4 data (8%) percentage. Therefore, through Jonathan Culpeper's theory which has been used by the author, the author found the most dominant results, that is sarcasm or mock impoliteness, 34 data (68%) percentage. One can use sarcasm to express their feelings that are contrary to the actual meaning of what they say. It can be concluded that the realization of sarcasm is using insincere impoliteness that is very much thrown by netizens because of the second vice presidential candidate. Therefore, sarcasm or mock impoliteness was chosen by the author based on the explanation of sarcasm or mock impoliteness which is Sarcasm is made mockingly, ironically, or with bitter contempt to make the other person look foolish, and then it can be very harsh and biting It claimed that mock impoliteness. In brief, sarcasm or mock impoliteness, as proposed. Therefore, the author concludes that the results of the study are the type of sarcasm or mock impoliteness with data results of 34 (68%) percentages.

CONCLUSION

The impoliteness strategies proposed by Culpeper as the approach to analyzing the data of the uttered hate comments. Based mostly on Culpeper's perspective involved bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness. In this research, withholding impoliteness could not be found in the data since it confirms that sarcasm or mocking impoliteness mostly occurred. In addition, analyzing impoliteness strategies does not only require the sensitivity of any offensive words but in written communication through online social media, the uses of linguistics language and figures of speech might also determine the interpretation of impolite uttered by netizens on official accounts of the vice president candidate. To complete the analysis, this study also elaborates on the power emergence and alteration of the encouraged impoliteness strategies of the hate comments on Twitter. People with more power tend to be impolite to those with less power and with the development of social media, power has been shifted into the bigger scale of politics. It could be inferred that impoliteness is likely to occur in situations where the speaker has more power. Moreover, this study could be counted as insightful research since it discovers the impoliteness strategies of hate comments especially on the official account Twitter of the vice president candidate Indonesian many hate comments uttered by netizens.

For both problems, the author found 50 data of impoliteness, and then to answer the second problem the author calculated that the most dominant one is sarcasm or mock impoliteness, then sarcasm or mock impoliteness was chosen by the author based on the explanation of sarcasm or mock impoliteness which is Sarcasm is made mockingly, ironically, or with bitter contempt to make the other person look foolish, and then it can be very harsh and biting It claimed that mock impoliteness. In brief, sarcasm or mock impoliteness, as proposed. Therefore, the author concludes that the results of the study are the type of sarcasm or mock impoliteness with data results of 34 (68%) percentages of which from the explanation of the type of impolite has a part or keyword that can be said as the fourth type of serial number, then the author considers the data to be more dominant after the author examined the results of hate comments thrown by netizens on the official Twitter account of the vice presidential candidate number 2.

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