

CHAPTER I

INTRODUCTION

1.1. The Background of the study

Pragmatics is a study of how people understand and create a communicative act or speech act in a real speech condition. Levinson (1983:57) states that pragmatics is a study of aspects of language that require references from language users to interpret what is being discussed. In other words, Levinson wants to say that pragmatics is the study of the language meaning of the speaker, which is based on a context that is shared, by both the speaker and the listener. Pragmatics then developed along with research conducted by linguists. Pragmatics is divided into several branches of meaning studies, such as speech act, cooperative principle, presupposition, politeness, and impoliteness. Being polite in a conversation means being able to pay attention to another person's face (Yule, 1996:60). Additionally, politeness includes maxims (such as the maxims of tact, generosity, approval, modesty, agreement, and sympathy) and different forms of politeness (positive politeness by focusing on friendliness, strategies that are intended to avoid giving offense).

Impoliteness is a branch of pragmatics that has grown in popularity in recent years. Impoliteness is a negative attitude and behavior that occurs in a certain context (Culpeper, 2011: 254). For example, impolite behavior in communication is when interrupting the speech partner's conversation to make the speech partner feel uncomfortable. From the example that the act of impoliteness depends on the

speaker's intention and the listener's understanding of the speaker's intention and their relationship. The other words, an action may qualify as impolite if the listener has assumed that the speaker is ruining the listener's face, or the speech partner is showing threatening behavior. According to Culpeper, there are 5 types of Impoliteness strategies: 1. Positive impoliteness: the use of strategies intended to damage the addressee's positive face wants and needs. 2. Negative impoliteness: that use of strategies intends to damage the addressee's negative face wants. 3. Bald and record impoliteness: the FTA (face-threatening-action) performed in a direct, clear, unambiguous, and concise way in circumstances where a face is not irrelevant or minimized. 4. Sarcasm or mocking impoliteness: the FTA (face-threatening action) is performed with the use of politeness strategies that are insincere, and thus remain surface realization. 5. Withhold politeness: this strategy is also about the avoidance of or failure in performing the polite strategy, the time it is expected to be performed. Impoliteness has been investigated in a variety of media and contexts, including television shows and everyday interactions.

Social Media is one example of science and technology. Social media is a means that uses mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, create shared content, discuss, and modify User Generated Content (Kietzman,2012). Social media can be used as an online social interaction on the internet. Social Media is an internet-based information technology as a means of communication and as a medium that can be used for various purposes in society. Where social media is an online media that allows users to express themselves to communicate, collaborate, share, and interact

with other users to form a virtual community. Various information in the form of text, images, audio, and video activities can be shared with others Facebook, Instagram, Twitter, and YouTube are some of the social media sites that are much loved by the people of Indonesia. Social media can serve two types of communication: private chat and public comment. YouTube is a social media site that has polite and impolite attitudes.

“YouTube is a video-sharing community that means YouTube can upload and view a wide variety of video clips online, using any web browser.” (Miller,2009:3). In addition, YouTube can be accepted by the public as information with diverse content, YouTube can also provide entertainment for videos lovers as a medium that can provide strong interest, with YouTube the public has the right to choose which offerings and impressions they want to need data from suara.com in 2022, 50% of Indonesians access YouTube as an easy-to-use social media. Various YouTube channels provide important content and information, including Kompas tv. Kompas tv is one of the channels that focuses on news content both political issues and criminal cases.

One year ago, precisely on July 8, 2022, Kompas tv posted news of a criminal case, namely murder. The murder killed one member of the police Brigadier rank named Nofriansyah Joshua Hutabarat. Initially, the police mentioned that Brigadier Joshua was killed after being involved in a shootout with Bharada Eliezer, after being traced deeper the murder plan was carried out by his own superior Inspector Police General Ferdy Sambo, and involved four others as the main suspect (justice collaboration) not only that, but this case also dragged many members of the National

Police who participated in eliminating evidence to make the actual incident unknown with certainty. The impact of public trust in police institutions decreased it was evident from the survey Circle Survey Indonesia (LSI) Denny, that trust in the police again decreased to 59.1%.

The murder of Brigadier Nofriansyah Joshua Hutabarat seems to suck the public attention of the Indonesian nation. Researcher watched and choose one of the posts from the Kompas tv account on the murder case with the caption: Judge Cekar Ferdy Sambo in the trial of the defendant related to the murder of Brigadier Joshua, in this trial Ferdy Sambo testified and retold the chronology of the shooting and when giving the shooting order to Richard Eliezer and the judge also mocked Ferdy Sambo related to the order while at the Saguling house. Because the researcher is also interested in following up with this case from the beginning to the end of the case occurred. The post reached 3.137.904 million viewers and 4.721 comments from Indonesian netizens where the case has attracted a lot of attention and responses from the Indonesian people. They also comment on their respective precepts showing the likes, emotions, and impoliteness strategies thereon. Netizens assume clearly and freely that they use a mocking word where the name of the speech partner is made into a joke.

Examples of netizens ' comments on the post:

Context: @f4lujah commented on a post in which Judge Cekar Ferdy Sambo was tried in connection with the murder case of Brigadier Joshua. The situation here is that Ferdy Sambo is the main perpetrator in this case @f4lujah said a mocking word and made Ferdy Sambo name a joke. It was conveyed because these netizens were annoyed and considered that what was told by Ferdy Sambo in the trial was a fairy tale and intended also if other readers saw it, they would laugh at the comment.

Utterance: *@f4lujah Sambo jadi ayam sayur...gak perlu jadi orang cerdas tuk bisa Memberikan penilaian.*

(Sambo so vegetable chicken... You must be a smart person to judge).

Based on the example of the expression “Sambo so vegetable chicken”, it can be classified as sarcasm or mock impoliteness because from the data @f4lujah is a netizen who mocks speech partners. The phrase that says, “Sambo is a vegetable” and “Chicken” is a strange joke where vegetable chicken is the kind of food that humans need. He revealed the sentence because he was annoyed with all the information veiled by Ferdy Sambo, the netizens showed an expression of impoliteness, and the sentence can be categorized as sarcasm or mock impoliteness.

The next Netizens commented directly regardless of the face of the speech partner again, the netizens' comments were direct, clear, and unambiguous.

Context: @DHD CHANEL Hidayat commented on a post in which Judge Cekar Ferdy Sambo was tried for the defendant's examination of the murder case of Brigadier Joshua. The situation here is that Ferdy Sambo tells the chronology of how the murder occurred. @DHD CHANEL Hidayat commented with a clear sentence that everything told by Ferdy Sambo in court is a myth. @DHD CHANEL Hidayat assumed that Ferdy Sambo was cunning and could twist the facts @DHD CHANEL Hidayat expressed the comment with emotion and did not care who and what rank of speech partners in the trial.

Utterance: *@DHD CHANEL Hidayat Sambo pikir dgn jabatan nya dia bisa mngotak atik kejahatan nya hukum mati emg pantas untuk Sambo.dia pnjahat yg sesungguhnya sdh mnghilangkan nyawa seseorg tp tdk merasa bersalah.*

(Sabo thinks with her post she can tinker with her crimes. The death penalty is for Sambo. He's a real criminal who took someone's life but didn't feel guilty).

Based on the example of the expression: “The death penalty is for Sambo”, it can be classified into bald and record impoliteness because from the data it can be seen that @DHD CHANEL Hidayat expressed his frustration by saying the death penalty is appropriate for Sambo. He felt that whatever was said by Ferdy Sambo in

the trial was just a fable story that was completely incompatible with the fact that @DHD CHANEL Hidayat felt that he revealed it so that what he thought was right would be proven and Ferdy Sambo could immediately get a punishment that was commensurate with his actions. He showed such an expression of impoliteness that the sentence was categorized as bald on record impoliteness.

Based on the paragraph above the reasons for the selection of this study are the background of a phenomenon that occurs where a leader who has the rank of police general who should be an example for their members does the opposite where he must be tried to cecar by a judge for not being honest in the disclosure of the actual murder story. This of course invites the reaction of the entire community, especially many Indonesian netizens commenting on impoliteness as a form of emotional overflow in response to the case that is being intensively reported and researcher also explained two examples of netizens commenting on impoliteness. The researcher was interested in taking a research study with the title Impoliteness Strategies in Netizens Comments on The Murder Case of Brigadier Joshua Found on YouTube: A Pragmatic Approach. The impoliteness strategies are based on the Culpeper theory.

1.2. The Problems of the Study

Based on the above background, researcher identify two problems that are as follows:

- 1) What are the types of impoliteness strategies in netizens' comments on YouTube about the murder case of Brigadier Joshua?

- 2) What are the most dominant impoliteness strategies used by netizens' comments on YouTube about the murder case of Brigadier Joshua?

1.3. The Objectives of the Study

The objective of the research is as follow:

- 1) To find out the types of impoliteness strategies in netizens' comments on YouTube about the murder case of Brigadier Joshua.
- 2) To determine the most dominant types of impoliteness strategies in netizens' comments on YouTube about the murder case of Brigadier Joshua.

1.4. The Scope of the Study

The scope of this research focused on analyzing the types of impoliteness strategies that were used by netizens commenting on the murder case of Brigadier Joshua as found on channels Kompas tv on YouTube. The researcher limited the data by selecting comments from three only post uploaded by Kompas tv on January 10, 2023, with the caption: Judge Cekar Ferdy Sambo in The Trial of The Defendant Related to Murder Case Brigadier Joshua and researcher only discusses five types of impoliteness strategies by Culpeper (2005) that are: Positive politeness, Negative politeness, Sarcasm or mock impoliteness, Bold on record impoliteness, and Withholds politeness.

1.5. The Significance of the Study

The impoliteness of netizens' comments on various social media is not a new problem anymore. The purpose of this study is to investigate Culpeper's theoretical

assumptions about impoliteness. The research was supposed to contribute both theoretically and practically to pragmatics. The result of this research is:

1.5.1. Theoretically

1. This research is expected to improve the understanding of the strategies of impoliteness and is expected to be a bridge for the development of communication science that can theoretically be studied in lectures.
2. For the next researchers: it is expected to help as a reference in theory and develop a broader strategy of impoliteness in commenting on different subjects.
3. For other readers: the results of this study can be used to expand their knowledge about the strategy of impoliteness in commenting to bring a positive impact to comment wisely.

1.5.2. Practically

1. For English Department: this study is expected to contribute knowledge about the strategy of impoliteness.
2. For a linguistics lecturer: as a reference in teaching impolite strategy materials.
3. For students: this study can be used as a reference to understand how Culpeper theory can be applied to the impoliteness strategies of netizens who despise comments language in comments.

CHAPTER II

REVIEW OF LITERATURE

2.1. Linguistics

Richard and Schmidt (2002: 283) say that one method for understanding how language communicates and the study of language as a system of human communication is linguistics. It is also frequently referred to as general linguistics because it examines a variety of languages, such as Indonesian, Javanese, and other languages. Sociolinguistics is the study of language as it relates to social context. Sumarsono (2014) Sociolinguistics is a subfield of linguistics that is connected to sociology, as stated in the definition provided above. It is also the subject of studies about the way language and sociology interact as well as how language and society's social elements interact.

The goal of sociolinguistics is to understand how civilizations can converge while still interacting. While linguistics is a branch of science that looks specifically at language. Additionally, they claim that the field of sociolinguistics encompasses a wide range of methodologies for studying language as well as numerous areas of study, including phonetics, phonology, syntax, cognitive linguistics, semantics, pragmatics, and language function, as well as the study of language and social factors. According to the description given above, linguistics is the field of study that deals with language. Language-related topics such as phonetic systems, grammatical structures, semantics, and other linguistic elements are the focus of the study.

2.2. Pragmatics

Levinson in Suryanti (2020: 2-3) pragmatic is defined in two definitions, the first is a way to understand the meaning of a speaker's language which is required to not only know the meaning of words and grammatical relationships but also draw conclusions that will connect what is said with what is estimated or said before, the second understanding emphasizes the importance of compatibility between sentences taught by language users with context he said. According to Yule (2014:24), pragmatics is the study of invisible meaning, or how language users recognize what is meant even when it is not said or written. Therefore, communication among human beings depends on many assumptions and expectations.

Nababan in Mono (2019: 8) Pragmatics studies everything, including the structure of language as a means of communication between speakers and interlocutors and as an indication of linguistic signs of an extralinguistic nature. It comes from communication Regularity for a speaker and speech partner. If speakers and speech partners do not follow the rules that apply in society, then speakers will not understand the information to be conveyed properly and clearly which makes speech partners likely feel offended. The offense is caused by several factors, namely: direct delivery of criticism, driven by emotion when speaking, protective of his opinion, deliberately wanting to corner the speech partner, and accusing the speech partner.

Wijana in Rahardi (2005:50). Pragmatic definition is the study of basic language based on analysis in its context and linguistics that studies the conditions of human language use that can be determined by the context that accommodates and

backgrounds the language, which includes five aspects, namely: (1) Speakers and opponents of speech, (2) Context of speech, (3) Purpose of speech, (4) Speech as a form of action or activity, (5) Speech as a product of verbal actions. Like other branches of science, Pragmatists also have several branches of study such as deixis, implicature, presuppositions, and speech acts. Researcher conclude some of the ideas advanced above by professionals. Pragmatics is a science that examines language. Where the speaker needs to be selected and used.

2.3. Context

In pragmatics, speech (text) becomes meaningless without context. The text referred to here not only means written discourse but covers broader concepts, namely speech both written and oral in a particular discourse. Context is an aspect of the environment that is physically or socially related to a speech or text that appears (Kridalaksana, 2011:134). In a context, there is something behind a dialogue. A discourse or paragraph must still have elements related in one context to be understood together. Context is very influential for speakers in producing text and very influential for speech partners/listeners, in understanding the text. When the speaker of the text produces the text, he will think of everything that will be used as a reference for the text. He will think of pre-existing texts; who to speak to; or who the readers are. He will consider what references can be used in his opinion that the speaker also has access to or knowledge of the reference so that the text made can be understood by his speech partner.

For example, when A talks to B, A looks at proximity, vertical relationships, and levels of formality, to determine the variety of language that will be used. He will also see where the place, time, and knowledge possessed by his speech partner are so that the text produced can be understood by his speech partner. Thus, it can be said that context is very complex, not just a matter of place and time, more than encompassing a certain amount of knowledge known together between speakers and speech partners.

The purpose of context in speech (producing text) is to understand the meaning of speech. This is the essence of pragmatic studies, namely the understanding of the meaning of speech (text) through context. Speech has meaning when accompanied by context. Of course, the context in question is a context that is understood jointly between speakers and their speech partners. Context is in the human mind, containing information or knowledge that is the basis for speaking or understanding speech. Although contexts can be classified into several types, namely linguistic and nonlinguistic contexts (physical, psychological, social, and shared knowledge), it is the context of shared knowledge that is of primary concern in the study of pragmatic linguistics. With the similarity of knowledge behind speech between speakers and speech partners, language can be spoken in many forms, but still understandable. From the results of the explanation of context, researchers summarize the notion of context as a conceptual framework for everything that is used as a reference in speaking or understanding the meaning of speech. The framework referred to here is a set of roles and relationships that are part of shaping meaning. Conceptual means that it is in the human mind and is used as an

understanding of the results of thought, experience, or the results of perception of the human senses.

According to Cutting (2002:20), there are three divisions of the pragmatics context: 1. Situational context: Situational context is what the speaker is aware of now of speaking in terms of the context of the discourse. Context circumstances also include the speaker's physical or visibly obvious surroundings. 2. Background knowledge context: Based on their prior knowledge and shared knowledge, the speaker and address understand what is being discussed. The two categories of knowledge about the context are intercultural general knowledge and interpersonal knowledge. 3. Co-textual context: Found inside the text itself, this type of context usually takes the shape of deixis. Their understanding of is part of the co-textual context.

2.4. Impoliteness

Everyone is familiar with the notion of politeness. We can see politeness from the attitude and the behavior shown by a person such as the way he speaks, responds to something, acts, and the way he communicates it. Modesty is found in the function and purpose of the social meaning of speech, not in the word. According to Brown and Levinson (1987:13), politeness is the way to convey the utterance as politely as possible which in this case is needed to minimize conflict with others.

We adopt the broad definition of impoliteness given in Culpeper (2011:23), with adjustment: [Im-] politeness is an evaluative attitude, ranging on a positive-negative continuum, towards specific in-context- behaviors. Such behaviors are

viewed positively- considered “polite” when they are in accord with how one wants them to be, how one expects them to be, and how one thinks they ought to be. The converse is the case for behaviors considered “impolite”. Impoliteness cannot be found without the concept of politeness, so it can be said that politeness and impoliteness are two parallel concepts that are interconnected. As for then in the concept of impoliteness in the real case, there is a strategy used by speakers in their speech. The strategy was built by impoliteness researcher Culpeper, based on B&L's concept of 'face' politeness, impoliteness can easily be found in many forms of communication. Culpeper (1996: 356) states that impolite speech is done to threaten the face of the speech partner directly, clearly, and unambiguously. Impoliteness comes about when (1) the speaker communicates face attack intentionally, or (2) the hearer perceives and constructs behavior as intentionally face-attacking, or a combination of 1 and 2.

Culpeper (1996:350) says that impoliteness is the opposite of politeness. Impoliteness arises from several influencing factors namely: social relations between speakers, the social strength of the speaker, and the desires of the speaker judging from the social relationship between speakers the more familiar the two, the greater, the possibility of impoliteness. Judging from social power will tend to be disrespectful to the speaker with the power weak social, impoliteness occurs because of the deliberate intention of not keeping the face of this speech partner.

Rahardi (2016:32) also noted that there are five classifications of impoliteness, including 1. Frivolity/carelessness: jokes that are considered unpleasant. 2. Playing face-to-face is regarded as unfriendly since the speaking

partner often feels annoyed by the speaker, as shown by cynical features and slurs that signify irritating behaviour. 3. Face harassment is regarded as unpleasant because the speaker uses too many cynical allusions, impolite derogatory references, and cruel humor. 4. Face-threatening is deemed rude because the speaking partner often feels hemmed in, under threat, and powerless. 5. Facial removal is deemed unpleasant since it tends to significantly embarrass speaking partners, both individually and in groups.

2.5. Types of Impoliteness Strategies

Culpeper Identifies five types of impoliteness strategies (1996: 8) that are:

a. Positive Impoliteness

According to Culpeper positive impoliteness strategy is “a strategy when the speaker intends to attack the face of the recipient” Culpeper (1996:8). There are some ways to perform positive impoliteness such as dissociating from other people, calling other names, utilizing taboo words, and using inappropriate identity markers. Disassociating from Others as Culpeper stated, “the rejecting of association with other people and evading sitting together are the criteria of disassociating from the others” (Culpeper,1996:8).

1. Calling the other's name: calling the other name is realized by using derogative words. For example, telling the child he or she is not good worthless, bad, mistake so, here we are using derogatory terms to describe the child's name-calling.

2. Utilizing taboo words: it indicates the usage of rude, swearing, and cursing words according to Allan and Kate (2006) is swearing that the speaker will abuse someone. For example: shit, fuck off.
3. Using inappropriate identity markers
4. This strategy is used when the speaker employs a nickname inappropriately. For example: when the speaker and hearer are in a far relationship and use surnames and titles.

Example of positive impoliteness strategies from the comment's netizens on YouTube:

- a) *Hukum mati pantas bgt buat iblis sambo.*
- b) *Dusta tingkat dewa!!*
- c) *Ternyata para pejabat ugal2an buang2 dwt negara utk menggunakan jasa ajudan(polisi), bahkan anaknya pun dikawal. rakyat susah payah byar pajak hanya utk membiayai para bajingaaaaaan.”*

The utterance above consists of positive politeness, which netizens commentary using profane, taboo and, abusive language like that: “*Iblis*”, “*bajingan*”, “*pejabat ugal2an*” with the purpose of name and rank speech partner is damage.

b. Negative Impoliteness

Negative impoliteness is the opposition to positive impoliteness which aims to hurt the negative face of the interlocutor. According to Culpeper (1996), negative impoliteness is a strategy that is intended to attack the recipient's negative face. Negative impoliteness can be realized in the way of the other character's impolite

utterance. Negative impoliteness output strategies are classified as below: frighten, condescend, scorn or ridicule.

Example of negative impoliteness strategies from the comment's netizens on YouTube:

- a) *Bohong itu sisambo, bohong besar, dan tidak akan pernah mengaku, Hukum Mati saja yg mulia.” The utterance above consists of negative impoliteness “dia pnjahat yang sesungguhnya sdh mnghilangkan nyawa seseorg tp tdk merasa bersalah.” And “Bohong itu si Sambo. bohong besar, dan tidak akan pernah mengaku.” The sentence ridiculed and scorned speech partners by saying liars and criminals where netizens no longer cared about how the speech partners felt.*
- b) *Skenarionya bukan hanya sebelum atau sesudah kejadian...tp dipersidangan pun FS tampak membuat atau menambah bumbu2 skenario lagi...sungguh produser yang layak ditanam dalam2...*

c. Bald on-record Impoliteness

Bald and record impoliteness is used when the speaker wants to attack the face of the hearer in a direct manner being upfront and straightforward, obvious, unambiguous, and brief way in one situation when the face of the hearer is at stake as stated by (Culpeper, 1996:9). The bald-on record impoliteness is a strategy impoliteness spoken frankly without further ado. This action can be done when the bully has higher power and position than the victim but, this action can be done when the bully has higher power and position than the victim. But according to some researchers on social media, this strategy does not work. Perpetrators use this strategy

but that does not mean they are in a higher position than the victim. This is because no identity can be found in cyberspace, so the perpetrator feels free. In this case, the perpetrator does not feel that position and power are things that must be considered disrespectful because it is done in the real world.

Example of bald on-record impoliteness strategies from the comment's netizens on YouTube about the murder case of Brigadier Josua:

- a) *Jgn bohong deh.... udah melakukan, tidak ngaku lg dan mengorbankan sesama polisi, dia hrs dihukum maximum dan seberat-beratnya.”*
- b) *Tetap jaga kesehatan pak Sambo, biar minggu depan anda punya kekuatan mendengar hakim memvonis mati anda.”*
- c) *Licik, tetep berkelit, boong terus Sambo pengecut, pantas dihukum mati, dan harus segera dieksekusi. Tolong dan mohon yang Mulia segera dieksekusi sambo, PC. Biar nama institusi polri bersih dan bisa.”*
- d) *Masih banyak polisi yg baik dan berprestasi,,,Kerna Sambo institusi Polri tercoreng.*

The utterance above consists bald on record impoliteness because in sentences that are clearly expressed by netizens the name of the speech partner has been bad with the crimes he committed.

d. Sarcasm or Mock Impoliteness

Mock impoliteness is a kind of irony that utilizes a nice method to be rude, according to Leech (1983:43). A clue to familiarity between two or more of the conversation's participants is the mock impoliteness itself. Usually, exaggerated facial expressions such as meaning and smiling are used to emphasize faux impoliteness.

Judging from the goals and intentions, mock impoliteness is divided into two categories namely: first is motivated mock impoliteness and mock impoliteness is not motivated.

1. Motivated mock impoliteness is an assumed speaker intends to commit an act of impoliteness with dishonest intentions.
2. Mock impoliteness not being motivated is an act of impoliteness that is not meant to be impolite. Not intended means not understanding that what is done is not polite. This misunderstanding can be caused by various factors, e.g., different cultures (related to ethnicity), understanding the context differently, or proximity factors (Mills, 2003:23).

Examples of sarcasm or mock impoliteness strategies from the comment's netizens on YouTube

- a) *Kasihan juga si Sambo, bintang dua harus menghadapi hukuman yang begitu berat, hanya karena urusan yang masih misteri.*
- b) *Meski vonis mati, tapi kemungkinan lolos dari hukuman itu besar untuk orang sekelas Sambo menurut gw.*
- c) *Sepandai pandai tupai melompat akhirnya jatuh juga. Karena cctv yg hanya sekian menit (nongolnya yosua) bisa membuka skenario Sambo.....akhirnya terbongkarlah kelicikan Sambo.*

The utterance above consists of sarcasm and mock politeness “*kasihan juga si Sambo, meski divonis mati, tapi kemungkinan lolos dari hukuman itu.*” The utterance above consists of sarcasm and mock politeness.

e. Withholds Politeness

Withholds politeness occurs when the addressee prefers keeping silent and not to reply at the time a polite act is hoped to be employed by the others as was explained by Culpeper (1996:12). The criteria for understanding these types of politeness are failing to thank and being silent. Failing to thank somebody for a present may be taken as deliberate impoliteness.

Example of withholds politeness: forgetting to say “*Tolong*” or “*Terimakasih.*”

2.6. Netizens

The word netizen is a term formed from the words Net (netizen) and Citizen (citizen). author and one of the pioneers of the Internet Michael F. Hauben expressed his ideas about Internet users in his writing, *"The Net and Netizens: The Impact the Net Has on People's Lives"*. In its first paragraph: *"Welcome to the 21st century. You are a Netizen (a resident of the Net) and you are present as a citizen of this world, all because of the global connectivity that the Net can create. You look at everyone as your fellow citizens. Physically, you may be living in one country, but you're in touch with most of the world through a global computer network. Virtually, you live next door to every Netizen around the world. Geographical separation is now replaced by existence in the same virtual world. It was because of his writing that he was given the nickname as a pioneer of the term netizen, which is ultimately popularly used to this day."*

The activities carried out by netizens on the internet are, communicating with other netizens through media such as Skype, email, chat, and so on, and voicing their opinions (in the form of recommendations, facts, opinions, input about something, promoting, expressing themselves) through various social media.

Today, the word netizen is increasingly used both in everyday speech and in all kinds of news in electronic media. It's critical to keep in mind that internet users are also humans. They communicate to engage in a variety of activities that take place both in the physical world and the virtual world, including finding different sources of information and amusement. Because internet freedom is one of many choices open to citizens to express their thoughts freely, people can express themselves freely in cyberspace. Internet users have access to a variety of platforms, including blogs, YouTube, Instagram, and other sharing websites. The role of internet users in creating viral news is equally crucial. Netizens wish to maintain the internet's independence and openness as a result. However, when the government attempted to control the internet, the populace was outraged and rejected the proposal because they believed that it.

2.7. Definition of YouTube

Modern age with the advancement of this technology, almost everyone has in addition to YouTube, the ability to access the internet has also. its development is growing rapidly. YouTube is a website that facilitates users to share videos they have or to the extent of enjoying various video clips uploaded by various parties. There are various kinds. videos that can be uploaded to this site, such as music video clips from specific musicians, short films, television movies, movie trailers, educational videos,

belonging vloggers, video tutorials of various activities, and much more. (www.nesabamedia.com).

YouTube is one of the services from Google that facilitates users to upload videos and can be accessed by other users from around the world for a fee, YouTube is a video site that provides various information in the form of 'moving pictures' and can be relied upon. This site is indeed provided for those who want to search for video information and watch it directly. We can also participate in uploading videos to YouTube servers and share them with the whole world (Baskoro, 2009: 58). YouTube users in Indonesia are starting a new hobby, which could provide them with a new source of income. YouTube is a platform for gaining new popularity to make a profit. Many artists and celebrities share their daily content on YouTube.

YouTube according to (Miller, 2009: 3) is a video-sharing community which means that YouTube users can upload and view all sorts of video clips online using any web browser. These videos can be in the form of tutorials, entertainment, and so on. For most people, such videos are not very useful. However, the video is very useful for some people in supporting their lives. Information in the form of video will make a person more quickly capture the information contained in it. Therefore, YouTube is one of the popular online media today and is useful to meet information needs. The information is in the form of daily vlogs of artists, events, or events that occur. Researchers chose the channel Kompas tv on YouTube to be the object of research. Kompas tv is one of the National private television networks in Indonesia that focuses on news content, one of which is the murder case of Brigadier Joshua.

2.8. Previous Study

The research on impoliteness had been done before by several researchers. It indicates that impoliteness is an interesting object to be studied. This research was conducted by reviewing many journals that used a similar theory. However, the journals used as references, there is four previous research mentioned during this study. The researcher took several previous studies to ascertain the authenticity of the study.

The first is journal national (English and Literature) Dwi published.2019. conducted a study entitled "*Language impoliteness strategies at the Hotman Paris shows I news tv speech degree: a pragmatic study.*" The method used in the study is descriptive qualitative, and the technique used is the technique of listening and recording. The results showed four forms of impoliteness strategies and seven factors causing the impoliteness of the language. The impoliteness strategies that are bald on record impoliteness are positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness. Furthermore, the causal factors include direct criticism with words, protection of opinions, deliberately accusing speech partners, cornering speech partners, speech relations, and background of sources. The relevance of this research to my research is that it has similarities to describe the language impoliteness strategies and the same descriptive qualitative method used.

The second is the Journal Etnolingual published.2020. titled "Impoliteness strategy in Instagram cyberbullying: Jennifer dun case study @lambe surah posted." by Indrawani Fani. The study's goal is to investigate cyberbullying comments using

the impoliteness strategy proposed by Culpeper 2015. The findings show that negative impoliteness is the most common impolite strategy being used in cyberbullying. The second impoliteness strategy that is used in cyberbullying is already on the record.

The third is the Journal of the Elite (English and Literature), published.2019. Permata Sari Indah, Nuri Emmiyati, and Sardian Maharani wrote the study, titled *“Impoliteness Strategies in the Peter Rabbit Movie.”* From the results of the analysis that has been done, 75 sentences and words contained various strategies of impoliteness. There are 5 impoliteness strategies found in the Peter Rabbit movie. This was by the theory proposed by Culpeper, namely, Bald on record, Positive Politeness, Negative politeness, and Sarcasm or mock impoliteness.

The fourth is the year-old journal Mantik Penusa. Puspita Dani, Erika published.2021. wrote the study named *“Impoliteness Strategy Used by Male and Female Students in Classroom Interaction”*. Researchers' findings indicate that there is a new discomfort with rude speech than before. In daily classroom interactions, where students engage in rude speech occurrences, those phenomena can be seen. According to the study's findings, male and female students used five different impoliteness strategies: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, or mimic politeness, and withholds politeness. Compared to female pupils, male students are more prone to utter rude comments. It is feasible to infer from the results that male and female students have an equal chance of displaying impoliteness in classroom interaction.

Considering the above previous studies, the researcher looks at and tries to conduct a research study strategy of impoliteness this study is conducted to determine the form of impoliteness strategy used by netizens who commented on the Kompas tv channels on YouTube on police murder cases and which strategies is more dominant use by netizens. The novelty aspect makes the research different from previous research because it focuses on posted by Kompas tv about Judge Cekar Ferdy Sambo in The Trial of The Defendant Related to Murder Case Five using impoliteness strategies from Culpeper theories. This study is a descriptive study analyzing the data and data taken from netizens' comments.

2.9. Conceptual Framework

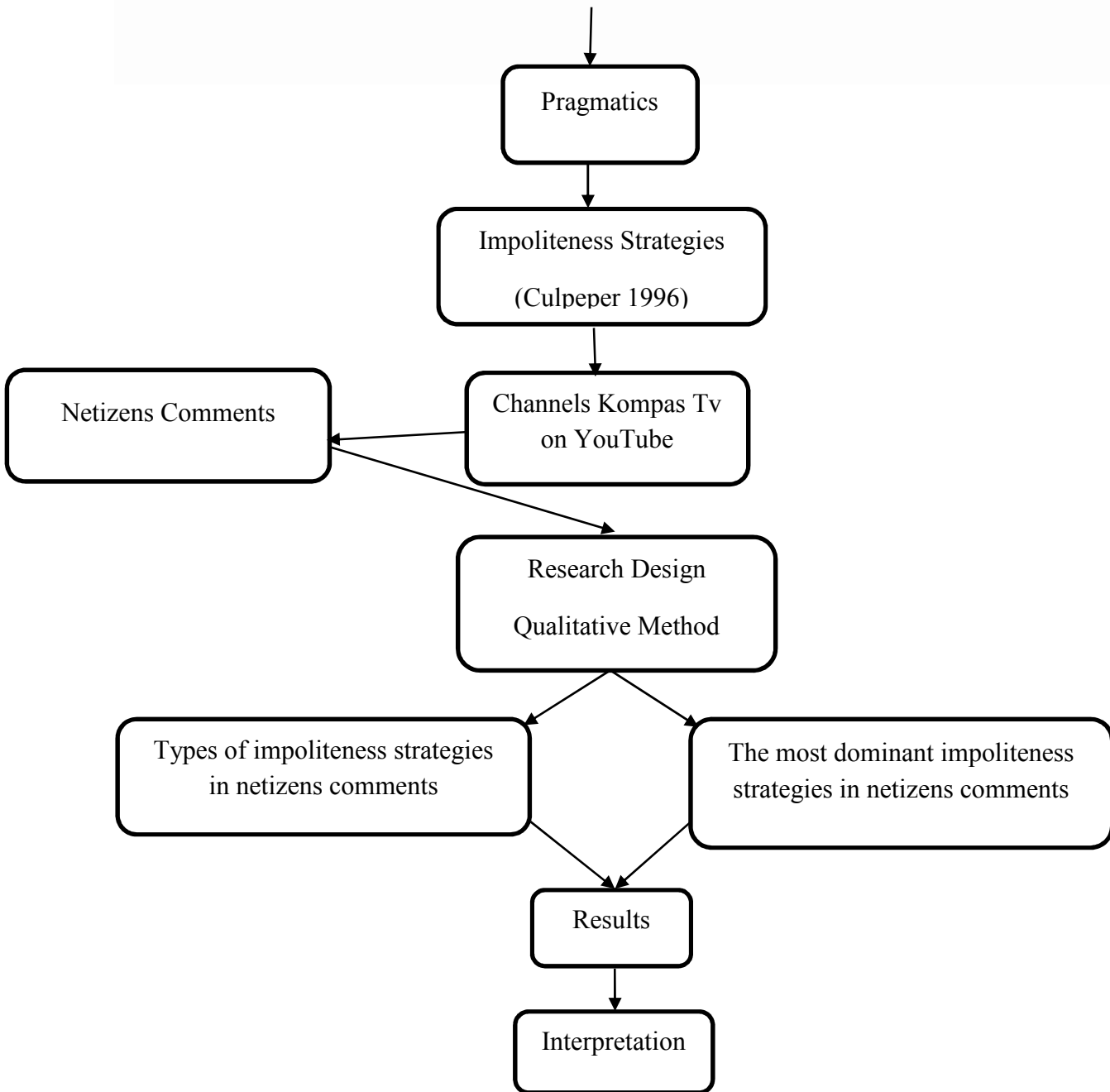
As previously mentioned, this study is focused on impoliteness strategies in netizens' comments on the murder case of Brigadier Joshua Found on YouTube and the researcher chooses one channel that is Kompas tv in YouTube.

Pragmatics is the study of meanings as they are expressed by speakers (or writers) and interpreted by readers (or listeners). Therefore, it involves understanding what others mean when they speak rather than simply interpreting the meaning of the words or phrases they use. The analysis of the speaker's meaning is called pragmatics. This kind of research invariably entails interpretations of what individuals mean in a specific setting and how that context affects what they say.

The researcher takes from netizens' comments posted by Kompas tv with the topics about judge car Ferdy Sambo in the trial of a defendant related to the murder case. According to Culpeper (2005), There are five impoliteness strategies in this study: Positive impoliteness, Negative impoliteness, Sarcasm or mock impoliteness, Bald on-record impoliteness, and Withholds politeness. Researcher finds the types of impoliteness strategies and determines the most dominant types of impoliteness strategies in netizens' comments on the murder case of Brigadier Joshua Found on YouTube after that make the results and last but not least interpretation.

This study had a conceptual framework as follows:

Impoliteness Strategies in Netizens' Comments on The Murder Case of Brigadier Joshua Found on YouTube: A Pragmatics Approach



2.9. The conceptual framework impoliteness strategies in netizens' comments on the murder case of Brigadier Joshua Found on YouTube: A Pragmatics Approach.

**CHAPTER III
RESEARCH METHODOLOGY**

3.1. Research Design

Bodgan and Biklen (1992:22) state that descriptive qualitative research is a direct data source, and the researcher is the key instrument. Qualitative means discovering how the theory works in different phenomena for which data is collected in words rather than numbers. Qualitative research is conducted in the natural environment to understand or explain phenomena according to the meanings that individuals attribute to them.

This type of research uses qualitative methods with analysis techniques because the data in this study comes from netizens' comments on the murder case of Brigadier Joshua with the caption Judge Cear Fedy Sambo in the trial of the defendant related to the murder of Brigadier Joshua. Researcher collect the necessary data by applying theory and interpreting the data based on netizens' responses realized in the comment column. The qualitative method used in this study aims to describe data in the form of impoliteness strategies used by netizens commenting on YouTube, then researcher make conclusions based on data analysis.

3.2. Data and Data source

Arikunto (2013:161) explained data as the result of recording researchers, both in the form of facts, numbers, and important steps in the scientific method then he explained that the data resource is the subject from which the data was obtained. The data from the research come from the post channels news Kompas tv in YouTube in Jakarta January 10, 2023, and the data source in this research is results impoliteness in netizens commentary that is focused on one topic that is judge cear Ferdy Sambo in the trial of the defendant related to the murder case of Brigadier Joshua. Here is the link to YouTube from the title above:
https://youtu.be/RR_fpUrS9MU

3.3. Subject of The Research

According to (Arikunto, 2016) stated that the subject of research is to limit the subject of research as an object, thing, or person where the data for the research variable is inherent, and at issue. The subject of the study from the comments uttered by netizens on YouTube about judge cecar Ferdy Sambo in the trial of the defendant related to the murder case of Brigadier Joshua.

3.4. Object of The Research

The object of this study is the comments posted by netizens on Kompas tv uploaded on January 10, 2023. The data object in this study only takes 400 netizens' comments contained in the comment column in YouTube. researcher chooses to analyze the types of impoliteness strategies and find out the most dominant of impoliteness strategies in netizens' comments with the topic of judge cecar Ferdy Sambo at the trial of the defendant examination on the murder case of Brigadier Joshua. The comments are analyzed with the theory of Culpeper (1996).

3.5. Instrument of Collecting Data

In collecting data, researcher spend more time observing respondents to support researcher in obtaining valid data. the researcher gets the data from the netizen's comments on YouTube. The researcher will uses the documentary technique which the research used: a picture screenshot of the netizen's comments and taking a note, it determines how the netizens' impoliteness strategies in communication through the comments on YouTube about the murder case of Brigadier Joshua.

3.6. Techniques of Collecting Data

In collecting data, the researcher uses documentation techniques because the data in this study are comments posted by a netizen on Kompas tv on YouTube. the data collection steps are as follows:

1. Watching the full video of Judge cecar Ferdy Sambo in the trial of the defendant related to the murder case of Brigadier Joshua on the Kompas Tv channel in YouTube.
2. Reading various comments from netizens responding to the hearing.
3. Findings netizens' comments containing impoliteness strategies by taking picture screenshots.
4. Collecting netizens' comments that use impoliteness strategies and the most dominant impoliteness strategies that are used by netizens.

3.7. The Techniques of Analysing Data

The following techniques are used to analysed the research data. To answer the first problem, the researcher uses the following techniques:

- 1) Identifying the kind of impoliteness strategies.
- 2) Classifying the data based on each kind of impoliteness strategies: Positive impoliteness, Negative impoliteness, Sarcasm, or mock impoliteness, Bald on record impoliteness, and Withhold impoliteness.
- 3) Analysing and calculating the types of impoliteness using a formula based on Hancock et al (2009:24).

$$N = \frac{f(x)}{n} \times 100$$

More details:

N= percentage of types

$f(x)$ = total types of frequency of the subcategory

n = total types of all categories

Sample Of Analysis

An examination of impoliteness strategies in netizens' comments on the murder case of Brigadier Joshua.

Table 3.7.1.
The percentage of impoliteness strategies

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

- 4) Finding out the dominant types of impoliteness found in Netizens' Comments on the murder case of Brigadier Joshua on channels Kompas tv on YouTube.
- 5) Writing a conclusion based on analysis.

