CHAPTER I
INTRODUCTION

1.1 Backgroud Of The Study

Language cannot be separated from human`s life because it is an important tool that is used to construct ideas and convey information from with others. The existence of language is dynamic and changes over time, it develops rapidly appropriate with human needs and the development of the era.Thus language has significant roles in communicationthere are many language phenomena that can be observed. The phenomenon that can be observed from the way people use language to communicate. For instance, how people use languagein different social media of communication. Many people used language in social media. As the development of technology, the media of communications are also developed.

Nowdays, people use social media to communicate with others. There are many social medias that can be used as communication tools, such as WhatsApp (WA), Facebook (FB), Twitter, BlackBerry Messenger (BBM), LINE, Instagram, etc. These social media allow people to share their ideas freely and get comment from another. Most people usually use social media to connect with and make friends without getting any trouble in terms of distance. There are two kinds of communication that can be served by social media, private chat and the media that can be response by many people. The social media that mostly used and get response by many people is instagram.

According to Blair (2014) states Instagram is a social network based around sharing pictures and fifteensecond videos which can be posted to other

social media sites. It means people can be posted a photo or video on other online networking locales and everyone can see what we upload in social media.By using instagram, people can upload and post their photos, and the other people can give comment to the posted photo. People can freely use language in their comment. They can use whether polite or impolite language. Because there are not any filters or rules of using language in this social media, people can give comment, whether it is positive or negative comment to the other people, or in the other word they can use polite or impolite language. Considering the negative comment in artist's instagram, it has given a decent approach to interface with their fans. Tragically, it has likewise given the people who don't like a place where they know their grievances and reactions will be seen/ heard.

As public figures, artists usually share some photos or videos in instagram. But, not all of them are liked by many people. Sometimes, they have. There are some people who usually try to see their mistakes. They become their haters in Social media. Those people give bad or impolite comments to the artists. It can be called by"Impoliteness". Impoliteness is an interaction that depraves the norm of politeness. Impoliteness is a negative attitude toward specific behaviors occurring in specific contexts. It is sustained by expectations, desires and/or beliefs about social organization, including in particular, how one person`s or group`s identities are mediated by others in interaction. Impoliteness includes all the negative action that can lead to negative behavior in a certain context of a social interaction. Therefore, impoliteness really concerns with how individuals behave in a certain context and it also defined as a bad person's act that is considered as negative effrontery towards a situation

According to Culpeper (in Ayu Ida Savitri 2018) "impoliteness strategies can be created and received as follows. (1) Bald on Record Impoliteness: it is done when the face–risk is high where speaker is intended to ruin hearer's face so that impolite utterance will be done directly and clearly by doing Face Attack Act (FAA) with expressly from speaker. (2) Positive Impoliteness: it is done to ruin hearer's positive face want. (3) Negative Impoliteness: it is done to attack hearer's negative face want. (4) Sarcasm or Mock Impoliteness: it is done when speaker does FTA with obviously insincere politeness strategies, by applying one or more sub-strategies which are superficially agreeable and acceptable but deep deeply have opposite meaning. (5) Withhold Politeness: it is done when speaker does not do politeness where it is expected such as says nothing when he/she is supposed to thank hearer".

According to Culpeper (2016) impoliteness strategies applied in these comments is not ultimately seen as an actual negative attitude toward specific behaviors occurring in specific 3 contexts. It is rather a planned verbal attack that stays on the surface and is not intended to insult anyone.This study aims at examining the model of impoliteness, as first proposed by Culpeper (1996), the researcher is very much interested in conducting a study on types of impoliteness strategies, namely Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or mock politeness, and Withhold Politeness used by Haters in Nissa Sabyan Instagram.

According to Eelen (2001) said that people employ impoliteness when they do not return a salutation or they prefer to keep silent. People often expect others to reply the salutation when they communicate. However, in some cases,

some people often prefer to keep silent to perform impolite act. People frequently anticipate that others will answer the welcome when they communicate. Individuals frequently anticipate that others will answer the welcome when they impart. Locher and Bousfield (2008) describe impoliteness is behavior that is face-aggravating in a particular context. There is another term that is having the same meaning with impoliteness, which is the term rudeness.

Based on the explanation above, there are some reasons to study about impoliteness strategies used by haters in entertainer's instagram. First, almost all of people use instagram. Second, many people use instagram to judge entertainers that they hate. Third, in one day, an artist may upload more than five photos. Therefore, these phenomena of language impoliteness in social networking site Instagram by the haters are necessary to be studied for the application of impolite language in online communication. Comments that we are dealing with text and that we are observing people who use language for the real communicative purposes need our attention as linguists.

1.2 The problem of the Study

Based on the background above, problem of this study can be stated as follow:

1. What types of impoliteness are found in netizen comment in Instagram Nissa Sabyan?

2. What is the dominant types of impoliteness used in commentary netizen on Instagram Nissa Sabyan love affair ?

1.3 The objective of the Study

Based on the problem of study, this thesis tried to find out the answer of

Thosequestions, namely

1. To identify types of impoliteness in commentary netizen in Instagram Nissa Sabyan love affair.

2. To identify and give explanation from the calculation the dominant types of impoliteness in instagram comment Nissa Sabyan love affair.

1.4 Scope of the Study

In study, there must be a limit. This study was limited to see impoliteness strategies according Culpeper namely Bald on record impoliteness, Positive impoliteness, Negative impoliteness, Sarcasm or mock politeness and Withhold politeness. The scope of research is focused on immodesty addressed to Nissa Sabyan when it was discovered she had a relationship with a man who already had a wife. Data collected from social media Instagram. Which was taken from Nissa Sabyan's Instagram page from which news of her affair with Ayus spread. Data taken from February to August in several posts by Nissa Sabyan.

1.5 Significances of the Study

Every study is done to obtain the usefulness for the wider community as well as thisstudy. The usefulness of this study is as follows:

a) Theoretically

1. This study is expected to enrich the linguistics field, especially in pragmatics study, and particularly in term of impoliteness strategies.

2. To learn a new perspective of social phenomenon in language suchas impoliteness found in social media.

b) Practically

1. Students of English Department

The result could be a references for student of English Department to improve pragmatics ability especially in impoliteness theory.

2. For the other researchers

The result of this study can be as additional reference and give more knowledge for another researcher about pragmatics study. Impoliteness is rare to be studied. Hopefully this subject could be one new interested in research about pragmatics.

CHAPTER II

REVIEW OF LITERATURE

2.1 Language

Language is a very important role in human's life. In general, language is used to conveythe messages, to interact with others, to express a lot of ideas as well as to achieve their desired intention. Chaika (1982) defines language as the system of sounds and words that is composedof a system of meaningless elements that is combined by roles into meaningful structures usedby human to reveal or conceal their thoughts and feelings. Language is a systemic resource for expressing meaning in context and the study of how people exchange meanings through the uselanguage. Language is using to communicate between one people and others people. Language islike an idea, emotions, and desires that can be produced some symbols.

Furthermore Richards and Platt (1992) state "language the system of human communication which consists of the structured arrangement of sounds (or their written representation) into larger units". Then, language is any particular system human communication. Sometimes a language is spoken by most people in a particular country, butsometimes a language is spoken by only part of the population of a country. The researcher concludes that language is considered to be a system of communicating with other people using sounds, symbol and words in expressing meaning, ideas or thought and feelings.

2.2 Pragmatics

Pragmatics is one of linguistics branch which studies about contextual meaning (implicit). Pragmatics is the study of 'invisible' meaning or how we recognize what is meanteven when it is not actually said or written (Yule, 1996). In other words, Pragmatics is thestudy of language according to contexts. Levinson (1983) stated that pragmatics is the study ofaspect of language that requires reference to the user of the language then led to a very natural,pragmatics is the field of linguistics which points out speech utterance expressed by speakerrelated context. Leech (1983) defines pragmatics as the study of meaning regarding speechsituations.

Pragmatics also has several branches of study like speech act, implicature, presupposition, deixis, presupposition and politeness. Politeness in an interaction can be definedas the means to show awareness of another persons face (Yule, 1996). Politeness also consistof maxim (the tact maxim, enerositymaxim, the approbation maxim states, the maxim ofmodesty, the agreement maxim, the sympathy maxim), types of politeness (positive politeness strategies are intended to avoid giving offense by highlighting friend liness. These strategies include juxtaposing criticism with compliments, establishing common ground, and using jokes, nicknames, honorifics, tag questions, special discourse markersand in-group jargon and slang), Politeness strategies (bald on record, positive politeness, negative politeness,off-record)and impoliteness.

Impoliteness is a multidisciplinary field of study. It can be approached from within socialpsychology (especially verbal aggression), sociology (especially verbal abuse), conflict studies (especially the resolution of verbal

conflict), media studies (especially exploitative TV andentertainment), business studies (especially interactions in the workplace), history (especiallysocial history),literary studies, to name but a few. (Culpeper 1996) divided Impolitenessstrategies into five, which are: bald and record impoliteness, positive impoliteness, negative impoliteness, sarcasm and withhold impoliteness.They can be concluded that pragmatics deals with meaning of utterances in relation with thecontext and in order situation to achieve language understanding even it is not actually said orwritten.

2.3 Politeness

Politeness is a concept of polite social behavior in a particular culture. It could be shown by showing good manners towards other. Politeness is not something human beings were born with but something, which was acquired through a process of socialization. In this sense, Politeness is not a "Natural Phenomenon", which was existed before mankind but one which has been sociocultural and historical constructed. In general terms, politeness has the same ideas like being tactful, modest and nice to other people. In the study of linguistic politeness, the most relevant concept is "Face". In pragmatics, your face is your public self-image. It was the emotional and the social sense of self that everyone had and expected everyone else to recognize. Politeness could be defined as showing awareness and consideration for another person"s face. The researcher concludes, politeness is the study about how people used their awareness toward other people's face and also considered who people were. People could show it by showing good manner or attitude to hearer**.**

2.4 Impoliteness

Although there have been several attempts to theories politeness, the opposite phenomenon, impolitenesshas not gained nearly as much attention. Mills (2005) defines impoliteness as "any type of linguistic behavior which is assessed as intending to threaten the hearers face or social identity". Interlocutor's intonation while speaking even should be taken into consideration. Any behavior or utterance that attacks other's face is called impolite. Culpeper (2005) defines impoliteness as "communicative strategies designed to attack face and thereby cause social conflict and disharmony." Self-damage is attributed as impoliteness. Culpeper (2005) states that "the phenomenon of impoliteness is to do with how offense is communicated and taken." Brown and Levinson's model of politeness (1987) paved the way for linguists to explore the phenomenon of impoliteness. Watts (in Lambrou and Stockwell,2007) states "(im)politeness is a term that is struggled over at present, has been struggled over in the past and will, in all probability, continue to be struggled over in the future". Watts' definition implies the continuity of disagreement over the notion of impoliteness among scholars.

The researcher concludes that impoliteness is a communication strategies designed as intending to attack or threaten the hearer face and thereby cause social conflict .

2.4.1 Impoliteness Strategies

Impoliteness strategies is a way to hear impolite utterances depends on particular context. The purpose of these strategies is to know how impolite utterances can be spoken in interaction. The people do not know how impoliteness

can be happen in interaction. Culpeper (1996) proposed five impoliteness strategies as the following: bald on record impoliteness, positive impoliteness, negative impoliteness, Sarcasm or mock politeness, withhold politeness. There are 2 points in the field of impoliteness: firstly, linguistic and non-linguistic signals do not inherent impoliteness.

Culpeper (2011) proposed five impoliteness strategies, he assorts that "instead of enhancing or supporting face, impoliteness strategies are a means of attacking face. "Culpeper proposed impoliteness strategies as the following :

1) Bald on record impoliteness: the face threatening act (FTA) is peformed in a direct, clear, unambiguous and concise way where face is not irrelevant.

2) Positive impoliteness: the use of strategies designed to damage the addressee's positive face wants.

3) Negative impoliteness: the use of strategies designed to damage the addressee's negative face wants.

4) Sarcasm or mock politeness: the FTA is performed with the use of politeness strategies that are obviously insicere, and thus remaind surface realization.

5) Withhold politeness: the absence of politeness work where itwould be expected.

Culpeper (2005) argues two points in the field of impoliteness; firstly, he believes that linguistic and non-linguistic signals do not inherent impoliteness. To put it in this way, no linguistic and non-linguistic signals are not impolite

intrinsically. However, some of them "are quite hard to be imagined the context in which they are used as not to be impolite". This idea derives from the fact that some factors such as power, social relation and context, are involved in perceiving a linguistic or non-linguistic signal as impolite. Secondly, politeness and impoliteness descriptions focus on the lexical and grammatical components and have limited view towards those signals which occur in a communication14 (Culpeper, 2005). Also, Culpeper (1996) claims the impoliteness can be represented not only verbally but also nonverbally, for example, even avoiding eye-contact could be a means of conveying impoliteness. Paralinguistic and non-verbal aspect also should be taken into considerations when analyzing impoliteness.

2.4.1.1 Bald on Record Impoliteness

Bald on Record Impoliteness is typically deployed where there is much face attack, and where there is an intention on the part of the speaker to attack the face of the hearer. The face threatening act is performed in a direct, clear, unambiguous and to the point way in circumstances where the face is not irrelevant or minimized (Culpeper, 2011). Based on the statement above, the researcher conclude that bald on record impoliteness it's like, when someone does not like with another people so he/she show directly, clear, to the point, and also right to the point of trouble.

2.4.1.2 Positive Impoliteness

Culpeper (2011) describes positive impoliteness is the use of strategies design to damage the addressee's positive someone face who wants to be

acknowledge as a part of society. Positive face here means desire from a person to be respond and needed by others. According to Culpeper (1996) the output strategies of positive impoliteness are: 1) Ignore, snub the other: fail to acknowledge the other's presence. 2) Exclude the other from an activity. 3) Disassociate from the other: For example avoid sitting together. 4) Be disinterested, unconcerned, unsympathetic.15 5) Use inappropriate identity markers: For example use title and surname when a close relationship pertains, or nickname when distant relationship pertains. 6) Use obscure or secretive language: For example, mystify the other with jargon, or use a code known to others in the group, but not the target. 7) Seek disagreement, like selecting a sensitive topic. 8) Make the other feel uncomfortable. 9) Use taboo words, like swearing or use abusive or profane language. 10) Call the other names: Use derogatory nominations. The researcher concludes that positive impoliteness is the use of strategy design to damage the positive someone, and also he/she hopeful that society can receive the positive impoliteness make. Positive face here means that desire from a person to be response and needed by others.

2.4.1.3 Negative Impoliteness

Negative Impolitenessis the use of strategies designed to damage the addressee's negative face wants. Negative face wants here means a desire from a person to not to be disturbed. Negative face is the want of every competent adult member that his/her actions be unimpeded by others. It also means the desire for freedom action .There are some output of strategies of negative impoliteness, they are:

a) Frighten: Instill a belief that actions detrimental to other will occur.

b) Condescend, scornor ridicule: Emphasize your relative power. Be contemptuous. Do not threat the other seriously. Belittle the other (e.g use diminutives).

c) Invade the other space: Literally (e.g position yourself closer to the other that the relationship permits) or metaphorically (e.g ask for or speak about information which is too intimate given the relationship).

d) Explicitly associate the other with negative aspect: personalize, use the pronouns "I" and "You"

e) Put the other's indebtedness on record Taken from the extract of Soldier Girl, Culpeper (1996) shows how negative impoliteness strategies implied in the interview between Private Alves (PA) and a sergeant (S).

> PA :Who said that sergeant?
>
> S :Shut up Alves. *You're the one who is running your little mouth again. You're the one intimidating and threatening my squad leaders …*
>
> PA : I didn't sergeant.

In the example, the sergeant oppresses Private Alves' negative face wants. The sergeant belittles her by using "little mouth" in his utterance. Moreover, he explicitly associates her with negative aspect by saying "You're the one who is running your little mouth again" and "You're the one intimidating and threatening my squad leaders"

2.4.1.4 Sarcasm or Mock Impoliteness

Sarcasm is clearly the opposite of banter (mock politeness for social harmony). Sarcasm is face threatening act which is performed through the employment of politeness strategy .Someone can use sarcasm for expressing his/her opposite feeling which means not the real meaning of what he or she says. It can be concluded that the realization of sarcasm is employing insincerely politeness. The following example shows the off record impoliteness strategies. The example portrays Charlie (CH) who is supported by student aid at a prestigious private school. Since he does not come from rich family, he chooses to spend his Thanksgiving to earn some money by taking care of a blind man called the Colonel (COL).

> COL : Sims Charles, senior. You on student aid, Simms?
>
> CH : Ah, yes I am.
>
> COL : For student aid read crook. *Your father peddles car telephones at a 300% mark-up; your mother works on heavy commission in a camera store, graduated to it from expresso machines*. Ha, ha! What are you … dying of some wasting disease?
>
> CH : No … I'm right here.

The impolite behavior in the example is conveyed by implication of Colonel's utterance where he stated that Charlie is dying of some wasting disease.

2.4.1.5 Withhold Impoliteness

Withhold Impoliteness is the absence of politeness work where people would be expected. Impoliteness occurs when the absence of politeness work happen at the moment it is expected to show (Culpeper, 2005). Failing to express gratitude or thank somebody for a favor, as shown in the following example, can

be considered as deliberate impoliteness. Using the extract from The Clampers, the example portrays an adjudicator who has just refused a car owner's appeal against a parking ticket.

Adjudicator :Well thank you very much for coming.

Car owner :I don't thank you at all.

The car owner explicitly withholds politeness by not reciprocating the adjudicator's thanks.

The writer concludes that bald on record impoliteness is action threatens the face of the speech partner directly, clearly, unambiguously, and succinctly the state of the face is not relevant or minimized does not need to be connected to the face. Positive impoliteness is the use of the intended strategy to damage the positive face of the listener or talk partner. Negative impoliteness, is the use of a strategy aiming to damage the negative face of the listener or talk partner. Sarcasm or mock politeness, is use politeness strategies that are clearly not sincere, pretend, or appear polite on the surface only and withhold politeness is not doing politeness strategy as expected.

2.4.2 Impoliteness Types

Culpeper proposes three types of impoliteness in his up-to-date book, Impoliteness. These types share the function of contradicting interpersonal relationships, identities, and social norms. They are:

1. Affective impoliteness In this kind of impoliteness, the speaker exposes his anger towards the hearer and this consequently generates a negative emotional

atmosphere between the speaker and the hearer (Huang, 2014). For example: -You made me crazy! In the above example, the speaker uses such an impolite utterance to express the passive effect of the hearer on him and inform him that he is unwanted anymore. The writer concludes that affective impoliteness is when the speaker pours his emotion in to the hearer but in negative.

2. Coercive impoliteness This variant of impoliteness raises realignment between the speaker (the producer) and the hearer (the target) so that the speaker gains profits at the expense of the hearer. Culpeper believes that this impoliteness type takes place, to a greater extent, in situations where the producer belongs to a higher and more powerful social level than the hearer's level. In a nutshell, coercive impoliteness is a means of getting power via language (Culpeper 2011). The following is an example of this type of impoliteness:-Shut up or I'll smash your head! (Huang 2014) Here, the speaker puts an end to the addressee's behavior by warning him not to speak. Such an utterance is produced when the speaker has a command over the hearer. They can be concluded that coercive impoliteness take seeks a rearrangement of values between the speaker and the hearer in which the speaker gets more benefit.

3. Entertaining impoliteness This kind of impoliteness is generated when the speaker pokes fun at the hearer and utilizes the target's feelings to obtain amusement .The following example which is taken from Charles Dicken's novel Great Expectations shows this type of impoliteness: (in response to Miss Havisham's invitation to play cards with Pip) -Young Estella: with this boy! Why, he is a common laboring boy.

The writer summarizes entertaining impoliteness is the way of the speaker by making fun of and insulting the hearer with the aim that the speaker gets entertainment, the speaker utilizes the feeling of the hearer.

2.5 The Different Hate Speech and Impoliteness

2.5.1 Hate Speech

First, the term "hate".The kind of speech whose regulation interests us is called "hate speech," and that word "hat" can be distracting. It suggests that we are interested in correcting the passions and emotions that lie behind a particular speech act. For most of us, the word highlights the subjective attitudes of the person expressing the views, or the person disseminating or publishing the message in question. It seems to characterize the problem as an attitudinal one, suggesting, I think misleadingly, that the aim of legislation restricting hate speech is to punish people's attitudes or control their thoughts. The idea of "hate speech"18 feels, in this regard, like the idea of "hate crimes" offenses that are aggravated, in the eyes of the law, by evidence of a certain motivation (Waldron, 2012).

2.5.2 Impoliteness

Impoliteness is an interaction that depraves the norm of politeness. Impoliteness is a negative attitude toward specific behaviors occurring in specific contexts. It is sustained by expectations, desires and/or beliefs about social organization, including in particular, how one person`s or group`s identities are mediated by others in interaction. Impoliteness includes all the negative action that can lead to negative behavior in a certain context of a social interaction.

Therefore, impoliteness really concerns with how individuals behave in a certain context and it also defined as a bad person's act that is considered as negative effrontery towards a situation.

2.6 Previous Study

There are three previous studies under the same topic related to this research that is read by the researcher before conducting the research. These two studies are briefly explained as follow.

Dorifah (2016) in her title "An Analysis of Impoliteness Strategies in Boyhood Movie Transcript". This research is on pragmatics impoliteness of Boyhood movie. It is a qualitative research. The theory used in this research is Jonathan Culpeper's impoliteness strategy, and additional theories, such as Brown and Levinson, Derek Bousfield, and Leech. The researcher analyzes the impoliteness strategies used by selected characters - Mason Jr., Mason Sr., Samantha, and Olivia. Furthermore, the writer analyzes the relation between the chosen impoliteness strategy and power differences of the characters. The chosen strategies of the characters are different from the prescribed strategies in some cases. Mason Jr. and Samantha, the children, as powerless participants, used more positive impoliteness strategy. It is different with the notions given in pragmatics as they are expected to use politeness strategy. On the other hand, Olivia and Mason Sr., the parent, as the powerful participants, used the impoliteness less than the children even they performed some politeness utterances. This did not fit with the notion beforehand. It was found that both of the participants used impoliteness strategies in their utterances, although some of the notions and applied strategies were suitable to the theories. The children and the parent use more the function of

impoliteness strategy to reach their aim. Therefore, the power differences did not influence their communication much. It influenced little in the movie. In conclusion, impoliteness strategy is a dynamic issue in interaction. It is dependent on the participant's aim. Power differences is not the only factor influenced the verbal communication even though the participants' power level differences are very noticeable.

Fadhilah (2018) in her thesis entitled "Hate Speech Used By Haters In Social Media" analyzed and categorized the comments of haters in politician's Instagram account by using impoliteness strategies proposed by Culpeper. Shetook Kim Jon Un, Donald Trump, and Hillary Clinton Instagram account to be analyzed and she found that the positive impoliteness was the dominant type, found politician Instagramaccount.

Emeliya Sukma Dara Damanik & Rora Rizky (2020) Wandini Impoliteness Commenting On Instagram "Kekeyi". They take the data from the Instagram account "Kekeyi" a viral beauty vlogger because of its uniqueness "using a water balloon as a sponge" and the controversy on social media. They use the theory proposed by (Cullpeper, 1996). in the research they did using descriptive research. They found three types of impoliteness proposed by Culpeper, namely: Bald on Record impoliteness, negative impoliteness and positive impoliteness. kekeyi followers are more dominant using a positive impoliteness strategy.

Joan Lucky B (2015) in his titled "a pragmatic analysis of impoliteness strategies in british tv-series Sherlock " .This research investigates impolite acts performed in British TVseries Sherlock using pragmatic approach. It is aimed at

describing the types and functions of impoliteness strategies, and identifying the characters' responses toward the impoliteness strategies performed in Sherlock. This research employed descriptive qualitative method. The data were in the form of utterances, while the context of the data was the dialogues spoken by the characters in the TV-series. The sources of the data were three episodes of the first season of Sherlock and the transcript. In this research, inductive approach was used in analyzing the data. To enhance trustworthiness as well as obtaining credibility and reliability of the data, triangulation was used. The results of this research are stated as follows. (1) All types of impoliteness strategies are used by the characters in Sherlock. They are bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness, and withhold politeness. Negative impoliteness is the most dominant type of impoliteness strategy while withhold politeness is the least strategy to occur in this research. Negative impoliteness strategy becomes the most frequently used type of impoliteness strategies in Sherlock because the characters in Sherlock tend to use it as a means to make other characters follow their order by attacking the negative face wants. (2) The characters in Sherlock frequently employed impoliteness strategy with coercive impoliteness function. By employing coercive impoliteness, the speakers want to gain more benefits or get their current benefits protected. (3) In Sherlock, countering face attack by defensive strategy is the most frequently used response by the characters. The characters choose to use this response because they tend to defend their faces from the face attack.

Zuhra, (2020) The Analysis Of Impoliteness Strategies In American Presidential Debate 2020. She thesis used Culpeper's (1996) theory which divides

impoliteness. Her research uses qualitative methods to analyze examples of impolite behavior strategies used in the presidential debate in America in 2020 strategies into categories.

Pasaribu, (2021) in his Titled "Hate Speech On Joko Widodo's Offical Facebook: An Analysis Of Impoliteness Strategies Used By Different Gender" this research is based on impoliteness strategy developed by Culpeper. his research used descriptive qualitative method. There are 100 data taken from Joko Widodo's Facebook page. The data is divided into two categories 50 comments made by male netizens and 50 female netizen comments. In this study, it is explained that female netizens more often use positive, negative, sarcasm, and bald on record types of impoliteness strategies.

Bustan & Alakrash, (2020) they titled is "An Analysis of Impoliteness Strategies Performed by Donald Trump Tweets Addressıng the Middle East Countries". They used Culpeper theory (1996) Their paper identifies the types of impoliteness strategies that Donald Trump addresses in his posts towards Middle Eastern countries. Their research is qualitative. Their research shows that the type of impoliteness strategy is used by netizens on Donald Trump's tweet page.

Erza & Hamzah, (2018) Impoliteness Used By Haters On Instagram Comments Of Male-Female Entertainers. They used Culpeper theory (1996), the research they conducted to analyze the impoliteness strategies used by haters on Instagram comment artist uses a pragmatic approach. The data is taken from the lambe_turah instagram account. In their study, they compared male and female artists in using this type of impoliteness strategy. The result of their research is that, they found 5 impoliteness strategies, namely (1) bald record impoliteness, (2)

positive impoliteness. (3) Negative impoliteness, (4) sarcasm or mocking politeness, (5) withholding politeness. The strategy most often used by all comments are positive impoliteness.

Indrawan, (2018) in her titled "Impoliteness Strategy In Instagram Cyberbullying: A Case Study Of Jennifer Dunn Posted By @Lambe_Turah". She uses Culpeper's theory (2005). The research she used descriptive qualitative. From the analysis that has been done, there are two types of impoliteness strategies, negative impoliteness and positive impoliteness.

Lyatin (2021) her titled is "Gender And Impoliteness Strategies In The Edges Of Seventeen Movie" His research uses the theory proposed by Culpeper (1996). This research uses descriptive qualitative. In his research, there are several types of impoliteness strategies used by men and women.

2.7 Conceptual Framework

In this research the writer started from pragmatics theory in pragmatic impoliteness. Writer choose in impoliteness strategies. According to Culpeper there are five impoliteness strategies namely: bold on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, and withhold politeness. Based on impoliteness strategy the writer was explain about the types of impoliteness based on the problem that has been determined. By choosing the method proposed by Culpeper, namely five types of impoliteness strategies.

1. Define the types of impolite strategies contained in the comments on Nissa Sabyan's Instagram page.

2. Percentage the types of Impoliteness strategies found in netizen comments on Nissa Sabyan's Instagram page. All comments that have been obtained are analyzed based on the impoliteness strategy.

An explanation of how this research was conducted is presented in the following chapters with a conceptual framework:
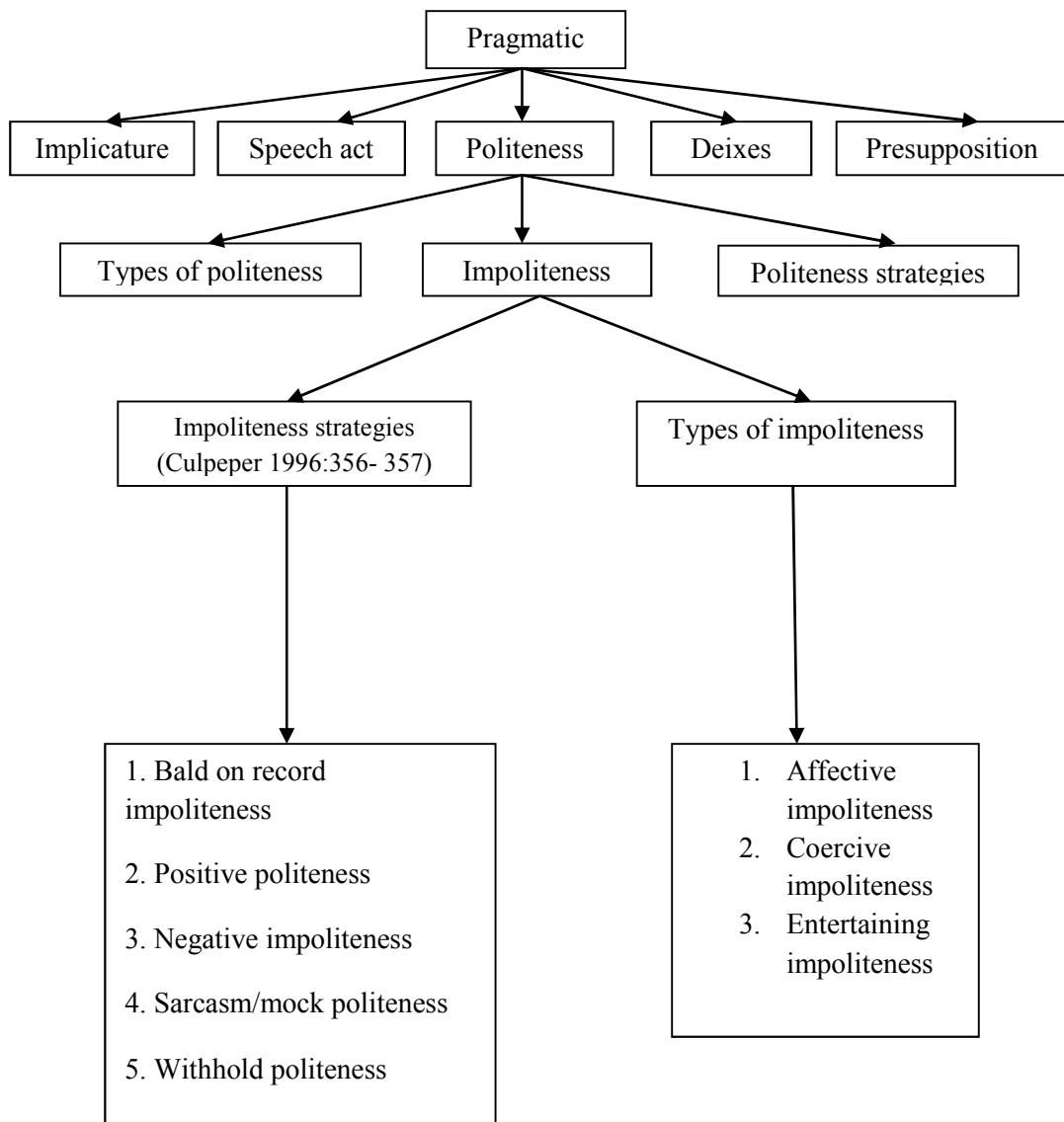

*Figure 2.1*Conceptual framework

Gultom. Enita Impoliteness Strategys Used By Netizen Commentary On Nissa Sabyan's Instagram Account

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

This research is descriptive qualitative method. According to Creswell (2009)" Research design is plans and the procedures for research to detailed methods of data collection and analysis". The function of research design is to ensure that the evidence obtain enables us to answer the initial question as unambiguously as possible.

This research was conducted using a descriptive qualitative design with a case study to describe the analysis of impoliteness strategies on hate speech against NissaSabyan in Instagram comments. Qualitative research is defined as a research method whose data is in the form of words or pictures rather than numbers. Just as the writer is going to carry out, namely research on language style in a conversation and data in give is the form of a word or attrances, not a number or a percent, which was taken from Nissa Sabyan's Instagram page from which news of her affair with Ayus spread. Data taken from February to August in several posts by Nissa Sabyan.

3.2 Data and Data source

The data is taken from one of the most popular social media in the world, Instagram. In Indonesia, Instagram is one of the most popular social media because it is widely used to show a phenomenon. Instagram also prophesies that many parties can find out extensive information about personal life. The news

from gossip account are mostly negative that are purposed to entertain the followers about particular topic or person. With this characteristic, the updates will likely to trigger people to comment. The source of data in the study is subjects from which the data can be obtained. In this study, the writer used instagram commentary as the sources of data, because it is written material. In conducting the study, the researcher used mass media such as instagram.

3.3 Technique of Data Collection

In this study the writer used data from Nissa Sabyan'sInstagram account. And the writer takes the data in the following way:

1. Follow Nissa Sabya'sInstagram account

2. Read comments on Nissa Sabyan's Instagram account

3. Underlining the impoliteness in the Instagram commentary.

4. The writer have outlined the focus, so that more detailed data are obtained.

3.4 Technique of Data Analysis

In this study, after all the data have been collected, the next step is analysing the data. The procedure of analysis data are:

1. Classifying the utterances based on impoliteness strategies : bald on record impoliteness, positive impoliteness, negative impoliteness, Sarcasm or mock politeness, withhold politeness.

2. Make the calculation of the types impoliteness strategys on table.

3. Making Conclusion