CRITICISM UTTERANCES FOUND IN *"SO MUCH DIFFERENT IN A LIFE'S MEANING, SO SAD TO SEE THE HARD LIFE OF POOR PEOPLE"* BY SOCIAL MEDIA USERS

Submitted as a Partial Fulfillment of the Requirements For Getting Bachelor Degree

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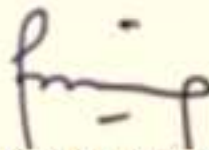
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CRITICISM UTTERANCES FOUND IN *MARO LYTRA'S* *FACEBOOK "SO MUCH DIFFERENT IN A LIFE'S MEANING, SO SAD TO SEE THE HARD LIFE OF POOR PEOPLE"* BY SOCIAL MEDIA USERS

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CRITICISM UTTERANCES FOUND IN *"SO MUCH DIFFERENT IN A LIFE'S MEANING, SO SAD TO SEE THE HARD LIFE OF POOR PEOPLE"* BY SOCIAL MEDIA USERS

Abstrak

Video perbedaan kehidupan antara orang miskin dan orang kaya yang di upload oleh Maro Lytra's Facebook mendorong pengguna sosial media untuk mengkritisi hal tersebut. Fenomena mengkritik menjadi penting untuk diteliti karena kritikan dapat terjadi dalam interaksi sosial, baik itu interaksi secara langsung maupun tidak langsung. Tujuan dari penelitian ini yaitu untuk mendeskripsikan dan untuk mengklarifikasi strategi kesantunan yang digunakan oleh pengguna media sosial dalam mengkritisi Facebook Maro Lytra "So Much Different in a Life's Meaning, So Sad to See the Hard Life of Poor People". Metode pengumpulan data pada penelitian ini yaitu observasi dan dokumentasi. Data dalam penelitian ini dianalisis menggunakan teori kritikan dari Nguyen (2005) dan teori kesantunan dari Brown & Levinson (1987). Hasil dari penelitian ini adalah pengguna media sosial lebih suka menggunakan strategi koreksi, identifikasi masalah, dan ekspresi ketidaksetujuan dalam strategi kritik. Disamping itu, dalam strategi kesantunan, pengguna media sosial lebih memilih menggunakan strategi bald on record dalam mengkritisi fenomena perbedaan kehidupan antara orang kaya dan orang miskin.

Kata kunci: Strategi Kritik, Strategi Kesantunan, Pengguna media social

Abstract

The video of the difference in life between the poor and the rich uploaded by Maro Lytra's Facebook encourages social media users to criticize it. The phenomenon of criticizing is important to study because criticism can occur in social interactions, both direct and indirect interactions. The purposes of this research are to describe to clarify the politeness strategies are used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in a Life's Meaning, So Sad to See the Hard Life of Poor People". The methods for collecting data in this research are observation and documentation. The data in this research were analyzed using the theory of criticism strategies by Nguyen (2005) and the theory of politeness strategies by Brown & Levinson (1988). The results of this research are the social media users prefer to use correction, identification of problems, and expressions of disagreement of criticism strategies. In addition, in politeness strategies, social media users prefer to use bald on record strategy in criticizing the phenomenon of differences in life between the rich and the poor.

Keywords: Criticism strategies, Politeness Strategies, Social media users

1. INTRODUCTION

Maro Lytra is a Facebook account that often shares video clips about a certain phenomenon that always attracts the attention of social media users, one of which is the phenomenon of hunger that was shared on November 24, 2021. The phenomenon of hunger, entitled "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People" is a video that

shows a group of people having a dinner party while on the other hand there are people whose lives are deprived and can barely eat. The phenomenon of poverty shown in the video occurs in Rohingya people in Rohingya refugee camps, but what is shown in the video mostly are poor people in Africa. The real impact of poverty is shown in the video, namely that babies are only given empty water bottles so that their bodies look very thin and sad. Some children are also malnourished due to hunger. Not only that, the environment in which they live also looks very dirty and unhealthy. This, of course, invite many responses from social media users regarding the contrast reality. The difference in life shown in the video encourages social media users to criticize that phenomenon.

Social phenomena show that criticism occurs between speakers and hearers in social interaction, so this research has a very close relationship with sociopragmatics. According to Leech (1983, pp. 10-11) Sociopragmatics is a branch of pragmatics that examines how social interactions occur in society. According to Levinson (1983, p. 9) pragmatics is the study of language and the relationship between language and context. These relationship are grammatical or encoded in the structure of the language.

Criticism is the action where the intent of the action is to evaluate the actions, choices, words etc., of the hearer (H). According to Wierzbicka (in Etaywe, 2017, p. 93) criticizing is the directive category because criticizing is an action carried out by the speaker to influence the hearer's whereas Yule (1996)states that the action performed through utterance is called speech acts. According to Nguyen (2005) the act of criticizing is carried out in the hope of influencing the future of the hearer (H) and to communicate what the speaker (S) dislikes or dissatisfaction with what the hearer (H) has done. Criticism can be in the form of good criticism and bad criticism. For this reason, the speaker must pay close attention to who is communicating with him/her, why the speaker should give criticism, and how the speaker gives criticism in order to maintain a good relationship between the speaker and the hearer (Tracy et al., 1985). Social status is the reason why criticism occurs (Tracy & Eisenberg, 1990).

Criticism strategy is divided into two forms, namely direct criticism and indirect criticism. Direct criticism consists of several sub-strategies, including negative evaluation, disapproval, expression of disagreement, identification of problems, statement of difficulties, and consequences. Indirect criticism also consists of several sub-strategies, including correction, indicating standard, preaching, demand for change, request for change, advice about change, suggestion for change, expression of uncertainty, asking/presupposing, and other hints (Nguyen, 2005). It can be concluded that critique usually threat the face of people, so politeness strategies is needed to keep their face when threatened and attack someone's face in self-defense

(Brown & Levinson, 1988). Politeness strategies is divided into several sub-strategies, including bald on record, positive politeness, negative politeness, and off record.

Previous relevant studies have mostly dealt with speech acts of criticizing or politeness strategies. For example, First, Gümüşok (2017) conducted research on politeness in accepting criticism. The goal of this research was to find out the strategies used by English teachers in Turkey in response to criticism directed specifically at one particular English teacher or criticism for all English teachers from a supervisor. The data in this study were post-teaching conference sessions with a duration of about 145 minutes. The theory used to analyze the data was the politeness theory of Brown & Levinson (1988). The results showed that, in responding to criticism, English teachers in Turkey use positive politeness strategies to indicate solidarity and negative politeness strategies are used to separate from acts of criticism.

Second, Sitorus et al. (2018) researched expressions of politeness in the Mata Najwa Talk Show which discussed covid-19. This research was aim to investigate the politeness strategies contained in the Mata Najwa Talk Show. The data of this research were the interview text and the conversation mids of the presenter and the resource person. The theory used to analyze the data is the politeness theory of Brown & Levinson (1988). The results showed that positive politeness strategies were more dominant than negative politeness strategies.

Third, Hosseinizadeh & Moqadam (2019) examined the use of criticism strategies and basic cultural norms by native Persian and English speakers. The goal of this research was to find out the criticism strategies used by the speaker of Persia and the speaker of America. The data used in this research are the collection of comments from Facebook, totaling 1380 comments. The theory used in this research is the dichotomy of speech act theory proposed by Searle (1979). The result of this research pointed out that the speakers of Persia are prefer to use indirect criticism strategies while the speaker of America are more likely to use direct criticism strategies.

Fourth, El-Dakhs et al. (2019) examined the analysis of criticism of speech acts. The aim of this research was to investigate the criticism strategies used by teachers at Private Saudi University. The data from this research was the use of role play where there are 60 teachers at the university which are divided into 30 men and 30 women. The theory used to analyze the data is the criticism theory of Nguyen (2005). The results showed that the most dominant strategy used by teachers was the indirect criticism strategy by using a few modifiers.

In addition, Al-Kayed & Al-Ghoweri (2019) examined criticism of speech acts in Jordanian Arabic. The goal of this research was to find out strategies of criticism used by native Jordanian speakers. The data of this research are the utterances of 120 native Jordanian

speakers. The theory used to analyze the data is the criticism theory of Nguyen (2005). The results of this research indicated that the dominant criticism strategy used is the indirect criticism strategy.

Sixth, Anisah & Safari (2020) examined the level of direct criticism in which this research is a comparative study between Korean Youtubers and American Youtubers. The purpose of this research was to compare the use of criticism of speech acts on Korean Youtubers and American Youtubers, as well as to determine the influence of their cultural background on the level of directness they convey. The data of this research were critiques from each youtuber on one of their contents about food. The theory used to analyze the data is the criticism theory of Nguyen (2005). The results of the research showed that American Youtubers used a direct criticism strategy that is influenced by their culture to express personal opinions, while Korean Youtubers use an indirect strategy because of their cultural background which tends to refrain from expressing personal opinions.

Furthermore, Rahmadani & Agustina (2020) examined the criticism strategy in the 2019 presidential election debate by the National Team (TKN) and the National Winning Body (BPN). This research was aimed to identify the criticism strategies used by TKN and BPN and clarify the strategy of criticism used in the video. The data of this study is verbal speech of presidential election debate video in the 2019. The theory used to analyze the data is the criticism theory of Nguyen (2005). The results show that TKN and BPN use three strategies in criticizing, namely direct criticism (107 data), indirect criticism (64 data), and a combination of the two (11 data). The most dominant strategy for direct criticism is negative evaluation, problem statement, and rejection.

Eighth, Kurji et al. (2020) examined the direct strategy of speech acts to provide criticism and respond to criticism in a film entitled "The Duchess". This research was aimed to identify the sociolinguistic dimension in criticizing The Duchess film, to find out pragmatic strategies in criticizing The Duchess film, then to find out how often these strategies are used in criticizing and to show differences in strategies in responding to criticism of The Duchess film. The data in this research is the film script of The Duchess which contained direct speech act strategies, namely about criticism utterances and responses to criticism utterances. The theories used to analyze the data are the sociopragmatics theory of Hymes (1974), the speech act theory of Searle (1969), the criticism theory of Nguyen (2005) and the theory of responding to criticism from Turner (1996). The results of this research indicated that the most widely used direct criticism strategies are negative evaluation and disapproval. There were two responses that are most often used to respond to criticism, namely (offering improvement) and (replying to

criticism) which occur an average of about 9 times.

Ninth, Al-Zubaidi (2020) examined the interlanguage pragmatics of non-institutional criticism. This research compared native English speakers and non-native speakers. The aim of this research was to recognize the extent to which Iraqi English students and American students who are native speakers: (1) used criticism utterances (2) reduced criticism (3) their pragmatic choices based on the context of the power and distance variables. The data in this research were 20 Iraqi EFL English learners and 20 Native American English speakers who were randomly selected to fill out a written sermon containing 8 situations. The research used the theory of criticism by Nguyen (2013). The results showed that EFL learners from Iraq use more indirect criticism strategies while American EFL learners use the opposite. In reducing criticism, the two also differ in the use of internal and external modifiers. In addition, their pragmatic choices were also different, this is based on the limited linguistic and pragmatic knowledge of EFL learners, learning context and source language transfer (L1).

Tenth, Mujiono & Ula (2020) examined the strategy of politeness by Tinker Bell in Secret of the Wings. The research aimed to identify politeness strategies in Tinker Bell's dialogue in the film. The data in this research was Tinker Bell's dialogue which contained politeness strategies. The theory used to analyzed tge data is the politeness theory of Brown & Levinson (1988). The results showed that all Tinker Bell conversations contained politeness sentences. The total consists of 39 data, with positive politeness being used more often, then bald on record politeness, negative politeness and lastly off record.

Lastly, Septiana & Haristiani (2021) examined politeness strategies in criticism of speech acts in the dialogue of the film Boruto by Noriyuki Abe. The goal of this research was to find out the criticism strategies that are represented in the media by Japanese. The data of this research was dialogue that contains criticism in the film Boruto. The theory used to analyze the data is the theory of criticism and politeness from Brown & Levinson (1988). The research revealed that the most widely used strategies were direct and indirect criticism speech act strategies. Politeness strategies used in the film were bald on record, positive politeness, negative politeness, and off record politeness.

Most of the research above only examines criticism or politeness strategies. However, in the current study, the researcher examines criticism strategies are used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People" and examines politeness strategies are used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People". In addition, most previous studies used data derived from

questionnaires or comparative studies. But in the current study, researchers used data from Facebook comments. Compared to several previous studies above, the current research analyzes a phenomenon that occurs in almost every country, namely poverty and hunger. Poverty and hunger are phenomena that are very close to everyone's life, even these phenomena have not been resolved until now. It can be concluded that the current research intends to complement previous research that discusses criticism. Therefore, the purpose of this research are to describe criticism strategies used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People" and to clarify the politeness strategies used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People".

2. METHOD

The research is the descriptive qualitative research. The researcher used a qualitative research type because the aims this research are to describe criticism strategies and to clarify the politeness strategies used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People". The objects of this research are the criticism utterances that is used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People", and the pragmatic studies on the strategy of politeness. The data in this research are utterances which are categorized as criticism utterances found in Maro Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People" by social media users. The sources of data in this study are several utterances delivered in Maro Lytra's Facebook comments column.

In this research, the researcher used the observation and documentation methods to collect the data. The following are the steps to collect the data: 1). Observation, the researcher opens the Facebook web page and chooses comments that are suitable to be used as data, namely comments in the form of criticism in English; 2). Documentation, after being observed, the researcher captured the comment and then types it down again in Microsoft Word.

The data analysis procedure in this research were as follows:1). Describing criticism strategies used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor People" by using the theory of Nguyen (2005). 2).Clarifying the politeness strategies used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See

the Hard Life of Poor People" by referring to the theory of Brown & Levinson (1988). 3).
Formulate the research results 4). Formulate conclusion based on research results.

3.RESULT AND DISCUSSION
3.1 Criticism Strategies

There are two types of criticism strategies used by social media users in criticizing the Maro
Lytra's Facebook "So Much Different in A Life's Meaning, So Sad to See the Hard Life of Poor
People", namely direct criticism strategies and indirect criticism strategies. There are three sub-
strategies in the direct criticism strategy. Meanwhile, in the indirect criticism strategy, there
are eight sub-strategies used. The frequency which these strategies are used is described in
table 1 below.

Table 1. Criticism Strategies

No.	Criticism Strategies	Frequency	Percentage
1.	Negative Evaluation	-	-
2.	Disapproval	2	5%
3.	Expression of disagreement	6	15%
4.	Identification of problem	7	18%
5.	Expression of difficulties	-	-
6.	Consequences	-	-
7.	Correction	8	20%
8.	Indicating standard	1	3%
9.	Preaching	-	-
10.	Demand for change	3	8%
11.	Request for change	5	13%
12.	Advice about change	3	8%
13.	Suggestion for change	-	-
14.	Expression of uncertainty	1	3%
15.	Asking/ presupposing	4	10%
	Total	**40**	**100%**

Table 1 above shows that criticism strategies used by social media users in criticizing the Maro
Lytra's Facebook "So Much Different in A Life's Meaning So Sad to See the Hard Life of Poor
People". From the table above, it can be concluded that the correction strategy (20%) is the
most widely used strategy by social media users in giving criticism. The identification of
problem strategy (18%) is the most common strategy used to criticize after the correction

strategy. Then followed by the expression of disagreement strategy (15%), request for change strategy (13%), asking/presupposing strategy (10%), and then, demand for change and advice about change strategy (8%). Then, in the next position there is a disapproval strategy (5%). Meanwhile, the indicating standard strategy and expression of uncertainty strategy are the least used criticism strategies and earned a percentage of 3%.

3.2 Politeness Strategies

Based on politeness theory of Brown & Levinson (1988) there are four politeness strategies used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning So Sad to See the Hard Life of Poor People". The frequency which these strategies are used is described in table 2 below.

Table 2. Politeness Strategies

No.	Politeness Strategy	Sub-strategy	Data	Total	Percentage
1.	Bald on record	Desperation	7	22	55%
		Task- oriented	7		
		No desire to maintain hearer's face	8		
2.	Positive politeness	Seek agreement	1	8	20%
		Avoid disagreement	5		
		Be optimistic	1		
		Give / ask for reason	1		
3.	Negative politeness	Be conventionally indirect	1	8	20%
		Question, hedge	1		
		Apologize	1		
		Impersonalize S and H	4		
		State FTA as a general rule	1		
4.	Off- record	Give hints	1	2	5%
		Use rhetorical question	1		
Total			**40**	**40**	**100%**

Table 2 shows that the politeness strategies used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning So Sad to See the Hard Life of Poor People". From the table, it can be shown that the bald on record strategy (55%) is the strategy most often used by social media users in criticizing the Maro Lytra's Facebook "So Much

Different in A Life's Meaning So Sad to See the Hard Life of Poor People", then positive politeness strategy and negative politeness strategy occupy the second position and get a percentage of 20%. Finally, off-record strategy only gets a percentage of 5%, so it can conclude that off-record is the strategy least used by social media users.

In addition to the politeness strategies above, there are also sub-strategies of politeness strategies. Strategy no desire to maintain hearer's face with 8 utterances of data is the most frequently used in giving criticism. Then followed by task-oriented and desperation strategies with 7 utterances of data. After that, there is an avoid disagreement strategy with data totaling 5 utterances. After that, the strategy impersonalize S and H is followed with 4 utterances of data. Moreover, the seek agreement strategy, be optimistic, give (or ask) for reason, be conventionally indirect, question, apologize, state FTA as a general rule, give hints, and use rhetorical question is only found in 1 utterance.

This research has a correlation with several previous studies, including, first, Rahmadani & Agustina (2020) examined the criticism strategy in the 2019 presidential election debate by the National Team (TKN) and the National Winning Body (BPN). The results of this study indicate that there are three strategies used in providing criticism, namely direct criticism, indirect criticism, and a combination strategy. Second, Al-Kayed & Al-Ghoweri (2019) examined criticism of speech acts in Jordanian Arabic. The results showed that the most dominant strategy used was the indirect criticism strategy. Third, research conducted by Mujiono & Ula (2020) which examined the strategy of politeness by Tinker Bell in Secret of the Wings. The results showed that all politeness strategies were found in this study. Fourth, the research conducted by Septiana & Haristiani (2021) examined politeness strategies in criticism of speech acts in the dialogue of the film Boruto by Noriyuki Abe. The results showed that all politeness strategies were found in this study. Compared to several studies above, the current research analyzes a phenomenon that occurs in almost every country, namely poverty and hunger. Poverty and hunger are phenomena that are very close to everyone's life, even these phenomena have not been resolved until now. Therefore, the results of this research indicates that social media users prefer to use the strategy of correction, identification of problems, and expressions of disagreement in giving criticism. Then, by referring to the politeness strategy proposed by Brown & Levinson (1988) it can be seen that in giving criticism, social media users tend to use no desire to maintain hearer's face in bald on record strategy. When criticizing a phenomenon that is very close to the speaker's life, for example poverty, the speaker tends to use the above strategy so that the phenomenon of hunger and poverty can be slightly overcome by the help of people who are rich or people whose economic conditions are stable. Therefore,

when giving criticism, the speaker tends not to reduce face threats.

4. CLOSING

4.1 Criticism Strategies

There are two criticism strategies that found in this research to criticize the Maro Lytra's Facebook "So Much Different in A Life's Meaning So Sad to See the Hard Life of Poor People", namely direct criticism strategy and indirect criticism strategy. In direct criticism strategies, social media users used 3 sub-strategies in criticizing, namely disapproval with 5% percentage usage, expression of disagreement 15%, and identification of problem 18%. In indirect criticism strategies, there are 7 sub-strategies that is used in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning So Sad to See the Hard Life of Poor People", namely correction with 20% percentage usage, indicating standard 3%, demand for change 8%, request for change 13%, advice about change 8%, expression of uncertainty 3%, and the last is asking/presupposing 10%. It can be concluded that social media users prefer to use correction strategy, identification of problem, and expression of disagreement strategy in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning So Sad to See the Hard Life of Poor People".

4.2 Politeness Strategies

After being analyzed using Brown & Levinson's (1988) politeness theory, there are 4 strategies used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning So Sad to See the Hard Life of Poor People", namely bald on record with 55% percentage usage, positive politeness and negative politeness with 20% percentage usage, and the last is off-record strategy with 5% percentage usage. It can be concluded that bald on record strategy is the strategy mostly used by social media users in criticizing the Maro Lytra's Facebook "So Much Different in A Life's Meaning So Sad to See the Hard Life of Poor People". The researcher recommends other researchers to research more deeply about criticism strategies and politeness strategies because the phenomenon of criticizing, especially in social media, is currently being carried out by many people. It would be better if other researchers add research on the factors why people give a critique. The researcher also suggests that social media users are wiser in giving their utterances and can be more polite. Currently, social media is very broad, so the utterance given by social media users can disturb other social media user.

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