

AN ANALYSIS OF IMPOLITENESS STRATEGY OF *GENSHIN IMPACT* PLAYER IN 1ST ANNIVERSARY POSTED ON TWITTER

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Abstrak

Studi ini bertujuan untuk menganalisis strategi ketidak-sopanan pemain *Genshin Impact* di Twitter menggunakan pendekatan pragmatik. Tujuan dari penelitian ini adalah untuk menemukan jenis ketidak-sopanan dan fungsi dari ketidak-sopanan tersebut. Data untuk penelitian ini diambil dari komentar-komentar yang terdapat dalam akun Twitter @genshinimpact. Studi ini dianalisis berdasarkan jenis strategi ketidak-sopanan (Culpeper, 1996) dan fungsi ketidak-sopanan yang diusulkan oleh Culpeper (2011). Terkait dengan jenis-jenis strategi ketidak-sopanan, hasil analisis menunjukkan bahwa ada empat jenis strategi ketidak-sopanan dalam komentar; (1) Ketidak-sopanan langsung, (2) Ketidak-sopanan positif, (3) Ketidak-sopanan negatif, (4) Sarcasm atau pura-pura sopan. Selain itu, ada tiga fungsi ketidak-sopanan; (1) Ketidak-sopanan afektif, (2) Ketidak-sopanan koersif, (3) Ketidak-sopanan yang menghibur. Ujaran-ujaran yang menunjukkan ketidak-sopanan diucapkan oleh pemain yang memberi komentar di Twitter.

Kata Kunci: Pragmatik, strategi ketidak-sopanan, Genshin Impact

Abstract

This study aimed to analyze the strategy of impoliteness of *Genshin Impact* player on twitter using pragmatic approach. The purpose of this study was to find the type of impoliteness and function of impoliteness. The data for this research were taken from comments contained in the twitter @genshinimpact account. This study analyzed based on the type of impoliteness strategies (Culpeper, 1996) and function of impoliteness proposed by Culpeper (2011). Related to the types of impoliteness, the result of the analysis show that there are four types of impoliteness strategies in the comment ;(1) Bald on record impoliteness, (2) Positive impoliteness. (3) Negative impoliteness, (4) Sarcasms or mock politeness. Also, three functions of impoliteness; (1) Affective impoliteness, (2) Coercive impoliteness, (3) Entertaining impoliteness. The utterances that show impoliteness are uttered by the player commented on twitter.

Keywords: pragmatics, impoliteness strategies, Genshin Impact

1. INTRODUCTION

Pragmatics is the branch of linguistics that concern with study of meaning by speakers (writers) and interpreted by listeners (readers). According to (Leech, 2014) pragmatics involves solving problems from both speaker's point of view and the listener's point of view. This means, it requires how speakers think what they want to say depended to who they are speaking to, when ,where and under what circumstance.

Language is part of humans and cannot be separated. The position of language in everyday life

plays a very important role. Language acts as a means of communication with other individuals. Language is not only a cognitive mechanism, but more importantly is considered a tool of social interaction (Dik, 1980). Through language, individuals can convey and express their thoughts, ideas and feelings. Based on its variety, language can include written language and spoken language. Written language is a form of language that is arranged grammatically using characters as its suggestions. Meanwhile, spoken language is a form of language that uses a sound system. Language allows humans to share ideas, opinions and thoughts about everything (Syamsurijal, Gusnawaty, Tadjuddin Maknun, Muhammad Hasyim, 2022). According to (Ferdinand de Saussure, 1997) language is a system of symbols and the important fact is that it calls the arbitrary property of linguistic signs. This means two things. First, a sign (e.g., a word) is a combination of a form (“signifier”) and meaning (“the signified”). Second, the relationship between form and meaning based on convention rather than natural similarity.

In order to maintenance a good relationship with other people, people need to realize that language can be used in a good way and even in a bad way of communication. During communicate, something might be delivered such as compliment, feedback and even impoliteness. During communication, people tried their best to show their kindness to show a respect, on the other side, when people can't maintenance their attitude during communication, some people will not care of the choice of their words and tend to use bad words and it can cause an impoliteness strategy. According to (Culpeper, 2005) Impoliteness comes when: (1) the speaker communicates face-attack intentionally, or (2) the hearer perceives and/or constructs behaviour as intentionally face-attacking, or a combination of (1) and (2).

Language politeness is also closely related to the context of the situation surrounding a speech act. The social context in communication is an important aspect in understanding language (Sukarno, 2015). Furthermore, in communicating, speakers and speech partners should pay attention to two aspects, namely the ability to choose words and pay attention to the context of the speech taking place (Lam P, 2016). Based on this, language politeness is not only limited to word choice, but speakers must also be able to understand the context of the speech that is taking place. The context in question can be who the speaker is communicating with, the age of the speaker, the social position of the speaker and so on.

Impolite comments on social media are realized in various ways, including mocking, insulting, cornering and so on. Mocking is a form of impoliteness in communication (Dynel M, 2016). Apart from this, impoliteness can also be realized through the use of profanity, taboo and harsh words (Maros, M., & Rosli, 2017). Communication impoliteness is not only limited to the things mentioned above but can develop if left without polite media practices.

The development of English has growth in many areas, not only in school or university. English is learned by many people around the world because it is an international language. English is one of the tools to communicate with people, especially when the mother tongue is not the same. English can be a language to connect with other people. People can learn English everywhere for example on internet. People can learn from social media namely Twitter, Instagram, Facebook, etc.

People have many different ways of communication, and it can be hard for anyone to know when someone will be polite or not. Some people don't care the choice of words they use. On social media, an impoliteness can be seen, for example in twitter. Impoliteness usually happens in our communication such as in daily life, social media, drama, movie, etc. According to Bousfield and Locher (2008) that impoliteness can be irritating or ignored in certain situations, and that can be a bad thing.

Researcher analyze the impoliteness language by using pragmatic approach. According to Peccei (1999) pragmatics is concerned with meanings that cannot be explained purely through linguistic knowledge, and takes into account knowledge about the physical and social world.

During the anniversary period, the company of the games usually gave the reward for players as the gratitude to players for playing the game. The rewards are various, from the item in the game and goods that players can obtained. To make anniversary become known by other people, the company celebrated it in social media for example Twitter. Twitter is the place for people to express their thought, it means the impolite can happened, same like what *Genshin Impact* account experienced during 1st anniversary. In the post about first anniversary, most of the players misunderstood the intention from the company behind the anniversary rewards, some players think that the reward is for all *Genshin Impact* player but in the post stated for community events, in result the players commented how bad the rewards for the players.

This research about impoliteness in social media not the first research conducted. There are many studies on the same topic that have been conducted. Siahaan (2019) has analyzed the impoliteness strategies used by haters of lady gaga in her Instagram. Pangaribuan et al., (2021) has analyzed the form of impoliteness strategy used by netizen on twitter. Indrawan (2018) has analyzed impoliteness strategies in Instagram posted by @Lambe_Turah.

Bustan et al., (2020) has identified the types of impoliteness strategies addressed by Donald Trump. Novalia et al., (2021) also conducted the types of impoliteness strategies in Deddy Corbuzier podcast on youtube. Apriliyani et al., (2019) analyzed impoliteness strategies in Instagram comments of Felix Siauw. The researcher (Zhong, 2018) showed the result of the type of impoliteness strategies with the most usage is positive impoliteness. Pane et al., (2021) also categorize the types of impoliteness strategies use on twitter. Not only to categorized , the researcher show how the

impoliteness be implemented.

Based on the background above, the study aims to clarify the type of impoliteness strategies and its function used by *Genshin Impact* player during 1st anniversary on twitter. The researcher is interested in conducting a study entitled *An Analysis of Impoliteness Strategies of Genshin Impact Player in 1st Anniversary Posted on Twitter*.

2. METODE

In this study, researchers used a descriptive qualitative study type. According to Kumar (2011). A descriptive study attempts systematically to describe a situation, problem, phenomenon, service or programmed, or provides information about, say, the living conditions of a community, or describes attitudes towards an issue. A study in which the main focus is on description, rather than examining relationships or associations, is classified as a descriptive study

The type of descriptive qualitative research is the player's comment, as the purpose of the research is to find and understand the type of impoliteness strategy and its function. Used to analyses data such as *Genshin Impact* 1st anniversary on Twitter featuring the impoliteness strategy used by player comments.

Data of this study were words, phrases, or utterances that contained impoliteness strategy by *Genshin Impact* player in 1st anniversary of *Genshin Impact*. The source data is *Genshin Impact* Official Twitter. The author gathered comments expressing impoliteness from Twitter by seeing the comment. According to Arikunto (2010), the source of data is based on terms of subjects from which data can be collected.

According to Creswell (2014), the data collection procedure includes setting survey boundaries, unstructured or semi-structured observations and interviews, collecting documentary and image information, and creating protocols for recording information.

This research employed the documentary analysis methods to support the research question and the data taken form Twitter players' impoliteness utterances toward *Genshin Impact* 1st anniversary. The data collected from December 2022 – June 2023. The data taken through several step; there are: (1) searching impoliteness utterances in *Genshin Impact*'s twitter in 1st anniversary tweet, (2) reading comments expressing impoliteness, (3) taking screenshot of the impoliteness, and (4) identifying the categories of impoliteness strategies using Culpeper (1996) and its functions using Culpeper (2011) theory.

The data validity of this study involved the expert judgement of qualitative research. Expert judgements are an informed viewpoint from individual who have experience with the topic, are considered by others to be qualified experts, and can offer data, proof, judgement and evaluation (Fernández-Gómez et al., 2020)

The researcher relies on Dra. Siti Zuhriah Ariatmi, M.Hum, as a lecturer in the Department on

English Education at the Muhammadiyah University of Surakarta. The writer settled on her to be a judge, given that she is an expert in linguistics disciplines.

3. FINDING AND DISCUSSION

This chapter is divided into two sections: finding and discussion. The researcher presented data in the findings section based on the types of impoliteness strategies offered by Culpeper (1996) and the function of impoliteness strategies offered by Culpeper (2011). Then the researcher presented data analysis based on the study's findings in the discussion section. The finding of this study relevant to the research question about the types of impoliteness strategies and function of impoliteness strategies of *Genshin Impact* player in 1st anniversary posted on Twitter.

3.1. Finding

In this section, the findings based on the problem statement are explained. The problem statements in this research are the types of impoliteness strategies offered by Culpeper (1996) and the functions of impoliteness strategies offered by Culpeper (2011) based on the founding data from *Genshin Impact* player in 1st anniversary posted on Twitter.

3.1.1. Types of Impoliteness Strategies

This research used the types of impoliteness strategies offered by Culpeper (1996) to analyze the types of impoliteness strategies by *Genshin Impact* player in 1st anniversary posted on Twitter. The researcher has found 4 types of impoliteness strategies. There are 21 utterances of bald on record, 45 utterances of positive impoliteness, 19 utterances of negative impoliteness, and 15 utterances of Sarcasm. Therefore, the researcher divided this section into 4 parts based on the types of impoliteness strategies, which are Bald on Record, positive impoliteness, negative impoliteness, and sarcasm.

a. Bald on Record Impoliteness

According to (Culpeper, 1996) Bald on Record is an act of threatening the face of the speaker directly, clearly, unambiguously and the speaker does not use any extra strategies to make it "more polite". The researcher discovered 11 utterances of bald on record by *Genshin Impact* player in 1st anniversary posted on Twitter.

The first excerpt contained bald on record:

(48/BOR/FAI)

Wtf are those reward

In the presenting data, the term wtf mean what the fuck that delivered without hiding meaning. According to Merriam-Webster what the fuck—used especially to express or describe outraged surprise, recklessness, confusion, or bemusement. This player expresses the disappointment direct and clear. Bald on record impoliteness strategy used by player in this comment. This situation happens when the reward is not

what they expected. *Genshin Impact* celebrated their 1st anniversary and players expected to get lot of rewards.

The second excerpt contained bald on record:

(8/BOR/FAI)

*Why the hell is so hard for you guys give us a free 5star from standard banner?
Will you go bankrupt by any chance? I don't think so*

The use of hell is to strengthen the unbelievable this player experienced. Why the hell is spoken not polite and used to show that you are very surprised or angry. This player questioned the company by not giving the player free 5 star characters from standard banner. The character from standard banner is permanent and it can be said as starter characters. Meanwhile the exclusive character banner is on limited time only. So, this player questioning is it hard for them to give the characters for free during anniversary as the company earned billion dollar from the players.

The third excerpt contained bald on record:

(56/BOR/FAI)

WHAT THE ACTUAL FUCK

The use of the capslock/uppercase can represent that this player is screaming or shouting. The player want to show other that they really mad by using all capslock. The use of the word fuck made an addition that this utterances is direct and clear. According to Merriam-Webster, fuck is to deal with unfairly or harshly.

The other data of bald on record can be seen below.

- 1) 👍 (12/BOR/FAI)
- 2) *Wtf* (30/BOR/FAI)
- 3) *NOT YALL GETTING RATIOED ON HOYOLAB.... LMFAOOOOOOOOO HEL*
(39/BOR/FAI)
- 4) *Nah bc wtf mihoyo* 🤔 (41/BOR/FAI)
- 5) *Nah because wtf is this* (58/BOR/FAI)
- 6) *What is this shit* (75/BOR/FAI)

b. Positive Impoliteness

According to (Culpeper, 1996) positive impoliteness is to attacks the positive face, by threatening the other as if they are unwanted. The speaker uses contradictory words, seek disagreement, use taboo words, call with another name, be disinterest. From the data, there are 45 utterances utilized the positive impoliteness strategies by *Genshin Impact* player in 1st anniversary posted on twitter with 4 ways in accomplished

it, which are (1) Be disinterested, unconcerned, unsympathetic, (2) Seek disagreement by selecting a sensitive topic, (3) Use taboo words, and (4) Call the other names.

(1) Be disinterested, unconcerned, unsympathetic

Showing no interest, concern, or sympathy for the issues means being disinterested, unconcerned, and unsympathetic. The researcher has discovered 16 utterances of positive impoliteness strategies using disinterested, unconcerned, unsympathetic ways.

The first excerpt contained a positive impoliteness strategy using disinterested, unconcerned, unsympathetic way:

(13/PIBDUU/FCI)

Honestly, I would have just rather had nothing

The company already announced the rewards by posted it on social media (Twitter), their own website (Hoyolab) and also in-game announcement. Meanwhile this player feel dissapointed and become disinterested by the rewards and rather had nothing at all. Showing disinterested when someone express something is impolite.

The second excerpt contained a positive impoliteness strategy using disinterested, unconcerned, unsympathetic way:

(22/PIBDUU/FEI)

I'd rather get the error notice primogems than doing these events

Almost same like first player above, this player also show the disinterested of the rewards and rather get the error notice primogems. The error notice primogems delivered to all players without any lottery and the quantity is same to all players. That also one of the reason this player don't want doing the events to get the anniversary rewards.

The third excerpt contained a positive impoliteness strategy using disinterested, unconcerned, unsympathetic way:

(43/PIBDUU/FCI)

We don't care, give us better anniversary rewards

Not only this player show disinterest, this player also demand more or better rewards than the current one. The use of word anniversary leading the player to write "better anniversary reward" as the player want anniversary reward should be more that the current one.

The other data of positive impoliteness strategy using disinterested, unconcerned, unsympathetic way can be seen below.

a) *That's t I'm no longer a Genshin fan I've been a fan since 2020 and been*

through some hard times. Enough is enough. Arknight are a bigger game. I'm taking my support to arknight where they know how to run a game
(4/PIBDUU/FEI)

- b) *Even my phone didn't want me to see this* (20/PIBDUU/FEI)
- c) *Well damn I got excited for nothing* (25/PIBDUU/FAI)
- d) *How do I dislike a tweet* (55/PIBDUU/FEI)

(2) Seek disagreement by select a sensitive topic

The goal of seeking disagreement by selecting topics in conversation is to choose sensitive topics likely to elicit differing opinions from the public to demonstrate and propagate disagreement. The researcher has discovered 19 utterances of positive impoliteness strategies using seek disagreement by selecting a sensitive topic.

The first except contained positive impoliteness strategy using seek disagreement by select a sensitive topic:

(14/PISD/FEI)

Anyway, drop you guys' recommendations for other, better gacha games out there in the replies bc Genshin Impact has clearly become a joke 🤔

This player trying to make other player agree with this statement by giving the comment of recommendation of better game. This become sensitive because it mention better gacha system other than Genshin Impact.

The second except contained positive impoliteness strategy using seek disagreement by select a sensitive topic:

(44/PISD/FCI)

Guys don't pay for those game anymore pls look at how they're pay us

Not only seek disagreement, this player encourage other player by not paying their money to the company as the rewards is not enough.

The other data of positive impoliteness strategy using seek disagreement by select a sensitive topic can be seen below.

- a) *It's never too late to switch, people* (73/PISD/FCI)
- b) *For everyone that's complaining, including myself, next survey lets us all talk about our disappointment so they can see this and hope they do better* (81/PISD/FCI)
- c) *Free primogems are just myth now* (94/PISD/FEI)

(3) Use taboo words

According to Merriam-Webster, the term “taboo” something that is not acceptable to say, mention, or do. Taboo is a general agreement not to do something or talk about something. Examples of taboo words include profanity, racial slurs, and other inappropriate and offensive expression in specific contexts. The researcher has discovered 8 utterances of positive impoliteness strategy using taboo words.

The first excerpt contained positive impoliteness strategy using taboo words:

(23/PITW/FAI)

Holy shit, can't you just give the reward directly instead of all this contest bullcrap

This player can't believe that the player need to enter contest to get the rewards. In contrast, this player use the word shit and bullcrap as the proof of it disappointment.

The second excerpt contained positive impoliteness strategy using taboo words:

(32/PITW/FAI)

Holy shit how do you fuck up anniversary GIFTS this badly

The word holy shit and fuck up is taboo because not only it impolite but also refers to the things is messed up but in a bad way.

The third excerpt contained positive impoliteness strategy using taboo words:

(53/PITW/FAI)

Fuck these rewards bro

Same like previous player above, this player use the taboo word “fuck”. It become taboo because it usually refers to sensitive part (sex). It also extremely vulgar to use it in social media

The other data of positive impoliteness strategy using taboo words can be seen below

a) *I know this may be weird for you... but if you treat your community like shit, they're gonna do the same to you* (1/PITW/FCI)

b) *Damn, the bar was already low but yall somehow made it go lower* (11/PITW/FAI)

c) *Genshin's anniversary is what you call a fucking joke* (54/PITW/FAI)

d) *Lets just said this is everyone, when they read this: excuse me but what the fuck* (57/PITW/FAI)

(4) Call the other name

Calling others by another name often uses a derogatory name. A derogatory name is used to disparage, exclude, or insult an individual or group. It describes any discourse intending to belittle or disparage a person or group of people. The researcher has discovered 2 utterances of positive impoliteness strategy by calling the other name:

The first excerpt contained positive impoliteness strategy by calling the other name:

(5/PICON/FEI)

Midshin impact y'all should play Guilty Gear and SMTIV. Best games

This player recommended other player by trying to play other game beside Genshin Impact and the use of midshin impact contained as an insult for the company.

The second excerpt contained positive impoliteness strategy by calling the other name:

(78/PICON/FEI)

#boycottgayshitimpact

This player make a hashtag by changing the name into Gayshit Impact instead of *Genshin Impact*. Not only changing the name, this player also adding the word boycott because the anniversary rewards.

c. Negative impoliteness

According to (Culpeper, 1996) negative impoliteness is attacks the negative face by trying to invade the other's space by not accepting their boundaries or privacy, scaring, scorn, insulting. From the data, there are 19 utterances utilized negative impoliteness strategy by *Genshin Impact* player with 3 ways in accomplished it, which are (1) Frighten, (2) Condescend, scorn or ridicule, (3) Put the other's indebtedness on record.

(1) Frighten

The term "frighten" refers to a speaker instilling fear in the addressee that something terrible would happen to them. The researcher has discovered 1 utterances of negative impoliteness strategy by frighten the addressee.

The excerpt contained negative impoliteness strategy by frighten the addressee:

(28/NIF/FCI)

At least give us something better 😞

the use of the frighten emoticon strengthen this utterance that this player is not satisfied with the anniversary rewards.

(2) Condescend, scorn, or ridicule

Condescend, scorn, or ridicule is a degrading and offensive act directed at a specific individual or group. Someone may look down upon others because they feel inadequate and wish to raise themselves. Others may do so to express their emotions. The researcher has discovered 15 utterances of negative impoliteness strategy by condescend, scorn, or ridicule addressee.

The first excerpt contained negative impoliteness strategy by condescend, scorn, or ridicule addressee:

(7/NICSR/FEI)

I expected something bad but not THIS worse, this is why everyone's playing cookie run instead 😏

The use of the capslock/uppercase is to strengthen that the anniversary reward is not make the players satisfied. This player also adding the word worse to strengthen the tone of the word "this"

The second excerpt contained negative impoliteness strategy by condescend, scorn, or ridicule addressee:

(49/NICSR/FAI)

Seriously wtf. Get rewards after doing marketing for them

The combination of the word seriously and wtf make it as scorn, as if the company can't give the player a better rewards.

The third excerpt contained negative impoliteness strategy by condescend, scorn, or ridicule addressee:

(51/NICSR/FAI)

This is trash. Boycott Kokomi banner 🙋 this CAN'T be all the anniversary rewards, right?

The word trash make the utterances become a scorn as this player underestimate the anniversary reward. This player also mocking/ridicule the company by saying boycott kokomi banner.

The other data negative impoliteness strategy by condescend, scorn, or ridicule addressee can be seen below:

a) *Expectations were already low but holy hell 🤯 (2/NICSR/FAI)*

- b) *These are awful lmao. I cant believe people defend mihoyo all because genshin is their whole personality (9/NICSR/FCI)*
- c) *Doesnt feel like an anniversary at all. It feel like school work, easy skip 🤔 (17/NICSR/FEI)*
- d) *Mihoyo your company makes more money off one banner than i will make in a year at my job. PLEASE add better in game anniversary rewards lmao ☐ (76/NICSR/FCI)*

(3) Put the other's indebtedness on record

When a speaker makes the addressee feel they must do something for them, they record the other's indebtedness. The researcher discovered 3 utterances of negative impoliteness strategy by put the other's indebtedness on record:

The first excerpt contained negative impoliteness strategy by put the other's indebtedness on record:

(6/NIIR/FEI)

Reject Genshin 1 year rewards, embrace Dragalia Lost 1 year rewards

By mentioned the other game, this player intended to get better reward than genshin impact.

The second excerpt contained negative impoliteness strategy by put the other's indebtedness on record:

(46/NIIR/FEI)

Welp, looks like im going back to focusing on Azur Lane instead of wasting my time here

By rejecting the rewards, this player also want to going back to play other game named Azur Lane. This player think that Azur Lane can make the time of the player not wasted.

The third excerpt contained negative impoliteness strategy by put the other's indebtedness on record:

(92/NIIR/FEI)

Play this instead, where you can reroll as much as you want in the tutorial for characters who are limited, and a better anniversary happening next week!

<https://apps.apple.com/us/app/dragalia-lost/id1352230941>

this player recommended the player to play other game instead of genshin by showing the profit by playing the game. By comparing 2 games, this player put other game in indebtedness to give rewards more than Genshin Impact.

d. Sarcasm/Mock Politeness

Sarcasm is when the speaker says polite thing but it is obviously that the speakers does not mean that. According to merriam-webster, sarcasm is a sharp and often satirical or ironic utterances designed to cut or give pain. Sarcasm refers to the use of words that mean the opposite of what you really want to say, especially in order to insult someone, or to show irritation, or just to be funny. The researcher has discovered 15 utterances of sarcasm.

The first excerpt contained sarcasm/mock politeness:

(31/SRC/FEI)

Can't wait to not enter an art competition and not win 100 primogems

This player means that it opposite because the use of the word “not enter” and “not win”.

The second excerpt contained sarcasm/mock politeness:

(66/SRC/FEI)

never thought I'd see anniversary rewards and gacha in the same sentence

This comment count as sarcasm because of the word gacha. Gacha is the Japanese word that has meaning as gambling/random.

The third excerpt contained sarcasm/mock politeness:

(91/SRC/FEI)

dream ~~

The use of punctuation namely tilde “~~” that can be described that this player is not really like the reward and can be indicate as “in your dream”. According to (Xu & Xia, 2023) the researchers interpreted the tilde (“~”) as a symbol of sound extension to enhance a certain emotional effect in that, from the perspective of physics, sounds have amplitudes and they are shaped like “~”

The other data of sarcasm/mock politeness can be seen below:

a) *Ah yes. Thank you so much for this amazing anniversary gift of, “hey! Do all of this stuff that you probably dont wanna do and there's a slight possibility you'll get rewarded” man, come on. That concept of getting a free banner 5* characters or weapon or both was much better.* (63/SRC/FEI)

b) *Mihoyo really said congrats for sticking with us for a year, for this event YOU need to earn it if youre talented, others are worthless, u get nothing. Also chances to win is only 10% since we are greedy af and need to save money* (68/SRC/FEI)

c) *Everyday... i wonder why im still playing this game* (72/SRC/FEI)

- d) *Thanks for informing me that i have to lower my expectations even lower than they already are! ❤️ (85/SRC/FEI)*
- e) *Mihoyo: tech otakus widen their wallets (87/SRC/FEI)*
- f) *This is where you should put the #GenshinImpactMeme (97/SRC/FEI)*

The table below provides a summary of the result of types of impoliteness strategies found by the researcher



Table 1.Types of Impoliteness

No.	Type of Impoliteness	Example	Number of Case	Percentages
1.	Bald on Record Impoliteness	WHAT THE ACTUAL FUCK (56/BOR/FAI)	21	21 %
2.	Positive Impoliteness			
	Be disinterested, unconcerned, and unsympathetic	We don't care, give us better anniversary rewards (43/PIBDUU/FCI)	16	16%
	Seek disagreement by select a sensitive topic	Guys don't pay for those game anymore pls look at how they're pay us (44/PISD/FCI)	19	19%
	Use taboo words	Fuck these rewards bro (53/PITW/FAI)	8	8%
	Call the other name	#boycottgayshitimpact (78/PICON/FEI)	2	2%
3.	Negative Impoliteness			
	Frighten	At least give us something better 😞 (28/NIF/FCI)	1	1%
	Condescend, scorn or ridicule	Seriously wtf. Get rewards after doing marketing for them (49/NICSR/FAI)	15	15%
	Put the other's indebtedness on record	Reject Genshin 1 year rewards, embrace Dragalia Lost 1 year anniversary (6/NIIR/FEI)	3	3%
4.	Sarcasm/Mock Politeness	Can't wait to not enter an art competition and not win 10 primos (31/SRC/FEI)	15	15%
Total			100	100%

3.1.2. Function of Impoliteness Strategies

This research used the functions of impoliteness strategies offered by Culpeper (2011) to analyze the functions of impoliteness strategies by *Genshin Impact* player in 1st anniversary posted on Twitter. The researcher has found 3 functions of impoliteness strategies. There are 40 utterances of Affective Impoliteness, 28 utterances of Coercive Impoliteness, and 32 utterances of Entertaining Impoliteness. Therefore, the researcher divided this section into 3 parts based on the functions of impoliteness strategies, which are Affective Impoliteness, Coercive Impoliteness, and Entertaining Impoliteness.

a. Affective Impoliteness

According to (Culpeper, 2011) affective impoliteness is the targeted display of intensely increased emotion, such as anger, which implies that the target is responsible for the negative emotional state. The researcher has discovered 40 utterances of function of impoliteness strategies contained affective impoliteness.

The first excerpt contained affective impoliteness:

(30/BOR/FAI)

Wtf

The player show the anger by using the word (What The Fuck). It implies that this player not happy/satisfied with the anniversary rewards. According to Merriam-Webster What the fuck is sometimes used interjectionally with an object (such as a personal or reflexive pronoun) to express anger, contempt, or disgust.

The second excerpt contained affective impoliteness:

(39/BOR/FAI)

NOT YALL GETTING RATIOED ON HOYOLAB..... LMFAOOO... HELL

The use of capslock/upercase is show that this player really angry by showing that the difference between satisfied player and unsatisfied player can be seen on their website (hoyolab). This player also adding the word hell to support their comment.

The third excerpt contained affective impoliteness:

(56/BOR/FAI)

WHAT THE ACTUAL FUCK

This player not only uses the word fuck, it also uses caps lock to show that this player really mad.

The other data of affective impoliteness can be seen below.

- a) *Holy shit, cant you just give the reward directly instead of all this contest raffle bullcrap* (23/PITW/FAI)
- b) *So WE have to put in effort for YOUR birthday... for a chance to get half of wish.* (24/BOR/FAI)

- c) *Well damn i got excited for nothing (25/PIBDUU/FAI)*
- d) *Holy shit how do you fuck up anniversary GIFTS this badly (32/PITW/FAI)*
- e) *Wtf are those rewards (48/BOR/FAI)*
- f) *Fuck these rewards bro (53/PITW/FAI)*
- g) *I've played indie/eroge gacha games and THEY still gave out better rewards for their anniversary compared to this. Without the stupid contests. Without the gacha. IT WAS ALL FREE and considerate towards the player base. Everyone got it. Is that so hard? (62/NICSR/FAI)*
- h) *What is this shit (75/BOR/FAI)*

b. Coercive Impoliteness

According to (Culpeper, 2011) it occurs in situations where different social structural power or social status exist. The researcher has discovered 28 utterances of coercive impoliteness.

The first excerpt contained coercive impoliteness:

(16/SRC/FCI)

As a veteran gacha player, this is like give homeless people 50 cents and ask them to be grateful

This player write veteran gacha player mean that he/she already play gacha games for long time and know what is good and what is not good for the player who play the game. As for this case, this player think that the anniversary rewards is not good for the genshin impact player and make the comparison by giving the example as if this rewards same like giving a little to poor and ask them to be grateful.

The second excerpt contained coercive impoliteness:

(59/BOR/FCI)

This anniversary rewards are joke. Billion dollar company that cant give decent rewards even on anniversary is just weak. Looks like im going full F2P now. My expectations were low, but holy fuck

This player show that there's a wall between company and the player. The company make billion dolar but instead, the company cant give decent reward to player. From the annoucement of the reward, it makes this player make this statement. Because of that reason, this player going back to F2P. F2P means Free to Play, means that people dont spend any single money on game.

The third excerpt contained coercive impoliteness:

(67/PISD/FCI)

Why is most of this just "do free labour for us and MAYBE you'll win

something". I dont have time to spend on random contest. Is this anniversary just for people with time on their hands?

Almost same like previous player above, this player think that company want *Genshin Impact* player to do it willingly to get the anniversary rewards as if they a free labour. So much to do, so little rewards to get. This contest also time limited, it means not all people will get the reward. It also mean that there's different status between people who has so much free time and who don't.

The other data of coercive impoliteness can be seen below.

- a) *At least give us something better 😞 (28/NIF/FCI)*
- b) *So i have to spam my friends with genshin ads for these "rewards"? Ntm giving the tiniest spare change to hardworking artist is completly insulting. Its really greedy of you to demand so much labour from us while giving the vast majority of players basicly nothing. (29/PISD/FCI)*
- c) *Guys don't pay for those game anymore pls look at how they're pay us (44/PISD/FCI)*
- d) *I think you're missing the point Genshin Impact. We want anniversary rewards not an anniversary contest to get rewards (71/PISD/FCI)*
- e) *Whoever came up and approved this as anniversary rewards, never played a single gacha game in their entire life, this is embarassing.. (84/NICSR/FCI)*

c. Entertaining Impoliteness

It is unexpected that although impoliteness tends to harm people or make them angry, it can also be entertaining. Unlike other studies under pragmatics which has dyad consisting of speaker and hearer, impoliteness can be arranged equally for both the over-hearing audience and the target audience, and that it can entertain the audience (Culpeper, 2011). The researcher has discovered 32 utterances of entertaining impoliteness.

The first excerpt contained entertaining impoliteness:

(17/NICSR/FEI)

Doesn't feel like an anniversary at all. It feels like school work. Easy skip. 🤔.

The emoji ROTFL (rolling on the floor laughing) state that the rewards feel like a thing that this player could skip as the reward is laughable.

The second excerpt contained entertaining impoliteness:

(52/BOR/FEI)

Horry shiet pucking stingy...hahaha

This utterance not written as it should (typo) but still understandable and the use of laugh words make it more entertain. The utterances contain impoliteness because the meaning is horry=holy, shiet=shit , and pucking (fucking) and it makes them as the impolite words.

The third excerpt contained entertaing impoliteness:

(64/PISD/FEI)

Lmao imagine getting ratioed on your official site

According to Merriam-Webster the word lmao is abbreviation from aughing my ass off. It's used, for instance, in text messages and on social media when you're trying to make a joke or just consider something humorous. This player laugh as the reward make other players mad in official site (hoyolab)

The other data of entertaining impoliteness can be seen below:

- a) *It feel like i got socks on christmas but 10x worse* (60/SRC/FEI)
- b) *Even BP levels are more rewarding than this* 🤔 (81/PISD/FEI)
- c) *L-lets not lose hope, m-maybe they'll a-announce a bigger surprise later right? Haha, right* (89/SRC/FEI)
- d) *This is where you should put the #GenshinImpactMeme* (97/SRC/FEI)

The table below provides a summary of the result of functions of impoliteness strategy found by the researcher.

Table 1. Function of Impoliteness

No.	Function of Impoliteness	Example	Number of Case	Percentage
1.	Affective Impoliteness	NOT YALL GETTING RATIOED ON HOYOLAB...LMFAOO HELL (39/BOR/FAI)	40	40%
2.	Coercive Impoliteness	As a veteran gacha player, this is like give homeless people 50 cents and ask them to be grateful (16/SRC/FCI)	28	28%
3.	Entertaining Impoliteness	This is where you should put the #GenshinImpactMeme (97SRC/FEI)	32	32%
Total			100	100%

3.2. Discussion

This section will discuss the findings of the study. The author will explain the results of this study, namely the types of impoliteness strategies and the function of impoliteness strategies used by Genshin Impact player in 1st anniversary posted on Twitter.

3.2.1. Type of Impoliteness

The findings of this study indicate that there are 4 types of impoliteness strategies by *Genshin Impact* player in 1st anniversary posted on Twitter, namely bald on record, positive impoliteness, negative impoliteness, and sarcasm/mock politeness. The findings of this study align with the theory propounded by Culpeper (1996). There are 5 types of impoliteness strategy offered by Culpeper (1996), namely bald on record, positive impoliteness, negative impoliteness, sarcasm/mock politeness, and withhold politeness. However, in the findings of this study, withhold politeness was not discovered. The author assumes that withhold politeness not discovered since this study is social media, while withhold politeness can be done in real life.

The findings of this study is not in line with the findings of research conducted by Novalia & Ambalegin (2021). Novalia & Ambalegin (2021) discovered 5 impoliteness strategies, bald on record, positive impoliteness, negative impoliteness, sarcasm/mock politeness, and withhold politeness. The author assumes that this difference is caused by differences data sources. This study examines impoliteness strategy by Genshin Impact player on Twitter. On the other hand, Novalia & Ambalegin (2022) examine Impoliteness Strategies found in Deddy Corbuzier's Podcast on Youtube.

The impoliteness comments on *Genshin Impact's* 1st anniversary posted on Twitter is a serious concern. The type of impoliteness that is most often found is the Bald on Record type. This type is characterized by the use of harsh and impolite words such as damn, wtf, and damn. This shows that players mostly use bad words to express their feelings without thinking about the impact they have.

In the context of *Genshin Impact's* 1st anniversary on Twitter, player must pay attention that the comments player write can affect the image of the game. Therefore, player must pay attention to ethics in communicating on social media so as not to damage the image of the game. This can harm other people and damage your own image. Player must avoid using harsh and impolite words in communicating on social media. Apart from that, player also have to pay attention to the context and purpose of the comment's player write on social media. Player must ensure that the comments player write do not harm other people and do not damage our own image. Player also have to pay attention to the language player use so as not to offend other people's feelings.

3.2.2. Functions of Impoliteness

The findings of this study indicate that there are 3 functions of impoliteness strategies by *Genshin Impact* player in 1st anniversary posted on Twitter. The finding of this study is in line with the theory offered by Culpeper (2011): affective impoliteness, coercive impoliteness, and entertaining impoliteness. However, in the findings of this study, is not align with the findings of research conducted by Sanjaya (2022). The researcher found the most frequent function of the impoliteness strategy is affective impoliteness. The author assumes data limitations cause this difference. The author examined impoliteness strategy by *Genshin Impact* player in 1st anniversary on Twitter. In contrast, Sanjaya's (2022) research examined an analysis of impoliteness strategies in film *Cruella* 2021.

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4. CONCLUSION

From the research finding, it has been shown that bald on record is the most prevalent type of impoliteness strategy (21%). The player mostly used bad words for example shit, wtf, fuck to express their feeling. It can be concluded that the strategy of impoliteness can occur when someone does not pay attention to what is written or displayed and does not filter before expressing it. Then the most used of functions of impoliteness is affective impoliteness (40%) They let out their anger in the result of the lack from the anniversary reward.

The author hope that player should read the announcement carefully before start commenting. One miss word can make people misunderstand the meaning. This can happen on various platforms, including social media, online forums, and instant messaging applications. Everyone is expected to communicate more wisely on social media to avoid offending others. It's not just about apologizing; there might be digital footprints that, if we're not careful, could come back to haunt us.

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