

IMPOLITENESS IN CRITICISM IN VLOG

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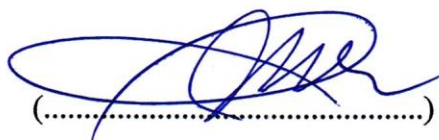
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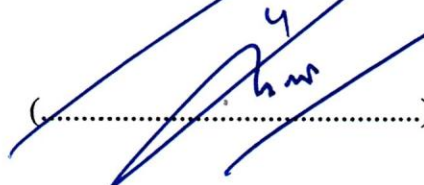
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IMPOLITENESS IN CRITICISM IN VLOG

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penggunaan strategi ketidaksantunan pada komentar di vlog. Penulis mendeskripsikan apa saja strategi ketidaksantunan yang digunakan pada komentar di vlog dan apa saja perbedaan strategi ketidaksantunan yang digunakan oleh komentator laki-laki dan perempuan pada komentar di vlog. Ini merupakan penelitian kualitatif. Penulis menganalisis ketidaksantunan secara deskriptif berdasarkan teori ketidaksantunan yang dikemukakan oleh Culpeper (1996) untuk menilai perbedaan frekuensi strategi ketidaksantunan oleh laki-laki dan perempuan. Penelitian ini menggunakan Pearson Chi-Square pada 0.05% dari perbedaan yang signifikan. Data dari penelitian ini adalah penulisan ujaran yang mengandung strategi ketidaksantunan yang digunakan pada komentar di vlog. Sumber data yang digunakan adalah komentar dari video blogging pada acara The Late Late Show. Penulis memperlihatkan hasil penelitian dengan tabel presentase dari setiap sub strategi yang diantaranya adalah 10,8% ketidaksantunan secara langsung, 59,7% ketidaksantunan positif, 20% ketidaksantunan negatif, 5,2% penggunaan sindiran, dan 4,3% ketidaksantunan kombinasi. Penulis menemukan 230 total data dari keseluruhan analisis ketidaksantunan pada komentar di vlog The Late Late Show. Dari analisis data dapat disimpulkan bahwa laki-laki lebih banyak melakukan ketidaksantunan dibandingkan perempuan.

Kata kunci: Strategi ketidaksantunan, ujaran, komentator, komentar vlog.

ABSTRACT

This research aims to analyse the use of impoliteness strategies in vlog comment. The writer describes what are the types of impoliteness strategies used in the vlog comments and what are the differences of impoliteness strategies used by male and female viewers in vlog comments. This research is qualitative. It is analysed descriptively based on related theory of Culpeper's (1996) impoliteness strategy to assess the differences in frequency of impoliteness strategies by male and female. This study employed Pearson's Chi-Square (X^2) in the 0.05% of significant differences. The data in this research are written utterance containing impoliteness strategies used in vlog comments published in 2016. The data source of this research is comments of video blogging The Late Late Show. The writer shows the result of the data by table percentages of each super strategy they are bald on record impoliteness 10.8%, positive impoliteness 59.7%, negative impoliteness 20%, sarcasm or mock politeness 5.2%, and combination of impoliteness 4.3%. There are 230 cases of impoliteness in the vlog comments in The Late Late Show. From the data analysis can be concluded that male is more impolite than female.

Keywords: Impoliteness strategies, utterances, commentators, vlog comments.

1. INTRODUCTION

The internet is the development of information and communication technology; it is easy to access a variety of information widely. Various sources of information from various media can be found on the internet. One of the function of the internet, is social media like youtube, facebook, twitter, and others. On social media primarily youtube, various kinds of events can be watched on youtube and everyone can leave comments or disclaimers about the event. However, people tend to be free to say their opinions. From there, many found the word disrespectful known as the impoliteness.

Video blogging (a term vlogger make his vlog) is usually done by speaking in front of the camera to tell about something that he likes, speaking a variety of tips, share whatever is in the mind, montage, some even making such a movie clip. Today, vloggers usually make vlogs regularly, daily, weekly or even monthly. There is also a term take-a-long vlogging which means that the vlogger tells their daily activity in long duration in a video.

Vlog saw a strong increase in popularity beginning in 2005. The most popular video sharing site to date, YouTube, was founded in February 2005. By July 2006, it had become the 5th most popular web destination, with 100 million videos viewed daily and 65,000 new uploads per day. Many open source content management systems have enabled the inclusion of video content, allowing bloggers to host and administer their own video blogging sites. In addition, the convergence of mobile phones with digital cameras allows publishing of video content to the Web almost as it is recorded. Radio and television stations may use video blogging as a way to help interact more with listeners and viewers.

With virtual communication, people tend to not see people but machine. That is why people will tend to be more vulgar, more impolite, and much more direct because what is seen is the machine. But it was the people. That is the problem with the existence of communication via the internet.

The review of literature indicated that the participants tend to use direct impoliteness (e.g., Dalton, 2013; Laitinen, 2014; Naila, 2015; Todington,

2015; Methias, 2006). The present finding is consistent with the studies. Nevertheless, unlike the main character in those studies, the commentators in the present study recurrently employed swear words, derogatory address terms, harsh criticisms, and verbal threats which could convey impoliteness, at least according to Culpeper's (1996) model. The following sections discuss the impoliteness strategies used in different participants.

Previous studies (e.g., Laitinen, 2014; Naila, 2015) reported that the character do not usually use taboo words when making criticism. The character in Laitinen's study stated that all impoliteness strategies occurred in the show with bald on record impoliteness as the most dominant strategy. Then the character in Naila's study stated that all impoliteness strategies occurred in the film with positive impoliteness as the most dominant strategy. They might have learned the bad words from other resources such as films, novels, books, and online media.

It is interesting to note that the differences in the male and female used impoliteness strategies influenced the applications of impolite. For example, when the show is not interested to watch, they hardly employed taboo words. Male shows positive impoliteness especially taboo words as the most dominant strategy, while female shows negative impoliteness such as scorning and ridiculing. Furthermore, the result indicate that different gender prompted different use of impolite words. A number of excerpts showed that commentators addressed impolite words to criticism in vlog comment.

This study intended to extend previous work. It attempted to answer the following questions; what are the types of impoliteness strategy in vlog comments? And What are the differences impoliteness strategies used by male and female in the vlog comment?.

2. RESEARCH METHOD

In this research, the writer used descriptive qualitative research, since it involved the collection of data for the purpose of describing the existing condition. The objects of the research are the impoliteness strategy used in vlog comments and the differences of impoliteness strategies used by male

and female in the vlog comments . The total number of the impoliteness strategies was 230. The data were collected by using documentary method and analyzed using theory of types of impoliteness strategy by Culpeper (1996).

3. FINDING AND DISCUSSION

Based on the data analysis all the types of impoliteness strategy based on taxonomy of Culpeper (1996) were found in this research, these being: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and combination impoliteness. Examples of each types of impoliteness are explained in the following section:

a. Bald-On Record Impoliteness

Bald on record impoliteness is used by the speaker to attack the addressee's face in a straight forward, obvious, unambiguous and brief way in situations where the face is at stake (Culpeper, 1996). The following are the example of using bald-on record impoliteness.

031/D/Vlog/F-M/BALDONREC

Katrina : *I can barely hear her, James **shut upppp**.*

LovesMaiko : *She is just barely singing.*

The conversation between Katrina and LovesMaiko is about Britney Spears performance in the carpool karaoke. The conversation occurred on vlog comments in the Late Late Show. They are talking about Britney's performance. Katrina was disturbed by James sounds, so she told James to be silent in order to enjoy Britney's sound.

The condition above is because Katrina dislike to hear the sound of James. In this vlog, James is singing more dominant than Britney. This is very disturbing. James greatly exaggerated, he is very enthusiastic about singing Britney's song. So that Britney's fans disturbed. Therefore, the possibility of using an impolite sentence will be greater by Katrina. The condition similar to the characteristic of impoliteness theory bald on record strategy by Culpeper (1996). In this case, Katrina directly shows impolite expression to James Corden. The impolite utterance above is

Bald-On Record Impoliteness strategy because it is direct, clear, and unambiguous.

b. Positive Impoliteness

Culpeper (1996: 356) describes positive impoliteness as the strategy which is intended to attack the recipient's positive face. I found the three strategies, there are "be disinterested, unconcerned, unsympathetic", "calling the other names", and "utilizing taboo words". This study found 137 data positive impoliteness. The following are example of using "be disinterested, unconcerned, unsympathetic", "calling the other names", and "utilizing taboo words".

1) Be disinterested, unconcerned, unsympathetic

033/A/Vlog/F-F/POSITIVE

Amy Roiland : *She wasn't singing at all... just mouthing the words... why?*

Veronica : *I think she had a cold. I saw the video about it. Her throat was messed up.*

The conversation is between Amy and Veronica. They talking about Britney appearance in the carpool karaoke. Amy is disinterested, unconcerned and unsympathetic with Selena appearance. She said that Britney cannot sing.

The condition above is because Amy commented that Britney cannot sing, just mouthing the words. She is disinterested, unconcerned and unsympathetic with Britney. The condition similar to the characteristic of impoliteness theory positive impoliteness by Culpeper (1996). This conversations is a sample of impoliteness work positive strategy use be disinterested, unconcerned, unsympathetic work.

2) Use taboo words - swear, or use abusive or profane language.

Use taboo words have some criteria such as swearing and using rude words. The example are:

021/D/Vlog/F-F/POSITIVE

Khasya : *Wouw, I'm impressed its damn good.*

KeyboardWarrior : *I'm glad she stopped with the over the top customer because that **shit** hid her amazing **fucking** voice and no one could look past the **dumb shit**.*

This conversation is between Khasya and KeyboardWarrior. It occurred in the vlog comment in The Late Late Show. This conversation tells about Khasya and KeyboardWarrior who comments in the vlog. They comments about Lady Gaga and James Corden in the carpool karaoke. In this situation Khasya and KeyboardWarrior talk to each other with many impolite expressions.

The word “*shit*” and “*fuck*” used by Khasya and KeyboardWarrior here is the same with the previous analysis, they uses it for swearing and profaning. So in this conversation, it is clear that they show impoliteness expression because the characteristic of those words are categorized as taboo words output positive strategy.

3) Calling the other names

Utilizing derogative words is included as calling the other names. Calling the other name's example can be seen in the utterance below.

002/B/Vlog/F-F/POSITIVE

Betty : *I love Bruno Mars, he is fun.*

Gina : *Bro that dumm as you're **a fatty**, stop using bots you clean **idiot**.*

This conversation is between Betty and Gina. It occurred in the vlog comments. They are talking about Bruno Mars appearance. In that Gina showing many impolite expressions. In their conversation they also call the other name with derogatory words.

In this comment, Gina speaks with some impolite words to James, he call James as “*a fatty*” and “*Idiot*”. The word “*fatty*” has same meaning with “*excess fat*” and the word “*idiot*” has same meaning “*stupid people*” in the previous data analysis. That is one of

impoliteness strategy categorized as positive impoliteness, call the other names output.

c. Negative Impoliteness

According to Culpeper (1996: 356), negative impoliteness is the strategy which is intended to attack the recipient's negative face wants. There are some realizations of negative impoliteness according to Culpeper (1996: 358). This strategies designed to damage the addressee's negative face wants. There are some of linguistic outputs in this strategy. And the analysis of this strategy directly divided based on the linguistic outputs of this strategy below.

1) Condescending

041/C/Vlog/M-M/NEGATIVE

Khuran Abbas : *You are ugly and annoying.*

This comment is written by Khuran Abbas. It occurred in the vlog comments. She talks about Selena Gomes appearance. In that situation Khuran Abbas shows impolite expressions by saying “*you are ugly and annoying*” to Selena. The condition above is because Khuran comments “*you are ugly and annoying*” in this vlog. He comments to Selena appearance. It means that he degrading Selena. The utterance showing impoliteness. The condition similar to the characteristic of impoliteness theory negative impoliteness by Culpeper (1996). This conversations is a sample of impoliteness work negative strategy use condescending.

2) Scorning

032/A/Vlog/M-F/NEGATIVE

Peta : *She can't sing.*

Steph : *Lip singing again.*

This comment is between Peta and Steph. They are talking about Britney appearance. Peta said that Britney not singing in every performances, because Britney cannot sing. Than Steph also comments that Britney lip singing again.

The condition above is because Peta responded Britney's appearance by saying impoliteness. He said that Britney cannot sing with clearly. There is very clear that Peta use impoliteness. The condition similar to the characteristic of impoliteness theory negative impoliteness by Culpeper (1996). This conversations is a sample of impoliteness work negative strategy use scroning.

3) **Ridiculing**

050/C/Vlog/F-F/NEGATIVE

Mitchell : Her job is singer, yet she can't sing.

Tacoallurothy : Yes she can.

The conversation is between Mitchell and Tacoallurothy. This comment tells about Selena's appearance. Mitchell said that Selena is a singer but she cannot sing. Then Mitchell ridiculed her.

Mitchell and Tacoallurothy said contemptuously that Selena cannot sing. Mitchell mock and ridicule her. This conversations is a sample of ridiculing, which include in impoliteness work negative strategy. Ridiculing is a thing that show disrespect with somebody or something.

d. Sarcasm or Mock Politeness

Sarcasm is a face threatening act which is performed through the employment of politeness strategy insincerely (Culpeper, 1996: 356). Someone can use sarcasm for expressing his or her opposite feeling which means not the real meaning of what he or she says. It can be concluded that the realization of sarcasm or mock politeness is employing insincere politeness.

032/D/Vlog/F-M/SARCASM

Florencia : He sings so well that I can't hear Britney.

Amy Roiland : She's not singing.

The conversation is between Florencia and Amy Roiland. This comment tells about Britney appearance. Florencia said that James sings

so well that she cannot hear Britney. It means that Florencia mock Britney.

Florencia said contemptuously that James sings over that Britney, so she cannot hear Britney sings. It means that Britney does not sing well. There is clearly that Florencia is mocked her. This comment is a sample of sarcasm or mock politeness, which is included in impoliteness work negative strategy.

e. Combination Strategies

In the analysis of data that the researchers found in the field, there are some combination of strategies. The following are example of using theory combination:

1) Bald-on record Impoliteness with Positive Impoliteness

a) Bald-on record impoliteness using taboo words.

002/C/Vlog/M-M/BALDONREC.POSITIVE

Angus : *I hate it when James sings over the singer, like **shut the fuck up** you fat fuck.*

The comment is written by Angus. The word “shut up” shows bald on record then the word “*fuck*” in the middle of *shut* and *up* shows taboo word in positive impoliteness strategy. Angus is talking about Bruno Mars appearance. But he showed impolite to James.

In this comment, Angus speaks with some impolite words to James. He directly attack James face by saying “*shut up*” and “*fuck*”. It is shows that Angus comment’s with some impoliteness words. That is the combination of impoliteness strategy contain bald-on record and taboo word strategy of positive impoliteness.

b) Bald-on record impoliteness using calling the other name.

002/B/Vlog/F-M/BALDONREC.POSITIVE

Gina : *Bro **that dumm** as you’re **a fatty**, stop using bots you clean **idiot**.*

The comment is written by Gina. The word “*that dumm*” shows bald on record impoliteness strategy. Then the word “*a fatty*” and “*idiot*” shows calling the other names. It means that Gina showing many impolite expressions.

In this comment, Gina speaks with some impolite words to James. He directly attack James face by saying “*that dumm*”, “*fatty*”, and “*idiot*” shows that Gina’s comments with some impoliteness words. That is the combination of impoliteness strategy contain bald-on record and calling the other names.

- c) Bald-on Record Impoliteness using Calling the other name and Taboo Words.

001/C/Vlog/M-F/BALDONREC.POSITIVE

Francisco Andre : *Man **shut up fatty**, I wanna hear Bruno not your horrible **ass** falso.*

The comment is written by Andre. The word “*shut up*” shows bald on record impoliteness strategy. Then “*fatty*” shows calling the other names and the word “*ass*” shows taboo word. It means that Andre shows many impolite expressions.

In this comment, Andre speaks with some impolite words to James. He directly attack James face by saying “*shut up*”, then calls James as “*fatty*”, and “*ass*” to James voice. Using the words “*shut up*”, “*fatty*”, and “*ass*” shows that Andre’s comments with some impoliteness words. That is the combination of impoliteness strategy contain bald-on record, calling the other names, and taboo word.

2) Positive with Negative Impoliteness.

- a) Scorning using taboo words.

041/D/Vlog/F-F/POSITIVE.NEGATIVE

Joanna : *She’s not that cute actually*

Weirdgirl : *Shove your hate up your **ass**.*

The conversation is between Joanna and Weirdgirl. Weirdgirl utterance's that "*shove your hate up your ass*" shows scorning in negative impoliteness strategy. But in this utterance contains taboo word. It means that Weirdgirl shows many impolite expressions. Especially in theory combination of impoliteness strategy.

In this comment, Weirdgirl speaks with some impolite words to Joanna. She is directly scorns Joanna by saying "*shove your hate up your ass*". And also contains taboo word in the utterance. It shows that she comments with some impolite words. That is the combination of impoliteness strategy contain scorning in negative impoliteness strategy and taboo word in positive impoliteness strategy.

b) Calling the other name and scorning

030/B/Vlog/M-F/POSITIVE.NEGATIVE

Riedel : Why this ***bitch*** never sing? *Ohhhh, I think cuz she has no talent.*

The comment is written by Riedel. The word "*bitch*" shows calling the other name strategy in positive impoliteness. Then the utterance "*Ohhh, I think cuz she has no talent*" shows scorning strategy in negative impoliteness. It means that Riedel showing many impolite expressions.

In this comment, Riedel speaks with some impolite words to Britney. She calls Britney as "*bitch*", and scorns her by saying "*Ohhh, I think cuz she has no talent*". Using the utterances above, it shows that Riedel comments with some impolite words. That is the combination of impoliteness strategy contain calling the other name in positive impoliteness strategy and scorning in negative impoliteness strategy.

In this section, the researcher provides the explanation of the findings comprehensively. Some utterances spoken by the commentators in the vlog comments from the appendix are taken as examples. The detailed explanation is presented to describe the objectives of the research which are the discussion of the types and realizations of the impoliteness strategy in the vlog.

Furthermore, the realization of bald on record impoliteness is in the form of using direct, clear, and unambiguous statement. In the data analysis the researcher found bald on record which occurs 25 times or 10,8%. The word that belong to this type is “*shut up*”, and the most of them used this word. Then, positive impoliteness occurs 137 times or 59.7% the form of disinterested was found 33 times or 14,3%. For example are the word “*Boring*” and the utterances such as “*she can’t sing*”, “*she don’t know her song*”, etc. Then, positive impoliteness in the form of calling the other names which occurs 44 times or 19%. For example “*Bitch*”, “*Stupid*”, “*A bit awkward*”, etc. And then the last form of positive impoliteness in using taboo words which occurs 60 times or 26,4%. The words that belong to this type are “*shit*”, “*fuck*”, “*damn*”. In addition, negative impoliteness is expressed in the form of condescending, scorning, and ridiculing. Condescending which occurs 3 times or 1,3% for example “*ugly*” and “*annoying*” in the utterance “*you’re ugly and annoying*”. Then scorning which occurs 40 times or 10,07% for example “*she’s not even sing*”, “*just mouthing the words*”, “*her throat was messed up*”, etc. And the next is ridiculing which occurs 3 times or 1,3%. The utterance that belong to this type is “*looks like she’s bipolar or some shit*”, “*it’s a clone*”, and “*she has always made weird, silly faces*”. Finally, employing insincere politeness is the realization of sarcasm or mock politeness which occurs 12 times or 5,2% and the utterance that belong to this type are “*she’s just singing quietly*”, “*you’re sexy as hell*”, “*pure talent*”, etc. Then the last is combination strategies which occurs 10 times or 4,3% for example “*Bro **that dumm** as you’re **a fatty**, stop using bots you clean **idiot***”.

The following are the table of summary of the findings:

4.D Table of Summary of the Findings

Number	Types of Impoliteness Strategies		N	(%)	X ²	X ² Table
1.	Bald-On Record	Using Direct, Clear, and Unambiguous Statement	25	10,8%	6,25	5,99
2.	Positive Impoliteness	Be disinterested, unconcerned, unsympathetic	33	14,3%	8,81	5,99
		Use taboo words	60	26,4%	15,05	5,99
		Calling the other names	44	19%	17,8	5,99
3.	Negative Impoliteness	Condescending	3	1,3%	1	5,99
		Scorning	40	17,4%	10,07	5,99
		Ridiculing	3	1,3%	1	5,99
4.	Sarcasm/ Mock Politeness	Employing Insincere Politeness	12	5,2%	3,25	5,99
5.	Combination Strategies	Bald-on record with Positive impoliteness	8	3,4%	3,5	5,99
		Positive with Negative Impoliteness	2	0,9%	0,5	5,99
Total			230	100%		
Percentages (%)			100%			

N : Total Number

% : Percentages

X² : Chi-Square

X2 Table : Chi-Square Table

From the five strategies that the researcher used, there is a strategy that does not exist in the theory of Culpeper (1996) impoliteness strategies is combination strategy. Culpeper said that strategy is different one to another. But in this research, the researcher found 10 combination strategies. In the vlog comments there are many people who do impoliteness based on Impoliteness strategies by Culpeper (1996). But, there are only a certain strategy such as bald on record, positive impoliteness (be disinterested, use taboo words, calling the other name), negative impoliteness (Condescending, scorning, ridiculing), and sarcasm or mock politeness. The researcher not found from positive impoliteness are ignore (snub the other),exclude the other from an activity, disassociating from the others, using inappropriate identity markers, seek disagreement, and make feel the other feel uncomfortable. Then in the negative impoliteness the researcher not found there are frighten, explicitly associate the other with a negative aspect, put the other's indebtedness on record, and hinder. And the researcher is not found withhold politeness in the data analysis.

4. CONCLUSION

In the vlog comments there are many people who do impoliteness based on Impoliteness strategies by Culpeper (1996). But, there are only a certain strategy such as bald on record, positive impoliteness (be disinterested, use taboo words, calling the other name), negative impoliteness (Condescending, scorning, ridiculing), and sarcasm or mock politeness. The researcher did not find from positive impoliteness are ignore (snub the other),exclude the other from an activity, disassociating from the others, using inappropriate identity markers, seek disagreement, and make feel the other feel uncomfortable. Then in the negative impoliteness the researcher not

found there are frighten, explicitly associate the other with a negative aspect, put the other's indebtedness on record, and hinder. And the researcher is not found withhold politeness in the data analysis.

In the vlog comments, the researcher found a new strategy, namely the combination strategy of impoliteness. Actually, in the vlog comments there are many people using combination impoliteness strategy such as combination between bald-on record impoliteness and positive impoliteness, then positive impoliteness with negative impoliteness.

In this research, it was found that males tend to be more impolite than female. Males tend to lead to the positive impoliteness strategy such as taboo words and calling the other names. While, females tend to lead to the negative impoliteness strategy such as condescending, scorning, and ridiculing. From the data analysis it can be concluded that males are easier to pronounce impolite words, it is caused they spoken in the vlog comments. It means that online media is not real, so they can say impolite word casually. Whereas female are using the feelings that are maintaining the words that they utter.

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