

CHAPTER I

INTRODUCTION

1.1 The Background of Study

Humans, as social creatures, require more opportunities to engage with one another. Smartphones are widely used. People usually communicate through written language. The writings are written in the form of remarks. They are capable of speaking any language in regards to the substance of YouTube videos, from favorable to negative language comments.

In people's lives many people say comments both in economics, education, style, face, gender, and others, which are very popular. This is also included in sociolinguistics, where the comments made by the community are the relationship between language and society both in positive and negative comments. Some of the comments are impoliteness.

Impoliteness is one of the current phenomena. Which people openly express their emotions or dislikes in the form of phrases, clauses and sentences. This impoliteness can be found in the form of directly or indirectly to someone. The emotions given by the community can be addressed in the form of anger, disappointment, disapproval of someone, and others.

Seen in today's times, the impolite words that are uttered can make a person feel depressed destroying their feelings even if the words are in the form of jokes or entertainment. Not everyone can words of impolite by accepting the feeling of spaciousness. People's mental lives are different and the way they respond is not the same.

Impoliteness in society, There are a phenomenon heaven in our practical language now day. Impoliteness is increasingly being developed by the media. Various social media that people use when they comment, Instagram, YouTube, twitter, Facebook, Tiktok, Halo-Babe, and so on. The media has a lot of impolite that spreads very quickly. And this allows all social users to access and know all events that occur, as well as participate in making comments that may not have anything to do with these people.

The perspective loss caused by impolite words is from the perspective of the members of the target group; impoliteness undermines their social position and dignity, on which they should be able to rely if they want to live in peace. Some people speak hurtful things to others not only in Indonesia, but also abroad. As a result, impolite breeds hostility and violence.

Currently, Yusuf Mansur is in the spotlight of the Indonesian people. This is due to the case of investment fraud against the congregation under the guise of alms. Many media platforms circulated a video clip of Yusuf Mansur making ceramics while harassing the congregation. Then they were escorted by the congregation who gave money to Yusuf Mansur who intended to invest and joint venture.

But this congregation felt cheated because it had been several months since they had received the results of their investment in Yusuf Mansur. So many people feel disappointed and angry with Yusuf Mansur actions, so a lot of impolite words came out of Yusuf Mansur. That's why the Stand Yusuf Mansur case went viral. In this matter, the case involving Yusuf Mansur is a case of stupid

investment fraud that lossed the congregation with millions of rupiah's loss. And this is case become viral in multiplied news.

Therefore, the reason I choose the title of Impoliteness as found on YouTube comments towards Yusuf Mansur, I am interested learning more about public impoliteness towards Yusuf Mansur. How many kinds of impoliteness did find on the YouTube channel Hotman Paris Show with the title "*Eklusif! Klasifikasi Yusuf Mansur dugaan investasi bodong part 1* guest star a Yusuf Mansur's. Where discussed the case experienced by Yusuf Mansur's, because of this the writer interested in studying "Impoliteness".

1.2 The Problem of Study

Based on background of the study, the problem is formulated as following:

1. What is the type of impoliteness in YouTube comment *netizens*?
2. What is the most dominant type of impoliteness in YouTube comments *netizens*?
3. How are the impoliteness realized in the comments?

1.3 Objective of Study

The writer found two objectives to be sought in this study, namely:

1. To identify the type of impoliteness found in YouTube comments *netizens*.
2. To find out the most dominant types of impoliteness is in YouTube Comment *netizens*.
3. To describe impoliteness realized in the comments.

1.4 The Scope of Study

The writer focuses on the hate comments given by netizen to Ustadz Yusuf Mansur entitled "Exclusive! Yusuf Mansur's Klarifikasi investasi bodong Part 1 #Hotmanparisshow" Hotman Paris Show on YouTube Channel, <https://youtu.be/gc-3tGwQ70c>. The writer uses Culpeper (2011), states that there are 5 categories of impoliteness strategies that can be used to analyze impoliteness in comments, namely: Bald on record Impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

1.5 The Significances of Study

Related to the questions on problems of study above, the objective of this thesis are:

1. Theoretically

In this part of the research, the writer hopes that the results of this research can provide many benefits in providing theory on language use.

- 1) It is hoped that the results of the research will contribute as a new perspective to the research of impoliteness.
- 2) The results of this study can be used as a reference for further research

2. Practically

The following benefits are shown, among others:

- 1) The reader can be to do further research regarding impoliteness.
- 2) The students can increase their knowledge as widely as possible
- 3) The lecturers can enrich research on impoliteness.

- 4) For research, this research is able to improve the researcher's ability to comprehend this study and understand about the movie and the story of the movie itself.
- 5) This research will give you an overview of how to perform directive analysis. It can also be utilized as a source of supplementary information and references for impoliteness.

CHAPTER II

REVIEW AND RELATED LITERATURE

2.1 Theoretical Framework

The theoretical framework aims to provide important aspects of the theoretical framework, namely, sociolinguistics, Impoliteness, types of Impoliteness, conceptual framework, and related literature. To close it, the researcher uses a theoretical framework.

2.2 Sociolinguistics

To make communication more comprehensible, everyone is now using the same language, to be able to understand each other every word about thoughts both individually and in groups in the community. We need to delve deeper into language and society in order to fit into their environment.

According to Yule (2006, p. 205) also argued that sociolinguistics studies the link between language and society. The study of language and society is intimately linked to a society's culture and behavior.

The importance of studying sociolinguistics is about how humans speak in social life. Therefore, understanding the way other people speak and meaning for social and also knowing the construction of aspects of their identity through language. Therefore, the relationship between language and society can be studied through sociolinguistics.

According to (Holmes & Wilson, 2017) Sociolinguists study the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with

identifying the social functions of language and the ways it is used to convey social meaning.

Language is viewed not just as a structure, but also as a social system, a communication system, and a component of a society's culture. Language diversity refers to how people speak in various societies. In general, sociolinguistics is concerned with the study of diverse languages, word choice, and the usage of words in society.

2.3 The Nature of Sociolinguistics

The nature of sociolinguistic learning is a language variety that has an impact on the way people communicate, language and society, speech act, and politeness.

2.3.1 Language and Society

The link between language and society is well-established. The two have a long and symbiotic relationship. Language serves a variety of tasks in society, and society serves language as well. If one is missing, the other will suffer as a result. Language is the most important instrument for communicating, restoring peace and order in our society, exhibiting authority and strength, and accomplishing goals and objectives.

According to Wardhaugh (2006), there are several possible explanations for the relationship between language and society, namely that social structure can influence or determine linguistic structure and behavior. Then it can also contradict the first explanation, it can also have a bidirectional nature or there is no relationship at all between linguistic structures and social structures and that each is independent of the other.

It can be said that the relationship between language and society has a great influence. When social change results in language change, this affects the values in ways that have not been accurately reached. Language incorporates social values. However, social values are only the same as linguistic values if the society is stable and does not change. Once society begins to change, language changes produce special effects.

2.3.2 Speech Act

According to Yule (1996: 47) speech acts are actions that are carried out through speech. Through speech acts, the delivery of words can be physical actions in the form of phrases, sentences and clauses. And can be expressed, presented in a variety of utterances. Usually words or sentences are supported by more specific expressions, such as apologies, complaints, compliments, invitations, promises, or requests.

In society, we will interact with other people. Things that must be considered in communicating and taking action must be polite. If we want to treat other people, never push, and force them. Humans must have respect for each other.

Language politeness, according to Leech (2014), is a type of communication conduct that is impacted by socio-cultural elements in a given community. Leech explained, politeness in language is defined as providing benefits not only for the speaker but also for listeners and third parties who are present or not in the context of speaking.

Leech (2014: 87-88) remarked in this regard that the goal of polite discussion is to prevent disagreement in a dialogue. In other words, the primary

purpose of polite language is to achieve communication harmony. To be considered a person who speaks politely, one must use words politely. According to Leech (2014: 89), the speaker should pay attention to and examine the congruence between societal goal (to preserve harmony) and illocutionary purpose in order to achieve communicative concord.

2.3.3 Politeness

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2.4 Impoliteness

According to Culpeper (2005, p.38) defines rudeness as "a communicative strategy aimed at reducing face and, as a result, causing conflict and social disharmony." Self-destruction is considered impoliteness. Culpeper (1996) also states that impoliteness is not only vocal, but also nonverbal. For example, expressions of impoliteness can be identified by the way people avoid eye contact. When assessing impoliteness, it is also important to examine paralinguistic and nonverbal factors.

Culpeper (1996) explaining that the theory of impoliteness is not widely known is the theory of decency. Culpeper (1996) said also there is a difference between the theory of politeness and impoliteness basically, consisting of two factors. The first, Culpeper (2005) explaining no linguistic and non-linguistic signs does not create politeness. That is to say, there are no linguistic and non-linguistic signs that are intrinsically disrespectful, however, due to the existence of power, social relations and the context of external linguistic factors. Second, depicting the emphasis has a big influence on politeness and not politeness and that is an important part of the role. And also in social interaction, linguistics can also detect impoliteness.

2.5 Type of Impoliteness

The research in learning about the types of hate speech, the writer uses the theory by Culpeper (2011), stated that there are 5 categories of impoliteness strategies that can be used to analyze hate speech, namely: Bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness

2.5.1 Bald on Record Impoliteness

Impoliteness is usually used when there is a lot of face-attacking and the speaker intends to attack the hearer's face. In situations where the face is not irrelevant or downplayed, the face threatening act is executed in a straightforward, clear, unambiguous, and to-the-point manner (Culpeper, 2011). For example: “you are proud to have a face like a monkey like this”

2.5.2 Positive Impoliteness

Positive impoliteness, according to Culpeper (2011), is the use of techniques designed to harm the addressee's positive someone face who wants to be accepted as a member of society. Positive facial expression denotes a person's desire to be seen and needed by others.

Positive impoliteness, according to Culpeper (1996), can be done in a variety of ways, such as (a) ignore, snub the others, (b) exclude the others from an activity, (c) disassociate from the other, (d) be disinterested, unconcerned; unsympathetic, (e) use inappropriate identity marker, (f) use obscure or secretive language, (g) seek disagreement (h) make others feel uncomfortable, (i) use taboo words, and (j) call the other names.

For example: “You're curly, you don't want to admit that you're really dirty when you see it”

2.5.3 Negative Impoliteness

The use of techniques aimed to harm the addressee's negative face needs is referred to as Negative Impoliteness. Negative facial wishes here refers to a person's desire not to be disturbed. Negative face is the desire of any competent adult member for his or her acts to be uninhibited by others. It also refers to the yearning for freedom of action (Culpeper, 2011). For example: if your life is poor don't dream to be rich”

2.5.4 Sarcasm or Mock Politeness

Sarcasm is definitely the opposite of mockery for social harmony. Culpeper (2011) Sarcasm is a face-threatening act that is carried out insincerely through the use of a polite approach. A person can use sarcasm to express the

opposite feeling, which implies that the true meaning of what he is saying is not being conveyed. It can be concluded that the realization of sarcasm hinders genuine politeness. For example: “you want to die”

2.5.5 Withhold Politeness

Withhold Civility is the absence of politeness in situations where it is required. As Culpeper (2011) pointed out, forgetting to thank someone for a gift might be interpreted as a purposeful lack of courtesy. Furthermore, a tactic for not performing as anticipated politeness strategies is withhold politeness strategies. The hearer has a tendency to remain mute when responding to the speaker's words. For example: For example, when someone gives a gift to someone else, but the other person forgets to say thank you. this is a non-existent impoliteness.

2.6 YouTube

YouTube is a product of technological advancement. YouTube is a website where you can upload and share videos. A website that only delivers video uploads from billions of users to provide various types of information. Switch to the YouTube platform at this point. Furthermore, as compared to television media, YouTube is employed as a new viewing platform that is frequently used by individuals regularly

According to Faiqah, Nadjib, & Amir (2016) YouTube is the most dominant online video provider site in the United States, even the world, by controlling 43% of the market. It is estimated that 20 hours of video are uploaded to YouTube every minute with 6 billion views per day. YouTube has now become various the various needs of its users, the features offered by the advancement of

YouTube technology are currently very helpful from various aspects of the needs that are needed by the user.

YouTube makes finding knowledge through videos simple. YouTube can be used to find viral videos that are currently trending. They also have a YouTube channel where they engage. On the YouTube platform, users can also interact. With many users, people can also create new creativity to express themselves through YouTube.

2.7 Impoliteness of Netizen Commentary Towards Yusuf Mansur's Issue

Ustadz Yusuf Mansur was born in Jakarta on December 19, 1976. He is a preacher and also a book writer. Currently, Yusuf Mansur's is caught in an investment fraud case against his congregation. This news spread in various media circles, especially in the YouTube Channel Hotman Paris Show. In the Youtube Channel, thousands of people flocked to comment on the famous Ustadz.

From these various comments, the public gave impolite words blasphemies from feeling disappointed by watching the classification given by Yusuf Mansur when he was invited to be one of the guest stars. Everyone wanted Yusuf Mansur to be given a severe sentence in prison. The anger felt in the comments was so pronounced that the comments multiplied.

With this comment, the writer will take samples to be used as research material on impoliteness. Of the various writings that were uttered, of course the impolite words they used were using the same satire or had different meanings. Then, there are also people's words that say clearly and in a tone that needs to contain hidden and subtle meanings.

2.8 Previous Research

The writer uses previous research to complete the final project. Some previous researching in impoliteness has been conducted by same sources:

Liu (2017), tried to analyze “Impoliteness in Reader Comments on Japanese Online News Sites that has published on 2017. This study aims to investigate impoliteness in the readers comments on the Japanese online news sites. In the result on the surface, it seems that the topic of discussion is directly related to the participants’ attitude and their language use. By carefully examining the speech act(s) of each set of comments, and the relationships between the posters and how the issue being discussed relates to them, this study confirms that when participants belong to different social groups in a CMC community, they tend to have stronger awareness of their social identities and feelings of belonging or not belonging to a particular group. When discussing international or bilateral issues, these feelings are further boosted. It is the identity and participants’ group face want which triggered the performance of impoliteness in these cases. This study also confirms that males tend to post more impolite comments than females in terms of both frequency and the force of the offensive expression. To better understand impoliteness in CMC, detailed investigations on types of language forms used and types of impoliteness strategies remain to be done.

Baoqin, Afzaal, Younas, and Noor (2020), tried to analyze “Impoliteness Strategies and Rapport-Challenge Pragmatic Orientation in Competing Utterance” that has published on 2020. This study aims to quantify the differences of pragmatic strategies in their utterances to explore contextual effect of impoliteness strategy and the reasons for the use of impoliteness strategy. This study used a

qualitative and quantitative methods. In the result It has been found that both of the candidates use a variety of impoliteness strategies during the campaign, but there are differences in the specific strategy selection. First of all, they adopted four impoliteness superstrategies, namely, bald onrecord impoliteness, positive impoliteness, negative impoliteness and mock politeness. The highest frequency is positive impoliteness, the lowest is mock politeness; Secondly, the impoliteness output strategy mainly manifested as: criticism, blame; seek agreement or avoid agreement; disassociate oneself from one another. But there are significant differences between them in specific strategy selection.

Mirhosseini, Mardanshani and Dowlatabadi (2017), tried to analyze “Impoliteness Strategies Based on Culpeper’s Model: An Analysis of Gender Differences between Two Characters in the Movie Mother” that has published on 2017. This study aims to indicate and analyze the different use of impoliteness strategies based on Culpeper’s (1996) model between male and female characters in Ali Hatami’s movie on the title of Mother. In the result in most cultures women used more politeness strategies than men. As it is explained in the review of literature, the concept of impoliteness is tied with the power of interlocutors. Because women are considered as secondary status in the masulism societies, they are likely to compensate their lack of power with using more polite language.

Bustan and Alakrash (2020), tried to analyze “An Analysis of Impoliteness Strategies Performed by Donald Trump Tweets Addressing the Middle East Countries” that has published on 2020. This study aims to identifies the types of impoliteness strategies addressed by Donald Trump in his posts towards the Middle East countries in a (written text). The study adopted entirely a qualitative

research design. The findings of the study have been revealed that there only four types of impoliteness strategies addressing these tweets towards the Middle East countries. Which is bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. On the other hand, withhold politeness does not take place in the tweets.

Shinta, Hamzah and Wahyuni (2018), tried to analyze “Impoliteness Strategies used by Supporters and Detractors of Ahok in their Online Comments by Gender” that has published on 2018. The purpose of this study was to find impoliteness strategies used by supporters and detractors of Ahok differed by their gender in their online comments based on Culpeper’s theory (1996). This research was descriptive qualitative research based on impoliteness strategies phenomena in written language. The results of analysis showed that from 300 comments collected, there were 584 impoliteness strategies found. The reason why number of strategies found bigger than the data collected is because the commentators mostly performed more than one strategy in one utterance. Four by five strategies found in this research were bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. The strategies that were not found was withhold politeness because it only occurred in spoken language. The most used strategies was positive impoliteness. The highest user of positive impoliteness was male detractors (52%).

Erza and Hamzah (2018), tried to analyze “Impoliteness used by Haters on Instagram Comments of Male-Female Entertainers” that has published on 2018. This study aims to analyze the strategy of impoliteness used by haters on instagram comment artists using pragmatic approach. The results of this analysis

showed that from 200 comments of male and female artists. From the analysis, the writer found 5 strategies of impoliteness, namely (1) bald on record impoliteness, (2) positive impoliteness. (3) Negative impoliteness, (4) sarcasm or mock politeness, (5) withhold politeness. The most used strategies by all comments were positive impoliteness. The highest user of positive impoliteness was Alghazali. It found (32%) on his data. Meanwhile, in Prilly data this strategy found about (28%) on her data as the last most user of impoliteness.

Alias and Yahaya (2019), tried to analyze “Impoliteness Strategies used by Malaysian Netizens in Response to the Music Videos of Drag Queens” that has published 2019. Findings showed that negative impoliteness was the most dominant type of impoliteness strategy used in their comments towards the issues. The second dominant type of impoliteness strategies used was sarcasm or mock politeness, followed by bald-on record strategy. Withhold politeness was not found to be used in the comments due to the nature the research context that is conducted in written discourse. The study revealed that impoliteness in CMC is veritably on the rise in Malaysia.

Subyantoro and Apriyanto (2020), tried to analyze “Impoliteness in Indonesian Language Hate Speech on Social Media Contained in the Instagram Account” that has published on 2020. The research uses forensic theory, while the methodology uses qualitative. In the result the most positive impoliteness strategy is found as much as 40.00%. Followed by negative impoliteness strategies 37.15%, and strategies of satire or scoffing at 22.50%. Based on the realization of the form of linguistic units in hate speech, the following research results are obtained and hate speech in the form of phrases is 37.5%, in the form of words

and clauses together at 20%, in the form of sentences 15%, and at least in the form of discourse 7.5%.

Zhong (2018), tried to analyze “Linguistic Impoliteness Strategies in Sina Weibo Comments” that has published on 2018. This study aims to explore types of impoliteness strategies used by Chinese in a computer-mediated communication context Sina Weibo. Quantitative results show that four strategies are employed in Sina Weibo context: bald on record impoliteness, positive impoliteness, negative impoliteness and sarcasm or mock impoliteness. Among the strategies employed, the most frequent type is positive impoliteness strategy while the least frequent type is sarcasm or mock impoliteness strategy. Withhold politeness strategy does not exist in current data pool. Qualitative analysis provides examples for each strategy presented in the data. With a data pool containing 5873 impolite utterances, this study not only provides more supports for Culpeper’s anatomy in 1996 but also produces more empirical data for the online linguistic impoliteness in the context of China.

Hameed (2020), tried to analyze “The Realization of Strategies of Impoliteness in Iraqi Facebook Comments on Covid 19” that has published on 2020. The aim of this study is to look into the impoliteness strategies used by Iraqi Facebook users in reference to Covid-19. In the result Iraqi social media users used the strategy of positive impoliteness the most. Negative impoliteness was the least effective strategy. It was discovered that there was no withhold politeness because withhold politeness appears to keep silent in responding to speaker utterances, which is a strategy used to avoid performing as anticipated politeness

strategies in Facebook comments. We find that Iraqi Facebook users do not keep silent in responding to the selected posts on Covid-19.

Ibrahim (2020), tried to analyze “A Socio-Linguistic Analysis of Impoliteness in Political Tweets” that has published on 2020. The findings of the study reveal that there is wide use of impolite expressions in the social media 'Twitter', especially in tweets, reacted to political posts. According to age criterion, (15-25) year old Twitter users rarely have their tweets on political posts, while middle age (25-35) year old Twitter users record the highest percentage of the analysed data, they use more impolite tweets than do older or younger users. Besides, male twitters recorded the highest frequency in using impolite expressions depending on different strategies of impoliteness, especially the negative and bold on record impolite strategies, while withholding off-record strategies these tweets recorded the least use. These strategies are the most frequently used type in the analysed tweets.

Rabab’ah and Alali (2020), tried to analyze “Impoliteness in Reader Comments on the Al-Jazeera Channel News Website” that has published on 2018. This study aims to investigate impoliteness in the comment section of the Al-Jazeera Arabic news website to uncover the types of impolite acts which commenters engage in online, and expose conventionalized and non-conventionalized impoliteness triggers. The analysis shows that commenters engage in FTAs that are targeting the writers. The most frequent attack is the lack of balance, wholeness, fairness, and objectivity and the least frequent is being out of touch or having a lack of interaction with the audience. Commenters also employ both conventionalized and non-conventionalized impoliteness formulas in

their face-attacks. Findings indicate that there are some distinctive features of Arabic impoliteness discourse, such as the use of colloquialisms, proverbs and idioms, religious expressions and interjections. The analysis also reveals that anonymity and asynchronicity are significant in accounting for the manifestation of impoliteness.

Alemi and Latifi (2019), tried to analyze “The Realization of Impoliteness in Arguments between the Democrats and Republicans over the Government Shutdown Issue in the US” that has published on 2019. In the result showed that there seems to be a relatively similar pattern of use of impoliteness strategies by these two parties over the aforementioned issue which can be attributed to the demands of political discourse.

Fauzi and Fatonah (2020), tried to analyze “Ketidaksantunan Berbahasa Indonesia Anak Sekola Dasar di Kampung Candulan Cipondoh Tangerang” that has published 2020. This study aims to describe the phenomena of impoliteness in Indonesian in Candulan Village, Petir Village, Cipondoh District, Tangerang. . The results of this study are revealed based on the percentage table of language impoliteness, namely the category of frivolity with a total classification of pretense with jokes 25%, cynicism with ridicule 50%, and arrogance with jokes 25%. The category of toying with a total classification of obnoxious acts with 45% cynicism, 11% confusing acts with abusive orders, 11% scolding with ridicule, and 22% brushing with cynicism. The category playing games with a total classification of cynicism and cynicism 14%, deriding with ridicule 14%, and swearing with harsh words was 72%. The category of face threatening with the total classification of ordering with harsh expressions is 50%, reprimanding

with taunts 25%, and warning with harsh expressions of 25%. The face removal category was classified as insulting with a total of 50% insulting, ordering with a slur at 25%, and warning with a mockery of 25%.

Benabdellah (2018), tried to analyze “Impoliteness Strategies and Gender Differences among Disney Modern Protagonist” that has published on 2018. In the result indicates the subjugation of females to a secondary position and underpins men as the dominant language users. Female lead characters are more likely to express presuppositions and challenging questions (42%). They also utilize message enforcers (12.3%). It is more common for males to articulate condescensions (25.8%), complaints or pointed criticism (21.8%), and threats (8.1%). Insults are opted for by both genders with slight difference males (9.6%) and females (7.4%). The same applies to Silencers, where females utter (4.9%) and males (4.6%). Furthermore, Disney princesses never perform dismissals; however, males use (4.6%). The results suggest that the heroines produce impoliteness to express their challenge, anger, disapproval and claim power; whereas; Disney heroes utter impoliteness to threat, show power, provoke, wish to entertain, and express disappointment or panic. When it comes to power relations, Males use impolite speech acts to seek dominance, struggle, and competition. Nevertheless, females make use of it to contend their inferior position by showing power, challenge, and disapproval.

Pasaribu, A.N. (2021), uncover hate speech on Joko Widodo's official Facebook about impoliteness strategies used by different gender”. This study analyzes the official Facebook account of President Joko Widodo regarding hate speech used by netizens when commenting on the issue of the COVID-19

pandemic. This research uses Culpeper's theory (1996; 2005; 2011). The writer used a qualitative descriptive method. the result of analysis, male netizens utilize bold on record impoliteness techniques to communicate their dislike for Joko Widodo, followed by positive, negative, and sarcasm impoliteness, in that order. Female netizens, on the other hand, favoured positive, negative, sarcastic, and bald on record impoliteness techniques.

2.10 Conceptual Framework

In conducting this study, the writer analyzed impoliteness in YouTube Comments on Yusuf Mansur. Then, this study uses the theory of a linguistic by Culpeper (2011), stated that there are 5 categories of impoliteness strategies that can be used to analyze impoliteness, namely: Bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness to find the types of impoliteness and which types of impoliteness are dominant in comments, and also find out how impoliteness is realized in comments. In addition, the research concept will be explained by presenting a solution by using the theory according to the severity of the translation. For the data itself, the writer will use social media, namely YouTube, comments from YouTube that lead to a cleric named Yusuf Mansur. In this study, the research method used was qualitative research. The following is the conceptual framework of this study:

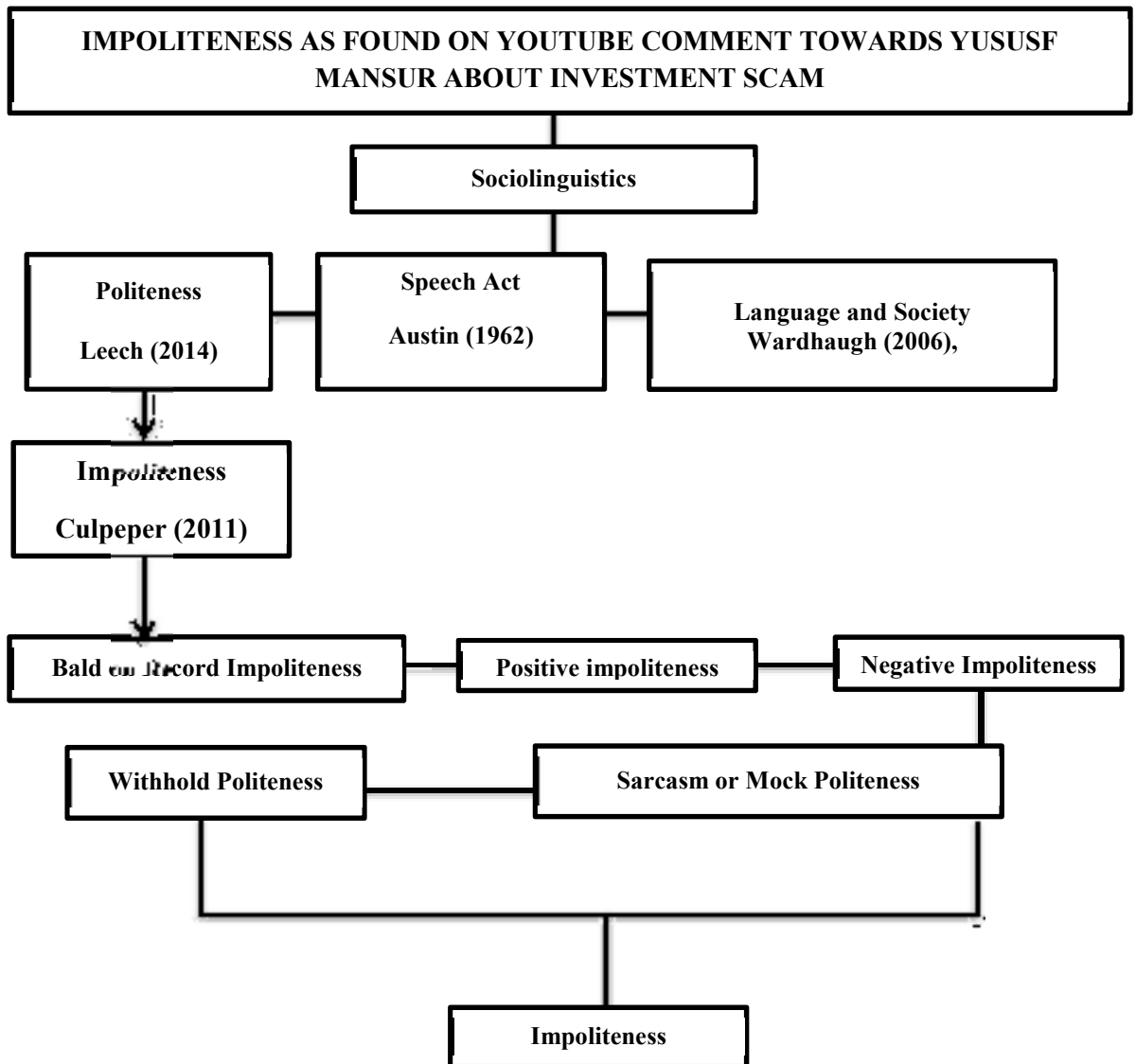


Figure 2.1 Impoliteness Commentaries in YouTube Channel against Yusuf Mansur about Investment Scam

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study uses a qualitative method. Qualitative descriptive research interprets the data and then tells the data relating to the circumstances, behavior, and views of the community. Creswell (2009), Qualitative research is a broad term for a variety of research designs or models that all produce verbal, visual, tactile, olfactory, and gustatory data in the form of descriptive narratives such as field notes, recordings, or other transcriptions of audio and video cassettes, as well as other written notes, pictures, or films.

3.2 Source of Data

The data source for this research is the YouTube website. Impoliteness comments from various YouTube users who commented on Yusuf Mansur actions on suspicion of investment fraud. This impoliteness is to be used as data in the form of phrases, clauses, and sentences. The data is taken from the Hotman Paris show which is entitled "*Eklusif! Klarifikas Yusuf Mansur dugaan investasi bodong part 1 #HotmanPariShow 23/12*" which has duration of 10.28. <https://youtu.be/gc-3tGwQ70c>

3.3 The Technique of Data Collection

In this study, before analyzing the data, the researchers conducted data collection steps are as follows:

1. Watching the video of on Youtube Channel Hotman Paris Show "*Eklusif! Klarifikasi Yusuf Mansur dugaan investasi bodong part 1*" or it can be traced on Google of <https://youtu.be/mambdmvazo8>.

2. Find out about the Hotman Paris Show program entitled “*Eklusif! Klarifikasi Yusuf Mansur dugaan investasi bodong part 1*” #HotmanPariShow.
3. Read the comments that include in type of Impoliteness
4. Take the screenshots
5. Finally the screenshot. Will be used as the data to be analyzed.

3.4 The Technique of Data Analysis

After data collection has been collected. The next step of the technique of analyzing the data follows the following steps:

1. Underline the data to counting impoliteness.
2. Classify of data based on impoliteness types using tabulating
3. Make tabulating the data into the type of impoliteness
4. Counting the percentage and the of courage

The following is the procedure for calculating the percentage to find out the dominant types of impoliteness:

$$X = \frac{F}{N} \times 100$$

X = Percentage of the type of impoliteness

F = Frequency of impoliteness

N = Total number of impoliteness

5. Explain the results of the analysis in the form of an explanation of the writer according to the data found.
6. Making conclusion of the result data analysis

