

Impoliteness Strategies on Anies Baswedan's Twitter Comments

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Abstrak

Penelitian ini bertujuan untuk menganalisis jenis-jenis komentar tidak sopan dari netizen pada akun twitter Anies Baswedan. Selain itu, penelitian ini juga bertujuan untuk mengetahui jenis ketidaksopanan yang dominan. Penelitian ini menerapkan teori strategi ketidaksopanan yang dikemukakan oleh Culpeper (1996). Metode penelitian yang digunakan adalah metode deskriptif kualitatif. Data yang digunakan dalam penelitian ini diambil dari 108 komentar netizen yang ditemukan di twitter Anies Baswedan dari November 2021 hingga Januari 2022 yang berisi strategi ketidaksopanan. Hasil penelitian ini menunjukkan bahwa jenis-jenis ketidaksantunan strategis yang digunakan oleh Gubernur DKI Jakarta adalah (1) ketidaksantunan langsung, (2) ketidaksantunan positif, (3) ketidaksantunan negatif, (4) kesantunan sarkasme atau pura-pura. Sedangkan (5) Menahan kesantunan tidak ditemukan pada komentar netizen di akun twitter Anies Baswedan. Ketidaksantunan negatif terdapat 40 tweet atau 37.0% yang menjadi tipe paling dominan. Kemudian, peringkat kedua adalah ketidaksopanan positif yang berisi 34 tweet atau 31.4%. Selanjutnya, ketidaksopanan botak pada catatan berisi 18 tweet atau 16.6%. Terakhir adalah sarkasme atau kesopanan pura-pura, hanya ada 16 tweet atau 14.8%. Temuan menunjukkan bahwa netizen cenderung menggunakan ketidaksopanan negatif karena kata-kata yang merendahkan, mengejek, mengejek, meremehkan Anies Baswedan.

Kata kunci: Pragmatik, Strategi ketidaksopanan, twitter Anies Baswedan

Abstract

This study aims to analyze the types of impoliteness comments from netizens on Anies Baswedan twitter account. In addition, this study also aims to determine the dominant types of impoliteness. This research applied the impoliteness strategies theory proposed by Culpeper (1996). The research method used is a descriptive qualitative method. The data used in this study were taken from 108 netizen comments found on Anies Baswedan's twitter from November 2021 to January 2022 which contained impoliteness strategies. The results of this study indicate that the strategic types of impoliteness used by the Governor of DKI Jakarta are (1) Bald on record impoliteness, (2) Positive impoliteness, (3) Negative impoliteness, (4) Sarcasm or mock politeness. While (5) Withhold politeness was not found in netizen comments on Anies Baswedan's twitter account. Negative impoliteness contained 40 tweets or 37.0% which became the most dominant type. Then, the second rank is positive impoliteness which contained 34 tweets or 31.4%. Next, the bald on record impoliteness contained 18 tweets or 16.6%. The last one is sarcasm or mock politeness, there are only 16 tweets or 14.8%. The findings show that netizens tend to use negative impoliteness due to words that demean, ridicule, mock, belittle Anies Baswedan.

Keywords: Pragmatics, Impoliteness strategies, Anies Baswedan's twitter

INTRODUCTION

These days, people can now interact in a virtual world where they can only see each other through computer screens or only communicate via written text. In communicating, speakers pay attention not only to the language system, but also to a pragmatic element. One cannot truly understand the nature of language unless one understands pragmatics, or how language is used in communication. Communication is a way for us to express ourselves, our thoughts, feelings, ideas, and emotions. They can be expressed through gesture, action, and sound. People can communicate with one another through language. It means that humans communicate with one another through language.

Nowadays, people use social media to communicate with each other. Social media is an online media that supports social interaction. Social media uses web-based technologies that turn communication into interactive dialogue. There are numerous social media platforms that can be used as communication tools, including WhatsApp (WA), Facebook (FB), Twitter, LINE, Instagram, and others. The social media that mostly used and get response by many people is twitter.

Twitter is becoming into a platform for people to express themselves publicly through succinct but impactful tweets. Tweets or replies (comments) that may be seen, read, and reacted to by someone posting tweets are used as a method to convey disdain. In fact, everyone is free to post whatever they want as long as it does not damage others. However, many people nowadays take advantage of this and engage in inappropriate behaviors such as bullying, insult, racism, hate speech, and so on. They express their dissatisfaction in a negative manner without considering the ramifications. When they make comments, they frequently lose control of their actions. They make a lot of harsh comments in the comments section, which is why the writer is eager in learning more about the different sorts of impoliteness they utilize when commenting.

A number of these studies have been carried out by several scholars. Previous research was conducted by Pasaribu (2021). This research is focused on impoliteness strategies used by netizens in commenting on issues related to the Covid-19 pandemic that are posted on the official Facebook page of President Joko Widodo. The method of this research is using the descriptive qualitative method. The results of this study indicate that male and female netizens differ in expressing their hate speech towards Joko Widodo. Male netizens tend to be clearer, more harsh and straightforward than female ones in expressing their hatred. Erza et al., (2018) also investigated the types of impolite strategies used by haters on Instagram comment artists using a pragmatic approach. This study used a descriptive qualitative research. The results of this research the strategy most used by all comments is positive politeness. The highest positive user of impoliteness is Al Ghazali found (32%) in the data. Meanwhile, in Prilly's data this strategy found about (28%) in its data as the most recent user of incivility.

Moreover, Subyantoro & Apriyanto (2020) examined impoliteness in Indonesian language hate speech on social media contained in the instagram account. This research was conducted by descriptive qualitative research. Based on the data analysis it can be seen that the most positive impoliteness strategy is found as much as 40.00%. Followed by negative impoliteness strategies 37.15%, and strategies of satire or scoffing at 22.50%. In other words, linguistic hate speech can be sent in the form of words, phrases, clauses, sentences, and in the form of discourse. Based on the research data, it can be seen that hate speech in the form of phrases is 37.5%, in the form of words and clauses together at 20%, in the form of sentences 15%, and at least in the form of discourse 7.5%. The next, Permana et al., (2021) uncovered students' impoliteness strategy during online learning in Covid-19 pandemic". This research focused to explain the impoliteness strategies used by MTS Ma'arif Andong students in online learning through the WhatsApp application. The research method used in this research is descriptive qualitative research method. The results of the study found eight impolite speeches that matched the impoliteness strategy by Culpeper (2005). From the five impoliteness strategies, four impoliteness strategies were found that match the data, namely bald on record impoliteness, positive impoliteness, negative impoliteness, and .sarcasm or mock politeness.

The last research did by Shinta et al., (2018) investigated the impoliteness strategies used by supporters and detractors of Ahok in their online comments by gender. This research was descriptive qualitative research. The results of analysis showed that from 300 comments collected, there were 584 impoliteness strategies found. The most used strategies was positive impoliteness. The highest user of positive impoliteness was maledetractors (52%).

From the five previous studies, it can be concluded that the writer is more interested in examining impoliteness in a social media, and also the writer examines what type of impoliteness is the most dominant used in social media. The writer chose the object regarding netizen comments found on Anies Baswedan twitter, because Anies promised a series of hopes to the community but they have not been fulfilled as Anies is the governor of the capital city of Jakarta. So, many people commented using impoliteness words on Anies Baswedan's twitter account. Therefore, this study is focused on analyzing the type of impoliteness found on Anies Baswedan's twitter.

Pragmatics

Pragmatics is the study of the link between language and context, which is crucial to the comprehension of language. Morris, Carnap, and Peirce established pragmatics as a field of linguistic inquiry in the 1930s, with syntax addressing the formal relations of signs to one another, semantics the relationship of signs to what they denote, and pragmatics the relationship of signs to their users and interpreters Morris in Horn & Ward, (2006). Pragmatics can be roughly defined as the study of language use in context of how context affects meaning.

According to Yule (1996:3) pragmatics is the study of how speakers or writers convey meaning and how listeners or readers understand it. As a result, the focus of this research is on determining what people mean by their words rather than the individual meanings of the words or phrases employed in the utterances. The study of the speaker's aim is known as pragmatics.

Cultural knowledge and communication skills are required for second language learners to achieve pragmatic competence. Every action or behavior is a form of communication, and each of our behaviors reflects our cultural background, including our views on gender, religion, sexual orientation, lifestyle, politics, and even personal space. Pragmatics is a subject of linguistics and semiotics (signs and meaning-making) that explains how language users avoid ambiguity and communicate their intent.

Impoliteness

Impoliteness is communication behavior intended to cause or seen to cause a target's face-loss. Impoliteness, he added, is defined as the adoption of methods intended to have the opposite impact of social disturbance Culpeper (1996). When we realize it or not, impoliteness occurs in our daily life. This happens when someone does things that are not good such as bullying, insulting, threatening and verbal harassment. Some people tend to bluff a lot by calling someone a 'pig', because that person is fat. Some people insult if someone does something wrong. Some people also threaten someone to get what they want. Many linguists claim that verbal abuse is potentially more dangerous and destruction rather than physical violence. The evidence of this statement can be seen in real life, there is someone who decides his life by committing suicide because he is always abused verbally and non-verbally.

According Culpeper (1996) proposed five strategies of impoliteness, he asserts that "instead of enhancing or supporting face, the impoliteness strategy is a way to attack the face." Culpeper proposes the impoliteness strategy as follows: Bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness and withhold politeness.

Impoliteness strategies which proposed by Culpeper (1996) can be described as follows:

1. Bald on Record Impoliteness

Bald on Record impoliteness is usually used when there is a lot of face-attacking and the speaker intends to attack the hearer's face. In situations where the face is not irrelevant or downplayed, the face threatening act is executed in a straightforward, clear, unambiguous, and to-the-point manner.

Example: Your t-shirt is ugly!

2. Positive Impoliteness

Culpeper (1996) describes positive impoliteness is the use of techniques designed to harm the addressee's positive someone face who wants to be accepted as a member of society. Positive face here means desire from a person to be respected and needed by others. Culpeper (1996:357) states that the realizations of positive impoliteness are disassociating from the others, calling the other names, utilizing taboo words, and using inappropriate identity markers.

Example: Hey drunkard, since when do you care about my problems?

3. Negative Impoliteness

Negative impoliteness is usually used by someone who intends to damage or attack the listener's negative face wants. This strategy include, condescending/scorning/ridiculing, associating the other with a negative aspect explicitly, and invading the others space.

Example: A: Can you explain this to me?

B: Stupid! Even that, you don't understand!

4. Sarcasm or Mock Politeness

Sarcasm is the polar opposite of banter (mock politeness for social harmony). Sarcasm is a face-threatening conduct that is carried out through the use of politeness strategy. Someone can use sarcasm to express their opposing feelings, which is not the true meaning of what they say. To recognize whether someone is being sarcastic, mocking you, or joking, one must often have a good understanding of the person.

Example: "Oh, your shirt is absolutely gorgeous!" (when in reality they find it ugly).

5. Withhold Politeness

Withhold politeness is the absence of politeness in situations where it is expected. Deliberate impoliteness can be defined as failing to express thanks or thank someone for a kindness, as seen in the following example. Silence is a form of politeness withheld. It can also happen when a person remains silent when he is supposed to speak. One example is the failure to express pleasantries when it would be appropriate to do so.

Example: A: Are you okay?

B: (silent).

METHODS

Research Design

The research conducted by using a descriptive qualitative method with case study in order to describe impoliteness commentary found on Anies Baswedan's twitter. According to Creswell (2007) qualitative research is a method of investigating and comprehending the meaning that individuals or groups attach to a social or human issue. Emerging questions and techniques are a part of the research process data obtained in the participant's environment, data analysis that builds inductively from specifics to broad themes, and the writer's interpretations of the data. The structure of the final written report is adaptable. Those that engage in this type of research advocate for an inductive approach to research, an emphasis on individual meaning, and the necessity of conveying a situation's complexity.

The Source of Data

The data of this research was the commentary from netizen found on Anies Baswedan's twitter. The source of data for this study was Anies Baswedan's social media namely Twitter.

The Technique of Data Collection

In this study, the writer takes data collection in the following way: the writer reads and observes netizen comments on Anies Baswedan's twitter, after that the writer takes screenshots of netizen's impoliteness comments on Anies Baswedan's twitter and the last the writer does a transcript of netizen's impoliteness comments on Anies Baswedan's twitter.

The Technique of Data Analysis

In this study, after all the data is collected, the next step is to analyze the data. The data analysis procedure is that the writer describe and identify netizen comments based on impoliteness strategies: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. then the writer analyze the types of impoliteness using the formula : $X = F/N \times 100\%$

Where : X = Percentage of the types of impoliteness

F = Frequency of the types impoliteness

N = Total number of the types impoliteness.

Next the writer find out the dominant types of impoliteness found on Anies Baswedan's twitter commentary and the last the writer make discussion and conclusion based on the analysis.

RESULT AND DISCUSSION

After analyzing all online comments addressed to Governor Anies Baswedan found on the Twitter account @aniesbaswedan. There were 108 comments found from data from November 2021 to January 2022 which were taken from netizen comments to Anies Baswedan in the form of impoliteness strategies. The writer found there were four types of impoliteness, the writer discovered the results strategies; Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness and Sarcasm or Mock Politeness based on the above classification and analysis. While Withhold Politeness didn't found because it was only used in direct communication.

1. Bald on Record Impoliteness

Bald on Record impoliteness is usually used when there is a lot of face-attacking and the speaker intends to attack the hearer's face. In situations where the face is not irrelevant or downplayed, the face threatening act is executed in a straightforward, clear, unambiguous, and to-the-point manner.

Pembohong

(*Liar*)

This sentences of "**Pembohong**" (*Liar*) is bald on record impoliteness because it is a direct, clear and unambiguous statement that strikes the listener's face. This statement is classified as very rude, vulgar, and very bold.

2. Positive Impoliteness

Culpeper (1996) describes positive impoliteness is the use of techniques designed to harm the addressee's positive someone face who wants to be accepted as a member of society. Positive face here means desire from a person to be respected and needed by others. Culpeper (1996:357) states that the realizations of positive impoliteness are disassociating from the others, calling the other names, utilizing taboo words, and using inappropriate identity markers.

Gaya bapak kok seperti bencong sih pak..

(*Why is your style like a lady boy, sir..*)

The statement of "**Gaya bapak seperti bencong**" (*your style like a lady boy*) is positive impoliteness because the netizen using derisive nickname that is "*Lady Boy*" which not the real name of Anies Baswedan.

3. Negative Impoliteness

Negative impoliteness is usually used by someone who intends to damage or attack the listener's negative face wants. This strategy include, condescending/ scorning/ ridiculing, associating the other with a negative aspect explicitly, and invading the others space.

Ada ya... orang narsisnya ampe nyundul langit kayak gini

(*Yes, people are narcissistic, so they head the sky like this*)

The statement of "**orang narsisnya sampai nyundul langit kayak gini**" (*narcissistic people are heading for the sky like this*) this is negative impoliteness because this statement implies scorning and ridiculing.

4. Sarcasm or Mock Politeness

Sarcasm is the polar opposite of banter (mock politeness for social harmony). Sarcasm is a face-threatening conduct that is carried out through the use of politeness strategy. Someone can use sarcasm to express their opposing feelings, which is not the true meaning of what they say. To recognize whether someone is being sarcastic, mocking you, or joking, one must often have a good understanding of the person.

Sebaiknya anda konsul juga pak. Suka Halu

(*You'd better be a consul too, sir. Like Halu*)

This sentences of "**sebaiknya anda konsul juga pak. Suka Halu**" (*You'd better be a consul too, sir. Like hallucinations*) this is sarcasm or mock politeness because the netizen give the utterance that sound positive but in fact the netizen wants to satirizing.

5. Withhold Politeness

Withhold Politeness is the absence of politeness in situations where it is expected. Deliberate impoliteness can be defined as failing to express thanks or thank someone for a kindness, as seen in the

following example. Silence is a form of politeness withheld. It can also happen when a person remains silent when he is supposed to speak. One example is the failure to express pleasantries when it would be appropriate to do so.

No.	Impoliteness Strategies	Total	Percentage
1.	Bald on Record Impoliteness	18	16.6%
2.	Positive Impoliteness	34	31.4%
3.	Negative Impoliteness	40	37.0%
4.	Sarcasm or Mock Politeness	16	14.8%
5.	Withhold Politeness	0	0%
Total		108	100%

Table 3.1 The Percentage of Impoliteness Commentary Found on Anies Baswedan's Twitter

From the table 3.1 data analysis above, the types of impoliteness strategies are realized Anies Baswedan's twitter commentary in some way and a particular realization because netizens in Indonesia are used to commentary with impoliteness strategies on Anies Baswedan's twitter account with a strategy Bald on record Impoliteness using direct, clear, and unambiguous statements. Positive Impoliteness in the form of disassociating from the other. Negative Impoliteness in the form of condescending, scorning, and ridiculing. Sarcasm or Mock Politeness realized in the form of employing insincere politeness.

Discussion

This research is about the types of impoliteness found in netizen comments on Anies Baswedan's twitter account and the data was selected from several netizen comments to Anies Baswedan. This study reveals the impoliteness strategy proposed by Culpeper (1996) as an approach in analyzing data. After knowing and classifying the data, next is the result that confirms that netizens describe their power to attack Anies Baswedan. According to the analysis of impoliteness strategies, netizens comments on Anies have described impolite tweets that mostly occur from Culpeper's perspective that is bald on record, negative impoliteness, positive impoliteness, sarcasm or mock politeness. In this study, withhold politeness was not found from verbal communication data, not for written statements.

From this research, there were four types found in this study. The dominant type of this research is Negative Impoliteness with a total of 37.0%. The second type of impoliteness strategy is Positive Impoliteness with a total of 31.4%. The next type is Bald on Record Impoliteness with a total of 16.6%, the fourth and final type that the writer found was Sarcasm or Mock Politeness with a total of 14.8%. This study predominantly uses Negative Impoliteness because netizens on Anies Baswedan's twitter account are more dominant consisting of demeaning and mocking others, scaring, provoking, and belittling others.

The results of this study have several similarities and differences with previous studies that have been carried out by several researchers, namely: The writer examines research related to Pasaribu (2021), this research has similarities, namely using qualitative descriptive research methods and using Culpeper's theory. The difference with this research is that the researchers focused on the impoliteness strategies used by netizens in commenting on issues related to the Covid-19 pandemic posted on President Joko Widodo's official Facebook page, while the writers analyzed the impoliteness strategies used by netizens to comment on tweets posted on the official Twitter page Governor Anies Baswedan. Research from Erza et al., (2018) also has similarities with the writer. This research investigates the impoliteness strategy proposed by Culpeper (1996). This research also uses the same method as the writer, namely using descriptive qualitative research. The difference between this research and the writer is that this research investigates the impoliteness used by haters on Instagram comments of male-female entertainers. Meanwhile, the writer investigates the impoliteness used by netizens on Twitter comments from Anies Baswedan's official account.

The similarity between the results of the writer's research and the research of Subyantoro & Apriyanto (2020) is that this research was conducted using a qualitative descriptive research method. Meanwhile, the difference is also seen from the findings, where in the research the researchers used the data, as many as 40 comments were used as objects of research and the researchers examined impoliteness in Indonesian hate speech on social media contained in Instagram accounts. In comparison of this research with previous research, the similarity between this research and the researcher of Permana et al., (2021) is that the research method used in this study is a qualitative descriptive research method using the impoliteness strategy by Culpeper (2005) and has similarities from the five strategies. In this impoliteness, four impoliteness strategies were found that fit the data. The difference this research is focused on explaining the impoliteness strategies used by students and the data in the form of student impoliteness utterances via WhatsApp while the writer uses data through netizens' impoliteness on Twitter.

The last research for the similarity between the results of this research and the research of Shinta et al., (2018) is that researchers focused on finding impoliteness strategies based on Culpeper's theory (1996) and this research is a qualitative descriptive study. And the difference between this research, researchers investigated the impoliteness strategies used by supporters and detractors of Ahok in their online comments based on gender found on social media, Facebook and Instagram.

Based on previous research, overall this study has several similarities and differences between similar researches. Moreover, each research from the journals and articles above has different data sources. This previous research also helps researchers to get many references about the types of impoliteness strategies and know how to analyze the types of impoliteness and identify their realization in the data sheet. So that previous research can help in completing this research.

CONCLUSIONS

This study focuses on the impoliteness strategies used by netizens on Anies Baswedan's twitter account. Based on the data analysis, findings, and discussion in the previous chapter, the writers conclude the research based on research questions. There are four types of impoliteness found in netizen comments on Anies Baswedan's twitter, namely Negative Impoliteness, Positive Impoliteness, Bald on Record Impoliteness and Sarcasm or Mock Politeness.

From the analysis above, it can be found that the most dominant types of impoliteness is Negative Impoliteness 40 comments (37.0%). The next Positive Impoliteness 34 comments (31.4%), Bald on Record Impoliteness 18 comments (16.6%) And the last is Sarcasm or Mock Politeness 16 comments (14.8%). However, Withhold Politeness was not found in data of the impoliteness by netizens because it is an impolite strategy that netizens pitch through social media, not face-to-face, so it's hard to know.

The types of impoliteness strategies are realized Anies Baswedan's twitter commentary in some way and a particular realization because netizens in Indonesia are used to commentary with impoliteness strategies on Anies Baswedan's twitter account with a strategy Bald on record Impoliteness using direct, clear, and unambiguous statements. Positive Impoliteness in the form of disassociating from the other. Negative Impoliteness in the form of condescending, scolding, and ridiculing. Sarcasm or Mock Politeness realized in the form of employing insincere politeness.

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