CHAPTER I

INTRODUCTION

This chapter provides a quick summary of the topic discussed in this research. This chapter covers the background, limitations, research question, objectives, and benefits of the study.

A. Background Of the Study

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 startegies 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*.

B. Limitation of the Study

Based on the background, the author limits to two main focuses: the types of impoliteness strategies used by *Genshin Impact* player in 1st anniversary posted on twitter and its functions. This research will use Culpeper (1996) and Culpeper (2011)

C. Research Questions

Based on the explanation above, the research question of this study are as follows:

1. What are types of impoliteness strategies used by *Genshin Impact* player found in 1st anniversary posted on Twitter?
2. What are functions of using impoliteness strategies used by *Genshin Impact* player found in 1st anniversary posted on Twitter?

D. Objectives of the Study

The following are the objectives of this study based on the problem above:

1. To clarify the types of impoliteness strategies used by *Genshin Impact* player in 1st anniversary posted on Twitter.

2. To explain the functions of impoliteness strategies used by *Genshin Impact* player in 1ˢᵗ anniversary posted on Twitter.

E. Significance of the Study

The following are some theoretical and practical benefits of this study:

1. **Theoretical Significance**

    this research can be used to provide a source of information for readers to understand or learn about theory of linguistics, pragmatics, impoliteness strategies and *Genshin Impact*.

2. **Practical Significance**

    This research offers knowledge and insight to serve as a foundation and comparison material for future linguistics research on pragmatics, particularly impoliteness strategies and *Genshin Impact*. This research also expected to raise awareness of impoliteness to reduce the expression on social media, particularly Twitter.

F. Research Paper Organization

The organization of this research paper is based on the following arrangement:

Chapter I: Introduction. It consists of the background of the study, limitation of the study, research question, objective of the study, significance of the study, and organization of the paper.

Chapter II: Review of Related Literature. It contains the previous study, position of the study, underlying theory, and theoretical framework. It provides the explanation of pragmatics, impoliteness, and impoliteness strategies.

Chapter III: Research Method. It consists of research type, object of the study, data and data source, method of collecting data, data validity, and techniques for analyzing data.

Chapter IV: Findings and Discussion. It reviews the research findings and discussions.

Chapter V: Conclusion, Implication, and Suggestion. It presents the research conclusion, implication, and suggestion.