

IMPOLITENESS STRATEGIES FOUND IN HAILEY BIEBER'S INSTAGRAM COMMENT SECTION

CHAPTER I INTRODUCTION

A. Background of the Study

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. 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. The branch of pragmatics which studies about negative attitudes is impoliteness. 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 of 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.

In various situations, the use of impoliteness in interactions, especially in communication, seems to have become a habit in society. Impoliteness strategies focus on threatening or attacking other people both verbally and non-verbally (Culpeper, 1996). Impoliteness is not only found in informal situations but is also often used in formal situations.

Impoliteness is not only found in daily interactions, but also in dialogues of various media. There has been a lot of research on impoliteness strategies such as in novels one of which is the impoliteness study in Charlie Pippin novel by Waliyadin (2016), podcasts as researched by Novalia and Ambalegin (2021) regarding impoliteness strategies found in Deddy Corbuzier's podcast on YouTube, TV shows such as research regarding impoliteness strategies in Trevor Noah's *Afraid of the Dark* stand-up comedy show by Hafisa & Hanidar (2020), political

debates one of which was researched by Arrasyd & Hamzah (2019) who discussed impoliteness Strategies in Youtube comment section found in Indonesian presidential debate 2019, movies such as research on the movie Easy A by Simanjuntak & Ambalegin (2022) which focuses on impoliteness strategies.

In this digital era, every day people open their social media. One of the most commonly used social media platforms by public figures to reach their fans is Instagram. 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.

B. Focus of the Study

Related to the backgrounds of the study above, the research question formulated below:

1. what are types of impoliteness strategy found in Hailey Bieber's Instagram comment section?
2. what are functions of impoliteness found in Hailey Bieber's Instagram comment section?

C. Objective of the Study

Based on the problem statements mentioned above, the objectives of this study are:

1. to find out the types of impoliteness strategy found in Hailey Bieber's Instagram comment section.
2. to analyze functions of impoliteness found in Hailey Bieber's Instagram comment section.

D. Benefit of the Study

The researcher tries to contribute the benefits through this research and separate the benefit of this study into:

1. Theoretical Benefit
 - a. This research can contribute knowledge about the application of the impoliteness strategies in a branch of pragmatics.
 - b. The readers of this research may get more understanding about impoliteness strategies in a branch of pragmatics.
2. Practical Benefit
 - a. This research attempts to help students who are studying impoliteness strategy to gain a deeper understanding.
 - b. Other researchers may use the results of this study as additional reference material for their studies related to impoliteness strategies research.