

**AN ANALYSIS OF IMPOLITENESS STRATEGIES USED BY  
HATER'S COMMENTS ON PHOTO POST- MASON  
GREENWOOD INSTAGRAM**

**A Thesis**

**Submitted in Partial Fulfillment of the Requirements for the  
Bachelor Degree**

**By:**

**ANINDIA**

**NPM. 1811040288**



**Study Program : English Education**

**FACULTY OF TARBIYAH AND TEACHER TRAINING**

**RADEN INTAN STATE ISLAMIC UNIVERSITY**

**LAMPUNG**

**2024**

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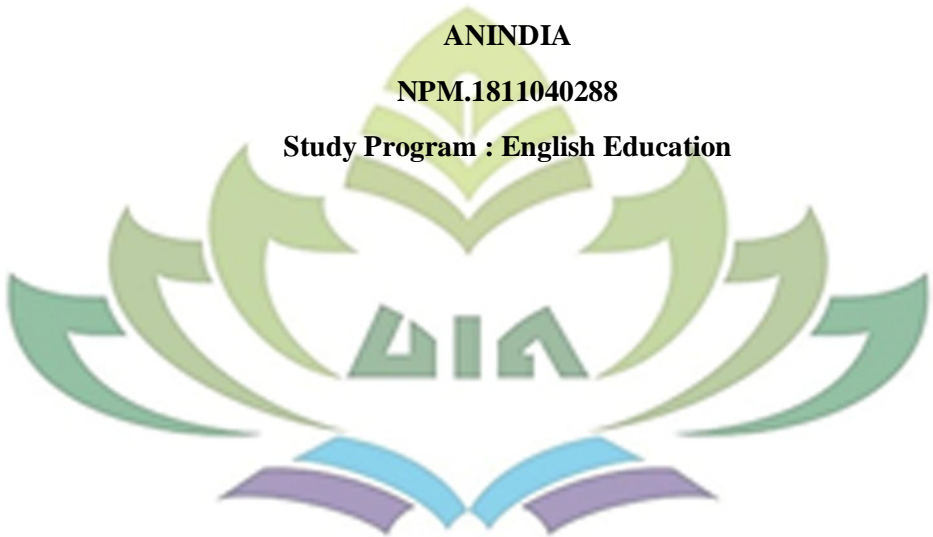
**Submitted as the Fulfillment of the Requirements for S1-Degree**

**By**

**ANINDIA**

**NPM.1811040288**

**Study Program : English Education**



**Advisor : Prof Dr. Moh Muhassin, M.Hum**

**Co Advisor : M. Ridho Kholid. S.S., M.Pd**

**TARBIYAH AND TEACHER TRAINING FACULTY  
STATE ISLAMIC UNIVERSITY RADEN INTAN LAMPUNG**

**2024**

## ABSTRACT

In daily life, language has a significant role in communication, especially in social media. As social beings, almost every day people use language to communicate with any style of meaning. In conversation, there are certain rules that must be learned to avoid misunderstandings; one of which is politeness. In addition to politeness, there is a phenomenon known as impoliteness. Impoliteness includes all of the negative actions that can lean toward negative behavior in a certain context of social interaction. Therefore, impoliteness concerns how individuals behave in a certain context and is defined as a negative act that is considered offensive in a given situation. This Study aimed to know the impoliteness strategy used by Haters on Mason Greenwoods Instagram account, by used qualitative method in descriptive design, this study collected the data from the documentation.

Based on the data analysis revealed the impoliteness strategies to know the kinds of each utterance that are used by haters in commenters on Mason Greenwood's Instagram, based on the data analysis the researcher only found three types from five kinds of impoliteness strategy, with a total of each type as follows collected the twenty (20) data and record impoliteness were 4 (20%) data, next positive impoliteness were 8 (40%) data, and the last one is negative impoliteness were 8 (40%) data the dominant of impoliteness strategies that used by haters in Mason Greenwood Instagram are two kinds as follows negative and positive impoliteness strategies that have the same percentage were negative impoliteness 8(40%) data, and positive impoliteness strategy were 8(40%) data. The researcher also analyzed the function of each impoliteness strategies that used by the haters, based on 20 data the researcher found mostly the impoliteness strategy that used by the haters include the entertaining function with a total of 8 data, after that affective data with 7 data, and the last coercive function with the totals 5 data.

***Keyword : Impoliteness Strategies, Sociolinguistics, Qualitative Design***

## DECLARATION

The student's identify, the undersigned below:

Name : Anindia

NPM : 1811040288

Thesis Title : An Analysis of Impoliteness Strategies Used By  
Hater's Comments on Photo Post- Mason Greenwood  
Instagram

Hereby, I state this thesis entitled "An Analysis of Impoliteness Strategies Used By Hater's Comments on Photo Post- Mason Greenwood Instagram" is completely my own work. I am quite well aware that from several sources I have quoted statements and ideas and are fully recognized in the document.

Bandar Lampung, December 2023



The Researcher,

**ANINDIA**

NPM. 1811040288



**KEMENTERIAN AGAMA RI  
UN RADEN INTAN LAMPUNG  
FAKULTAS TARBİYAH DAN KEGURUAN**

Alamat: Jl. Endro Suratmih, Sukarame, Bandar Lampung, Telp.(0721)705260

**APPROVAL LETTER**

**Title**  
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STRATEGIES USED BY HATTER'S  
COMMENTS ON PHOTO POST-MASSON  
GREENWOOD INSTAGRAM**

**Students Name** ANINDIA

**Students Number** 1811040288

**Department** English Education

**Faculty** Tarbiyah and Teacher Training

has been **APPROVED**

to be defended at the Thesis Defense  
of the faculty Tarbiyah and Teacher Training, Raden Intan State Islamic  
University of Lampung

**Supervisor**

**Co-Supervisor**

  
**Dr. Moh. Mubassin, M.Hum**

  
**M. Ridho Kholid, S.S., M.Pd**

**NIP. 197708182008011012**

**NIP. 198505122015031004**

The Chairperson of  
English Education Study Program

  
**M. Ridho Kholid, S.S., M.Pd**

**NIP. 198505122015031004**



**KEMENTERIAN AGAMA RI  
UN RADEN INTAN LAMPUNG  
FAKULTAS TARBİYAH DAN KEGURUAN**

Alamat : Jl. Endro Suratmih, Sukarame, Bandar Lampung, Telp (0721)705260

**ADMISSION LETTER**

The Following thesis entitled: **“AN ANALYSIS OF IMPOLITENESS STRATEGIES USED BY HATTER’S COMMENTS ON PHOTO POST-MASSON GREENWOOD INSTAGRAM.”** written by **ANINDIA, NPM: 1811040288**, Department: English Education, has been successfully defended as Thesis Defense of the Faculty Tarbiyah and Teacher Training, Raden Intan State Islamic University, Lampung. The thesis defense was held on, **December 07, 2023.**

**Board of Examiner:**

**Chairperson**

**Prof. Dr. Idham Kholid, M.Ag**

**Secretary**

**Sri Suci Suryawati, M.Pd**

**Main Examiner**

**Agus Hidayat, M.Pd**

**1<sup>st</sup> Co-Examiner**

**Prof. Dr. Moh. Muhassin, M.Hum**

**2<sup>nd</sup> Co-Examiner**

**M. Ridho Kholid, S.S., M.Pd**

**The Dean  
Tarbiyah and Teacher Training Faculty**



**Prof. Dr. Aty Nirva Diana, M.Pd**  
NIP. 196408281988032002

## MOTTO

وَلَا تَسْتَوِى الْحَسَنَةُ وَلَا السَّيِّئَةُ ۗ ادْفَعْ بِالَّتِي هِيَ أَحْسَنُ فَإِذَا الَّذِي بَيْنَكَ وَبَيْنَهُ  
عَدَاوَةٌ كَأَنَّهُ وَلِيٌّ حَمِيمٌ

“And good is not the same as evil. Reject (the evil) in a better way, so that the person with whom you have hostility and he will be like a faithful friend”

(Q.S. Fussilat 34)<sup>1</sup>



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<sup>1</sup> The presidency of Islamic Research. The Holy Qur'an English Translation of the Meanings and Commentary. Al Madinah, Al- Munawarah. King Fahd Holy Qur'an Printing Complex

## DEDICATION

Praise and gratitude be to Allah the Almighty for His abundant blessing for me, and from my deep heart and great love the research would like to dedicate this thesis to everyone who cares and loves me, this thesis is dedicated to:

1. Allah SWT who always loves and keeps me everywhere and everytime.

2. My beloved parents, Mr. Jauhari and Mrs. Asmawati who always love me and keep on praying for my life and success. Thanks for all the motivation and support. May Allah always bless you with happiness and health.

3. My beloved brother and sisters, Berilian Arista, Liliani Aninda and Aziha Rahmanda who love, care, and support. Thanks for all the motivation and never ending support to finish this thesis.

4. My beloved almamater and lecturers of Raden Intan State Islamic University Lampung, who have made me grow and have contributed much for my self-development.



## **CURRICULUM VITAE**

The name of the researcher is Anindia. She was born on november 23th 2000 in Baru Raharja, Lampung. She is the last child from a lovely couple Mr. Jauhari and Mrs. Asmawati. She has one brother whose name is Berilian Arista, and she has two sister whose name is Liliani Aninda and Aziha Rahmanda.

The researcher began her study in elementary School at TK Al-mukaromah in 2005, SDN Baru Raharja in 2006 and finished in 2012. After that, she continued her study at Junior High School at SMPN 2 Sungkai Utara and finished in 2015. Then, she continued her study at Senior high School at SMAN 1 Sungkai Utara and finished at 2018. In the same year, she continued her study to Raden Intan Islamic University Lampung The researcher attended Raden Intan State Islamic University Lampung as an S1-degree student of Tarbiyah and the Teacher Training Faculty Study Program in English Education via UM-PTKIN. In 2021, the researcher conducted the Community Service Program in Baru Raharja village, Sungkai Utara sub-district, Lampung Utara district. Then, the researcher conducted Practical Field Experience at Senior High School at SMKN 2 Bandar Lampung. During college, The researcher also joined IKAM LAMPURA (Ikatan Mahasiwa Lampung Utara)

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First, all praise is due to Allah, the most merciful, the most beneficent for His blessing and mercy given to the writer during her study and in completing this graduating paper successfully. Then, peace and salutation always be with our prophet Muhammad SAW who has guided us from the darkness to the lightness. This thesis entitled “An Analysis of Impoliteness Strategies Used By Hater’s Comments On Photo Post- Mason Greenwood Instagram”.

This thesis is presented to English Study Program of UIN Raden Intan Lampung. The primary aim of writing this thesis is to fulfill a part of students’ task in partial fulfillment of the requirement to obtain S1- degree. However, this thesis would not have been completed without the aid, support, guidance, help, advice, and encouragement of countless people.

Therefore, the writer would like to express the deepest sense of gratitude to:

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Finally, nothing is perfect neither this thesis. Any corrections, comments and suggestions for the goodness of this thesis are always open-heartedly welcome. Furthermore, this thesis is expected that can be useful for the other writers particularly and the reader generally, especially for those who are involved in the English teaching profession.



Bandar Lampung  
The Writer

**Anindia**  
NPM.1811040288

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# CHAPTER I

## INTRODUCTION

### A. Title Confirmation

As the first step to understand the titled of this research to avoid misunderstanding, the writer feels the need to explain some words which become the title of. This research “An Analysis of Impoliteness Strategies used by the Haters Comments on Photo Post- Mason Greenwood Instagram”

The explanation as follows:

An analysis is the systematic process of examining, evaluating, and interpreting data, information, or a complex subject to uncover patterns, insights, and underlying relationships. It involves breaking down the components of a topic, problem, or dataset, and then scrutinizing these elements to derive meaning, draw conclusions, or make informed decisions. Analysis can encompass various techniques and methods, such as statistical, financial, or textual analysis, and is a critical tool across a wide range of disciplines, from science and business to literature and social sciences, allowing individuals to better understand, solve problems, and extract valuable knowledge from the information at hand.<sup>1</sup>

Impoliteness strategies refer to communicative behaviors or actions intentionally used by individuals to convey disrespect, rudeness, or offensive sentiments in social interactions. These strategies can include sarcasm, insults, explicit language, or nonverbal cues that violate social norms, aiming to challenge or offend the recipient.<sup>2</sup>

"Haters" are individuals who engage in persistent and often aggressive criticism or negative comments directed towards a person, group, or entity, typically online or on social media platforms. Haters can employ various forms of derogatory

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<sup>1</sup> Hatia, K and William C. Ritchi. *The Handbook of Bilingualism and Multilingualism. (second edition)*. (United Kingdom Blackwell.2013)

<sup>2</sup> Myers, Carol. (2006). *Multiple Voices and Introduction to Bilingualism*. (Network : Blackwell publishing)

language, trolling, or cyberbullying to express their disapproval or disdain, often without constructive intent.

Mason Greenwood is a player football of Manchester United, the biggest football club in Europe that famous and have a good achievement in football club.<sup>3</sup> He is an English footballer who plays as a head for Manchester United and the Britain national beneath-21 football group. Mason started his profession inside the Manchester United academy crew. He was born on October 1, 2001 (age two decades) in Wissey, Bradford, UK.

Instagram is a popular social media platform primarily centered around visual content sharing. Users on Instagram can post photos and videos, engage with others through likes, comments, and direct messages, and follow accounts of interest. The platform is known for its emphasis on visual aesthetics and personal expression, making it a hub for influencers, businesses, and individuals to share their lives, products, and creative content with a global audience.<sup>4</sup>

## **B. Background of the problem**

Nowadays, communication can be through any source, not only in direct conversation or utterance. One form in communication is social media, such as Twitter, Facebook, Instagram, Path, Snapchat, etc. As technology has rapidly developed in recent decades, the internet has had a huge impact on developing a way of communication among people. It has a certain ability to erode barriers between nations while in another hand has provided personal space for expression. The opportunity to express oneself is provided in social media. These social media have various features that can fulfill these users' needs to express themselves. However, the users of social media have a certain

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<sup>3</sup> Wardhaugh, Ronald. (2006). *An Introduction to Sociolinguistics* Fifth Edition. Oxford: Blackwell Publisher.

<sup>4</sup> Lingga Agustina Suganda, Bambang A. Loeneto, Zuraida, —Teachers' Use of Code Switching in an English as A Foreign Language Context in Indonesian. *Journal of Linguistic and English Teaching*, Vol. 3 No. 2 (October, 2018), p. 112.

obligation not only to obey the national law but also to the rules of the platform where they choose to express themselves<sup>5</sup>

One of the social media platforms that has many users is Instagram. In Instagram's photos or videos, users can give comments and like to show their expressions about these. Most public figures use Instagram to communicate with their followers, including artists, politicians, and even presidents. Comments made by other Instagram users can be categorized as written verbal communication because of the use of indirect language.<sup>6</sup>

In daily life, language has a significant role in communication, especially in social media. As social beings, almost every day people use language to communicate with any style of meaning. In conversation, there are certain rules that must be learned to avoid misunderstandings; one of which is politeness. In addition to politeness, there is a phenomenon known as impoliteness. Impoliteness includes all of the negative actions that can lean toward negative behavior in a certain context of social interaction. Therefore, impoliteness concerns how individuals behave in a certain context and is defined as a negative act that is considered offensive in a given situation.<sup>7</sup>

In social media itself, there is a designation for social media users who are called haters. Haters are social media users who react to everything that is shared by other users by giving symbols of likes, comments, and so on. However, the current phenomenon is that many social media users make comments that are impoliteness, namely by using vocabulary that can offend

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<sup>5</sup> Rosanti, I. R. (2017). Impoliteness in Criticism in Vlog. Unpublished master's thesis. Surakarta: Pascasarjana Universitas Muhammadiyah Surakarta

<sup>6</sup> Locher, M. A., & Bousfield, D. (2008). Introduction: Impoliteness and power in language (No. 21, pp. 1-13). Mouton de Gruyter. Locher, M. A., & Watts, R. J. (2008). Relational work and impoliteness: Negotiating norms of linguistic behaviour (No. 21, pp. 77-99). Mouton de Gruyter

<sup>7</sup> Limberg, H. (2009). Impoliteness and threat responses. *Journal of pragmatics*, 41(7), 1376-1394.

someone's emotions, harming one side, especially on social media Instagram (Fernandez,2021).

As public figures, artists usually share some photos or videos on Instagram. But, not all of them are liked by many people. Sometimes, they have haters. Some people usually try to see their mistakes. They become haters on Social media. These people leave bad or impolite comments for the artists. The phenomenon is that impolite people with Instagram accounts can easily access on of the world's stars, namely Mason Greenwood, who is one of the famous foot players from the main English league at the international level from the Manchester United football club. On online social media, especially Instagram, there are no filters or rules for using media, so people around the world can respond directly to photos or videos uploaded by the president's Instagram account, for example, people are free to give positive or negative comments or use polite and impolite language. Most of them choose profanity to show their feelings of haltered or dislike. Bad comments or negative comments are written in the comments section so that people around the world can see them.

Therefore, the reason the researcher chooses Mason Greenwood as the subject is the first, Mason Greenwood is a player football of Manchester United, the biggest football club in Europe. Second, Mason Greenwood get some trouble or made a mistake, and his fans worldwide knew it. The case involved raping a girl until the greater Manchester police arrested him, which resulted in injuries due to assault and coercion carried out by Mason in his country. This case was a spotlight for the public and an opportunity for anyone to comment to express their frustration and disappointment with the behavior carried out by Mason Greenwood, not a few commented on impoliteness in every post on his personal Instagram page. There are some hate speeches posted in several photos on Mason's account. This research focuses on knowing the types and functions of

impoliteness strategies that haters post on their social media accounts.<sup>8</sup>

This research focuses on impoliteness in haters' comments on photo posts on the Instagram account of a football player from England. The researcher will use the impoliteness theory from Culpeper to find the types of impoliteness and Culpeper to describe the function of impoliteness. Researchers choose to use Culpeper's theory because it Culpeper's has advantages over other approaches because it is built on real-life data or based on real life.<sup>9</sup> The researcher uses Culpeper's impolite strategy theory because many other researchers use Culpeper's theory to analyze data that is similar to the data that I will examine. The data I will read is comments from haters on the Instagram account of one of the football players, Mason Greenwood. Of all the previous studies that the researcher mentioned, the theory used is Culpeper's theory. Culpeper spread his idea and made it available to researchers interested in learning about impoliteness.

The previous study is essential in this research that can be used to consider new findings in future research. There are several previous studies on the topic of impoliteness.

First, the study was conducted by Cahyono In his thesis entitled *Impoliteness Strategies and Power Performed by President Donald Trump on Twitter*. The results showed that President Donald Trump showed expressions of disappointment and anger. His position as president also contributed to a shift in power to become disrespectful in online public communication. By using offensive comments in certain contexts and supported by certain linguistic features such as capitalization, punctuation, and

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<sup>8</sup> Cahyono, D. (2018). *Impoliteness Strategies and Power Performed by President Donald Trump on Twitter*. English Letters Department Faculty of Humanities Universitas Islam Negri Maulana Malik Ibrahim Malang.

<sup>9</sup> Culpeper, J.(2005). *Impoliteness and entertainment in the television quiz show: The Weakest Link*. *Journal of Politeness Research: Language, Behavior, Culture* 1:35-72.

emerging ambiguities, immodesty is determined when one has more power in the social context.<sup>10</sup>

Second, the study was conducted by Zhong Wenjun under the title of Linguistic Impoliteness Strategies in Sina Weibo Comments.<sup>11</sup> He investigates the use of impoliteness strategies by the Chinese on Sina Weibo, which concerns a post of a celebrity named Fan Bingbing who has purported tax fraud. Findings reveal that among the five super strategies of impoliteness proposed by Culpeper 1996, only four strategies occurred. They are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness that could not be found in this study.

Third, the study was conducted by Ningsih The title is Impoliteness Realized by Social Media Users in Celebrities' Instagram. The researcher explains the result of the celebrities' analysis in celebrities Instagram found 4 impoliteness strategies given by social media users on celebrities' Instagram, namely, Positive impoliteness, Negative impoliteness, Bald on-record impoliteness, and Sarcasm or mock politeness. Negative impoliteness was the highest strategy realized by social media users on celebrities' Instagram, and the last strategy was bald on record impoliteness and sarcasm or mock politeness.<sup>12</sup>

Fourth, Muazzaro and Dewanti investigated impoliteness strategies in Donald Trump's speech. The journal allows us to identify the different forms of impoliteness techniques used by Trump, as well as the most common types of impoliteness strategies used by Trump. The study object is Donald Trump's

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<sup>10</sup> Cahyono, D. (2018). Impoliteness Strategies and Power Performed by President Donald Trump on Twitter. English Letters Department Faculty of Humanities Universitas Islam Negri Maulana Malik Ibrahim Malang

<sup>11</sup> Zhong, Wenjun. (2018). Linguistic Impoliteness Strategies in Sina Weibo Comments. *International Journal of Linguistics and Communication*, 6(2), 35-46. From <https://doi.org/10.15640/ijlc.v6n2a4>

<sup>12</sup> Arumingtyas, P. (2017). A Descriptive Study of Impoliteness Utterances in the Teacher-Students Interaction in English Teaching and Learning Process at the Seventh Grade of SMP Al-Islam Kartasura in the Academic Year of 2016/2017. Surakarta: The State Islamic Institute of Surakarta. Downloaded from: <https://www.google.com/url?q=http://eprints.iainsurakarta.ac.id>

address at the 2018 "Conservative Political Action Conference" in National Harbor, Maryland, United States. The information was gathered from Trump's rude statements in a video that was uploaded to YouTube within 1 hour 15 minutes 25 seconds. This study used a descriptive qualitative approach based on the impoliteness strategies phenomenon in verbal communication or spoken language. This study used the impoliteness strategies theory proposed by Culpeper. The result showed that four strategies occurred and confirmed that Trump portrayed his power to attack the hearer. Donald Trump tended to use negative impoliteness strategies in their performance as their most frequent strategies. The data shows that Trump used negative impoliteness in nineteen utterances (19) or 39.6% of the entire speech, then followed by positive impoliteness that occurred fourteen utterances (14), or 29.2% of the entire speech, sarcasm or mock politeness occurred in eight utterances (8) or 16.6% of the entire speech, and then the least one is bald on record impoliteness occurred seven utterances (7) or 14.6% of the entire speech. Withhold politeness was absent in this study because this type usually happens in the dialogue, not in the monologue. Meanwhile, speech is a kind of monologue, so withhold politeness could not be found.

Based on the explanation above, this research has something new and different to analyze language phenomena that occur in everyday life. First, almost all people use Instagram. Second, many people use Instagram to judge entertainers that they hate. Third, an artist may upload more than five photos in one day. Therefore, these phenomena of language impoliteness on the social networking site Instagram by haters must be studied for applying impolite language in online communication. This research uses different gaps that are different from previous studies. This research will use Culpeper's theory of impoliteness.



### **C. Focus and Sub Focus of the Research**

Based on the background of the study the focus and sub focus of this study is that focused on the language impoliteness used by haters to comment on Instagram posts belonging to a football player named Mason Greenwood. Languages meaning include in the pragmatic study because pragmatics is a general form of the science of signs or semiotics. Pragmatics is the study of how people use language in communicating and how it affects the use of that language

The limitation of this research is Mason Greenwood's photo posts on his Instagram account. Researchers chose comments written in English by haters. Therefore, this study will only analyze the problem of impoliteness by reading, observing, and analyzing every statement made by haters in photo posts on Mason Greenwood's Instagram account. There are no interview sessions to collect data in this study because this research considered a limitation of the study.

### **D. Research Question**

Based on the focus and subfocus the research question of this research as follows :

1. What types of impoliteness strategies are used by haters in commenters on Mason Greenwood's Instagram?
2. How is the function of impoliteness strategies found in commenters on Mason Greenwood's Instagram?

### **E. Objective of the Research**

The objective of this research as follows :

1. To know the types of impoliteness strategies are used by haters in commenters on Mason Greenwood's Instagram
2. To analyzing the function of impoliteness strategies found in commenters on Mason Greenwood's Instagram

## **F. Significance of the Research**

Followed the question above, this study examined impoliteness there was some significies of this research as followed:

### **1. For the Researcher**

In addition, this research will be provided information and references related to impoliteness to make it easier for other researchers to understand.

### **2. English Education**

The results of this research will be presented to lecturers, especially in linguistics. This allowed individuals to recognize the theories and techniques of impoliteness that are closely related to life on social media. For example, the researcher explained the impoliteness of haters commenting on the Instagram account of Manchester United soccer player Mason Greenwood.

### **3. The another researcher**

The researcher hope this research can help other researchers to get another reference and understand the disrespect of the language spoken by haters to comment on social media, especially Instagram.

## **G. Relevant Research**

There are some relevant research as follows:

1. First, the study was conducted by Cahyono (2018). In his thesis entitled Impoliteness Strategies and Power Performed by President Donald Trump on Twitter. The results showed that President Donald Trump showed expressions of disappointment and anger. His position as president also contributed to a shift in power to become disrespectful in online public communication. By using offensive comments in certain contexts and supported by certain linguistic features such as capitalization, punctuation, and emerging ambiguities, immodesty is determined when one has more power in the social context.
2. Second, the study was conducted by Zhong Wenjun (2018) under the title of Linguistic Impoliteness Strategies in Sina

Weibo Comments. He investigates the use of impoliteness strategies by the Chinese on Sina Weibo, which concerns a post of a celebrity named Fan Bingbing who has purported tax fraud. Findings reveal that among the five super strategies of impoliteness proposed by Culpeper 1996, only four strategies occurred. They are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness that could not be found in this study.

3. Third, the study was conducted by Ningsih (2018). The title is *Impoliteness Realized by Social Media Users in Celebrities' Instagram*. The researcher explains the result of the celebrities' analysis in celebrities Instagram found 4 impoliteness strategies given by social media users on celebrities' Instagram, namely, Positive impoliteness, Negative impoliteness, Bald on-record impoliteness, and Sarcasm or mock politeness. Negative impoliteness was the highest strategy realized by social media users on celebrities' Instagram, and the last strategy was bald on record impoliteness and sarcasm or mock politeness.
4. Fourth, Muazzaro and Dewanti (2020) looked into Donald Trump's speech for instances of impoliteness. The magazine enables us to recognize the various impoliteness tactics that Trump employs as well as the most prevalent varieties of these tactics. Donald Trump's speech at the 2018 "Conservative Political Action Conference" in National Harbor, Maryland, is the study's main source of information. The data was acquired from insulting remarks made by Trump in a film that was posted to YouTube in a timely manner of 1 hour, 15 minutes, and 25 seconds. This study adopted a descriptive qualitative methodology based on the phenomenon of impoliteness techniques in spoken language. The Culpeper's idea of impoliteness tactics was applied in this study. The outcome demonstrated that four tactics were used and supported Trump's assertion that he had the authority to criticize the listener. Donald Trump's most

common performance strategies tended to be negative impoliteness tactics. The data reveals that Trump used negative impoliteness in 19 utterances (19), which accounts for 39.6% of the entire speech. Positive impoliteness then occurred in 14 utterances (14), which accounts for 29.2% of the entire speech. Sarcasm or mock politeness then occurred in 8 utterances (8), which accounts for 16.6% of the entire speech. Finally, the least one is bald on record impoliteness occurred in 7 utterances (7), which accounts for 14. Since withhold politeness typically occurs in discourse rather than a monologue, it was absent from this study. In the meantime, since speaking is essentially a monologue, there was nowhere to withhold civility.

5. Fifth, El-Falaky (2019) *Impoliteness in Egyptian Political Campaign Discourse: A Pragmatic Analysis of the Presidential Debate with Mousa Aboufotouh*. The goal of this study is to examine linguistic rudeness in the first and only televised presidential debate in Egypt. This article's goal is to investigate how Mousa and Aboul Fotouh, the contenders for president, subtly employ rudeness methods. This language phenomenon's intended implications are identified through analysis. The study uses Culpeper's Theory of Impoliteness (1996, 2005) as its foundation to draw conclusions on how impoliteness might be used on purpose to protect or jeopardize the reputation of rival politicians.

Both similarities and differences exist between this study and earlier ones. This study also looks at the phenomenon of rudeness in language, particularly the different forms of rude language usage. However, this study focuses on the many kinds of impoliteness language tactics and how they are utilized by haters when commenting on "Mason Greenwood" Instagram posts. The functions of impoliteness methods in the language employed by haters in commenting on "Mason Greenwood" on Instagram and a comparative study of impoliteness tactics in language can be

used to fill this gap in the literature. Because of the diverse research methods and objects used, it is thought to be distinct from earlier investigations. Researchers also look at and contrast the rudeness tactics employed by haters when leaving comments on "Mason Greenwood" Instagram posts. In line with the aforementioned research topic, the goal of this study is to detect the language tactics employed by haters to belittle others by saying things like "Mason Greenwood uses Culpeper's theory" on Instagram.

## **H. Research Method**

### **1. Research Method**

This research analyzed impoliteness strategies used by haters on social Instagram of Mason Greenwood as a public figure and football player. Pragmatism is a hallmark of this research. A tradition known as pragmatics holds that words and ideas can be used as tools for problem-solving, prediction, and action. Due to its emphasis on comprehending social conduct in conversation and examination of the practical meaning of language, this research is classed as pragmatism. Qualitative research is described by Arikunto as a sort of research that generates descriptive texts about phenomena and iterates about these phenomena. They added that descriptive qualitative research tries to comprehend how hateful people use impoliteness methods. Words, sentences, and speech all make up data. Because the information used in this study comes from comments left by haters on Mason Greenwood's Instagram account that utilize rude language.<sup>13</sup> This study adopted Culpeper's pragmatic methodology.

### **2. Data Collection**

The data in this study are the sentences or words that consisted of impoliteness which are taken from the comments column generated by haters on Mason Greenwood's social media

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<sup>13</sup> John. W. Creswell, *Education Research: Planning, Conducting and Evaluating Quantitative and Qualitative Research* (USA: Pearson inc, 2011), p. 175.

Instagram, especially on 9th, December 2021. The data of this study was the utterance of comments by haters on Mason Greenwood's social media. The data used in this study are words, phrases, and clauses. The researcher only chose Mason Greenwood in one picture because the post contained negative comments from haters analyzed in this study. Another reason is that in the comments column, all the comments are in English, and also the languages produced by haters have the unruly meaning. Here the researcher used words, phrases, or sentences written by twenty comments by hater's commentators.

In obtaining data, the researcher took several steps. First, the researcher observes some of Mason Greenwood's posts on Instagram and chooses a post with a caption that invites more comments than other posts. Then, the researcher selects twenty English comments by the haters. Twenty comments were selected as research data the comments consisted of impoliteness strategies carried out by haters on Mason Greenwood's Instagram account after that described the impoliteness written by haters in comments on Mason Greenwood's post.

### **3. Data Analysis**

Data analysis is the important step of every research. According to Lodico, in all qualitative research, data analysis and interpretation are continuous throughout the study, so that insights gained in initial data analysis can guide future data collection. In addition, according to Ary a qualitative research must organize and categorize or code the large mass of data so that they can be described and interpreted. He also explains that the data analysis in qualitative research is a time consuming and difficult process because typically the researcher faces massive amounts of field notes, interview transcripts, audio recordings, video data, reflections, or information from documents, all of which must be examined and interpreted.

According to Miles and Huberman, analysis can be defined as consisting of three current flows of activity that is data reduction, data display, and conclusion drawing/verification. In

this research, the researcher use Miles and Huberman's theory in analyzing the data, so there are three steps to do, they are:

**a. Data Condensation**

Data condensation become the first steps to do in analyzing the data in this research. According to Miles, data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data in written up field note or transcript.<sup>14</sup>

**b. Data Display**

The second steps data display. According to Miles, generally a display is an organized, compressed assembly of information that permits conclusion drawing and action.<sup>15</sup>

In this study was use the data display by an organized assembly by information that permits drawing and action taking.

**c. Conclusion Drawing**

After finished doing data reduction and data display, the last steps to analyze the data in this research is drawing conclusion. According to Miles, final conclusion may not appear until data collection is over, depending on the size of the corpus of field notes; coding storage and retrieval methods of the funding agency, but they often have been prefigured from the beginning even when a researcher claims to have been proceeding inductively.<sup>16</sup>

It means conclusion is where the researcher seeks conclusion as answering for research question. It answers the research problem that mention of the type of Code Swtiching and function on Najwa Shihab Video Youtube Channel In this steps the conclusions was taken by recheck the data reduction and data display.

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<sup>14</sup> Miles, Mathew B., dan A. Michael Huberman. . An Expanded Sourcebook: Qualitative Data Analysis. ( London: Sage Publications:1994)

<sup>15</sup> Miles, Mathew B., dan A. Michael Huberman. . An Expanded Sourcebook: Qualitative Data Analysis. ( London: Sage Publications:1994)

<sup>16</sup> Miles, Mathew B., dan A. Michael Huberman. . An Expanded Sourcebook: Qualitative Data Analysis. ( London: Sage Publications:1994)

Therefore, the conclusion taken is directed and not deviated from the data analyzed. Even if the final research is reached, in this research used steps analyze the data collection to procedure the finding and answer the research question in the chapter 1.

## **I. Validity of the Data**

In this study, , the researcher will employ data validation to check the accuracy of research finding. It will implement in the form of triangulation. Triangulation is defined as checking data from various sources, methods and times.<sup>17</sup> This research will use validity of the data based on Ary theory that consist as follows:

### **a. Credibility**

Credibility in quealitative research concerns the thruthfulness of the inquiry findings. Credibility or truth value includes how well the reearcher make confidence in the findings based on the research design, participants, and context. In this study the writer will use theory triangulation to make inquiry of the data. The kinds of theory that willl use is triangulation that involves consideration of how the phenomenon under study aright be explain by multiple theories. In this research will use theory about impoliteness strategies.

### **b. Transferability**

Transferability relate to the questions, how far the study might be apply by the other people in other context. Ary states transferability is the degree to whichh the findings of a qualitative study can be applied or generalized to other context or to other group. Transferability is the external factor. Therefore, the writer is demanded to report the data conclusion clearly, sytematically and acceptably.

### **c. Dependability**

Dependability is technique in last process it means the data was done by report that get of discussion with

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<sup>17</sup>Sugiyono, Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D, (Bandung: Alfabeta, 2009), P. 372.



colleague. Discussing the data and information that will be collect from other resources. The technique has purpose, they are the researcher gift the true report of the research. The result and process must be ballance.

d. Conformability

The Term that use in qualitative research, equivalent to validity in quantitative research, related to the degree to which findings in a study can be corroborate in inverstigating the same situation. Conformability in qualitative research is the same as the quantitative researcher concept of objectivity. Both deal with the idea of neutrality or the extent to which the research is free of bias in the procedures and the interpreation of results. Because it may be impossible to achieve the levels of objectivity that quantitative studies strive for, qualitative researchers are concerned with whether the data they collect and the conclusions will draw would be confirmed by other inverstigating the same situation. Thus, in qualitative studies, the focus shifts from neutrality of the researcher to the conformability of the data and interpretations. In the present study, to reach the conformability the researcher will follow the procedure of the study scientifically.<sup>18</sup>

This study will use some theories of experts as the reference to analyze the data. Therefore, the researcher decides will use theory conformability.

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<sup>18</sup> Ary,D.Lucy,C.J.,and Chris.p.638

**J. Systematic of Discussion**

The sistematic of discussion is a follows:

**CHAPTER I:** Introduction onconsists of tittle affirmation, research background, focus and subfocus, research questions, research ofjectives, benefit of the research, scope and limitation, relevant research, research method and sistematic of discussion.

**CHAPTER II:** Review of Related Literature on consists of frame of theories

**CHAPTER III:** Descriptions of the Research Object on consists of general discussion of the object.



## CHAPTER II

### LITERATURE REVIEW

This chapter contains the theories that underpin the research and make it easier to comprehend and answer the research questions.

#### **A. Pragmatic**

Charles Morris is a philosophy that introduced the term pragmatics in 1938. According to him, pragmatics is a general form of the science of signs or semiotics. Pragmatics is the study of how people use language in communicating and how it affects the use of that language. Pragmatics itself can be defined as the study of language use in human communication influenced by the surrounding community's conditions. We must assess the context of communication when one person speaks to another. This indicates that the surrounding conditions affect the speaker's meaning of touch. Until now, the notion of pragmatics itself has undergone many developments.<sup>19</sup>

In communicating with someone, we will find several languages whose meaning is not only word for word. This research is included in the study of pragmatics because it relates to the meaning of one's language or speech. The principles of pragmatics include the synthesis between analysis, intent, and speech. At the same time, the aspects involved in pragmatics are elements of language, language speakers, and language estimators. In this study, the focus is on someone's impoliteness in speaking. According to Culpeper, 1996 impoliteness is a parasite of modesty. This research requires an interpretation of what people say to others in a given situation and how that situation affects what they have said. According to Yule 1996, pragmatics is the study of the relationship between linguistic forms and the users of these forms and between the three parts of the difference, only pragmatics allows humans to enter into an analysis or study that is

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<sup>19</sup> Abuarqoub, I. A. (2019). Language barriers to effective communication. Esta obra está bajo una Licencia Creative Commons Atribución-NoComercialCompartirIgual 3.0 Internacional., 1-3

more transmitted than expressed, we can learn about impoliteness through the study of pragmatics.<sup>20</sup>

## B. Impoliteness

Impoliteness is a strategy designed to attack a person and causing in harmony and social conflict. Derek Bousfield stated that impoliteness is contradictory to politeness but impoliteness is not the only opposite term of politeness works. Even in the 21st century impoliteness is one of the most researched fields in pragmatics claims Indelicate.<sup>21</sup> Impoliteness is a negative emotion that is recognized by the participant and involved in behaviors. Impoliteness comes when the speaker consciously communicates a face attack or recognition by the hearer and builds intentionally face-attacking actions stated Culpeper Impoliteness theory arises after the theory of politeness by Brown and Levinson There are varied controversial definitions of impoliteness itself. Polite is behavior that aims to support the face of the addressee and impolite is behavior that is offensive to the face of the addressee Sara Mills argues and offers to call a new brand of impoliteness community in practice. She stated if many factors judge someone as impolite, the factors include gender stereotypes, race, and ethnicity.<sup>22</sup>

## C. Concept of Impoliteness

Disrespect is something that has a fundamental concept that is inversely proportional to politeness. Disrespect is carried out as behavior that can cause conflict or social inequality. Research on impoliteness was pioneered by Culpeper (Bousfield

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<sup>20</sup> Arumningtyas, P. (2017). A Descriptive Study of Impoliteness Utterances in the Teacher-Students Interaction in English Teaching and Learning Process at the Seventh Grade of SMP Al-Islam Kartasura in the Academic Year of 2016/2017. Surakarta: The State Islamic Institute of Surakarta. Downloaded from: <https://www.google.com/url?q=http://eprints.iainsurakarta.ac.id>

<sup>21</sup> Austin, J. L. (1962). *How to Do Things with Words*. (2nd ed.). Clarendon Press. In Yule, G. (1996). *Pragmatics*. Oxford: Oxford University Press. Bousfield, D. (2008). *Impoliteness in Interaction*. Amsterdam: John Benjamins Publishing Company.

<sup>22</sup> Bousfield, D. & Locher, M., A. (2008). *Impoliteness in Language. Studies on its Interplay with Power in Theory and Practice*. Berlin: Mouton de Gruyter.

and Locher Researchers and linguists define the concept of impoliteness in language from different points of view. In general, the idea of impoliteness is distinguished according to how it is used. So it can be concluded that impoliteness is a language activity that aims to damage interpersonal relationships or deliberately attack the faces of others.<sup>23</sup>

The concept of disrespectful copy is related to culture. It occurs because the speaker does not follow the cultural context in a particular area, so it is considered impolite.<sup>24</sup> Although impoliteness can threaten the interlocutor, in this concept, impoliteness is not done intentionally by the speaker to attack the other person's face because of cultural factors that affect impoliteness in their conversation. The idea of impoliteness is considered negative, and the assumption given by the speaker about the speech partner's language behavior is that it does not follow the appropriate social context.<sup>25</sup>

Culpeper explains that impoliteness is communication between behaviors that intend to attack someone's face or cause that person to feel uncomfortable and hurt. This illustrates that the act of impoliteness depends on the speaker's intent and the interlocutor's or listener's understanding of the speaker's intentions and relationships. In other words, an act can be classified as impolite if the listener perceives the speaker as attacking by threatening actions.

From the explanation above, it can be concluded that impoliteness is not something that is contained in certain sentences, utterances, or expressions. But impoliteness occurs because of the inappropriate use of speech with certain social norms or contexts. So basically, there is no impolite utterance.

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<sup>23</sup> Culpeper, J.(2005). Impoliteness and entertainment in the television quiz show: The Weakest Link. *Journal of Politeness Research: Language, Behavior, Culture* 1:35-72.

<sup>24</sup> Ningsih, Tria widya. (2018). Impoliteness Realized by Social Media Users in Celebrities' Instagram. Faculty of Teacher Training and Education University of Muhammadiyah Sumatera Utara Medan.

<sup>25</sup> Ibid.,21

## **D. Culpeper Impoliteness Strategies**

The rudeness methodology proposed by Culpeper 1996 is described as an act that means attacking people's faces. Culpeper's strategy is more complete than the others because it has five politeness strategies contradicting the four friendliness procedures. Furthermore, it was revealed that several elements were behind the use of impolite language. The main factor is the relationship between social distance and problems. The closer they are, the more the possibility of impertinence is highlighted. Another factor is the relationship between social distancing and the likelihood of being unpleasant when someone approaches. Speakers with a more dominant social will be more likely to be rude to those who lack social power or do not consider their peers who have weak social control. The third factor is the speaker's desire to deliberately hide the other person's face because there are many conflicts of interest. Culpeper's impoliteness strategies include bald impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

## **E. Types of Impoliteness Strategies**

### **1. Bald on Record Impoliteness**

The face-threatening act or threats to the individual's face in the case of an impoliteness strategy is carried out directly, clearly, unambiguously, and concisely under conditions where looks are not excessive or limited This is the most obvious and lacks immediate consideration because of the use of hostility and mockery of sentences or proclamations. In all these situations, few faces are on the line, and the speaker does not want to attack the listener's face.<sup>26</sup>

Example: Her hair is awful. Based on the utterance it can be seen that the sentences included in bald on record impoliteness

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<sup>26</sup> Locher, M. A., & Bousfield, D. (2008). Introduction: Impoliteness and power in language (No. 21, pp. 1-13). Mouton de Gruyter. Locher, M. A., & Watts, R. J. (2008). Relational work and impoliteness: Negotiating norms of linguistic behaviour (No. 21, pp. 77-99). Mouton de Gruyter.

because the sentences contain words of ridicule against a person's body parts, namely his hair. So this utterance is included in the category of bald on-record impoliteness because the author focuses on mocking someone's body parts by throwing bad sentences, namely "awful".

## 2. Positive Impoliteness

Positive impoliteness is a system that is detrimental to the positive nature of nature between the audience and the accomplice of someone who is speaking. Things that include positive impoliteness are including ignoring, expecting non-existent discourse supporters, alienating, being unwise, abusing personality or responsibilities, using secret language that cannot be understood by others, using taboo language, bullying, committing insulting someone's nickname, distancing themselves from others, making others uncomfortable, etc.<sup>27</sup>

For example, she is not going to get into a fight against May weather so she needs to **shut up with all that talk**. Based on these utterances it can be seen that the writer used positive impoliteness as follows "Shut up with all that talk". This sentence refers to speech that demeans someone's personality by intimidating and using unkind words. So this will give a bad impression to the intended person.

## 3. Negative Impoliteness

Negative impoliteness is something that is usually used by someone who has the intention of attacking the listener's negative face. This strategy aims to frighten, demean or harass, ridicule or mock, insult, not treat others seriously, belittle others, attack other people's rights or space, and identify others openly with bad aspects (Culpeper 2003).

For example, The English ladies are boring to look at. Based on this utterances it can be seen that the sentence included in negative impoliteness by using "The English ladies are boring to look at" this sentences insulting language: The use of the word "boring" implies that the English ladies lack attractiveness or

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<sup>27</sup> Limberg, H. (2009). Impoliteness and threat responses. *Journal of pragmatics*, 41(7), 1376-1394.

visual appeal. This can be perceived as an insult, as it devalues their appearance. Generalization: By referring to "the English ladies" as a group, the sentence makes a sweeping generalization, disregarding the individuality and diverse characteristics of the women in question. Such generalizations can be seen as disrespectful. Cultural bias: The sentence implies a negative stereotype about English women, suggesting that they are uninteresting to look at. Stereotyping a particular culture or nationality can be offensive and disrespectful. Lack of empathy: The sentence lacks empathy or consideration for the feelings of the English ladies. It dismisses their value based solely on their appearance, disregarding their other qualities, accomplishments, or personal attributes.

#### **4. Sarcasm or Mock Politeness**

This disrespect is manifested through the use of words that openly express the opposite of what they are said and done to hurt someone's feelings or criticize something seriously or humorously. Sarcasm can be defined as an utterance made to mock or do some stupidity to the interlocutor. Sarcasm can be very rude or be said with a seductive joke.<sup>28</sup>

For example: Is that clothing? Wow. Are you sure is it pretty? Based on the utterance it can be seen that the writer used sarcasm or mock impoliteness because the meaning of the sentences as follows "Is that clotting? Wow are you sure is it pretty ?" declares to give impolite comments with a certain tone someone uses language that is more subtle but can still hurt someone.

#### **5. Withhold Politeness**

This is a form of impoliteness that is anticipated in certain settings but not used for any reason. Unfortunately, in some cases, enduring rudeness requires a lack of the general politeness that everyone in a gathering usually needs to say goodbye.

Example: "Falling to thank someone for a present may be taken as deliberate impoliteness. Based on these utterances it can be seen that the sentences included withholding politeness

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<sup>28</sup> Limberg, H. (2009). Impoliteness and threat responses. *Journal of pragmatics*, 41(7), 1376-1394.



because the writer does something that impresses, but on the one hand with a politeness that can still be said to be not too bad because there are events that are not carried out in carrying out certain actions.

## **F. Functions of Impoliteness**

The impoliteness approach, according to Culpeper, has three objectives, namely:

### **1. Affective Function**

All impoliteness generally reinforces or opposes certain identities, interpersonal relationships, social norms, and ideologies. However, one can identify a more specific function. Affective disrespect can easily involve displaying uncontrollable emotions in contexts where they are prohibited or abnormal (e.g. laughing at funerals). However, as discussed in Emotions, there are times when the emotional expression is more impulsive, more reflexive, and sometimes more strategic, more instrumental. More instrumental affective disrespect involves a targeted display of heightened emotion, usually anger, with the implication that the target is to blame for producing the negative emotional state.<sup>29</sup>

### **2. Coercive Function**

Coercive impoliteness seeks a realignment of values between speaker and listener in such a way that impolite speakers benefit when they are strengthened or protected. The benefits can be material (e.g. rudeness used to force someone to give us something) or symbolic (e.g. disrespectful insults to reduce the value of another person and thereby increase one's worth). Coercive disrespect is more likely to occur when there is an imbalance of social structural power. However, it can also be used in more equal relationships to engineer gains in social strength.<sup>30</sup>

Coercive impoliteness can be a relatively expensive or inexpensive means of getting things done. However, just as robbery is not an acceptable way to earn money in the eyes of

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<sup>29</sup> Limberg, H. (2009). Impoliteness and threat responses. *Journal of pragmatics*, 41(7), 1376-1394.

<sup>30</sup> Culpeper, J. (1996). Toward an Anatomy of Impoliteness. *Journal of Pragmatics* 25, 356-358

many, immodest coercion is often not seen as a proper way to achieve a realignment of values. Furthermore, coercive impoliteness is risky because it can reach a favorable value alignment in the short term, but there is a significant risk of future costs from target retaliation. Therefore, as highlighted in Culture and Context, in some cultural or institutional contexts, rudeness is considered "ok" or even viewed as a positive thing.

### **3. Entertaining Function**

Entertaining incivility involves entertainment at the expense of the target of disrespect and is thus always exploitative to some degree. Like other types of functional rudeness, it consists of the victim or potential victim. However, this is not the case, and the target is not always aware of the impoliteness. Without this, impoliteness would not be comforting. The fact that people can be entertained with symbolic violations of identity and social rights is disrespectful. It's also worth remembering that rudeness can be creative and complex, something that can amplify entertainment.



## CHAPTER V

### CONCLUSION AND RECOMMENDATION

This chapter presents some conclusions and suggestions based on the findings and discussions of the data analysis.

#### **A. Conclusion**

Based on the findings discussed in the prior chapter, some conclusions could be drawn. The followings are the descriptions of the findings based on each problem statement explained in Chapter I.

1. The researcher revealed the impoliteness strategies to know the kinds of each utterance that are used by haters in commenters on Mason Greenwood's Instagram, based on the data analysis the researcher only found three types from five kinds of impoliteness strategy, with a total of each type as follows collected the twenty (20) data and record impoliteness were 4 (20%) data, next positive impoliteness were 8 (40%) data, and the last one is negative impoliteness were 8 (40%) data the dominant of impoliteness strategies that used by haters in Mason Greenwood Instagram are two kinds as follows negative and positive impoliteness strategies that have the same percentage were negative impoliteness 8(40%) data, and positive impoliteness strategy were 8(40%) data.
2. The researcher also analyzed the function of each impoliteness strategies that used by the haters, based on 20 data the researcher found mostly the impoliteness strategy that used by the haters include the entertaining function with a total of 8 data, after that affective data with 7 data, and the last coercive function with the totals 5 data.

#### **B. Recommendation**

The researcher suggests several things to consider as follows:

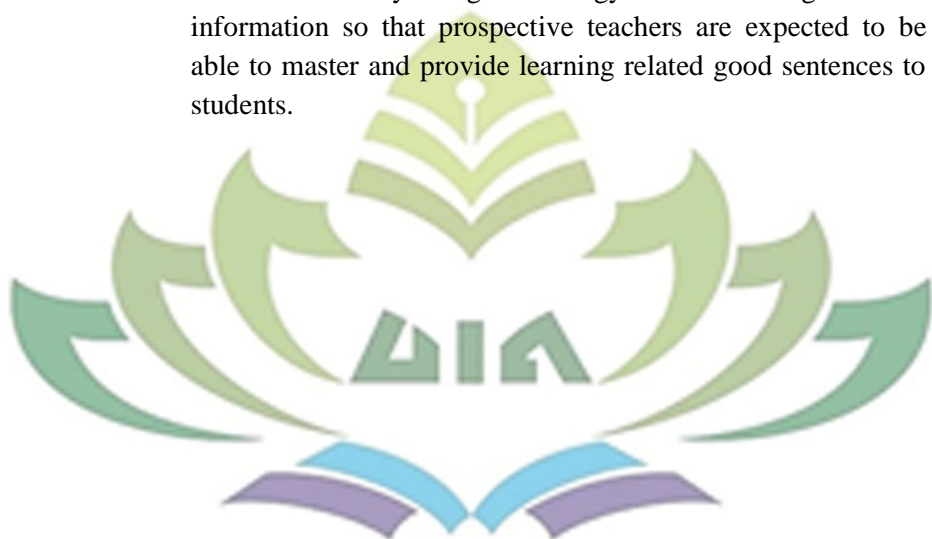
##### **1. Instagram users**

It is worth suggesting for all Instagram users to can be wiser in using social media, remember again that social media

was created to make it easier for users to access and share information with whomever they want without having to bring it down and harm other people. So there needs to be boundaries and training to be able to improve this understanding.

## 2. English Students

As a student from the English education department, it is expected to be able to evaluate and be sensitive to the style and development of English on social media because the world is currently using technology to be able to get all the information so that prospective teachers are expected to be able to master and provide learning related good sentences to students.



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