CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It consists of background of the research, statement of problems, research purposes, and research significances, definitions of key terms and organization of writing.

1.1. Background of the Research

Impoliteness is not just found in real life, but in the internet as well especially social media. Social media is a new communication place that most of people used. Thus, it can attract other to follow them. In addition to social interaction, social media use for giving an information, uploading a content, and shaping or build an identity as well. They can upload what they want in social media and other people could respond to the content of their uploaded. One of social media that most of people used and show an impolite act is *Instagram*. The people receive many features from *Instagram*. *Instagram* gives a place for interaction to another user with a comment or direct message feature that they have prepared. Furthermore, people can know where other users are, what they are doing or what they are like through their post and people allowed to respond in all of their post freely. Because of that, some people who do not like or disagree on that can give a comment freely without choosing a polite language and will choose a negative language to comment.

Most of people there do not care about the rules of proper use of language. Then, people are not paying attention to the content of each statement their say, whether what they convey can be accepted or not by their interlocutor. In this case, the polite language is ignored especially to people that they think deserve to get that, for instance people who have power in those platforms of social media. Thus, it can ruin communication each of them. Therefore language is the greatest tool of communication. Wijana (1996, p. 10) state that in communication, the speaker

would interact with others or commonly called speech partner. Communication is a place where every ideas of the speaker or the partners can be expressed. So that, they can share each other ideas about anything. It is usually used by human to interact others human. As Agustina (1995, p. 14) said that the main function of language is as communication tool. In language, humans can express what they need and want so that others can understand the person's purposes, also can build a communication effectively. Basically, humans as a social creature have always wanted to get contact or communication with others. Whereas the most effective tools to solve that need are language. With language people may indicate their role and existence in that society. Therefore, language closely associated with communication process.

In a communication, speaker will interact to others or listener. It is happening for deliver their purposes or feelings to their partner. In this case, mostly people will choose and use their words wisely and politely. When they use those words, they showing their respect to their partner. And with those words can build a smoothly and effectively communication. According to Yule (1996, p. 104), politeness is a tool that demonstrate awareness of the faces of others. However, as everyone knows, every different use the language with their own different way to one another. There are some people who did not choose their words to communicate to others. Even they did not think about those wise and polite words. Then, they say an appropriate word to express their desires or purposes to other.

Everyone communicates with other people every day either directly or through phone or others media online, like social media. In this era, people often use social media to communicate one another. Thus, the impoliteness is usually highly performed by people in online communication, especially social media. Although, the use of polite or impolite words or phrases are based on every people desires or purposes for communicating. They can use either polite or impolite languages. If they choose to use polite language, it means that they use linguistic strategies that saving their interlocutor's face. Otherwise, if they choose to use an impolite language, it means they use linguistic strategies that threaten or attack their interlocutor's face. As Culpeper said that people could see linguistic behavior as

speech act that threaten another's face (Culpeper, 1996, p. 7). In linguistics, the field that study about polite and impolite is pragmatics.

Pragmatics is one of branch linguistic that focuses on investigating on situation context, in which it is used. It studied situation context as communicated by speaker. According to Leech (1983, p. 206), pragmatics is study discusses about meaning. Also Levinson said that pragmatics is a study that discusses about meaning of the context, especially speaker's meaning while his speak (Levinson, 1983, p. 9). Yule (1996, p. 3) further stated that it is study of contextual meaning presented by a speaker then the interlocutor interprets it. Thus, it is relating to analyze what people mean by their speech and how language that they used. Language that they used for communicating with others is important. How they choose polite or impolite language can give an impact to communication, if they choose an appropriate language while communication it can make communication run effectively and respectfully.

People have to show their respect to other people with a polite actions. Thus, it can make people be accepted in society because they show their positive self-image. However, impolite actions, like bullying, mocking, and threatening people that included as face threatening act and considered as impolite action, because Yule (1996, p. 61) said that every statement or utterance whom speaker say that show threat or attack someone's self-image, it describes as face threatening-act. It often happens in society and they use that strategy of linguistic to threaten or attack their interlocutor's face or image. With studying impoliteness people can know how the bad or good manner of people. People can know that with how they choose an appropriate language to communicate. Thus, people can control our behavior while communicating with other people.

The researcher usually find some negative comment in celebrity account, which they show an impoliteness towards those celebrities. There are people who say impolite to that celebrity, such as they do a body shamming, give rude utterances, and so on. The impolite comment can be seen in many *Instagram* account. The researcher would give an example, there is a negative comment from account namely @mehdi.bentaha.r , he says "This look weird". He says that in comment

section of Billie Eilish post, which Billie posting a video of herself with a filter. In that Mehdi's utterance, can be seen that he shows a disinterested to Billie and says that an impoliteness words. It usually come from a fanatic fans or a hater that give a response of what the celebrities are post. Furthermore, other than celebrity account, @muslimoftheworld, it is account that shared information about religion has a negative comments either. Before social media became popular, the society is completely out of touch with the religion that they heard or watched on the latest news. *Instagram* is kind of social media and can make an information reached by many people in the whole world and make interactive with other users, which means there are people who agree and disagree with that. There are some comment from people who being fanatic of any religion they may think that religion is better than other and make them hate of it, then send a negative comment through the post.

In several comment section of Muslim of The World account contained a negative comment from people who disagree and dislike about what they post. The things that muslim of the world account post are anything about islam   that happen around us. That negative comments are given by people who dislike and disagree with that content. This negative that there in comment section show an intolerant to that account and content their shared. So, impoliteness has a big impact in communication, the way that can make communication runs unsmooth and disrespectfully. And this impoliteness has effect of social disruption.

The previous research about impoliteness has been done by Monir Mirhosseini, Maryam Mardanshahi, and Hamidreza Dowlatabadi (2017), that is *"Impoliteness strategies Based on Culpeper's Model: An Analysis of Gender Differences between Two Characters in the Movie Mother"*. This research aimed to analyze also indicate the differences use of impoliteness strategies in movie moxie between the male and female character. The result of this research shows that interaction of the movie the character that use more impoliteness strategies is the male character than the female character.   As the paper concerned that this is causing of patriarchy society which female considered as inferior and acted as secondary status and the male is superior, so they recompense lack of power with use impolite language.

Another researcher are Wei Feng and Wei Ren (2020), entitled *"Impoliteness in Negative Online Consumer Reviews: A Cross-Language and Cross-Sector Comparison in Intercultural Pragmatics"*. The data use of this paper is 600 negative reviews on e-commerce Tycoons and Amazon web. In this paper, the researcher reveal that the analysis can be divided into two comparative perspectives, namely cross-language (English and Chinese) and cross-sector (daily necessities with luxury goods). The result of the study indicate that regardless from a different perspective, on record impoliteness is the much more frequent strategy appear than off-record. Then another result of the study indicate that the negative reviews was found more English compared to reviews in Chinese. The use of impoliteness strategies is also more prevalent in review of luxury goods than grocery items. This paper also shows that on more than 300 reviews, customers prefer to express dissatisfaction by attacking or threatening the seller's face directly.

The next researcher are Wibowo G.P. and Kuntjara, K. (2012), with their paper entitled *"Impoliteness Strategies Used on Online Comments in An Indonesian Football Website"*. This paper focused on comment on Okezone's website. The finding shows that there are four impoliteness strategies have found out in the comment, but there is impoliteness strategies that excluded it is withhold politeness strategy.

Therefore, in this research, the researcher interested to analyze the impoliteness that found in Muslims of the world *Instagram* comment. Also this study will focuses on negative comment that given by other user and classified to the kind of impoliteness strategies. Moreover, this study do not only analyze kind of impoliteness strategies used, but also it will analyze the functions of impoliteness strategies used. Then, based on explanation above, the researcher will conduct a research entitled *"Impoliteness Strategies of Comments in Muslims of the World Instagram Account"*.

1.2. Statement of Problem

So many researchers of impoliteness had been conducted, but for *Instagram* comment of account that share about Islam as the object, it has not been analyzed

yet. The interesting matter, this account based on America and can reach many people in a whole world that have an *Instagram*. In consequence, this account can get a lot of responses, either in polite or impolite utterance that do not agree or like of the post and also there is an Islam phobia. Therefore, it will be interesting to be analyze and this research will focus on impoliteness comments of Muslims of the World's *Instagram* by two research question, they are:

1. What are the impoliteness strategies found in Muslims of the world's *Instagram* comments?

2. What are the functions of impoliteness strategies that appear in Muslims of the world's *Instagram* comments?

1.3. Research Purposes

Based on the formulation of the research question above, the researcher focuses on impoliteness strategies that found in *Instagram*'s comments, so the researcher intended:

1. To analyze impoliteness strategies found in Muslims of the world's *Instagram* comments

2. To find out the functions of impoliteness strategies used the users in Muslims of the world's *Instagram* comments

1.4. Research Significance

The advantage of this study is the writer specially divides into two significances; they are theoretically and practically.

1. Theoretically, this research is expected to be able to provide additional references in the field of pragmatics, especially impoliteness. In addition, the researcher hopes this study can give an information to readers especially English Literature about what types of impoliteness strategies.

2. Practically, the researcher hopes that all the readers especially for those who want to express their opinion or interact in social media especially Instagram politely and do not want to express an impoliteness act or language, which

to build the communication between each other well and runs smoothly, could make this research as references so that know what types of impoliteness strategies that exist.

1.5. Key of Terms

Impoliteness : impoliteness is a negative attitudes or behaviors that occur in certain context when people respond other negatively. This impoliteness behavior is usually sustained by expectations, desire or belief about a certain value. Also often behaviors is seen as negative considered "impoliteness" when there is a conflict, maintain, or expect others trust in the belief or value they believed. Because of that, impoliteness affect social life, like it can make disharmony between speaker and others in social interaction.

Instagram : Instagram is one of the social media application that has a lot of users in the worldwide. It uses for uploading video and photos to shows who they are. Also Instagram can uses for interaction between individual to other people through Instagram features like DMs, Comment section and so on.

Comment : comment is one of Instagram features that has function as place for doing an interaction with other Instagram user. People can give a response about what the Instagram user has uploaded in their Instagram through this comment section.