CRITICIZING UTTERANCE USED IN SOCIAL MEDIA TO RESPOND TRADE WAR NEWS

Submitted as a Partial Fulfillment of the Requirements

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Written by:

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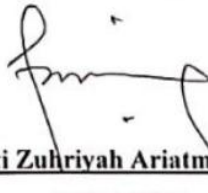
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Abstrak

Penelitian ini membahas strategi ucapan kritik dan strategi kesopanan pada beberapa sosial media yang merespon berita tentang perang dagang yang terjadi antara United States dan China. Penelitian ini bertujuan untuk mendeskripsikan strategi kritikan yang digunakan di sosial media untuk merespon berita perang dagang dan menjelaskan strategi kesopanan dari kritikan yang digunakan oleh untuk merespon berita tentang perang dagang. Jenis penelitian yang digunakan dalam penelitian ini adalah deskriptif qualitatif. Objek dari penelitian ini adalah semua ucapan kritikan pada berita perang dagang yang terdapat di sosial media dan berita online. Data dari penelitian ini adalah ucapan kritik yang digunakan di sosial media untuk merespon berita perang dagang yang dianalisis menggunakan teori dari Nguyen (2005) tentang strategi kritik dan Brown and Levinson (1987) tentang strategi kesopanan. Teknik pengumpulan data dari penelitian ini adalah dokumentasi di berita, mengumpulkan berita perang dagang, dan menemukan ucapan kritik. Hasil dari penelitian ini menunjukkan dua belas strategi kritik secara langsung dan tidak langsung yang digunakan oleh sosial media untuk merespon berita tentang perang dagang. Peneliti juga menemukan sepuluh strategi kesopanan dari kritik yang digunakan di sosial media untuk merespon berita tentang perang dagang.

Kata kunci : ucapan kritik, kesopanan, sosial media, perang dagang

Abstract

This research discussed the criticism strategy and politeness strategy of criticism in social media to respond the news about trade war that happened between the United States and China. This research is aimed to describe the criticism strategy used by social media to respond the trade war news and clarify the politeness strategy of criticism used by social media to response the trade war news. The type of the research is descriptive qualitative. The object of this research is the criticism utterances in trade war news used in social media and online news. The data of this research is criticism utterance found in social media to analyzing based on the theory from Nguyen (2005) about criticism strategy and Brown and Levinson (1987) politeness strategy. The data collection technique of this research is documentation in the news, collecting the trade war news, and finding the criticism utterances. The results of this research showed twelve criticism strategies for direct and indirect used by social media to response the trade war. Furthermore, the researcher also found ten politeness strategies of criticism used in social to response the trade war news.

Key words: criticizing utterance, politeness, social media, trade war

1. INTRODUCTION

The relation between China and the United States happened since long ago. The relation of the countries such as the cooperation in economic field, especially in exports and imports has greatly increased. However, the relation between China and the United States is not always running well. There has been a trade war since two years ago by setting the tariff of products up to hundreds of dollars. Trade war is a conflict between two countries which has applied and increased the tariffs of products as a response for the trade hitch in economic reasons.

The conflict happened because the United States raises the imports tariff of China products from ten percent to twenty percent. The policy of increasing import tariffs on products affected the economy of China, therefore; the conflict became worse because China replied back to the Unites State. The United States government also limited the products from China. The trade war gives effects to China and other countries which make the China's government apply the new tariff for products from the United States and the effects for other countries.

The trade war becomes news which many people discussed and also reported in social media. Social media is a tool that connects people via internet. According to Kent (2013), social media is the expression of two ways such as an interaction and giving feedback which allowed in any form interactive communication. Cross (2013) states that social media is the term consists of any technology to connect the people for change and get any information based on web. Nowadays, only with social media the news can spread quickly and known by many people. Social media is the fastest media for spreading the news and it is very easy to access by everyone who has an internet connection.

People talk and argue about the trade war through debating, criticizing, and threatening to response the trade war news. One type of expression or utterance to state a disapproval and disagreement from the choices or action of someone is called criticism. According to Leech (1993) criticism is an utterance of a psychological action which is used to express

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the opinion towards negative or bad conditions of listener. Criticism contains negative judgments which spoken directly or indirectly.

Criticism can be expressed in many ways seen from the perspective of politeness. In communication, politeness is very important for interaction, both personal interaction and social interaction. According to Leech (1983) politeness is the way for minimizing the impolite expressions and the politeness strategy to avoid the conflicts of situation. The speakers must be able to use the politeness for having a good conversation. Furthermore, politeness is one of interaction aspects that show respect to the listener. Hence, communication with politeness can save the self-image between speaker and listener.

There have been many researches which analyzed the criticism strategies and politeness strategies of criticism. Some of them are Nuryani (2016), Suharno (2016), Nilah (2016), Noviani (2014), Kayedl, Al-Ghoweri (2019). Nuryani (2016) conducted a research aimed at identifying politeness strategies of criticisms made by the characters and the cause of using politeness strategies in This Means War movie The result showed that three politeness strategies performed by the characters in This Means War movie namely positive strategy, bald on record strategy, and off record. Then, the researcher also found five maxim in politeness principles such as tact maxim, generosity maxim, approbation maxim, modesty maxim, and agreement maxim.

Another research conducted by Suharno (2016) aimed at analyzing the strategies of criticism performed by students in SMA 2 Mejayan. The results showed that the students used indirect strategies to express criticism and the strategies which very dominantly used by the students such as negative evaluation, demand for change, request for change, and advice about change in status level.

In addition Nailah (2016) conducted a research aimed at identifying the politeness of criticism utterances performed by the main characters at Transformers: Age of Extictinon Movie. The result shows that the politeness strategies used by the characters such as positive politeness,

negative politeness, bald on record, and off record. Bald on record becomes the most dominantly politeness strategy used by the characters in the movie.

Meanwhile, Noviani (2014) investigates the types of politeness strategies performed by main characters in Uptown Girls movie and the benefits of main characters used the politeness strategies. The results showed that there are four politeness strategies such as positive politeness, negative politeness, off record, and bald on record. Then, there are five politeness principles namely generosity maxim, tact maxim, modesty maxim, approbation maxim, and agreement maxim.

A research on criticism strategies is also conducted by other researchers including Kayed, Al-Ghoweri (2019). The research aimed at analyzing criticism strategies of used by students in Jordain (Jordanian Arabic). The result of the research showed that in expressing criticism, indirect strategy is most dominant used than direct strategy by students in Jordan such as negative evaluation, disapproval, identification of problem, and expressing disagreement.

This research has similarities and differences with the previous researches. The similarities are on the focus which is on the criticism strategies and politeness strategies, the theory used, and the type of research. The differences are on the aims, the data and data source, and the techniques of collecting data. Furthermore, the new thing in this research is that it tries to reveal the ways people express criticism utterances in social media which have wider and open scope. It explores the criticism in social media which include twitter, Instagram, and online news. Hence, this research completely is an important addition to those previous studies in the area criticism strategy and politeness strategy in social media.

2. METHOD

This research belongs to descriptive qualitative. The object of this research was criticism utterances used in trade war news found in social media which include twitter and Instagram and online news in example Reuters News, Independent News, The Guardian News, South China Morning Post, and BBC News. The data of this research are criticism utterances which are used in social media to response the trade war news. The data source in this research is the trade war news between the United States and China in social media especially the criticism utterances and the responses given by the social media users.

The techniques of collecting data involved the process of collecting the news of trade war between the United States and China from social media namely twitter, Instagram, and online news, finding the utterances or sentences that indicated the criticism utterances, writing down the criticism utterances found in social media about trade war and coding the data. The techniques to analyze data are describing the criticism strategies by referring to the theory of Nguyen (2005) and clarifying the politeness strategies of criticism based on the theory of Brown and Levinson (1987). The last is drawing conclusion.

3. FINDINGS AND DISCUSSION

3.1 Criticism Strategy

The chart below shows the quantity for criticism strategy which is used in social media to respond the trade war news.
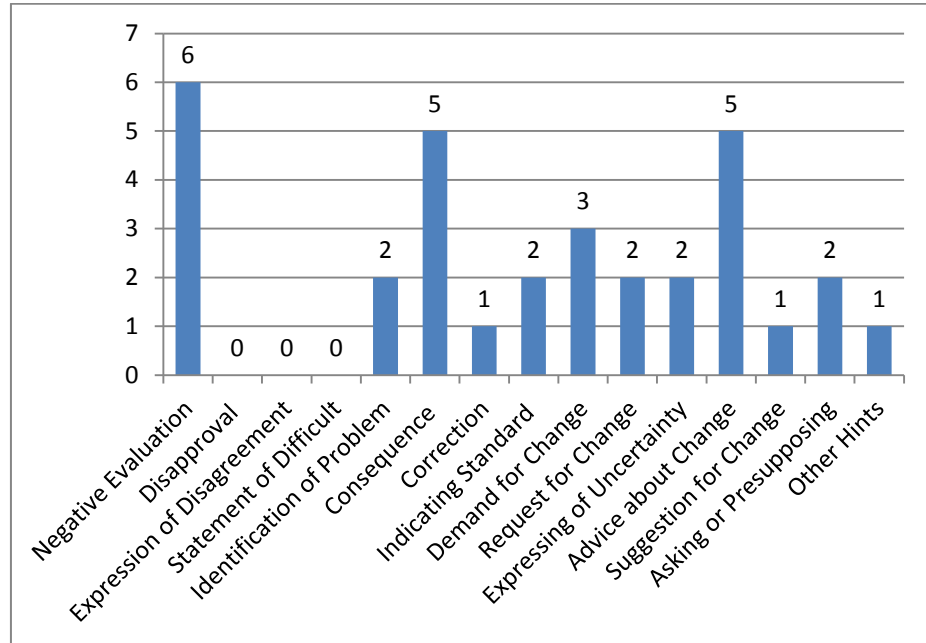

Chart 3.1 Criticism Strategy

The chart above shows the strategy of criticism referring to the theory from Nguyen (2005) in which there are 12 strategies used in social media to respond the trade war news. The strategies are divided into two, first is direct strategy in example negative evaluation, identification of problem, and consequence. Second, the indirect strategy in example correction, indicating standard, demand of change, request of change, expressing of uncertainty, advice of change, suggestion for change, asking or presupposing, and other hints.

3.2 Politeness Strategy

The chart below shows the quantity for politeness strategy which is used in social media to respond the trade war news.
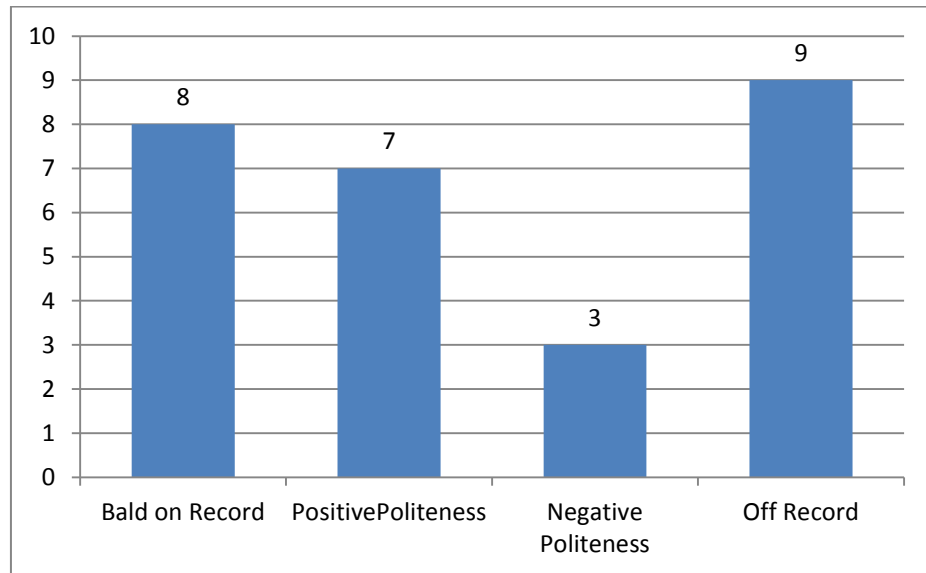

Chart 4.8 Politeness Strategy

The table above shows the politeness strategy referring to the theory from Brown and Levinson (1987). The researcher found 10 strategies with 27 utterances used in social media to respond the trade war news. The strategies are divided into four, the first is bald on record strategy with 8 utterances. The second is positive politeness strategy with 7 utterances. The third is negative politeness strategy with 3 utterances. The forth is off record strategy with 9 utterances.

Having analyzed the data, all the criticism strategies by Nguyen (2005) and politeness strategies proposed by Brown and Levinson (1987) are found in social media users' response to the trade war news. The researcher found that highest quantity of use the criticism strategies in social media to respond the trade war news is negative evaluation strategy. The total use of negative evaluation strategy is 6 data or utterances. Then, the lowest quantity of use the criticism strategies is correction, suggestion for changes and other hints with only 1 utterance.

In addition, the researcher also found that the highest quantity of use the politeness strategy of criticism in social media to response the

trade war news is off record strategy. The total off record strategy is 9 utterances. The next is bald on record strategy with 8 utterances. Then, the positive politeness strategy with 7 utterances and the last is negative politeness strategy with 3 utterances.

4. CONCLUSION

The researcher writes the conclusion that related with the questions in chapter one and the findings and discussion in chapter four. Based on the findings, the researcher found twelve strategies which are used in social media to response the news about trade war between the United States and China. The researcher concludes that the highest quantity of utterance in social media to response the trade war news using criticism strategies. The utterances in social media to criticize the trade war news tend to use negative evaluation strategy.

Besides, the social media use the negative evaluation strategy to respond the trade war news that the strategy is used explicitly and directly for someone to the problems that are happening. The social media users stated the response by stating the adjective evaluation directly to the problems, someone, and the listener's action.

Then, the researcher also found that the social media users used all the politeness strategies of criticism utterances to response the trade war news. The researcher concludes that the highest quantity of utterances in social media to response the trade war news in using politeness strategy of criticism. The utterances in social media to criticize the trade war news with politeness strategy tend to use the off record strategy.

In addition, the social media use the off record strategy to respond the trade war news that the strategy aimed to do face threating act for asking the interpretation of utterances. The social media users did not directly stated but give the response in the comments in social media and online news so the social media users get away from the responsibility of damaging the listener's face.

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