



Characteristics of Impoliteness Formulas in Political Comments on Social Media: A Qualitative Study

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Abstract. The current research is concerned with cyber pragmatics that analyzes the impoliteness of formulae used by netizens on social media in political comments. Instagram and Facebook are the media interactions that contain impolite comments. The main theory used in this study is Culpeper theory (2011) which explains that impoliteness is communication behavior that intends to attack the face of the interlocutor. The method used is a qualitative method. Data is collected using note-taking techniques through screenshots and data is obtained from the comments of netizens on Facebook and Instagram. The results of data analysis based on the Impoliteness formula showed there were 29 comments of Insult, 11 in Criticisms, 8 in Prejudice, 13 in Message enforcement, 6 in Threats, and 15 comments in Negative Expression. Based on the results of data analysis there were several functions of linguistic impoliteness, namely to criticize, be sarcastic, and express anger and disappointment

Keywords: Characteristics, impoliteness formulae, political comments, social media

1. INTRODUCTION

Technological developments underlie the birth of social media, which is currently changing people's communication behavior. Social media makes communication possible without the limits of distance and time. Social media allows people with different social backgrounds to communicate with each other for various information, ideas, and feelings, and provide mutual support so that the function of communication can truly be felt by social media users. However, when communication is misused by using impolite language in giving messages, ideas, comments, or opinions, communication conflicts arise which lead to violations or norms of politeness which can give a bad picture of people's behavior. Language becomes impolite not only because of the use of harsh words accompanied by feelings of anger but also because of contradictions and conflicts of interest. [1] When someone tries to defend the positive social values they believe in from threats or pressure from other people, this can give rise to reactions that cause people to lose face. This means that impoliteness arises when there is antipathy

between the speaker and the interlocutor. Language is said to be impolite when the choice of words used creates a language force that is not pleasing to the speaker.

[2] explain impoliteness as speech acts that threaten the face when delivered, such as (1) not being refined and (2) free aggression, namely threats. This means that language impoliteness arises because harsh language is used to attack the face of the speaker, causing disappointment and hurt. [3] research revealed that impoliteness appears as a reaction to rude behavior. Abusive language is synonymous with face-threatening actions where the speech is not only a personal offense but also a violation of the norms followed in society. This research proves that impoliteness influenced by harsh language can be found in rude behavior in the form of words and rude behavior in the form of actions. Language impoliteness caused by rudeness was also found in research by [4]. In his research, it was explained that language impoliteness on the social media Twitter was motivated by harsh words containing curses, references, names, or nicknames to other people with no respect or even speeches or insults, as well as innuendo that lost the face of the interlocutor. This means that language impoliteness occurs when harsh words are in the form of agreements or names that contain insults or harden the self-esteem of the speaker.

Language impoliteness due to the rudeness of words and actions is not completely acceptable. [5] revealed that language impoliteness occurs due to different cultural conceptions between speakers and interlocutors. In his research, he used films from two different cultures: Spanish and American. Language impoliteness occurs because of the different differences in cultural values between Spain and America. In American films, language impoliteness is influenced by individualist cultural characteristics, where Americans value freedom of expression and independence so that there is no need for other people to attack one's work or personal life. Meanwhile, in Spanish films, there is greater attention to collectivism/ethnicity, so speakers always try to avoid language impoliteness to maintain kinship values or appreciate loyalty and mutual support.

Impoliteness formulas are considered a relational framework that indicates bad behavior through speech and actions. [1] mentioned that one characteristic of impoliteness is anger, the emotional reaction most often associated with impoliteness, especially when norms or rights are deemed to have been violated. However, anger has specific emotional parallels related to politeness. Furthermore, taboo lexical items appear relatively frequently in impolite language; however, lexical euphemisms, are little related to politeness. One way in which there is a clear distinction between politeness and impoliteness is that impoliteness has a conventional set of impoliteness formulas. Conventionalization here is the same way. On the other hand, by far the most frequent type of impolite formula is insults. The following are several forms of impoliteness formulas [1] explaining six forms of impoliteness: insulting, criticism, prejudice, message enforcer, threats, and negative expressive.

Insults are words that attack someone's honor and good name. According to [1], there are several types of insults: a. Personalized Negative Vocatives are impolite in insulting with negative personalization of vocatives carried out by degrading honor

through accusations. Those are deemed to have a bad character or evil behavior. Personalized negative references are impolite language and insulting. Personalizing negative references is carried out by degrading honor by accusing or stating to a third person that someone is considered bad or has evil behavior. Criticism is a response or criticism that is sometimes accompanied by good or bad reasons or considerations for what is being criticized. [6] says that criticism is a form of communication in society that functions as a control over the running of a social system or social process. This means that criticism is a condemnation of a behavior or situation that is considered not good by explaining a comparison. Prejudice is an unfavorable opinion or assumption about something before knowing the facts. [7] states that prejudice is a negative judgment held before the evidence. Then [8] state that many people form and have prejudices because prejudice can play an important role in protecting or enhancing self-concept or individual self-image. This means that prejudice is an attitude that involves negative feelings towards others, sometimes aiming to protect oneself or improve one's self-image. Prejudice can be explained as an unfavorable opinion of someone based on negative judgments, dislike, hatred, and unfavorable assumptions. Message reinforcement is a speech expression that reaffirms the message you want to convey regarding a matter or topic after presenting strong and relevant arguments. Message enforcers are expressions used by speakers to enforce or emphasize an intention to the listener, meaning that strengthening the message means reaffirming a thing, topic, or message to attract attention. Threats state the intention (intention, plan) to do something bad that is detrimental, difficult, troublesome, or injurious to another party. [9] say that threats are danger and feelings of discomfort or disturbance and not being protected. This means that a threat is a feeling of discomfort and a dangerous condition caused by plans or intentions that can harm other people. Threats are intended to instill fear in the person you are saying. In speaking, threats can be given through words that contain the meaning of self-harm and feelings of discomfort. Negative expressions are negative feelings and thoughts that usually show anger or emotion. [10] argues that negative expressions are a form of communication through changes in facial expressions and gestures accompanying emotions, such as an outburst of anger. This means that negative expressions can be known as bad responses, bad attitudes, and behavior. Negative expressions are shown through sad feelings, emotions, anger, and feelings of confusion or instability.

2. METHODS

The current research used a descriptive qualitative approach. Qualitative research aims to describe and interpret data related to the facts, circumstances, variables, and phenomena that occurred during the research and presents it as it is. The data intended in the qualitative approach was an understanding of language impoliteness on social media through netizen comments to place thoughts on diverse situations to be able to focus on the research context. The qualitative approach places thinking on the diversity of situations and thoughts held by each participant so that they can focus on the research context. According to Creswell, the qualitative research method develops dynamically, where data is obtained through open questions, interviews, observations, and text documentation. Data is obtained through open questions, interviews, observations, text

documentation, and audio-visuals are processed into textual analysis and interpretation of themes and patterns [11].

In this research, there were two sources of data: data on language impoliteness on social media, Instagram, and Facebook in political discourse. The data was collected from five accounts: Anies & Gatot for Indonesia 2024, Pintar Politik, Detik.com, Fakta.indo, and Indozone.id. In addition, the data collection process was begun by looking at the language impoliteness of netizens on social media, such as Instagram and Facebook, in political discourse using listening techniques, then continued with note-taking techniques, namely by recording data. The first stage was looking for and listening to language impoliteness among the Netizens, then collecting it by screenshot. Based on data analysis, data was collected using documentation techniques by means of screenshots and then analyzed based on data analysis procedures using the content analysis method. Data analysis was carried out in six steps: reading the data as a whole, recording the comments according to the formulae of impoliteness, groping the comments based on the data collection table, and explaining the language impoliteness that used by netizens based on the formulae of impoliteness.

3. RESULTS

Based on the five accounts data from Facebook and Instagram that were analyzed using the Impoliteness formulae, six Impoliteness formulae were found in netizen comments. The result of the analyzed data can be explained in the following Table:

TABLE 1. Analisis of Impoliteness Formulae

No	Impoliteness formulae	Number	Presentation (%)
1	Insult	29	35.37
2	Criticism	11	13.42
3	Prejudice	8	9.76
4	Message strengthening	13	15.85
5	Threats	6	7.31
6	Negative expression	15	18.29
Total		82	100

Based on the table above, it can be explained that from the five accounts of political discourses analyzed, there are six forms of impoliteness formulae, namely 29 (35.37%) insulting speech, 11 (13.42%) critical speech, 8 (9.76%) prejudice speech, 13 (15.85%) strengthening the message, 6 (7.31%) threats, and 15 (18.29%) negative expression. Use the "Insert Citation" button to add citations to this document. These results prove that netizens more dominantly use insulting speech to attack the face of the speaker.

The results of this data analysis prove that netizens use insulting speech more dominantly to attack the face of the listener. Insults are conveyed with impolite speech whose aim is to lose the face of the speaker. There are three ways that insults are conveyed, namely, personalized negative vocal (PVN), an insult carried out by doing.

4. DISCUSSION

Insulting

Insulting impoliteness is language impoliteness that is spoken by mocking, cursing, insulting, slandering, ridiculing, and so on to attack the honor or good name, and causing embarrassment to the speaker. There are three ways to say insults, namely:

Personalized Negative Vocative (PNV)

Personalized Negative vocative describes the impoliteness of insulting language, and accusations because they are considered to have evil attitudes or behavior. The form can be explained through the following speech.



Figure 1. Personalized Negative Vocative (PNV) by Facebook

1. @HN: ***Pilih kacung partai lg.ogah kemaren loh menang karna curang jing bkn dipilih sama rakyat nyet***

The impolite speech above is indicated by the word **'kacung partai,'** which means an insult by calling Jokowi a party lackey, someone considered a servant or party lackey with no dignity. An accusation that the presidential candidate from the PDI Perjuangan party is a lackey or a lackey of the PDI party, so don't vote again because it will be fraudulent like the previous election, said Hn. It can be assumed that this is anger by accusing the presidential candidate from the PDI Perjuangan party of being a lackey or a bigot of the PDI Perjuangan party.

2. @SN: ***Iblis selamanya akan memusuhi orang2 sholeh.***

The speech delivered by SN is indicated as Personalized Negative vocative speech by the presence of the word 'Iblis'(Devil), which means an accusation of people who like to do evil and is misleading and assumes that Luhut is considered a devil who does not like good people. This speech appears based on data, which explains a 'big data' claim about the people's desire for Jokowi to continue as president. Through the social context, this speech can be interpreted as a social behavior that shows a period in making an accusation, which presents the adverb 'forever' as additional information to explain the speaker's meaning.

3. @MO: ***Dua periode aja hasil curang bikin rakyat tambah susah lg apa2 naik pajak juga naik lanjut aja pulkam.***

The word 'curang' is indicated as PNV, which means accusations of dishonest attitudes or actions. This speech is still based on data, which explains a 'big data' claim. Based on social context analysis, this speech shows a feeling of disappointment with the

phrase 'just two periods' which assumes that Jokowi's two terms are the result of fraud. Therefore, MO's speech can It is assumed that there is an accusation against Luhut Binsar Pandjaitan of dishonest behavior as a state official who supported Jokowi for three terms. Based on the context of the news, @MO's comments do not agree with the statement by MARVES Minister Luhut Binsar Panjaitan, namely that President Jokowi will serve three terms.



Figure 2. Personalized Negative Vocative (PNV)By Facebook

4. @RB: *Paling yang bantu anak cebong*

RB's speech was declared impolite when presented with the phrase 'anak cebong', which means Joko Widodo's supporter. This speech contains an accusation with the word 'paling', which implies a single accusation against Tri Rismaharini. This story was taken from data showing the presence of the Minister of Social Affairs, Tri Rismaharini, who helped people affected by the flood disaster. Through the social context, accusatory social behavior can be described by displaying the phrase 'baby tadpole' as additional information to what is being accused so that this speech can be assumed to be an accusation against Tri Rismaharini, who could become Minister of Social Affairs just because he is a supporter of Joko Widodo.



Figure 3. Politically Smart by Facebook April 2022

5. @DA: *Ini loh biang hoax kwkwkw*

When impolite speech is conveyed PNV by DA. The phrase 'biang hoax' is defined as a person who is known to be the source of spreading lies. This speech is based on the data, namely news about 'ICW asking Luhut Panjaitan for an explanation regarding the postponement of the ELECTION, Said @DA considers Luhut Panjaitan to be the source of the Hoax. Then, the speech is analyzed based on the social context to determine the true meaning of the speech. The presence of the word 'loh' indicates an informative word to confirm/emphasize something that is important information in the speech, at the end of the speech the word 'kwkwkw' appears which means to laugh to ridicule so that DA's speech can be considered an accusation against the Coordinating Minister for Maritime Affairs and Fisheries Luhut Binsar Pandjaitan as a propagator of hoax.

6. @AM: *Layaknya lumut*

The phrase *Layaknya lumut*, conveyed by AM, was categorized as PNV and characterized as 'Like moss'. The words 'layaknya lumut' are interpreted as an accusation of a person who can only stick to other people or has no abilities. This statement is based on the data that explains the discrepancy between Minister Marves' duties and election matters. Therefore, this speech is analyzed through a social context where the presence of the word 'appropriate' can be interpreted as a measure of appropriateness or reasonableness to indicate the purpose of the speech related to the intention to accuse so that the AM speech can be assumed as an accusation against Coordinating Minister of Marves Luhut Binsar Pandjaitan as a person. Those who do not have the ability but justice on Jokowi.

Personalized Negative Assertion (PNA)

PPA is carried out to lower honor by stating, emphasizing, and ensuring the interlocutor explains a purpose. The data was analyzed as follows:



Figure 4. Personalized Negative Assertion (PNA) By Facebook

7. @NA: *Beleng2 alias dungu*

NA's speech was indicated as PPN by the presence of the phrase 'Beleng2 means stupid'. The phrase 'beleng2' means a statement as someone who is unintelligent or stupid. This statement is based on the data, which explains that Anies Baswedan was a speaker

at the Time to Act forum to collaborate with C40 members who are committed to developing big cities. To find out the true meaning, this speech is analyzed through a social context by describing the existence of interpretive speech by interpreting the phrase 'Beleng2' interpret as a stupid' man, meaning stupid to show the connection between the speaker's true intentions so that it can be assumed that NA's speech is a statement of Anies Baswedan's is unintelligence speech.

8. @WB: ***Dungunya kelewatan anda wkwkwkw***

The WB's speech 'Dungunya kelewatan anda', means an affirmation of one's stupid abilities. This statement is still based on the data that explains that Anies Baswedan collaborated to become a member of C40 committed to developing big cities. In understanding the true meaning of the speech, social context analysis depicts an affirmation with a feeling of disappointment where the words "Dungunya kelewatan anda" means you are so stupid and the word 'wkwkwk' means laughing which is used as a mockery so that WB's words can be assumed to be an affirmation of WB assume that Anis Baswedan as a very stupid person.

Personalized Negative Reference (PNR)

Language impoliteness with insults expressed through personalization of negative references is carried out by degrading the honor of the interlocutor by accusing or declaring a third person who is considered unkind and evil. The form of PNR can be explained through the following Figure and statement:



Figure 5. Personalized Negative Reference (PNR) By Instagram

9. @JN: ***Bawaannya ribut mulu nih mentri satu***

Based on JN's speech indicated as PNR in the sentence '*Bawaannya ribut mulu nih mentri satu*,. The sentence 'ribut mulu' means always makes noise, this minister' is interpreted as an accusation against a minister who likes to cause noise or unrest. The phrase 'nih mentri satu' identifies the third object or person as the accused person. This statement is based on the data that explains the policy of the Minister of Religion, Yaqut

Cholil Qoumas regarding the volume of mosque toa. Therefore, JN's words can be considered an accusation against Yaqut Cholil Qoumas who likes making trouble.

Criticisms/Complains

Criticism is a response containing the good and bad of something. Usually, criticisms are conveyed through criticism, reprimands, and reproaches which are harsh and offensive to the speaker. The criticisms are accompanied by a description and consideration of the good and bad of a work, opinion, policy, etc. Criticisms can be seen in the following figure:



Figure 6. Criticisms/Complains By Instagram

10. @ZD: *Cocok jadi tukang Giring*

ZD's words were stated as a criticism with the emergence of the words 'partai dagelan' which means criticism with condemnation of PSI. The term 'partai dagelan' joke party is a political institution providing jokes or humor. This statement was taken from the data regarding the self-nomination of PSI chairman Giring Ganesha as a candidate for Governor of DKI. Through the social context, a Javanese speaker's identity can be shown by using the word 'Magellan', which means 'joke' to link the speaker's meaning so that YB's words are assumed to be a criticism of PSI who always acts funny.

Prejudice

Presupposition language is impolite speech that is shown through negative judgments, dislike, hatred, and unfavorable opinions toward someone. Presupposition arises because of the desire to assess other people based on social groups. There is a prejudice or opinion that someone is not good at carrying out their work or behavior. Therefore, prejudice is usually aimed at destroying harmonious relationships, whether with relatives, friends, or within society. Presuppositions can be seen in the following figure and statements:



Figure 7. Prejudice By Instagram

11. @AZ:Sidangnya aja dibayar ama rkyt keputusannya **mencekik** rkyt..trmksh dpr

AZ’s speech “sidangnya aja dibayar ama rkyt keputusannya **mencekik** rkyt. trmksh dpr” was called as presupposition when the word ‘mencekik’, means prejudice with a negative assessment of the DPR. The word ‘mencekik’ means the act of grabbing the neck. The speech was taken from data regarding the DPR’s approval to increase the price of Pertamina oil. Analysis of the social context shows a feeling with the presence of the word ‘trmksh’ which means an expression of disappointment towards the DPR which is conveyed in an emotional tone. AZ’s words indicated a negative prejudice towards the DPR’s evil actions.

Message Enforces

Impoliteness language in a Message strengthens the message conveyed by reaffirming a thing, topic, or message that has been presented with strong and relevant arguments and reasons. Message reinforcement aims to increase the interlocutor’s attention to the information or message conveyed by the speaker. Message enforces statement can be seen in the following figure and speech:



Figure 8. Message Enforces By Facebook 1 April 2022

12. @MN: *Ini akibatnya kalau **gigi ga kuat** ngunyah jadi pisang yg aja yg dimakan*

MN's words were indicated as a reason for the KPP with the emergence of the phrase '**gigi ga kuat**' which means strengthening the message by providing arguments against the Vice President of the Republic of Indonesia, KH Ma'ruf Amin. The phrase 'gigi ga kuat' (teeth are not strong)' means teeth no longer strong due to old age. The statement taken from the data is a suggestion from KH Mahruf Amin to eat two bananas instead of rice. An analysis of the social context shows that an interpretive speech interprets the meaning of 'not strong' as 'powerless or not having the ability'. MN's words are assumed to reinforce the message of KH Ma'ruf Amin's helplessness as Vice President of the Republic of Indonesia.

Negative Expressions

Impoliteness language in Negative Expression is a statement of sadness, emotion, and anger that is intended to provide a good speech response to biological, psychological, and behavioral conditions. Impoliteness language in Negative Expressions language can be seen in the following expressions:



Figure 9. Negative Expressions By Facebook, 23 Desember 2020

13. @SA: **SETAN**

SA's words, it is known as a negative expression based on the word 'satan' which means a negative expression with an angry reaction towards the Indonesian Minister of Religion, Yaqut Cholil Qoumas. The word 'setan' means evil spirit. The speech was taken from the data regarding a response regarding the newly appointed Minister of Religion, Yaqut Cholil Qoumas. Through the analysis of the social context, a feeling can be described with the emergence of interpretive speech, which must be interpreted through the word 'devil' as an evil soul so that SA's speech is assumed to be a negative expression that shows anger towards Yaqut Cholil Qoumas as the Minister of Religion who a hearth like evil by Acme, Inc.. This company has also supported or participated in some of the research submitted to the conference. All authors and reviewers are required to disclose their funding sources, and those research works that Acme funded have been reviewed by members of the Scientific Committee with no personal interests in the company.

5. CONCLUSION

In the analysis of this research, impoliteness formulae have been applied to political comments on social media, namely insults (personalized negative vocative, personalized negative assertions, personalized negative reference), criticisms, presupposition, and message enforces. The results of the analysis of impoliteness data showed that the types of impoliteness formulas were used. Netizens are more dominant in the form of insults, accusations, and threats. The research results concluded that the function of impoliteness in commenting on social media is to criticize the government, make sarcasm, express anger, and show disagreement and disappointment in political discourse.

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