

BALAMAN PENGESAHAN

A THESIS

ANALYSIS OF IMPOLITENESS COMMENTS OF NETIZEN ON NAJWA  
SEIHAB YOUTUBE CHANNEL

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# CHAPTER I

## INTRODUCTION

### 1.1 The Background of the Study

Linguistics is a branch of science that studies everything related to language in all its aspects. It includes understanding language structure, history of language, language comparison, how humans use language and understand language. According to Chomsky (1995), linguistics focuses on studying phonetics, phonology, morphology, syntax, semantics, and pragmatics to comprehend language structure and functionality within cultural and social settings. The influence of language on human communication is extensive. Subyantoro (2019:37) states that human life is basically integrated and cannot be separated from language. Through language humans can convey their thoughts, ideas and desires. Humans as social creatures interact using language. The study of science related to language use and its context in linguistics is called pragmatics.

Pragmatics is a language science that discusses the context of conversation. In pragmatic studies, when two or more people are communicating, the person who delivers the speech is called the speaker and the person who is the target of the speech is called the speech partner, Grice (1989). In societal interactions, people employ language as a means of communication with one another. Humans and language are closely related and cannot be separated. Pragmatics as the study of language seeks to explain linguistic aspects and structures by referring to nonlinguistic influences and symptoms (Levinson 1983). One of the studies in pragmatic science discusses impoliteness in language.

According to Brown and Levinson (1987) impoliteness is behavior that causes harm to the interlocutor which is carried out to reveal gaps in status and power. Likewise, Culpeper (2011) characterizes impoliteness as the utilization of language with the intention to upset, criticize, or belittle the conversation partner. Impoliteness strategies are used to show dislike or hatred towards someone's interlocutor. Yule (2004) added that one of the reasons why impoliteness appears in language is the gap factor. Based on this understanding, it can be concluded that impoliteness in language is used to vilify or damage someone's image according to the context. Impoliteness in language can easily be found on social media, along with the development of the times and advances in technology, people can easily express their opinion through platforms such as Facebook, Instagram, YouTube, and similar social media outlets.

YouTube is a social media application that is easy to access for all groups, from children to adults. For young people, YouTube is a great space to find things they like. For most young people, they use YouTube to watch music videos, comedy programs, and even watch cooking tutorials. YouTube has become a very popular platform because it is very entertaining and can be watched repeatedly. One of the journalists, activists and active YouTubers who is currently on the rise is Najwa Shihab. Najwa Shihab is an Indonesian journalist, presenter and activist who is quite well known in the community. His popularity has increased since he appeared to present his own show, namely "Mata Najwa" which was broadcast on his personal YouTube channel. Topics that are often discussed are politics, law, religion and actual issues. The topic that has been in the public spotlight lately is the issue of issues regarding politics and the 2024 elections, this has been discussed

by internet users on social media.

Internet users are called netizens which is an abbreviation for internet and citizens often express their opinions through the comments column. The comments given are very varied, from praising, providing input to impolite comments. Netizens who comment a lot and produce rude speech are generally haters who are not happy with someone involved in the video. Impoliteness in comments is a form of comment that contains an expression of hatred, insults, or verbal attacks against a person or group. Comments of this kind are usually intended to demean, offend, or hurt other people's feelings in the online environment or on social media. This practice is often considered rude and can have a negative impact on the targeted individual. This of course contradicts the image of the Indonesian nation which is known for upholding the value of politeness.

Indonesia is a country that upholds politeness and ethics in speaking, especially to older people. This is supported by Geertz (1960) that Indonesian society has social values which are characterized by elements of politeness such as politeness in behaving, acting, and politeness in speaking or communicating, as well as good manners and mutual cooperation in forming relationships between individuals in society. Geertz also stated that the politeness of Indonesian society is manifested in everyday life and how these politeness values influence social interactions. In the eyes of the world, Indonesia is known as a country that has a positive image, such as being friendly to other people and polite to others, especially to older people. So it is not surprising that according to a survey conducted on the Rough Guides website in 2017, there are several countries whose local residents are considered the friendliest and most polite towards other people. What makes us proud is that

Indonesia managed to rank sixth on the list. However, this is in stark contrast to the situation of Indonesian netizens on social media. Based on research conducted by the Microsoft Digital Civility Index (DCI) which discusses language politeness, Indonesia is ranked 29th out of 32 countries with the least politeness in the survey with 76 points obtained. This position is the lowest position in Southeast Asia. According to a report from DCI, negative things that are considered impolite are hoaxes, discrimination, bullying and hate speech. The progress of the times and the very rapid development of the internet are one of the factors causing changes in the language style of Indonesian society. This behavior is what causes many Indonesian netizens to speak impolitely on social media.

Netizens' impolite speech can often be found on social media, for example, on September 21 2023, Najwa Shihab's YouTube account uploaded a video with the title "*Ganjar Pranowo Bicara Gagasan*" with guest star Mr. Ganjar Pranowo who is the governor of Central Java and one of the 2024 Indonesian presidential candidates. Expressed regarding the ideas conveyed by Ganjar Pranowo, quite a few of them also voiced statements that contained impoliteness, for example:

Context : Ganjar Pranowo is one of the party officials nominated by the

PDIP party as a candidate for president of Indonesia in 2024

Utterance : *Satu satunya petugas partai yang ga punya power, full*

*penjilat, dan disetir partai.* (The only party official who has

no power, full of sycophants, and is driven by the party)

The utterance in the comments column of the Mata Najwa Show entitled "Ganjar Pranowo Bicara Gagasan" which was broadcast on the Najwa Shihab YouTube channel was conveyed by the account @davidsumarno4552 which

opposed the PDIP's decision to nominate Ganjar Pranowo as vice presidential candidate. Candidate for President of Indonesia in 2024. The comments he made to Ganjar Pranowo were included in the Bald on Record Impoliteness type of comment. He said that Ganjar Pranowo was a "complete sycophant", this clearly threatened Ganjar Pranowo's face. This is supported by the opinion of Culpeper (2011) that name-calling and insults, duration, shouting are conventional ways of expressing impoliteness which constitutes an offense. This comment is of course very contrary to the personality of Indonesian people who uphold the values of politeness, especially politeness in speaking to older people. The inappropriate call given to Ganjar Pranowo certainly violates the values of decency contained in the personality of Indonesian society.

Based on the discovery of impoliteness comments in Najwa Shihab's YouTube comments column, the researcher is interested in applying a title to this research that is based on a similar problem, namely: **“Analysis of Impoliteness Comments of Netizen On Najwa Shihab Youtube Channel”**. The reason for choosing impoliteness in this study is to find out what types of impoliteness strategies are and what types are dominant in netizen speech in the comment section of Najwa Shihab's YouTube channel and so that especially students can avoid using speech that contains impoliteness in communication. The reason the researcher chose this title is because there is language impoliteness in the comments of Indonesian netizens, whereas Indonesia is a country that is known for upholding the value of politeness, but why can language impoliteness occur in comments. Therefore, this research aims to analyze the impoliteness that appears in netizens' impoliteness strategies.

## **1.2 The Problems of the Study**

Based on the explanation above that has been described, the research focus is described as follows:

- 1) What are the types of impoliteness strategies in netizen comments on Najwa Shihab YouTube comment section?
- 2) What is the dominant type of impoliteness strategies in netizen comments on Najwa Shihab YouTube comment section?

## **1.3 The Objectives of the Study**

Based on the problem formulation described above, the research objectives are described as follows:

- 1) To describe the type of impoliteness strategies in netizen comment on Najwa Shihab YouTube comment section
- 2) To find out the dominant type of impoliteness strategies in netizen comments on Najwa Shihab YouTube comment section.

## **1.4 The Scope of the Study**

This research focuses on impoliteness in netizen comments. The limitation of the scope of this research is the impoliteness strategies in netizen comments in comment section of Najwa Shihab's YouTube video entitled "*Ganjar Pranowo Bicara Gagasan*" which was uploaded on September 21' 2023, with a video duration of 1 hour 24 minutes 14 seconds.

In this research, the reason the researcher chose netizen comments as the research object was because through netizens' impoliteness in the comments they

conveyed, there were other intentions or reasons underlying them for saying these things. Where researcher focused on the impoliteness of netizen comments on Najwa Shihab's YouTube channel entitled "Ganjar Pranowo Talks Ideas" on the Mata Najwa event.

### **1.5 Significances of the Study**

Basically, this study aims to be optimal and maximally beneficial in general.

This study is also expected to be useful for many parties, including:

- 1) Practical benefits
  - a. For researcher, this study provides science, and adds insight so that it can serve as a basis for further research.
  - b. For the general public, this study can be used to increase insight into speech that has elements of hate language, in order to reduce the use of impolite speech in social media.
  - c. For students of English Department, this study result is expected can help to learn more about impoliteness strategies for students.
  - d. For subsequent researchers, this study can serve as an additional references.
- 2) Theoretical benefits
  - a. Results The results obtained in this study are expected to increase the insights in linguistics in the field of pragmatics
  - b. This research aka its useful tone is as a reference material for a review of pragmatics that focuses on conceptual and contextual meanings and forms of impoliteness comment.



## CHAPTER II

### REVIEW OF LITERATURE

#### 2.1 Linguistics

Linguistics is the branch of science that studies everything related to language in all its aspects (Saussure, 1916). This includes understanding language structure, language history, language comparison, how humans use language and understand language. Chaika (1982) defines language as an arrangement of sounds and words made up of various sets of components that have no meaning which are then combined by rules so that they become structures that have meaning which are then used by humans to express or hide their feelings and thoughts. Language has a

very broad impact on human life when communicating. Subyantoro (2019:37) states that human life is basically integrated and cannot be separated from language.

Meanwhile, according to Richard and Schmidt (2002: 283) linguistics is a branch of science that studies and discusses language as a human tool for interaction and communication. They also state that linguistics pays attention to aspects of phonetics, phonology, morphology, syntax, semantics, and pragmatic aspects to understand the structure and function of language in cultural and social contexts. Moreover, as stated by Wahyuni (2022), linguistics is characterized as the scientific examination of language for its inherent function. Meanwhile, Saussure, as highlighted by Malmkjaer in the *Linguistics Encyclopedia* (2002: 28), underscores that linguistics lacks definitiveness. Additionally, linguistics places practical

emphasis on its association with cognitive science.

The provided definition suggests that linguistics is a scientific study delving into different facets of language, encompassing its structure, historical evolution, comparative analysis, and role in communication. Language, viewed as a system of meaningful sound and word arrangements, profoundly influences human existence. Examining elements like phonetics, phonology, morphology, syntax, semantics, and pragmatics becomes essential for grasping language's functions within cultural and social contexts.

## **2.2 Pragmatics**

Pragmatics is the science of language that discusses the meaning of a speech act. In pragmatic studies, when two or more people are communicating, the person who delivers the speech is called the speaker and the person who is the target of the speech is called the speech partner (Grice, 1989). Meanwhile, according to Leech (1983: 6) pragmatics is a study that involves the exploration of meaning which is influenced by the context conversation, this means that the speaker's communication is influenced by the situation and certain conditions. Yule's (2014) opinion states that pragmatics is the study of meaning that cannot be directly seen, namely how language users can understand meaning even though it is not expressed explicitly. Therefore, human interactions depend on the shared assumptions and expectations that communication involves.

Levinson (1983) emphasized that pragmatics involves investigating aspects of language that necessitate user understanding, naturally emerging in specific situations. It constitutes a segment of language study spotlighting the connection

between speakers' expressions and their context. Similar to other scientific domains, pragmatics encompasses various subdivisions, such as (1) Speech Acts, (2) Cooperative Principles, (3) Presupposition, (4) Impoliteness, and (5) politeness. Pragmatics also involves exploration in sub-fields like speech acts, implicatures, presuppositions, deixis, and politeness (Natalina, 2022).

Yule (1996:60) states that politeness in interactions can be interpreted as a way to show awareness of other people's images. Politeness encompasses principles (tact, generosity, expressed agreement, politeness, agreement, sympathy), categories of politeness (friendly approaches to prevent offense, such as blending criticism with praise, identifying common ground, and employing humor, nicknames, and tag questions), politeness tactics (covering non-verbal cues, positive politeness, negative politeness, and non-recorded forms), and impoliteness.

In the scope of pragmatics, politeness is related to "...the way of expressing relational functions in linguistic actions" (Kasper in Barron, 2003: 15). However, politeness does not only reflect pragmatic concepts, but also shows aspects of general concepts and sociolinguistics. The overarching idea of politeness pertains to socially accepted behavior and courteous attitudes, evident in etiquette guides across diverse cultures. On a sociolinguistic level, politeness involves expressions of respect or familiarity, shaped by elements like age, gender, familial roles, and societal standing

The exploration of impoliteness constitutes a multidisciplinary inquiry, with analyses spanning social psychology (especially verbal aggression), sociology (with a focus on verbal harassment), conflict studies (particularly in verbal conflict resolution), media studies (especially within the context of exploitative TV and

entertainment), business studies (specifically in workplace interactions), history (particularly in social history), literary studies, and other fields. According to Culpeper (2005), impoliteness occurs either through (1) a deliberate face-to-face attack by the speaker or (2) the listener perceiving and/or developing intentional behavior to attack, or a combination of both (1 and 2). Culpeper also classified impoliteness strategies into five categories, namely (1) Bald on Record Impoliteness, (2) Positive Impoliteness, (3) Negative Impoliteness, (4) Sarcasm or Mock Impoliteness, and (5) withhold politeness.

### **2.2.1 Impoliteness**

Impoliteness tends to be used to threaten or attack the face of speech partners with the aim of creating disputes (Leech, 2014: 221). Similarly, Mills (2005: 268) defines impoliteness as "various types of language acts that are considered to have the intention of threatening the listener's image or social identity". In terminology, Culpeper (2008: 36) states that impoliteness is described as a communication act aiming to tarnish the image of the interlocutor or evoke a sense of personal attack in them. Therefore, impoliteness occurs when the speaker has a certain intention and the interlocutor is aware of the "impolite" behavior of the speaker. Culpeper (2005: 38) in detail explains that impoliteness can arise in situations (1) when the speaker deliberately attacks the image of the interlocutor; (2) when the speech partner responds to the speaker's behavior and retaliates with behavior that attacks the image; or (3) a combination of the two conditions. A speaker can be said to be impolite in speaking if the speaker violates norms regarding politeness in communication, generally these norms include using polite language, respecting the person speaker talking to, and avoiding harsh or degrading

words. Apart from that, customs, religious norms, and social values can also influence the norms of polite speech in society.

Impoliteness serves as a display of authority, often exercised by those in positions of power, providing them the confidence to exhibit discourtesy (Scollon and Scollon, 2001). This behavior extends beyond verbal interactions to include written communication, notably seen in comments on social media platforms. The absence of privacy on these platforms facilitates swift information dissemination, and the data gleaned from social media comments reveals a prevalent trend of users delivering direct and derogatory responses, particularly towards public figures. Theoretically, impoliteness can be explained through Brown & Levinson's (1978) concept of politeness strategies. This concept introduces two main aspects, namely positive face that reflects the desire to maintain good relationships, and negative face that reflects the desire not to hurt others' feelings (Crystal, 2008: 184). Based on Brown and Levinson's conceptual framework, Culpeper (1996: 356) identifies five impoliteness strategies, including bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

### **2.2.2 Culpeper's Impoliteness Strategies**

Regarding impoliteness, it's essential to consider two aspects. Initially, both linguistic and non-linguistic cues are inherently deemed inappropriate. This encompasses both verbal and non-verbal expressions. Secondly, assessments of politeness and impoliteness often concentrate on lexical and grammatical elements, overlooking broader communication cues like tone and manner of speech, which

significantly influence perceived politeness levels. The evaluation of one's politeness in communication commonly involves employing impoliteness strategies. These strategies represent specific ways to respond to impolite expressions within particular contexts.

### 1. Bald on Record Impoliteness

The Face Threatening Act (FTA) transpires when a threat to one's face is assertively and explicitly communicated, employing clear and concise language in a context where face considerations are either unrelated or downplayed (Brown and Levinson, 1987: 69). This represents the most overt and straightforward manifestation of impoliteness, characterized by the use of derisive and offensive language choices or expressions.

The example of Bald on Record Impoliteness in Najwa Shihab's YouTube comment entitled "*Ganjar Pranowo Bicara Gagasan*"

Context: at minute 42:03 Najwa Shihab asked about Ganjar Pranowo's statement which discussed foreign workers from China, but at minute 44:01 Ganjar Pranowo denied it by saying "we have to be hosts in our own country".

Comment: *@radinantom: org munafik*

The comments submitted by the *@radinantom* account were a form of his disappointment directed at Ganjar Pranowo. He attacked Ganjar by saying "*org munafik*" in Indonesian, *org* is an abbreviation of "*orang*" or people, "hypocritical person" means someone who always says something that does not match his actions. This expression shows that the *@radinantom* account carries out impolite linguistic behavior in its comments to criticize other people, this is categorized as

offensive language and leads to impoliteness.

## 2. Positive Impoliteness

The positive impoliteness strategy comes into play when dismissing the listener's positive wishes, which conventionally should be acknowledged. Several auxiliary tactics fall under the umbrella of assessing positive impoliteness. Various aspects are associated with positive impoliteness, including:

### a. Insulting others

Context: When a friend expresses an unreasonable opinion

Utterance: "Seems like only a fool could think like that."

### b. Reject similarities with the listener

Context: When someone tries to share their difficult experience

Utterance: I've never experienced anything like that. You probably can't understand my feelings.

### c. Diverting topics that are sensitive or don't want to be discussed

Context: When someone tries to discuss a personal topic

Utterance: Oh, speaking of that, how's the weather been lately?"

### d. Using inappropriate code

Context: In a formal group discussion, someone inserts harsh or vulgar words to create discomfort.

Utterance: you are very sexy

### e. Not interested in conversation

Context: Someone tries to talk about their interests or hobbies, and you respond with short, uninspired answers, indicating disinterest.

Utterance: oh

### f. Look for differences of opinion

Context: When there is a discussion about an issue, you deliberately seek out differences of opinion to show disagreement, even if there is an opportunity to reach agreement.

g. Using unclear and confidential language

Context: In a meeting, you give instructions that are so ambiguous that others have difficulty understanding them.

h. Using taboo words such as curses or obscene words.

Context: In casual conversation, someone intentionally uses harsh words or taboo words to create discomfort or surprise.

The example of positive impoliteness is in Najwa Shihab's YouTube comment entitled "*Ganjar Pranowo Bicara Gagasan*"

Context: at minute 44:50 Ganjar Pranowo said that if the top ten graduates should become lecturers, not MCs.

Comment: *@magstudio88: Cocok jadi pelawak*

The *@magstudio88* account expressed its disappointment with Ganjar Pranowo by commenting "suitable to be a comedian".

### 3. Negative Impoliteness

This negative impoliteness strategy attacks the bad aspects of the subject being discussed, such as claims to territory, privacy, and the right not to be disturbed. The goal is to cause fear, denigrate with ridicule, insult, not take seriously, belittle, invade personal space literally or metaphorically, and engage in negative personalization using the nouns "I" and "You", including listing other people's debts (Culpeper, 2003).

The example of negative impoliteness is in Najwa Shihab's YouTube comment entitled "*Ganjar Pranowo Bicara Gagasan*"



Context: Party officers are defined as individuals who are given responsibility for implementing the party's vision and mission in all branches of government, be it executive, legislative or judicial. As a result, they have complete responsibility towards the party.

Comment: *@nizz: pokoknya selama ada orang yang diajukan oleh banteng, ya siap" lah jadi petugas partai mak banteng!*

The meaning of @nizz's comment is that a party official is someone who is controlled by the party he supports. The "*banteng*" party is the term haters call the PDIP party because its symbol is a bull, while "*mak banteng*" is the term haters call Megawati Soekarna Putri as the general chair of the PDIP party.

#### 4. Sarcasm or Mock Politeness

In this context, FTA is executed using ostensibly insincere incivility strategies that remain on the surface level. These two strategies share similarities as they generate impolite expressions with overtly insincere intentions. The impoliteness is evident in the use of words that directly contradict the stated message, aiming to inflict serious criticism or humor-laced criticism. Sarcasm is defined as a scornful, ironic, or condescending expression implying the foolishness of the interlocutor, delivered either sharply or humorously (Culpeper, 2003).

Expanding on these concepts, Terkourafi (2008) characterizes feigned incivility as 'unmarked rudeness,' utilized in conventional contexts with participants sharing similar customs. While variations exist, the underlying purpose remains consistent to present a jest that is simultaneously offensive. Bernal (2008) further categorizes feigned impoliteness into authentic and inauthentic forms. To summarize, Culpeper's depiction of sarcasm within

feigned impoliteness can be viewed as an inauthentic manifestation of impoliteness. Sarcastic statements may appear absurd, aligning visually with the situation but carrying an opposite meaning. The delivery in such cases should differ from previous statements. These expressions, while seemingly fitting, can still be classified as impolite, subtly conveying deep disappointment through nuanced language.

The example of negative impoliteness is in Najwa Shihab's YouTube comment entitled "*Ganjar Pranowo Bicara Gagasan*"

Context: Ganjar Pranowo, who is one of the 2024 Indonesian presidential candidates, explains his ideas at the Mata Najwa event which discusses corruption and law enforcement.

Comment : *@khairulnazar: Awalnya saya ragu untuk memilih pak Ganjar, tapi setelah melihat video ini saya justru menjadi yakin dan mantap untuk tidak memilihnya.*

##### 5. Withhold Politeness

Withhold politeness is a tactic of impoliteness that should occur in a specific context, but is ignored for certain reasons. Some examples of restrained incivility include the absence of polite behavior expected of anyone in everyday interactions, such as saying goodbye. Culpeper (1996: 357) notes that incivility can arise through non-compliance with polite norms in a work environment that should be respected. Culpeper (2005: 42) describes that "the inability to express thanks for a gift can be interpreted as an intentional act of rudeness." In other words, the strategy of restraining impoliteness is manifested in the behavior of the interlocutor. In this study, withhold politeness was not found in the comments column because withhold politeness could only be found verbally.

### **2.3 YouTube**

Since its introduction in May 2005, YouTube has simplified the process for billions of people to discover, view, and share videos. Functioning as a global platform for exploration, information, and inspiration, YouTube serves as a distribution channel for content creators and advertisers, both large and small, under the ownership of Google. Established in February 2005 by former PayPal employees Chad Hurley, Steve Chen, and Jawed Karim, YouTube swiftly gained widespread acclaim as an online hub for video search, playback, and sharing (Budiargo, 2015:47).

YouTube holds significant importance, particularly for those interested in video production such as short films, documentaries, and video blogs but lacking a platform for dissemination. Its user-friendly interface, cost-effectiveness, and universal accessibility across various devices make it an appealing choice for amateur video creators to share their content without constraints. Positive responses can propel a video's viewership, attracting advertisers to feature ads in subsequent videos. Similar to television, YouTube draws advertisers through its popularity and growing viewership. Users leverage the platform to cultivate popularity, aiming for both recognition and additional income. Notably, YouTube's advantages, including unlimited video upload duration, a robust security system, and a user-friendly editor, position it as the preferred choice over other social media platforms. For many individuals, YouTube has evolved into a source of income, inadvertently generating new opportunities in the era of social media.

### **2.3.1 Netizen**

Netizen, a term that combines the words internet and citizen, referring to individuals actively engaged in online communities in the virtual realm, netizens participate in a broad spectrum of activities, spanning from casual chatting and leisure to involvement in activism advocating for change in both virtual and real-world domains. During the internet's burgeoning phase in the mid-1990s, Michael F. Hauben, an author and internet trailblazer, shared his insights on internet users in his article titled "The Net and Netizens: The Impact of the Net Has on People's Lives." In his initial paragraph, Hauben welcomes readers to the 21st century, identifying them as netizens who coexist as citizens in this interconnected world facilitated by the internet.

Netizens, without exception, lead daily lives marked by communication, entertainment-seeking, and information access, mirroring their activities in the physical realm. The liberty afforded in cyberspace empowers them to freely express opinions, ideas, and engage in various endeavors. Across nations, internet facilities enable citizens to articulate their perspectives without hindrance. Platforms like social media, blogs, and video-sharing sites serve as avenues for netizens to interact, and they also contribute to the dissemination of viral news. Consequently, netizens harbor a strong inclination to preserve the freedom and openness of the internet. Any attempts by governments to regulate internet policies are met with resolute opposition and rejection from the netizen community.

## 2.4 Previous Study

In this research, the author refers to several previous authors who have deep themes in their studies, namely:

The first is the Ethical Lingua journal which will be published online in December 2022. The study is entitled "Impoliteness Strategies on Online Comments at Kompas TV YouTube Channel: A Pragmatics Analysis" written by Hendar, Atri Nadia Astarina, Heri Heryono, Ida Zuraida, and Meita L Sujatna. The aim of this research is to analyze comments on the Kompas TV YouTube account using impoliteness strategies proposed by Culpeper in 2005. The findings show that data from the 100 comments studied contain impoliteness strategies on the video, indicating that there are four categories of impoliteness according to Culpeper (2005). The four categories of impoliteness identified include: 1) bald; 2) positive; 3) negative; and 4) sarcasm/mockery.

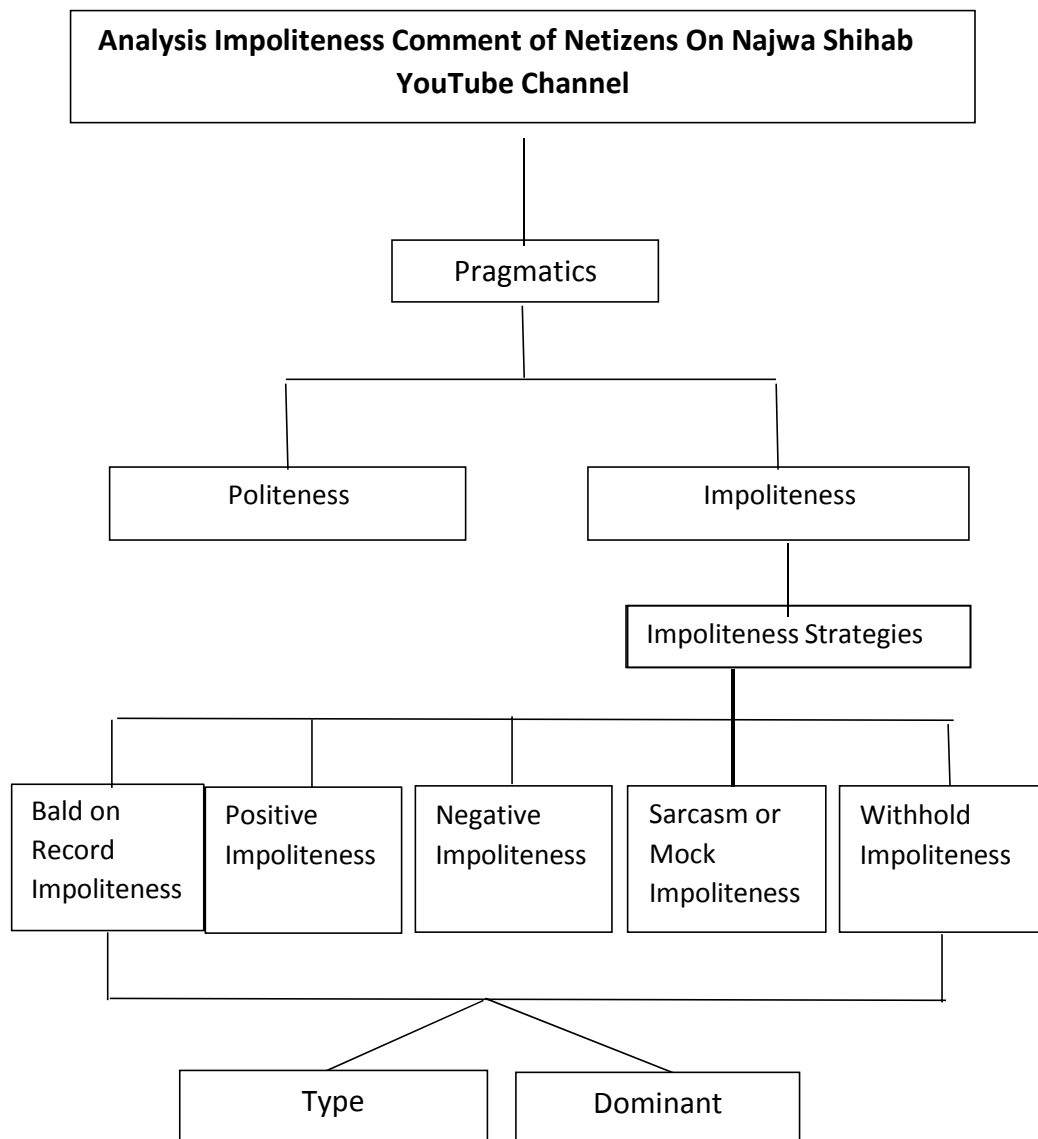
The second is the journal International Journal of Linguistics, Literature and Translation was published online in November 2023. The study is entitled "Impoliteness in the Talk Show Catatan Demokrasi in YouTube TVOne" written by Kusnul Khotimah, Sumarlam, and Sawardi. The aim of this research is to describe and analyze the most common impoliteness strategy in the data source, that is the bald on record impoliteness strategy by using the theory of Culpeper (1996). The findings is that the use of language impoliteness is mostly found in the data source. The most widely used strategy is the bald on the note strategy bald on the note strategy.

The third is the journal Diglosia which will be published online in August 2023. The study is entitled "Netizens' Sarcasm Impoliteness Strategy in Ganjar Pranowo's

Instagram Comment Column" written by Risyia Ayu Irawati, Eva Tuckyta Sari Sujatna, and Susi Yuliawati. The aim of this research is to reveal netizens' sarcasm impolite strategies in Ganjar Pranowo's Instagram comment column using the theory of Brown and Levinson (1987). The findings showed that netizens used ironic figures of speech to express impolite comments and sarcasm in Ganjar Pranowo's Instagram comments column. Markers of sarcasm impoliteness involve choosing harsh words as much as 35%, using full capital letters as much as 25%, excessive exclamation marks as much as 20%, and inappropriate calls as much as 20%.

## **2.5 Conceptual Framework**

Pragmatics is a branch of linguistic study that examines implicit meaning in context. Pragmatics focuses on understanding language through situations, both spoken and written. Apart from that, pragmatics has subfields such as speech acts, implicatures, presuppositions, deixis, presuppositions and politeness, and impoliteness. Incivility itself can be approached from various disciplines, including social psychology, sociology, conflict, media, business, history, and literature. Impoliteness involves communication that can attack or threaten the listener, create social conflict, and can be interpreted using English. Key elements such as mood, positive and negative impoliteness, sarcasm or derisive politeness, as well as withholding politeness, can be analyzed through data collection, condensation, and display, with the final results visualized in images using conceptual framework 2.9 below.



Picture 2.5 Framework Conceptual Analysis of Impoliteness Strategies of Netizen Comment on Najwa Shihab YouTube Channel.

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Research Design

In this study, the researcher will use a qualitative descriptive method to analyze the impoliteness strategies used by netizens in commenting on the comment section of Najwa Shihab's YouTube channel on the "Ganjar Pranowo Bicara Gagasan" video uploaded in September 2023. Data will be obtained from transcripts of printed materials related to incivility, with Culpeper's theory as the basis of analysis. This approach focuses on human understanding of reality and its meaning, as well as the exploration of their world in the context of life as a whole, in accordance with the qualitative approach.

References will be used to support the methodology, such as the statement of Hancock et.al (2009) which explains that the qualitative approach is concerned with developing explanations of social phenomena. Sugiyono (2012) is also referred to to understand that descriptive research aims to determine the value of independent variables, either without making comparisons or relationships with other variables. In this case, this research will focus on calculating the frequency of occurrence of impoliteness strategies in netizen comments on videos, in accordance with the principles of descriptive methods.



### **3.2 Data and Source Data**

The information needed to produce an understanding that corresponds to reality can be taken from the basic material in the form of data. In the context of this research, data will be obtained through the analysis of comments related to the strategy of impoliteness. The focus of the research is limited to the strategy of impoliteness in netizen comments in the comment section of Najwa Shihab's YouTube channel. Data sources are determined based on subjects who can provide data, following the approach described by Arikunto (2006).

The data source that will be used in this research is the comment column of Najwa Shihab's YouTube account, because the comments are written material. Mass media, especially YouTube, is the focal point of this research.

Meanwhile, the data in this research are netizen comments containing impoliteness in the episode "Ganjar Pranowo Bicara Gagasan" on Najwa Shihab's YouTube channel, a video uploaded on September 21, 2023 which has been watched 4 million times, liked 42 thousand times, and commented on 19,279 times. The researcher will extract 100 netizen responses from the comment column that contain impolite speech to be analyzed further.

### **3.3 Instrument of Collecting Data**

This research is a qualitative research, therefore this research uses observation instruments. Observation in qualitative research is used to see and observe directly the object of research, so that researchers are able to record and collect the data needed to reveal the research being conducted (Gulo, 2000). The

supporting instruments in this research are laptop, mobile phone, notebook, pen, internet, and researcher itself which is tasked with observing, investigating and analyzing netizen comments on the comment column of the Mata Najwa event entitled "Ganjar Pranowo Bicara Gagasan" aired on Najwa Shihab's YouTube channel.

### 3.4 Technique of Collecting Data

The steps for collecting data for this research are as follows:

- Researcher watch the Mata Najwa Show entitled "*Ganjar Pranowo Bicara Gagasan*" which was broadcast on the Najwa Shihab YouTube Channel.
- Then, while watching, researcher read netizens' comments in the comments column and found many negative and impolite comments.
- After that, researcher studied theories that analyze impolite speech. Researcher used the strategy theory of impoliteness by Jonathan Culpeper (1996) to match impolite utterances.
- Then, the researcher read the comments again and selected comments that had offensive phrases and sentences.
- To make it easier for researcher to copy and screenshot the comments as documentation (just in case the comments column is disabled by the video creator).
- Then the researcher wrote the data into Microsoft Word to make it easier for the researcher to analyze it.

### 3.5 Technique of Analyzing Data

Data analysis in this research uses several techniques to answer the first problem.

- a. First, researchers identify various impoliteness strategies
- b. Then classify the data based on certain impoliteness strategies.

To answer the second research problem, researcher used Miles and Huberman's interactive model for data analysis. This model involves three main activities described by Miles, Huberman, and Saldana (2014:22): data condensation, data presentation, and conclusion verification. In this study, the data consisted of YouTube comments, which were transcribed before analysis. Following Miles' framework, qualitative data analysis involves three different methods.

#### 1. Data Condensation

Data condensation involves the refinement of raw field notes through the processes of selection, focus, simplification, abstraction, and transformation. This condensation enhances the strength of the data, integrating it seamlessly into analysis. The condensation process employs a form of analysis that sharpens the sorting, focusing, elimination, and organization of data to such an extent that "final" conclusions can be drawn and verified. The steps in data condensational are as follows:

- A. Selection: The researcher extracts data from impolite comments by netizens on YouTube responding to the video "Ganjar Pranowo Bicara Gagasan."
- B. Focus: During this stage, the researcher concentrates on impolite comments as the targeted data.

C. Simplification: The researcher transforms the selected data into clauses containing etiquette, specifically focusing on impoliteness strategies used in YouTube comments.

D. Abstraction: In the process of abstracting the data for evaluation, the emphasis is on impoliteness strategies.

E. Transformation: Following abstraction, the researcher analyzes the data by categorizing clauses of hate speech comments from each user into various types of impoliteness strategies.

## 2. Data Display

After data summary, the next involves presenting the data. Data representation is a structured and compressed collection of information, allowing conclusions to be drawn and verification of the activities to be displayed. Researchers generally present data through analysis, which is arranged in tables to make it easier for readers to understand. The process of presenting the data involved categorization into various types of impoliteness strategies, such as bald and record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold politeness.

## 3. Drawing Conclusion

Drawing conclusions and verifying the results is a crucial and final step in this series of research. Verification of conclusions is the best method for integrating all data that has been collected, extracted and presented after describing data segments that are considered definitive data. This is a way to transmit data results after presentation. At this stage, the researcher utilized conclusions to

comprehensively identify types of strategic impoliteness and draw conclusions regarding strategic impoliteness that appeared in Ganjar Pranowo's comments on Najwa Shihab's YouTube channel.

All the aforementioned procedures play a crucial role in uncovering additional information. According to Hancock et al. (2009: 24), it is stressed that the examination of data in research endeavors encompasses condensing extensive data sets and showcasing outcomes in a manner that accentuates key aspects, employing a qualitative analytical approach for data assessment. In the context of qualitative research data analysis, Miles, Huberman, and Saldana (2014: 31-32) view it as four simultaneous steps, which begin with data collection, continue with condensation, followed by drawing conclusions and verification, and ending with data presentation. In this study, researchers adopted these steps to analyze the data.

The formula and the sample of analysis in form of the table are follows based on Hancock et al (2009:24):

$$N = F(x)/n \times 100\%$$

More details:

N : Percentage of types

f(x) : total types frequency of the sub-category

n : total types of all category

### **Sample of Analysis**

An examination of impoliteness strategies in netizens comment in the video entitled “Ganjar Pranowo Bicara Gagasan” on Najwa Shihab’s YouTube channel.

**Table 3.5**

**The percentage of impoliteness strategies**

<b>No</b>	<b>Types of Impoliteness Strategies</b>	<b>Number</b>	<b>Percentage</b>
1	Bald on Record Impoliteness		
2	Positive Impoliteness		
3	Negative Impoliteness		
4	Sarcasm or Mock Politeness		
5	Withhold Politeness		
<b>Total</b>			

### **3.6 Triangulation**

In this research, researchers applied triangulation techniques to evaluate the validity of the data. Triangulation is not an attempt to establish the absolute truth of a social phenomenon; instead, the aim is to increase understanding of the research object (Sugiyono, 2007: 330). The concept of cross validation in a qualitative context is called triangulation, and the focus is on data adequacy through the convergence of several data sources or data sets, in accordance with the concept put

forward by William Wiersma in the work of Sugiyono (2007: 372). There are four types of identification data triangulation, as described by Norman Denzim in 1978:

### 1. Data Triangulation

Data triangulation involves using different types of data or information (from individuals, places, or times) in the context of research, such as qualitative and quantitative data. The process of checking and comparing information obtained by researchers from various sources is called data triangulation. Researchers use comparison methods such as observation data to collect information. The comparison includes an analysis of netizen speech in Najwa Shihab's YouTube comment section. Olsen (2004: 3) also emphasizes that data triangulation, which is often dominant in the social sciences, is considered an approach that helps validate claims that may emerge from initial research or integrate data from multiple perspectives to gain a more holistic understanding.

### 2. Investigator Triangulation

Triangulation investigators apply multiple studies to ensure the validity of the data. Forming a work team is one way to guarantee the validity of the data.

### 3. Triangulation Theory

Triangulation theory involves the use of two or more theories combined when examining a phenomenon or situation. It is important to further integrate multiple theories.

#### 4. Triangulation Methodology

Methodological triangulation is related to efforts to check data or research results. Involving phenomena and situations by utilizing several methods is called methodological triangulation. A mixed methods approach, commonly used in social science research, allows results from one method to strengthen, weaken, and explain results from another method, similar to the concept of methodological triangulation.

Therefore, in this study, the researcher applied data triangulation, which indicates the need to include various data to test the research results and ensure the validity of the data.