

CHAPTER I

INTRODUCTION

A. Background of Study

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.

Communication is an activity that is always done by everyone in everyday life. Communication becomes a very important requirement for human, not only verbal but also non-verbal, not only direct but also indirect. Internet comes to make communication easier among other. Internet makes us able to access anything and get the communication with everyone even in long distance. The ease that serves by the internet precisely make some people overshoots in using language to communicate. This phenomenon can easily found in our life such as in internet meme. Internet meme become phenomenon because it increase rapidly in cyber world, many people creates internet memes as the way to communicate with other.

Youtube is one of the most popular media in the world. It is launched in 2005, as a way for people to post video clips online. Watching youtube now consumes a large portion of many young people's media time, often taking time away from broadcast or cable television. The number of youtube clips available to watch is staggering. At the start of 2010 the number is fast approaching 100 million, with roughly 150,000 new clips posted daily.

Perhaps the thing about youtube that is least understood by people who do not use it regularly is that it is not just one way, or one-to-many, communication; it is designed to be, and very much is, two-way. There are

easy-to-use communication and feedback channels built in, including view counts, ratings, text posts to any clip, and in the ability to make and post “response” video clips, which often happens. Many users post ideas and opinions, looking for feedback, and many get large numbers of responses to their clips. Language students, for example, often post clips and get feedback from native speakers.

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, vlogger usually make vlogs regularly, daily, weekly or even monthly. There is also a term take-a-long vlogging which means that tells vlogger daily in long duration, like going to the mall, then riding a motorcycle, then, go home and sleep contained in a video.

Video blogging is now a new and popular trend in blogging circle and differs from its parent, textual blogging, by offering audio-visual capabilities to communicate. EDUCAUSE Learning Initiative (2005) defines a video blog as a “web log (blog) that uses video rather than text or audio as its primary media source” (p. 1). Borrowing from the definitions of Bryant (2006), this paper will use the term video blog to refer to blogging activity; vlog to the posts and videos; and video bloggers to the people who produce and publish vlogs in their blogs. Vlogs combine images, audio, movies and text to communicate personal reflections, expression of feelings, documentaries and stories. Video bloggers generally edit their video with video editing tools, adding background music, sound or text and upload them to their video blogs to share their vlogs with their audiences. Video bloggers share their videos within a community, receive comments on their videos and set a conversation with their audiences.

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 why people will tend to be more vulgar, more impolite, and much more direct because it is seen is the machine. But it was the people. That the problem with the existence of communication via the internet.

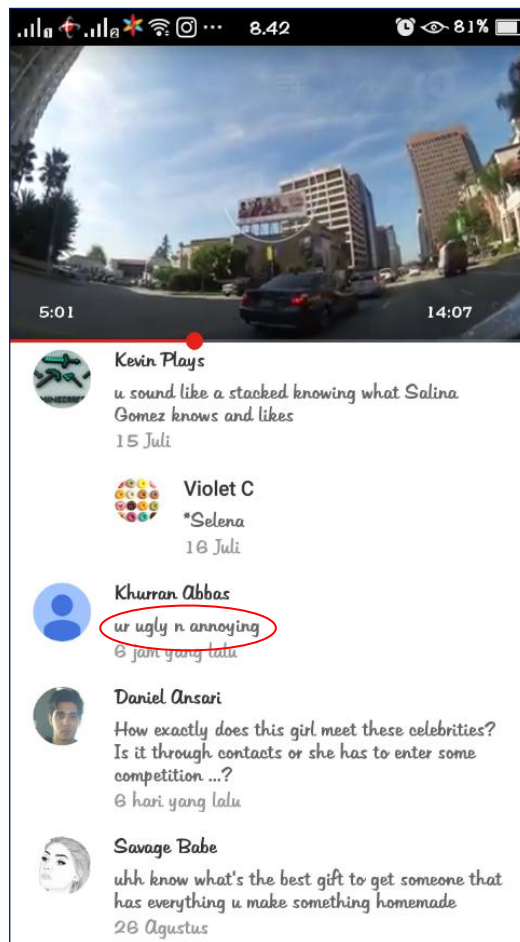
Then, the researcher will discuss about impoliteness. The most notable model of impoliteness was introduced by Jonathan Culpeper in (1996). As maintained by his model, impoliteness is intended to produce disharmony between interlocutors in social interactions (Walaszewska and Piskorska, 2012, p. 246). Although his model is based on Brown and Levinson's (1987) PT, Culpeper refutes their view of impoliteness as 'marginal' to everyday conversation. He asserts that understanding the notion of politeness is impossible without comprehending impoliteness phenomenon and, thereby, the analytical framework of impoliteness needs to be improved and receive the due consideration (Mullany and Stockwell, 2010, p. 71).

Culpeper's model has an advantage over others as it is built on real life data. It tackles with different types of discourses starting with conflictive and impolite illocutions in U.S. army training discourse and ending with impolite interaction within bilingual Spanish/English children's discourse. Therefore, the variety of verbal and written data used by Culpeper empowers his model and makes it more reliable (Bousfield, 2008, p. 90). Furthermore, Culpeper depends on media data in general and television programs in particular to testify how his impoliteness model functions.

The researcher is interested to analyze impoliteness used in comment of video blogging in YouTube channel because the captions in comment full of

impoliteness. Problem may happen through the use of impoliteness in command of video blogging when they are used to insult others.

The example below is taken from the vlog in YouTube entitle *The Late Late Show with James Corden*.



003/E/Vlog/M-F/NEGATIVE

MR. Khurran Abbas: *You are **ugly and annoying***

- 03 : Number of picture
 E : Appendix E
 Vlog : Data source
 M-F : Male to female
 NEGATIVE : Negative Impoliteness

The data above are taken from the vlog in youtube entitle *The Late Late Show with James Corden*. The utterance above contain negative impoliteness strategies in condescending work. The comment of the vlog is performed in a direct, clear, unambiguous and concise way in circumstances where face is not irrelevant or minimized (Culpeper 1996). From the comments above, it shows that the participant is not fans. Clearly he called an artist with ugly and annoying. He commented about performance in the show. He does not like the sound and he insult the artist who was a guest star. When using negative impoliteness strategies in condescending work, participant clearly attack the recipient's negative face wants.

In the speech act in a comment on a video blogging, found the speech act that reflects impoliteness. It does not just happen. There are several causes of the speech acts that are impolite.

The native researcher have studied impoliteness, mostly they observed spoken language. For example, Culpeper is using television documentary (2003), television quiz show (2005) as his objects. Dalton (2013) using the speech act of impoliteness in online discourse do play a role in negotiating cultural and community norms. Then, Laitinen (2014) is using television talk show as her object. Maysa is using Jordanian undergraduates students as object of his study (2009). Efendi studied about the comparison of politeness strategies of refusal in the two movies (2014). Piia Kuntsi (2012) using a novel for analyze the case of study compares between politeness and impoliteness. Dani (2015) is using the students in classroom as her subject. Apriliana (2009) concentrates on the impoliteness strategy applied in the computer mediated communication (CMC).

The research of written impoliteness especially in media online has been rarely examined. The most studies of written impoliteness are using novels as his/her objects. Kuntsi (2012) also uses a novel "Dover Trial" in her research. Methias (2010) using a novel of Dickens's Great Expectation in his research. In Indonesia has not much studied about impoliteness. The example, Efendi (2014), he uses movies as his object to analyse politeness strategies.

And the last is Toddington (2015), he examines impoliteness as a vehicle for humour in dramatic discours. The present research has same object with Irawan, but different participants. The previous research used reader participants and the present research used viewer participants.

There have been previous studies examined impoliteness, however most of them focus on the spoken rudeness or impoliteness. The research that has been written is rarely examined, and therefore this study is to fill this gap. Thus, this research try to researching about impoliteness in a comment written on vlog.

Based on the example above, the researcher proposes to conduct the research which deals with impoliteness used in Vlog's comments, focuses on analysing the impoliteness strategies are used by reader in Vlog. The tittle of the research is "*Impoliteness in Criticism in Vlog*".The researcher hopes that this research will be useful as additional references and enrichment in studying language used. This study will be different with the studies before, the researcher focuses on written impoliteness in criticism.

B. Limitation of the Study

The researcher focuses on analyzing the types of impoliteness strategy used in comment by viewer in vlog, because there no many research that focus on this topic. And the researcher choose the Culpeper (1996) taxonomy to analyze the data of impoliteness in comments, because the researcher think that it is the most appropriate theory to support this research.

C. Problem Statement

Based on the previous background of study, the researcher aims to analyzing the problems, as follow:

1. What are the types of impoliteness strategies used by viewers in vlog comments?
2. What are the differences of impoliteness strategies used by male and female viewers in vlog comments?

D. Objective of the Study

The objectives of the study in this research are to know about the types of impoliteness strategies used by viewer in vlog and what are the differences of impoliteness strategies used by male and female viewers in vlog comments.

E. Benefit of the Study

The researcher expects that this research gives the benefits theoretically and practically, as follow:

1. Theoretical Benefits

Theoretically the researcher expects this research can be the complement and additional reference in linguistic field especially in impoliteness in comments.

2. Practical Benefit

Practical benefits expected to give the information briefly to the reader about impoliteness in criticism in video blog comments. The researcher also hopes that this research can give the acknowledgment about impoliteness found easily in everyday life. And it can give additional reference or further references for other researchers who are interested in linguistics study on Pragmatic analysis of impoliteness and its contributions for English department students particularly in learning about pragmatics.

F. Research Paper Organization

The writer organizes this research paper in order to make it easier to understand. The research paper is divided into five chapters.

Chapter I is introduction which consists of the background of the study, previous study, problem statement, limitation of the study, objective of the study, significant of the study, research method and paper organization.

Chapter II is underlying theory. It deals with pragmatics, speech act, criticism, impoliteness strategies, computer-mediated-communication (CMC), and Vlog.

Chapter III is research method, presenting type of the study, object of the study, data and data source, technique of collecting data, and technique of analyzing data.

Chapter IV is the result of the research. In this chapter the researcher presents the data analysis and discussion. The data analysis is elaborates into the types of impoliteness strategies by Culpeper used in Vlog's comments and the most strategies used in Vlog's comments.

Chapter V is conclusion and suggestion. And the last part will be bibliography and appendix.