IMPOLITENESS STRATEGIES USED BY NETIZENS TOWARDS TASYI ATHASYIA ON INSTAGRAM: PRAGMATICS APPROACH

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ABSTRACT

Social media sites like Instagram, which let us communicate with people worldwide, share ideas and opinions, and keep up with current affairs, have become an essential part of our everyday life in the current digital era. However, with the increasing use of Instagram, there has been a noticeable rise in impoliteness and incivility in online communication as the anonymity that social media provides has emboldened individuals to express opinions that they might not typically voice in person encounters. This study aims to analyze the impoliteness strategies used by netizen on account tasyiiathasyia's posting on Instagram. The design of this study is qualitative method. This study used observational method and non-participatory technique. The data was obtained on Instagram from tweets written by netizens then collected and analyzed by using Culpeper Theory (1996). The results, there are five impoliteness that discussed in this study, there are 2 data that related to bald on record impoliteness, 3 data positive impoliteness, 1 data negative impoliteness, 4 data sarcasm or mock impoliteness and no data related to withhold politeness.

Keywords: impoliteness, Instagram, Pragmatics, social media

1. INTRODUCTION

Language is a fundamental tool for human communication, allowing us to convey our thoughts, ideas, and emotions with one another. It is a system of symbols, sounds, and gestures that is shared among a group of people, enabling them to interact and understand one another. Language is not just a means of communication, but it also reflects the cultural, social, and historical context in which it is used. Through language, we can also express what we have in mind. Language is also an essential tool for human communication, but it can also be a source of impoliteness and disrespect. Words and expressions that

may seem harmless or even funny to one person can be deeply offensive or hurtful to another. Therefore, it is important to be aware of the impact of our language and to use it respectfully.

In addition, language is not only a means of communication but is used as a political interest between conveying information and the desire for profit. Just like the practice of using formal language in meeting events of several presidents abroad. Formal language imposes coercion on listeners who do not necessarily understand high formal language and foreign terms. This formal language has the power to force because it is related to the prevailing structure and in accordance with Boudieu (2010) this happens because it has legitimacy.

While learning a new language, we can use today's technological advances as it makes us very easy to achieve various things, such as interacting with each other online and reaching the whole world. The internet, which was once popular as a means of transmitting information, is now a daily communication space for everyone. Teenagers nowadays can reap significant advantages from expanding their knowledge and understanding of effective interpersonal communication. The many different languages used for internal online communication, whether it be text or spoken communication, are included in the term "language of communication on the internet."

Instagram and other social media platforms are currently widely used, especially by young people. Many researchers analyzed impoliteness on Instagram, for example Melly said the most frequently used are positive Impolite strategies found on Donald

Trump's Instagram (Suryani, 2019); the negative politeness strategy became dominant in the comments column on Instagram, indicating that many people were disappointed and dissatisfied with the government's new policy regarding PCR (Mahayana et al., 2022); A lot of netizens' comments used positive impoliteness strategy as a way to express their unfavorable sentiments on account of Nadiem Makarim's Instagram (Siahaan, Romauli., 2023); Cyberbullying on Instagram is increasingly widespread (Subyantoro., 2023); There were 10% the differences between male and female haters on Felix Siauw's Instagram account (Apriliyani, VH., 2019); Positive Impoliteness was dominant used by Kekeyi followers toward his Post on Instagram and avoid verbal bullying on social media (Damanik., 2020). Positive politeness was they favor using the app since it shows a variety of images and accounts from people's daily lives. In addition, there is also a new feature namely Reels video. On Reels videos, it's very simple to get likes if the videos we upload are interesting and make other people feel entertained. Of course, this is a special attraction because you can get lots of likes from netizens. Even Instagram can be used to buy and sell things like Shopee, Lazada, Tokopedia or e-commerce which offer all kinds of goods such as clothing. Obviously, this causes a significant change in communication in the present period.

On their respective social media, users may quickly share, and fill up forums, which serve as open platforms for discussion, idea exchange, and free communication. In essence, because communication does not take place in an empty space, everyone is free to communicate in various physical,

psychological and social conditions. Consequently, communication serves many purposes in everyday life, including control, inspiration, knowledge, and emotional expression. According to Kusumasari & Arifianto (2019) a person can freely engage with others through social media in the form of status updates, comments, criticism, stern words, and even insults. There were negative impoliteness strategies done by the pro-choice audience to frighten, condescend, ridicule, scorn, invade, explicitly associate with negative aspects, and hinder the pro-life speakers and members, which were functioning as coercive and affective impoliteness, consequently turned the event chaotic (Afriana et al., 2024)

In the world of communication, there is a process involved in communicating ideas or emotions from one person to another by employing symbols that have meaning for both parties, depending on the circumstance, and so forth. Everyone is essentially free to communicate in a variety of settings, including social, psychological, and physical ones. The idea of language politeness as an ethical standard in communication is directly opposed by hate speech. Ethics is the knowledge and understanding of the right and wrong actions and behaviours that people conduct. The way internet users (those who use social media frequently) remark can also be used to infer moral behaviour.

Currently, there are many instances of hate speech, including insults, defamation, swearing, blasphemy, provocations, and even the distribution of fake news (hoaxes), one of which is also on Instagram. This is because social media users have the ability to use it as they see fit without being held accountable for their words, especially because hatred is inherently human. Scientists and professionals are unlikely to have considered the issue of hate speech when designing social media that aspires to improve contact between people around the globe. Social media, which should promote democracy and freedom of speech, is frequently used to spread hate speech and smear opponents with opposing viewpoints and ideas.

Hate speech is not new either; it was present in conventional media before the current rate of technological advancement. Hate speech is an act of communication in which one or more individuals or groups of individuals provoke, incite, or insult another based on their skin colour, race, ethnicity, religion, or other characteristics. Therefore, it may be stated that hate speech is a linguistic crime committed when someone expresses their thoughts to gain followers or support for their hatred of another person. There are several reasons why someone may say something hateful, but one of them is that they disagree with the group being insulted and are opposed to them. According to Culpeper (1996) this can be considered as impoliteness or a bad attitude toward actions taking place in particular situations.

Based on the explanation above, the study is aimed to analyze the impoliteness strategies used by netizens in their comments towards Tasyi Athasyia on Instagram using a pragmatic approach. Social media has become a significant platform for public interaction, often leading to various forms of communication, including impolite or aggressive comments. Tasyi Athasyia, a prominent figure on Instagram, has experienced such

impoliteness from netizens. This Impoliteness is developed by Jonathan Culpeper (1996), focusing on how language can be used to attack the face of the interlocutor.

2. Literature Review

2.1. Pragmatics

Pragmatics is one of linguistics branch which studies contextual meaning (implicit). In accordance with the study of Yule (1996) pragmatics is concerned with "invisible" meanings, the ways in which we recognize what is being meant even when it is not explicitly expressed or written. Thus, Pragmatics is the study of language in response to context. It has been said by Levinson (1983) that pragmatics is the field of linguistics which points out speech utterances expressed by speaker related context, therefore, pragmatics is the field of linguistics that deals with aspects of language requiring reference to users. In terms of speech situations, Leech (1983) defines pragmatics as the study of meaning. There are many subfields of pragmatics, such as politeness, implicature, deixis, presupposition, and speech act. Keeping a polite demeanour in interactions is about showing awareness of another person's face (Yule, 1996). Additionally, politeness includes maxims (the tact maxim, honesty maxim, approval maxim, modesty maxim, agreement maxim, sympathy maxim), and different types of politeness (positive politeness strategies aim to avoid offending by highlighting friendship).

This study focuses on Impoliteness strategies by using Culpeper theory (1996). Based on the expert (Culpeper,1996) the impoliteness strategies have been divided into five, including baldness and record impoliteness, positivity, negativity, sarcasm, and withholding impoliteness. In this part point 2.2. about impoliteness will discuss more detail about this theory.

2.2. Impoliteness

The discussion of impoliteness is inevitable when discussing terms like face, face-threatening acts, face-saving acts, negative and positive faces, bald on record, etc. According to Yule (1996) the context "face" here means the image of a person, and it refers to everyone's emotional and social sense of self, which they expect others to acknowledge. There are two types that are related to "face." The first one is a positive face, and the second one is a negative face. The urge to be independent, to have freedom of action, and to not be imposed on by others is the negative face, whereas positive face is the desire to belong to a group, be treated as a member of that group, and feel as though others share one's desires. When someone is faced with an unkindness, face-attack, or (FTAs), the hearer or recipient can choose whether to reply to the remark or not. Additionally, if the hearer or recipient does not hear the statement or is unaware of the context in which it is made, they have the option to remain silent. In a nutshell, impoliteness directly insults the interlocutor's face, whereas politeness seeks to preserve or protect the interlocutor's face. Additional investigations of politeness (FTA) and politeness using culturally sensitive interaction models are recommended (Afriana, 2023).

According to Culpeper (1996) there are five impoliteness strategies, as follows:

1. Bald on record impoliteness strategy

This strategy tells when face is not irrelevant nor minimized, the FTA is carried out in a straightforward, clear, unambiguous, and brief manner.

Example:

@timothywestlund: Btw those boobs are fake

@lowlowmami: so are 95% of boobs these days

(Wijayanti & Mubarak, 2020)

Based on comment in CJ's post on Instagram 2018 above, Wijayanti said that in comments by @timothywestlund and @lowlowmami was Bald on Record Strategy Impoliteness, where they discussed body-sensitive matters. @lowlowmami's response has made changes and is no longer original to that part of her body. The statement "Btw" shows that positive strategies impoliteness used in this comment. Another thing that shows that these two accounts use a positive impoliteness strategy is about CJ's body parts which we consider sensitive and not only offend CJ's feelings, but all women will also be offended. Here it can be concluded that the comments above refer to emotional and sexual harassment, followed by the environment. According to Afriana (2018) Language politeness is one aspect of language that can increase the emotional intelligence because in communication, speakers and hearer are not only required to convey the truth, but must remain committed to maintaining harmonious relationships. In this case, the environment showed their disapproval of the changes CJ made to his sensitive body to be exposed in public which could affect other women. So, the environment brings other accounts to write harsh comments.

2. Positive impoliteness strategy

This strategy is about the use of methods aimed to harm the addressee's positive face desires.

According to Culpeper (as cited in Bousfield, 2008) proposed the use of strategies is designed to weaken the desires of positive parties. This can be done through the following methods, such as:

Ignoring, insulting other people, not acknowledging other people's presence.

1) Excluding others from an activity? Separating oneself from others, refusing association or equality with others; avoid sitting together.
2) Disinterested, uncaring, unsympathetic.
3) Using inappropriate identification markers?
4) Using vague or confidential language.
5) Looking for differences of opinion, choose sensitive topics.
6) Making the other party feel uncomfortable.
7) Using taboo language (swearing or using harsh or indecent language).
8) Name others (use derogatory nominations).

Example:

Denise (listener): "You, as a senior, must guide me! Don't say that in public!"

Deddy (speaker): "Ha-ha, I've been whispering but there's a microphone here, so a lot of people are listening."

(Novalia & Ambalegin, 2021)

From the conversation above at the sentence spoken by the listener referred to as positive impoliteness

because the listener felt uncomfortable by the speaker.

3. Negative Impoliteness Strategy

The use of methods aimed to harm the addressee's negative face desires.
Example:
Kourtney: "Yeah, I don't know what you are talking about I've never dressed like you."
Kim: "…"

(Ramdhany & Ambalegin, 2023)

In this case, the Kim as the hearer was accusing Kourtney as the speaker for imitated her style in dressing that makes Kourtney mad. Then the speaker showed impoliteness by scorning the hearer about her tastes in dressing that can be seen in the speaker's utterance "…I've never dressed like you". There hearer did not say anything in return. In this conversation the speaker used a negative impoliteness strategy.

4. Sarcasm or mock politeness

The FTA is carried out through politeness methods that are blatantly false, and thus remain surface realizations.
Example:
Olive: so, why was he blubbering like a baby? Ohh! Is he struggling with his sexuality?
Marianne: (break out in tears) No, your insensitive rhymes-with-witch! His parents are going through a (whispers) divorce!"

(Simanjuntak & Ambalegin, 2022)

It is explained that in this case, the speaker mocked the hearer due to the hearer boyfriends crying in school like a baby even though he is 22 years old. And then the hearer told to the hearer while cried that the parents of the hearer boyfriend are going to divorce. The utterance above is sarcasm or mock politeness due to the speaker talk looks polite on the surface (Simanjuntak & Ambalegin, 2022).

5. Withhold politeness

In this condition, a lack of politeness is expected. This impoliteness strategy uses direct language and puts the speaker from the potential to be imposing. Withhold politeness is observable in the comments using teasing or sarcasm (Ramdhany & Ambalegin, 2023).
Example:
Ramsay: And this is one of the worst urine samples you could ever give.
Celestina: (Laugh) thank you.
Ramsay: Holy Crap.
Celestina: Thank you.
Ramsay: Horrible.

The excerpt shows that when Ramsay commented negatively on the pasta by comparing it with the worst urine, Celestina's response was accepting the face attack by saying thanks. That Ramsay did not respond to Celestina's twice thanks is an expression of withholding politeness, in which Celestina had expected her thanks to being responded to, but she accepted a face attack and was trying to take the criticism. Not responding to what is expected is a kind of impoliteness.

(Milal & Pramono, 2021)

3. Research Method

In this study, the researchers applied qualitative approach by Neuman (2012), Based on this theory the data come in in the form of words, phrases, photos, etc. There is no numeric data in qualitative. The data was analyzed descriptively. This study used a practical technique to investigate online comments made by social media users on Tasyi Athasyia's Instagram account.

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Comments on Instagram teach about language and users, how individuals use language in their communication process, pragmatic analysis is used in this study. The impoliteness component of pragmatics is the subject of this study. The researcher focuses on the impoliteness strategies in accordance with Culpeper (1996). The causes for using language impolitely, as classified by Culpeper (1996), were discovered by social media users on celebrities' Instagram accounts, and one of them is Tasyi Athasyia.

4. Result and Discussion
4.1 Result

The finding of this research, the researchers have found 6 data that are related to the impoliteness strategies. While analyzing the data, the researchers used the theory of Culpeper (1996) that consists of five strategies of impoliteness (Table 1. Frequency of Impoliteness Strategy). There are as follow:

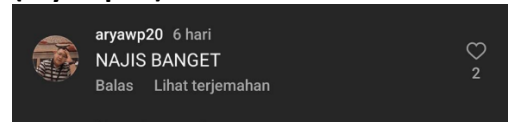**Table 1.** Impoliteness Strategy on Tasyi Athasyia's Instagram account

Impoliteness Strategies	Frequency
Bald on record impoliteness	2
Positive impoliteness	**3**
Negative Impoliteness	**1**
Sarcasm or mock politeness	4
Withhold politeness	**0**
Total	**10**

4.2 Discussion
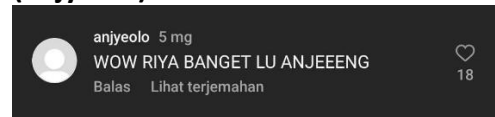## 1. Bald on record impoliteness
Data 1
Najis Banget
(aryawp20)

Based on the data above, an account user named "aryawp20" made a malicious comment on an Instagram user named "Tasyi Athasya." Elements of insults in comments are found in the word "najis." The word "najis" in the KBBI means something dirty which is the reason someone is prevented from worshiping Allah, such as being licked by a dog. These words are considered hate speech and also include insults because they refer to something disgusting or related to something dirty. It means, in that comment Tasyi Athasya is attached to something dirty, namely "najis.". This is **Bald on Record Impoliteness,** based on Culpeper (1996) actions that are directly violent and are not accompanied by any attempt to disguise or reduce their negative impact.

Data 2
Wow riya banget lu anjeeeng
(anjyeolo)

Based on the data above, an account user named "anjyeolo" made a malicious comment on an Instagram user named "Tasyi Athasya." The element of insult in the comments is contained in the sentence "riya banget lu anjeng." The word "riya" according to an-nur.ac.id means acting in worship or performing an act for praise from someone other than Allah. The riya
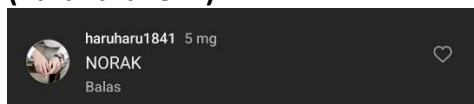
person is not honest when performing nice activities; rather, he constantly flaunts himself and attracts attention to garner praise, adulation, and notoriety. These words include hate speech because they refer to something that is pretending. That is, in this comment, Tasyi Athasya is attached to something that is arrogant, namely "riya."

Besides that, there is also the word "anjeng." According to KBBI, the word "dog" is a mammal that is usually kept guarding the house, hunt, and so on. But it is an insult when it is directed towards a person. This indicates that Tasyi Athasya was insulted or associated himself with a dog element in that remark. This is **Bald on Record Impoliteness** that is conveyed directly and explicitly without any attempt to soften or hide the intent. In this statement, insults were expressed openly using harsh words such as "dog". Insults (Culpeper, 1996): This strategy involves the use of direct insults or taunts. In this statement, the use of the word "dog" is a very clear and vulgar form of insult.

2. Positive impoliteness
Data 3
Norak
(haruharu1841)

Based on the data above, an account user named "haruharu1841" made a malicious comment on an Instagram user named "Tasyi Athasya." The element of insult in the comments is contained in the word "norak." The word "norak" in KBBI is an extreme exaggeration, an unbalanced appearance in terms of makeup, dress, and other factors, as well as something that is tacky in general. These words

include hate speech and insults because they refer to something that is unsatisfaction. That is, in this comment Tasyi Athasya is attached to something excessive, namely "norak." This comment is called **Positive Impoliteness**. This strategy aims to damage a person's positive image by mocking or demeaning them. Calling someone "tacky" (meaning excessive or classless) is a form of attack on their appearance or behavior, attempting to undermine their social value (Culpeper, 1996).

Data 4
Dandan nya kyk norak bgt Gk sih? Gk cocok sama tmptnya maaf
bapak bapak aja rishi lihatnya
(yogipangestu)

Social media has become very important and much needed at this time. Social media has become a place for almost everyone to express all kinds of feelings and express themselves in their own style and way. One type of social media that is widely used to express oneself is Instagram. Many people upload many things through Instagram, for example uploading photos. While there are many good sides to social media, there are also bad sides. An example is the comment above.

The comment above shows that there is hatred and dislike from those who comment on the uploader. Those who comment are very disrespectful to the uploader. The impoliteness is clearly seen in the words uttered in the comments. Words that show impoliteness are tacky and uncomfortable. Why impolite? because according to the Big Indonesian

Dictionary, the word tacky has the meaning of feeling surprised about something. wonder means to feel odd about something. From the use of this word, we can conclude that those who comment do not agree with the uploader's makeup. More than that, those who contact also use the word uncomfortable. The word uncomfortable in the Big Indonesian Dictionary means to feel disgusted. Feeling disgusted by other people's posts is a form of judging others. Judging other people without knowing the exact reason is a form of impoliteness. The word disgust refers to hatred without reason, in this case hatred for no reason from those who comment on the uploader, from this there is impoliteness. This comment is **positive impoliteness,** according to Culpeper (1996) Insulting Appearance: Calling someone's grooming "tacky" and out of place is a form of fitness for their appearance and style. Social Image Defamation: By stating that grooming is inappropriate and causes other people (gents) to feel uncomfortable, this statement attempts to damage the social image of the target person.

Data 5
Spatunya kekecilan
(Arianepermatasari)

arianepermatasari_ Spatunya kekecilan
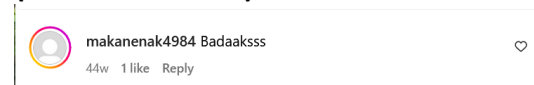52w 1 like Reply

Netizen @arianepermatasari saying that "sepatunya kekecilan" or in English "the shoes are too small" to someone who is aware that their body is big can be considered a form of positive impoliteness. Positive impoliteness occurs when someone intentionally ignores or attacks another person's positive need for appreciation and acceptance. In this case, stating that

"shoes are too small" could be interpreted as a way of offending or mocking someone for their large body, with the aim perhaps of pointing out a difference or oddity that is considered funny or ridiculous. This comment used **positive impoliteness**.

3. Negative impoliteness
Data 6
Badaaksss
(makanenak4984)
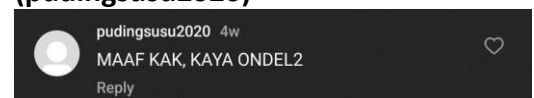

makanenak4984 Badaaksss
44w 1 like Reply

Badak is a large mammal belonging to the Rhinocerotidae family with a large size. Comment from @makanenak4984 badaaksss is **Negative Impoliteness**. It occurs when someone attacks or ignores another person's negative need for privacy and freedom from humiliation. Insulting someone on a public platform like Instagram is a form of negative impoliteness because it violates their privacy and makes them vulnerable to public insults.

4. Sarcasm or mock politeness
Data 7
MAAF KAK, KAYA ONDEL ONDEL2
(pudingsusu2020)

pudingsusu2020 4w
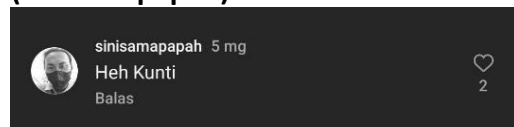MAAF KAK, KAYA ONDEL2
Reply

Based on the data above, an account user named "Pudingsusu2020" made a spiteful comment on an Instagram user named "Tasyi Athasya." The element of insult in the comments is contained in the word "ondel-ondel." The word "ondel-ondel" in KBBI means "a large doll made of lightweight material that is moved by the people inside it" (Large sized people are made of lightweight material moved by the people inside). These words are

considered an insult because they are equated with ondel-ondel because her body is big like ondel-ondel and her make-up is too excessive. That is, in that comment Tasyi Athasya is attached to something ridiculous, namely "ondel-ondel." The netizen directly said "Kaya ondel-ondel" or it means Like Ondel-ondel. Ondel-ondel is a giant doll typical of Betawi culture, which is usually used in various events and festivals in Jakarta, Indonesia. These dolls are around 2.5 meters to 3 meters tall, with faces that are usually scary or funny, and are made from woven bamboo covered with colorful cloth. Equating someone with ondel-ondel can be considered impolite, depending on the context and the way it is delivered. Ondel-ondel is a respected part of Betawi cultural heritage and has important historical and artistic value. However, as with other cultural symbols, the context of their use and the way they are presented can influence people's perceptions. For example, if ondel-ondel is used in a context that is inappropriate or disrespectful to the native culture, it could be considered rude.

Sarcasm or mock politeness is Ignoring or attacking a person's positive needs, such as the need for esteem or acceptance. Example: Ridiculing or humiliating someone in public (Culpeper, 1996). In this context, @pudingsusu2020 used **Sarcasm or mock politeness** because damaging someone's positive image by degrading or insulting them. In this case, comparing someone to an ondel-ondel could be considered degrading their physical appearance. Sarcasm or mock politeness is Using words that sound polite but are meant to be rude or derogatory (Culpeper,1996).

Data 8
Heh Kunti
(sinisamapapah)

Based on the above data, an account user named "@sinisamapapah" made a malicious comment on an Instagram user named "Tasyi Athasya." The element of insult in the comments is contained in the word "kunti." The word "kunti" is the short form of the word "kuntilanak." In KBBI it means that according to legend, female ghosts like to steal small children and disturb mothers who have just given birth. These words include

insults as well as impolite because they refer to something horrible or related to something that seems to frighten. It means, in that comment Tasyi Athasya is attached to someone who disturbs someone, namely kunti. "Heh Kunti" is a phrase or nickname that originates from Indonesian culture and language, especially in the context of Javanese traditions or beliefs. Kunti, or Kuntilanak, is a popular female ghost figure in Indonesian folklore. This comment is **Sarcasm or Mock Politeness**: If this phrase is used in a tone that sounds polite but has a rude or derogatory intent, it falls under the category of sarcasm or mock politeness. Example: Saying "Heh Kunti" in a joking tone but with the intention of mocking.
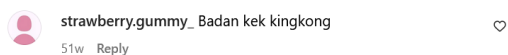
Data 9
badut ancol
(let_do_more1)

Badut ancol is a term that refers to a clown figure who often appears at Taman Impian Jaya Ancol, a large and

popular amusement park in Jakarta, Indonesia. These clowns are part of the park's entertainment attractions and often interact with visitors, especially children, to entertain themselves and create a fun atmosphere. This comment is **Sarcasm or Mock Politeness**. If this analogy is conveyed in a tone that appears polite or joking but is intended to mock or demean. as netizen @let_do_more1 said "badut ancol" with the intention of satirizing or criticizing her appearance.

Data 10
badan kek kongkong
(strawberry. Gummy)

strawberry.gummy_ Badan kek kingkong
51w Reply

From this comment we know that @strawberry. gummy mocking by saying "badan kek kongkong". S imiles such as "King Kong's body" on Instagram can be classified as different types of impoliteness strategies, depending on the context, intent, and relationship between speaker and hearer. This is **Sarcasm or Mock Politeness,** because this context uses words that sound polite or joking but with actual demeaning or insulting intent.

5. Conclusion

In Conclusion, the realm of online communication has brought about a diverse range of behaviours and strategies, including impoliteness, employed by netizens. Throughout this discussion, we have explored various impoliteness strategies commonly observed in online interactions. Netizens often resort to impoliteness strategies such as personal attacks, name-calling, offensive language, and sarcasm to express disagreement, vent frustration, or assert dominance. These strategies can be felt by anonymity, a lack of face-to-face interaction, and a sense of detachment from real-life consequences.

It is important to recognize that impoliteness in online communication can have significant negative consequences. It can escalate conflicts, create hostile environments, and hinder constructive dialogue. Moreover, it can perpetuate a culture of incivility and contribute to the erosion of empathy and understanding. Addressing the issue of impoliteness requires a multifaceted approach. In summary, while impoliteness strategies are prevalent in online communication, it is within our power to address and mitigate their negative effects. By promoting respectful and empathetic interactions, we can contribute to a more inclusive and constructive online space for netizens worldwide.

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