

IMPOLITENESS STRATEGIES FOUND IN HAILEY BIEBER'S INSTAGRAM COMMENT SECTION

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Abstrak

Ketidaksopanan adalah sesuatu yang terjadi dalam konteks tertentu terhadap perilaku tertentu melalui sikap negatif. Perilaku tersebut dianggap menimbulkan akibat emosional bagi seseorang atau dianggap menimbulkan pelanggaran. Ekspresi ketidaksopanan banyak ditemukan di media sosial melalui komentar kebencian. Peneliti tertarik untuk mengeksplorasi Strategi Ketidaksopanan yang Ditemukan di Bagian Komentar Instagram Hailey Bieber. Dalam menganalisis jenis-jenis ketidaksopanan digunakan teori dari Culpeper (1996) dan jenis-jenis strategi ketidaksopanan berdasarkan model Culpeper (2011). Dalam penelitian ini diketahui bahwa ketidaksopanan negatif merupakan jenis ketidaksopanan yang paling sering digunakan dengan temuan 15 data. Sedangkan jenis ketidaksopanan yang paling jarang ditemukan adalah ketidaksantunan rekaman botak yang hanya berjumlah 6 data dari total 45 data yang dianalisis. Fungsi ketidaksopanan yang paling sering digunakan haters untuk mengungkapkan ketidaksopanan adalah ketidaksopanan afektif. Peneliti menemukan 44 data fungsi ketidaksantunan. Terdapat 23 data ketidaksantunan afektif, 4 data ketidaksantunan koersif, dan 17 data ketidaksantunan menghibur. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif yang mengambil analisis isi sebagai jenis kualitatif. Teknik pengumpulan data dalam penelitian ini menggunakan teknik dokumentasi.

Kata kunci: Fungsi ketidaksopanan, pragmatik, strategi ketidaksopanan, tipe ketidaksopanan.

Abstract

Impoliteness is something that occurs in certain contexts towards certain behaviors through negative attitudes. This behavior is considered to have emotional consequences for someone or considered to cause a violation. A lot of impoliteness expressions can be found in social media through hate comments. The researcher is interested in exploring the Impoliteness Strategies Found in Hailey Bieber's Instagram Comment Section. In analyzing types of impoliteness used theory from Culpeper's (1996) and types of impoliteness strategies based on Culpeper's (2011) model. In this study, it was noticed that negative impoliteness was the most frequently used type of impoliteness with findings of 15 data. Meanwhile, the type of impoliteness that is most rarely found is bald record impoliteness with only 6 data out of a total of 45 data analyzed. The function of impoliteness that haters most often use to express impoliteness is affective impoliteness. Researcher found 44 data of impoliteness functions. There are 23 data of affective impoliteness, 4 data of coercive impoliteness and 17 data of entertaining impoliteness. This research used a qualitative approach with a descriptive research type that took content analysis as a qualitative type. Technique for collecting the data in this research used documentation technique.

Keywords: Function of impoliteness, impoliteness strategy, pragmatics, type of impoliteness.

1. INTRODUCTION

Leech (1983) states that pragmatics is a study of conversational situations that are related to meaning where the speaker's meaning in communication is influenced by situations or conditions. According to Yule (1996), the definition of pragmatics also refers to the study of meaning conveyed by speaker and interpreted by a listener. However, many people do not pay attention to the consequences of the words they have spoken to their interlocutors and they do not respect the other person or do not have good manners when speaking. Impoliteness is assumed to be a violation of some rules. This negative act can occur either intentionally or unintentionally.

In this modern era, impoliteness has been found to occur in society in daily communication. In terms of communicating, many people think that the use of impoliteness is normal. According to Lakoff (1973) there are two main rules of competence that need to be obeyed, being clear and being polite. Impoliteness is a condition that goes against those pragmatic rules.

Culpeper (2011) defines impoliteness as something that occurs in certain contexts towards certain behaviors through negative attitudes. Impoliteness is a deviation from what is understood as politeness, and is basically confrontational and disrupts the harmony of society (Yus, 2011). This behavior is considered to have emotional consequences for someone, that is, it is considered to cause a violation. Language is a way for humans to communicate with other individuals. Apart from being a means of communication, language can be used as self-expression, expressing ideas, feelings, and emotions.

The current research to continue previous research is the phenomenon of impoliteness in the comments section on Hailey Bieber's Instagram. A lot of impoliteness expressions can be found in social media through hate comments. Hailey Baldwin or also known as Hailey Bieber is one of American model who got a lot of hate by her haters, an example of the use of impoliteness can be found in a comment by an Instagram account user @kiwikuunn "Plastic surgery, and your last name 🤪"

In the comment above, @kiwikuunn responded to Hailey's post where she posted her childhood photos and wrote the caption "what's changed tho?" and @kiwikuunn commented "Plastic surgery, and your last name". This answer might be sarcasm as well as a joke that some people find funny and entertaining. Therefore, this comment is included in the type of impoliteness in the form of sarcasm or mock politeness as well as the function of impoliteness in the form of entertaining impoliteness.

In analyzing types of impoliteness based on Culpeper's (1996) and types of impoliteness strategies based on Culpeper's (2011) model, no research has been conducted in Hailey Bieber's Instagram Comment Section. Researcher believes that the expressions of impoliteness that we utter have a huge potential to have an impact on someone. So, this research will be analyzed by analysis of impoliteness strategy. Based on the description above, the researcher is interested in exploring the Impoliteness Strategies Found in Hailey Bieber's Instagram Comment Section.

In this study, researcher tried to combine two topics, types of impoliteness and functions of impoliteness, in one study. Research was conducted in the social media as a reflection of real life as a netizen. Comments on social media are made directly by netizens so that the data taken is real or not made up by the director.

2. METHOD

This research used a qualitative approach with a descriptive research type that took content analysis as a qualitative type. The research object was taken from statements of impoliteness contained in the comments section on Hailey Bieber's Instagram. The data taken from comment by haters in Hailey Bieber's Instagram comment section at April 24, 2023. Researcher explored types of impoliteness strategies and the intentions of using impoliteness in impoliteness statements found. The researcher used documentation technique for collecting the data and expert judgement technique to make the data valid. The researcher used the theory of Culpeper's (1996) theory to explain types of impoliteness and Culpeper's (2011) theory to analyze functions or intentions of using impoliteness in Hailey Bieber's Instagram comment section.

3. FINDING AND DISCUSSION

This part describes the data analysis in the form of the types of impoliteness and the intentions of using impoliteness found in Hailey Bieber's Instagram comment section. Each data will be analyzed using the relevant theory.

3.1 Types of Impoliteness Strategy

In this study, the researcher used the theory of Culpeper (1996) that proposed five types of impoliteness strategies, including *bald on record impoliteness*, *positive impoliteness*, *negative impoliteness*, *sarcasm or mock politeness*, and *withhold politeness*.

3.1.1 Bald on Record Impoliteness

Bald on record Impoliteness is usually used straight to the point where there is an intention to attack the listener's face. In circumstances

where the face is minimized or irrelevant, this Face threatening actions (FTA) is carried out directly, to the point, and unambiguously (Culpeper, 2005). So it can be said that Bald on record Impoliteness is the use of impoliteness done in a concise, direct, and obvious manner where the speaker really does not intend to keep the listener's face in check. This strategy is expressed in a concise manner that is direct, clear, unambiguous and include negative command actions. The example which included in bald on record impoliteness in Hailey Bieber's Instagram comment section is "We don't like you" (@didio.dod). Context of the data is a form of bald on record impoliteness because it expresses the hater's anger through the comment toward Hailey Bieber formally uses a direct, clear and unambiguous words. So, it is included in Bald on record impoliteness.

3.1.2 Positive Impoliteness

Culpeper (1996) defines positive impoliteness as a strategy designed to undermine a positive image or desire to be respected and needed by others. This impoliteness strategy can be carried out through several activities such as being insulting other people, making other people uncomfortable by using small talk or joking, using taboo words or abusive or indecent language, etc. In Hailey's post, the example of comment considered positive impoliteness is "HAILEY ONE SIDE FLOP MODEL" (@donavitaamonicaa_). In this comment, the hater called Hailey a *one side flop model* because of her pose. The hater mentioned Hailey's pose which always shows one side of her face. Many haters think that this side doesn't look good and Hailey is considered a failure as a model. Based on this data, this comment is classified as positive impoliteness in the strategy of call another name.

3.1.3 Negative Impoliteness

Negative disrespect is the use of strategies aimed at weakening the recipient's negative face. Negative face means the desire not to disturb or hinder others (Culpeper, 1996). It also means wanting to do an act of freedom. This impoliteness strategy such as: intimidation, belittling the other party, associating explicitly negative aspects, etc. the example is "basically cancelled....you do bad, you receive bad that's the way it goes boo" (@sunniejameson). The context is the hater voiced to cancel or boycott Hailey. Hater also scared Hailey that she would get karma from what she had done. Negative emotions from haters are considered to be Hailey's fault for committing bad actions and it is Hailey's responsibility for all the bad comments she gets. Based on the explanation above, it can be seen that the hater used a type of negative impoliteness with a frighten strategy.

3.1.4 Sarcasm Or Mock Politeness

This Sarcasm or Mock Politeness strategy is carried out by uttering impoliteness that clearly appears

insincere. Sarcasm which means unreal politeness or feigns to imitate social disharmony is clearly the opposite of the concept of ridicule which means as mock hate speech for social harmony. Culpeper (1996), explains that sarcasm is the use of politeness strategies that are carried out insincerely which are included as face-threatening actions. The use of sarcasm aims to express feelings that are the opposite of what he said which means not the true meaning. To understand that someone is being sarcastic, mocking, or joking, one often has to know that person well. The example is “Good morning Hailey Putin” (@gamlin_marsh). The data above is a form of sarcasm because the Putin in question is Vladimir Putin who is thought to look similar to Hailey. In this comment, the hater gave a sweet greeting to Hailey, but this greeting also had a sarcastic meaning.

3.1.5 Withhold Politeness

This strategy relates to not performing politeness where it is expected or remain silent when respond or say something is expected. In the data analyzed on Hailey Bieber’s Instagram comment, no type of impoliteness was found in the form of withhold impoliteness.

On the type of impoliteness, the researcher focused the analysis on one of Hailey’s Instagram posts on April 24, 2023 which received thousands of comments where Hailey was promoting one of her products called Rhode Beauty. Researchers found 45 cases of impoliteness strategies. There are 6 *bald on record impoliteness*, 14 *positive impoliteness*, 15 *negative impoliteness*, and 10 *sarcasm or mock politeness*. However, in this study the researchers did not find a type of impoliteness *withhold politeness*.

Table 1. Types of Impoliteness

No.	Types of Impoliteness	Number of Case	Example
1.	Bald on Record Impoliteness	6	“I don’t like you” (@mandes_343)
2.	Positive Impoliteness	14	“HAILEY ONE SIDE FLOP MODEL” (@donavitaamonicaa_)
3.	Negative Impoliteness	15	“basically cancelled....you do bad, you receive bad that’s the way it goes boo” (@sunniejameesson)
4.	Sarcasm or Mock Politeness	10	“Money never buys a class girl” (@alytatlim)
5.	Withhold Politeness	-	-

3.2 Functions of Using Impoliteness

In this study, the researcher used the theory of Culpeper (2011) which explained that there are three functions of impoliteness.

3.2.1 Affective Impoliteness

The first function of impoliteness is affective impoliteness. This function can easily involve the display of uncontrolled emotion in contexts where it is prohibited or abnormal (e.g. laughing at a funeral). This function of impoliteness is a display implying that the emergence of a negative emotional state is the responsibility of the target resulting from negative emotions such as intense anger (Culpeper, 2011). In the data which included affective impoliteness is “We don’t like you” (@didio.dod). The context from the function of impoliteness in this data is affective impoliteness because the hater blamed Hailey for the mounting hatred as if it was Hailey’s responsibility even when Hailey did nothing in related to their anger in her post.

3.2.2 Coercive Impoliteness

The second function of impoliteness is coercive impoliteness, where there are differences in power or status in any institution. This function involves coercive action which is defined as an action aimed at forcing an agreement or harming other parties (Culpeper, 2011). According to Culpeper (2011), this function involves coercive action which is defined as an action aimed at forcing an agreement and also differences in social status can affect the occurrence of functions. The example is “I’m going to restricted your account Hailey” (@yourangel7929). This data was solely to express her hatred towards Hailey. It can be seen that the haters use a frighten strategy. Indirectly, the hater forced Hailey to close her Instagram account by threatening her. This action aims to force an agreement that is detrimental to the target of impoliteness. Based on this explanation. This data is categorized as coercive impoliteness.

3.2.3 Entertaining Impoliteness

This function of impoliteness takes advantage of the target or potential target of impoliteness which involves entertainment by sacrificing the target (Culpeper, 2011). In this impoliteness function, a victim or at least a potential victim is always required, coinciding with genuine disrespect. It can also be entertaining even though it tends to hurt

the target/other people or even make them angry. The fact that symbolic violations of social rights through impolite things can entertain others, it is not surprising that acts of impoliteness in this way are very easy to find in society, especially on the internet. Culpeper (2011) explains that entertaining impoliteness can be managed in tandem for both listeners and targets, and can entertain audiences where this is different from other pragmatic study concepts that have pairs, listener and speaker. In this Hailey Bieber's instagram comment section, the example found is "you're a clown😂😂lmao" (@for_nili_). In this data, the hater used slang LMAO (Laughing My Ass Off) to joke or mock the addresses' face want. The function of impoliteness in the data above is in the form of entertaining impoliteness because in this comment, the hater used smiley emoticons and slang words LMAO to express something that is considered entertainment. These comments can also be entertaining even though they tend to make the target uncomfortable.

Researcher found 44 data analyzed in functions of impoliteness using the theory from Culpeper (2011). There are 23 data of affective impoliteness, 4 data of coercive impoliteness and 17 data of entertaining impoliteness. The data only focused the analysis on one of Hailey's Instagram posts on April 24, 2023 which received thousands of comments where Hailey was promoting her brand, Rhode Beauty.

Table 2. Function of Impolitenes

No.	Functions of Impoliteness	Number of Case	Example
1.	Affective Impolitenesss	6	"Nothing appealing about this girl" (@ch.leo3999)
2.	Coercive Impoliteness	14	"I'm going to restricted your account Hailey" (@yourangel7929)
3.	Entertaining Impoliteness	15	"attention seeker lol." (@ imdone.okay)

The current research is in line with Simanjuntak & Johan (2022) who analyzed impoliteness strategies in terms of types and functions of impoliteness. These two studies also use the same research methods and theories to analyze the data. However, the current results found differences related to this research where the research object of Simanjuntak & Johan (2022) was a movie while the current research took the Instagram comment section as the research object. The most frequently used impoliteness strategy in Simanjuntak & Johan's (2022) research is positive impoliteness and in the function of impoliteness is affective impoliteness. Meanwhile, in the current research, the type of impoliteness that is most frequently analyzed is negative impoliteness and the function of impoliteness is affective impoliteness.

4. CLOSING

Based on the research findings that have been discussed, researcher found there were 45 data from Hailey Bieber's Instagram comment section contained impoliteness strategies. All types of impoliteness strategy can be found, except for the withhold impoliteness because this type requires direct interaction or response between the person sending and receiving the impoliteness.. In this study, negative impoliteness was the most frequently used type of impoliteness with findings of 15 data. Meanwhile, the type of impoliteness that is most rarely found is bald record impoliteness with only 6 data out of a total of 45 data analyzed.

There were 44 impoliteness data analyzed in functions of impoliteness using Culpeper (2011) theory. There were 23 data of affective impoliteness, 4 data of coercive impoliteness and 17 data of entertaining impoliteness. These results show that affective impoliteness is the most used function of impoliteness by haters in Hailey Bieber's Instagram comment section. Meanwhile, the function that is least frequently used is coercive impoliteness. The difference in the amount of data found in each impoliteness function shows quite significant differences in results where more than half of the findings are dominated by affective impoliteness.

The findings above show that there are many impolite utterances that can be found on social media, especially in the form of comments. Based on the summary of this analysis, it can be concluded that Culpeper's (1996) theory can answer research question regarding types of impoliteness and Culpeper (2011) can be used to answer the function of impoliteness.

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