

**IMPOLITENESS REALIZED BY SOCIAL MEDIA USERS IN
CELEBRITIES' INSTAGRAM**

SKRIPSI

*Submitted in Partial fulfillment of the Requirement
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English Education Program*

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| 13 / 3 / 2018 | Chapter I : Introduction | |
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ABSTRACT

Tria Widya Ningsih. 1402050217 “*Impoliteness Realized by Social Media Users in Celebrities’ Instagram*” Skripsi. English Education Program of the Faculty of the Teachers’ Training and Education, University of Muhammadiyah Sumatera Utara, Medan 2018.

This research is aims to investigates impoliteness strategies which are realized by social media users in celebrities’ instagram proposed by Culpeper (1996,2005). It examines how impoliteness strategies are realized on online comments. This research employed descriptive qualitative method. The data were taken on online comments that given by social media users in celebrities’ instagram. The source of data were taken from Justin Bieber, Kim Kardashian and Logan Paul instagram. There are 5 impoliteness strategies proposed by Culpeper (1996,2005). It was just found 4 impoliteness strategies that given by social media users in celebrities’ instagram namely Bald on record impoliteness, Positive impoliteness, Negative impoliteness and Sarcasm or mock politeness. Negative impoliteness was the highest strategies realized by social media users in celebrities’ instagram and the least strategy was bald on record impoliteness and sarcasm or mock politeness. It was found the absence of withhold politeness because withhold politeness tends to keep silent in responding the speaker utterances which is a strategy used not to perform as expected politeness strategies in the comment of celebrities’ instagram, we were not found that social media users show keeps silent in responding the celebrity.

Keywords: Impoliteness strategies; online comments; celebrities’ instagram

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CHAPTER I

INTRODUCTION

A. Background of the Study

Every people have different style and way to use language when they communicate to one another. Moreover, they often give attention to their word choices. They will choose their words wisely and apply polite language to make the process of communication run smoothly. On the other hand, there are some people who do not think about the word choices. In addition, when they ignore the word choices, they often use impolite language to express their feelings to someone.

Almost every day we interact with other people either face to face, via phone, or an e-mail. There are certain rules that concern social interaction and we learn these rules as we grow up. The employment of impolite or polite language is based on people's purposes in conducting communication. They can use polite language which means linguistic strategies that can keep or save the other's face. In contrast, when the speakers use impolite language, it means they employ linguistic strategies to attack or threat the other's face. In linguistics, people can study polite and impolite language by using pragmatics approach.

Pragmatics are concerned with the study of meaning as communicated by a speaker and interpreted by a listener. It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Moreover, it is also concerned with

how language is used in real life. In fact, the way people use language when communicating is very important. They have to choose an appropriate language when communicating with other people since it is a language that can make the communication runs smoothly.

Within the field of pragmatics, there were a concept of politeness and impoliteness. Every people have their faces or public self-images. They hope that their faces are respected by other people. In order to be accepted in the society, they have to give attention to their politeness. They have to show their respect to other people around them. On the other hand, bullying, threatening, or mocking often happen in the society, although people known that those acts are considered as impolite actions. At this point, they use linguistic strategies that can attack or threat other people's faces. It means that impoliteness is considered as an inappropriate act in communication because it can cause social conflict.

Impoliteness is a field of pragmatics that has become relatively popular in recent years. Impoliteness has been studied in many different media and contexts, such as television shows and everyday interactions. People can understand the bad manner or impolite words by studying impoliteness, so they can avoid or control their behavior when communicating with other people.

People can observe impolite acts not only in reality but also in social media. Social media is a popular media, which have many websites, that attracts the users of internet to follow them, so it is a general term related to the social uses of internet communication. Social media are environments for social interaction, uploading contents, and shaping identity. One of social media showing impolite

acts is Instagram. In Instagram, allows people to know where they are, what they are doing, what they are thinking and just about anything else the population could possibly want to know.

Before social media and social networking became the latest craze, the general population was almost completely out of touch with their favorite celebrities with the exception of the rumors and truths the general population heard via the latest news report. Instagram is one of the kinds of social media make celebrities completely interactive with their fans via the social media world. Being a fanatic of any unparticular celebrity you may want to know them inside and out. The best thing would be the chance to meet them or even potentially talk to them. Celebrities utilize social media websites causing their fans to feel them through their photo, video or voice and they feel more connected and significant to their favorite celebs.

Celebrities are people too and make mistakes; however, mistakes do not commonly go unnoticed when viewed in the social media world. Take Justin Bieber, when he was uploaded photos or videos, there were so many negative comments in his Instagram. Another celebrity was Kim Kardashian and Logan Paul. There were so many social media users that gave their comment on celebrities' Instagram. This negative publicity made huge impact in the public eye and caused a decline in the celebrities' ratings.

This study aims at examining the impoliteness strategies as first proposed by Culpeper (1996,2005), the researcher was very much interested in conducting a study on impoliteness strategies namely Bald on record impoliteness, Positive

impoliteness, Negative impoliteness, Sarcasm or mock impoliteness, and Withhold politeness realized by social media users in celebrities' instagram and the reasons of using language impoliteness which were realized by social media users in celebrities' instagram. The comments that given by social media users in celebrities' instagram was the application of impoliteness strategies by Culpeper. Besides, the comments by social media users in instagram can be seen as an act of cyber bullying and online harassment as they can be aggressive or offensive.

These phenomena of language impoliteness in social networking site Instagram by the social media users was necessary to be studied for the application of impolite language in online communication. The comments that we were dealt with text and that we were observed people who used language for the real communicative purposes need our attention as linguists. Hence, these instagram was regarded as a good social media which is worth to be analyzed.

B. Identification of the Problem

1. Many people does not aware about the impolite language that they used.
2. Social media users does not care about impolite language that they used in celebrities' instagram.

C. The Formulation of the Problem

The problems of the study were formulated as follows:

1. What were impoliteness strategies realized by social media users in celebrities' instagram?

2. How were the impoliteness strategies realized by social media users in celebrities' instagram?
3. Why were the impoliteness strategies realized by social media users in celebrities' instagram realized the way they do?

D. The Objectives of the Study

This research was aimed at examining the language impoliteness done by the social media users in instagram. The objectives of the study were elaborated as follows :

1. to investigate impoliteness strategies which were realized by social media users in celebrities' instagram.
2. to describe the realization of impoliteness realized by social media users in celebrities' instagram.
3. to describe the reasons of using language impoliteness which were realized by social media users in celebrities' instagram.

E. The Scope and Limitation

The scope of the study was pragmatics in impoliteness strategies and would limited on Bald on record impoliteness, Positive impoliteness, Negative impoliteness, Sarcasm or mock impoliteness, and Withhold impoliteness.

F. The Significances of the Study

The findings of the study were expected to be relevant and significant theoretically. The findings can give contribution to all readers for those who were concerned with this field. In the following significances of the study were stated theoretically and practically.

1. Theoretically

Theoretically, the use of the finding was described as follows :

- a. The study can enrich the knowledge of the application of the impoliteness theory as specifically about how impoliteness can be used to face-attack hearers as well as mocking the celebrities, the dynamics of impolite utterances in the comment, and the expansion of impoliteness in computer mediate communication or in online communication.
- b. The study improves the implication to get information of what impoliteness types and how impoliteness types are realized in social media, and for those who would conducted a further study about linguistics impoliteness in social media with remains tantalizing and fruitful line of academic inquiry in other discourses such as email, groupware and so on.

2. Practically

Practically, the usefulness of findings was describes as follows :

- a. To the lecturers teaching sociolinguistics, psycholinguistics; it was suggested to conduct, elaborate, and perform deep research in the study.

- b. To other researchers; it was suggested that this study could be further expanded in the use of impoliteness to self-attack in social media and explored in terms of other discourses to contribute to the development of impoliteness theories, such as the use of impoliteness in literary works or its application in terms classroom interactions.
- c. To all the readers; it was suggested to use this study as references for understanding the application of impoliteness in social media, especially for the people in conveying the opinion to be polite even though in comment someone in social media to build communication between the fans and the celebrity.
- d. It was suggested to user instagram especially the haters to manage their utterances. So the users of instagram show the value of politeness to viewers. It serves the education function of media social that educate all viewers especially Indonesian to be the polite person.

CHAPTER II

REVIEW LITERATURE

A. Theoretical Framework

1. Pragmatics

The various definitions of pragmatics indicate that this branch of linguistics developed rapidly and it was interested to be researched. Some definitions of pragmatics described in this research paper become the bridge to understand the concept of politeness or impoliteness. Yule (1996) defines pragmatics as firstly, “the study about the speaker intention”, secondly, the study about contextual meaning. Thirdly, pragmatic is the study how information is delivered, which is more than the utterances. And the last, pragmatic is the study about the expression of relative distance (Yule,1996.p.3)

Meanwhile, Cruse in Cummings, defines pragmatics by considering some aspects of information (in the wide meaning) conveyed through language, decoded by the convention accepted commonly in the linguistic form which is used but it is natural and depend on the menaning which is decoded conventionally with the context of the place (Cummings,1999:2).

Alan Cruse defines pragmatics by comparing the pragmatics with semantics. According to Cruse, semantics is deal with the truth meaning according to the condition aspect while pragmatics is not accordance with the truth of the condition aspect. Secondly, semantics is deal with the contextual meaning which is independent while pragmatic is deal with the contexts in the deeper understanding

that include previous utterance, participants in the speech event, interrelation among the participants, knowledge, goal and the background of the speech event. Thirdly, semantic is deal with conventional aspect of meaning where meaning is established between form and meaning while pragmatics deals with the aspect of meaning needed to be "worked out" through particular condition. The last, semantic is deal with the description of meaning while pragmatic is deal with the use of the meaning (Cruse,2006:136).

Thomas and Leech (1983) differentiate two components of pragmatic namely socio-pragmatics and pragmalinguistic components. Pragmalinguistic deals with the aspect linguistics of pragmatic that include the sources used by the speaker in the communication such as pragmatic strategy (directness and indirectness), modification device while socio-pragmatics is related to the relation between linguistic action and social structure (cited in Mohammed,2016).

Socio-pragmatic becomes the focus of this research paper particularly on the impoliteness and interaction. When discussing politeness, it is inevitable to discuss impoliteness as well. When persons are attributed to have politeness in communication and interaction they are succesful to escape from the judgment of impoliteness.

2. Impoliteness

Discussing about impoliteness is inevitable to the discussion about technical terms like face, face threatening acts, face saving acts, negative and positive face, bald on record ad so forth. So, to be familiar with those terms, the definition of

those terms are explained. Yule defines face as the public image of person. It refers to that emotional and social sense of self that everyone has and expects everyone else to recognize. Negative face is the need to be independent, to have freedom of action and not to be imposed on by others. Positive face is the need to be accepted even liked by others, to be treated as a member of some group and to know that his/her wants are shared by others. Face threatening act is what a speaker says that threatens another individual's expectation regarding self image. Face saving act is the speaker's action to lessen the possible threat (Yule, 1996; 60-61).

After reviewing several literatures, it is obvious that many researchers have attempted to define impoliteness. Ervin Goffman (1967) refers to impoliteness as aggressive facework which later is supported by Watts (2003). Meanwhile, Lakoff (1989) states that rude behaviour does not utilise politeness strategies where they will be expected, in such a way that the utterance can only almost plausibly be interpreted as intentionally and negatively confrontational.

Culpeper (2005) defines impoliteness as a situation where a speaker communicates face-attack intentionally, or when the hearer perceives and/or constructs behaviour as intentionally face-attacking, or a combination of both. Based on these definitions, even though there are differences, it can be seen that face and intention are the two notable commonalities shared by them.

At the same time, Spencer-Oatey (2005) concludes that our assessment of impoliteness should be restructured to address 'rapport management'. She also

urges for a more complete view of impoliteness on the basis of the conventional rules and norms of behaviour.

Meanwhile Mills (2005) states that perceptions of impoliteness rely on interactants' interpretations in a given context to assess what is appropriate, and past incidents that may influence those interpretations. Nevertheless, according to Watts (2005, p.20), "impolite, polite and appropriate behaviour are difficult to assess because it is likely for the social interactants to vary in attributing these evaluations." In other words, the speaker and hearer will unlikely have similar interpretation and will interpret differently with regard to the degree of impoliteness.

Although Locher and Bousfield (2008) conclude impoliteness as a face-aggravating behaviour in a particular context, they agree with Watts (2005) that there is no mutual agreement between researchers on what impoliteness actually is. Thus, looking at all the definitions, it can be summarised that researchers are still contemplating on the exact definition of impoliteness, but at the same time the contributions of Goffman (1967) and Brown and Levinson's (1987) politeness frameworks in understanding impoliteness cannot be denied. My view is similar to a study by Pennanen (2013) who concludes that Goffman (1967) and Brown and Levinson (1987) politeness frameworks have provided a useful point of departure for many theories on impoliteness. One of the many researchers who have supported the dynamic approach to describing language use in recent years is Watts (1992, 2003). Some main aspects of his view on politeness and face, are essential for further discussion of these notions in this study. Throughout his book

(2003), Watts argues for a radically new way of looking at linguistic politeness. He wants to show that it is crucial to make a clear difference between the common sense or lay notion of (im)politeness and the theoretical notion of (im)politeness.

Similarly, the need to differentiate the notions is also emphasized by Eelen (2001). The common sense notion is referred to as (im)politeness₁, while (im)politeness₂ is the theoretical notion. Watts (2003, p.p 1-17) mentions that the meanings and connotations of polite and politeness and their similar interpretations in other languages may differ between various groups of speakers and also individual speakers. Some people may have different perceptions that the polite use of language is nonetheless 'hypocritical', 'dishonest' or 'distant'.

Generally, for some people, polite behaviour is equal to socially right behaviour, while for others, it is the symbol of a civilized person. Watts (2003) intends to show the essentially evaluative nature of politeness₁ (as well as impoliteness₁). Politeness₁ is a socio-psychological notion which socio cultural group members speak about polite language usage, while politeness₂ is a theoretical, linguistic notion in a sociolinguistic theory of politeness. According to him, this should be the main focus of a theory of politeness. Hence, a theory of politeness₂ should focus on the ways in which (im)polite behavior is assessed and commented on by lay people. Besides his own theory, Bourdieu's (1977) theory of impoliteness on concept of social practice has become the basis for Watts' theory. Based on data from naturally occurring English verbal interaction and his personal experience, he argues that politeness theory and face theory can never be fully equated. He attempts to show that, Goffman's (1967) notion of face has been

changed by Brown and Levinson (1987). Thus, he thinks that we should go back to the conceptualization of face theory. Watts states that if we accept Goffman's theory, the attribute of face socially in agreement with the line or lines we have taken as the reasons for interactions must also be accepted. In other words, different scenarios of verbal interaction with different faces could be assigned by us and the individual's face needs predicate all social interaction, which means that negotiating facework cannot be avoided. A participant will try to avoid face-threats in situations at any cost and take appropriate measures to ensure another participant's face is not damaged. This is what is called supportive facework.

On the other hand, face-threats such as aggressive facework sometimes occur in certain situations. Polite behaviour by Watts (2003) consists of supportive facework and aggressive facework. This term is defined by him as the behaviour during an ongoing social interaction which the participants consider as being polite. Watts defines the notion of politeness¹ as behaviour in excess of polite behaviour, having the uncertainty of the notion (im)polite¹ but allowing more flexibility. Therefore, it is hard to find linguistic structures that can be considered polite. However, some expressions in English such as thank you, and please, are normally considered as politeness utterances. This is called highly conventionalized formulaic. There is also semi formulaic according to Watts (2003), such as *Close the door, will you?* or *Can I have another piece of cake?* Watts' purpose is to show that politeness is not always indicated by linguistic structures. In fact, it depends on the individual's interpretation to decide in

ongoing verbal interaction. He states that it is essential for speakers to identify when linguistic structures occur.

Thus, the speakers can determine whether they (the linguistic structures) can be considered as politic behaviour or not. Despite the framework presented by Watts, I think it is quite difficult to identify impoliteness strategies using his framework as it is not as clear and comprehensive as Culpeper's.

In fact, for me it was very subjective. Another researcher who has provided us with significant detail on impoliteness is Bousfield (2008). Through his study, impoliteness is described as the contradicting form of politeness. He mentions that impoliteness constitutes the issuing of intentionally gratuitous and conflictive verbal face threatening acts which are purposefully performed; 1) unmitigated, in context where mitigation is required, and /or 2) with deliberate aggression, that is with the face threat intentionally exacerbated, 'boosted' or maximised in some way to heighten the face damage inflicted. Bousfield adds that for impoliteness to be considered successful impoliteness, the intention of the speaker (or author) to threaten/ damage face must be understood by those in a receiver role.

Face, in his view, is still considered as the best approach to comprehend impoliteness and the reason of intentional offence. He also notes that impoliteness does not occur without reason and it does not appear out of the blue in common situations. Impoliteness can only occur when the interactants are provoked sufficiently at some points.

The most essential point is utterance which is perceived as threat to the utterer's face which can trigger impoliteness. Some of his views might concur

with other researchers' views, however Culpeper states that impoliteness is the parasite of politeness rather than the opposite of politeness. He also adds that impoliteness does not need to be intentional. This is of course dissimilar with Bousfield's theory.

Although many researchers tried to agree on the idea of impoliteness, there is still no agreement about some of the basics. Hence, in 2011, Culpeper tried to establish those basics based on the data that he collected which among them are video recordings and written texts involving naturally occurring impoliteness, 100 informant reports, corpus report and impoliteness perception questionnaire using the model of politeness strategy.

According to Culpeper (2011, p.23): Impoliteness is a negative attitude towards specific behaviour occurring in a specific context. It is sustained by expectations, desires, and/or beliefs about social organisation, including, in particular, how one person's or a group's identities are mediated by others in interaction. Situated behaviours are viewed negatively- considered 'impolite'- when they conflict with how one expects them to be, how one wants them to be and/or how one thinks they ought to be. Such behaviours always have or are presumed to have emotional consequences for at least one participant, that is, they cause or are presumed to cause offence. Various factors can aggravate how offensive an impolite behaviour is taken to be, including for example whether one understands a behaviour to be strongly intentional or not.

Although Brown and Levinson believe that impoliteness is just minor in our daily lives, data collected by Culpeper based on his previous research prove that it

is inherent in current daily lives. This has become the base for the model of impoliteness strategies by Culpeper (2011). Culpeper's theory believes that intention and context play an inherent part to categorize a circumstance as polite or impolite, whereby Brown and Levinson (1987) focus only on face and based their theoretical assumptions on data on just three languages: English, Tzeltal and Tamil. Culpeper's theory will be explained in the following section.

a. The Concept of Face

1) Negative and Positive Face

Face is a central concept in studying linguistic politeness and it was originally introduced by Erving Goffman in the 1960s and later Brown and Levinson (1987) derived it for their politeness theory. Goffman's (1967, as quoted by Brown and Levinson 1987) definition of politeness suggests that "politeness is *socially motivated linguistic action* consisting of participants' mutual interactive efforts to support and maintain each other's face (public self-esteem)". Brown and Levinson (1987) use the term MPs, Model Persons, who are wilful and fluent speakers of a natural language, having two properties which are rationally and face. They define *face* in the following way:

negative face: the want of every 'competent adult member' that his actions be unimpeded by others.

positive face: the want of ever member that his wants to be desirable to at least some others. (Brown and Levinson 1987:62)

In addition, a face can be lost, maintained or enhanced and it is in everyone's interest to maintain each other's face. The shared knowledge of people's face is also universal. (Brown and Levinson 1987:61-62).

2) Face-threatening acts (FTA)

In relation to the concept of face, Brown and Levinson (1987:65-67) introduce the term FTA, a face-threatening act, which sometimes cannot be avoided. In fact, the purpose of politeness is to soften face-threatening acts because it is in everyone's mutual interest to do so (Brown and Levinson 1987:59-60). A face threatening act is a speech act (such as a warning or a threat) that can damage the hearer's positive or negative face (Brown and Levinson 1987:61). Threats to a negative face are actions by which a person indicates that they do not intend to avoid impending one's freedom of action. Examples of these are orders, advice, and warnings. Threats to a positive face are actions which indicate that a person does not care about the addressee's feelings or wants. Examples of these are criticism, disagreements, and mention of taboo topics.

According to Brown and Levinson (1987:68), any rational agent wants to avoid FTAs and therefore uses certain strategies to minimise the threat. When a person is about to perform an FTA, they have to estimate the degree of the face threat involved. The less imposition of the act and the less powerful and distant the other person is, the less polite one has to be.

Based on Brown and Levinson's model of politeness strategy Culpeper (1996) writes a seminal article on impoliteness. He identified impoliteness as "the parasite of politeness" (1996:8) and the politeness strategies are the opposite of

impoliteness strategies. The opposite here refers to its orientation to face. Politeness strategy is utilized to enhance or support face which can avoid conflict while impoliteness strategies are used to attack face which cause social disharmony. As Culpeper (1996:8) defines impoliteness as the use of strategies to attack the interlocutor's face and create social disruption.

Jonathan Culpeper (1995) builds an impoliteness framework similar to Brown and Levinson's (1987) theory of politeness. He uses earlier definitions of politeness to define impoliteness – the use of strategies that are designed to cause social disruption instead of maintaining social harmony – and then points out that there have not been studies that focus comprehensively on the impoliteness phenomenon and its theories although researchers such as Lakoff and Penman have studied confrontational discourse along with their models of politeness.

Through this research, the writer would like to review the strategies of impoliteness proposed by Culpeper in 1996, 2003, and 2005 for knowing which strategies are used by social media users on giving online comment(s) in celebrities' Instagram. The strategies are *bald on record impoliteness*, *positive impoliteness*, *negative impoliteness*, *sarcasm or mock politeness*, and *withhold politeness* which are systematically related to the degree of face threat from the least to the highest. These five strategies relate to three crucial social variables; relative power, social distance, and the forcefulness of the act involved (otherwise referred to as power, solidarity, and weight).

b. Impoliteness Strategies

1) Bald on record impoliteness

The FTA is performed in a direct, clear, unambiguous and concise way in circumstances where face is not irrelevant or minimised. It is important to distinguish this strategy from Brown and Levinson's Bald on record. For Brown and Levinson, Bald on record is a politeness strategy in fairly specific circumstances. For example, when face concerns are suspended in an emergency, when the threat to the hearer's face is very small (e.g. "Come in" or "Do sit down"), or when the speaker is much more powerful than the hearer (e.g. "Stop complaining" said by a parent to a child). In all these cases little face is at stake, and more importantly it is not the intention of the speaker to attack the face of the hearer.

2) Positive impoliteness

Refers to the strategies that are designed to damage the addressee's positive face wants, the desire to be appreciated or approved of. The strategy includes ignore the other, exclude the other from an activity, be disinterested, unconcerned, unsympathetic, use inappropriate identity markers, use obscure or secretive language, seek disagreement, use taboo words, use derogatory remarks.

(Culpeper, 1996) cited in Bousfield, 2008) Culpeper suggests that this strategy exists for the use of strategy designed to damage the addressee's positive face wants. The linguistic output strategy includes:

- a) ignore, snub, fail to attend to H's interest, wants, needs, goods, etc.
- b) Exclude the other from activity
- c) Dissociate from other, deny common ground or association
- d) Be disinterested, unconcerned, unsympathetic

- e) Use inappropriate identity markers
- f) Use obscure or secretive language
- g) Seek disagreement—sensitive topics or just disagree outright
- h) Avoid agreement—avoid agreeing with H’s position (whether S actually does or not)
- i) Make other feel uncomfortable
- j) Use taboo language—swear, be abusive express strong views opposed to H’s
- k) Call H’s name—use derogatory nomination, or call the other name

3) Negative impoliteness

It attacks the addressee's negative face, which is the basic claim to territories, personal preserves, rights to non-distraction - i.e. to freedom of action and freedom from imposition. Frighten, condescend, scorn or ridicule, be contemptuous, do not treat the other seriously, belittle the other, invade the other’s space (literally or metaphorically), explicitly associate the other with a negative aspect (personalize, use the pro-nouns “I” and “You”), and put the other’s indebtedness on record belong to negative impoliteness strategy.

The FTAs that attack the negative face of the H are called negative impoliteness strategies (Culpeper, 2005). As with positive impoliteness, negative impoliteness also has substrategies as follows:

- a) Frightening. The S threatens others that some detrimental actions will occur to them.

- b) Condescending, scorning, or ridiculing. The S emphasizes your relative power. The S is contemptuous.
- c) Do not treat the other seriously. The S belittles the other (e.g. using diminutives).
- d) Invading the other's space either literally (e.g. position yourself closer to other than the relationship permits) or metaphorically (e.g. ask for or speak about information which too intimate to be shared).
- e) Explicitly associating the other with a negative aspect. The S personalizes using the pronouns 'I' and 'you'.
- f) Putting the other's indebtedness on record (Culpeper, 1996).

4) Sarcasm or mock politeness

Here, the FTA is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realizations. Both of strategies are the same, performing impolite utterances because of clearly insincere intention. It is heavily related to the context and it is a surface politeness which can be interpreted in an impolite way because of certain contextual clues and the intention of not causing offense but rather to show social intimacy. Often one has to know the person well in order to understand that he is being sarcastic, mocking you, or that he is joking.

For culpeper (1996) sarcasm or mock politeness is a supra strategy in its own right. In other words, sarcasm means the use of one or more sub-strategies which are superficially suitable and accepted but deeply they have the opposite meaning (Bousfiled,2008). Culpeper (2005) changed sarcasm or mock politeness became

of record impoliteness where offence is conveyed indirectly by way of implicature and could be cancelled.

5) Withhold politeness

This refers to the absence of politeness work where it would be expected. For example, failing to thank somebody for a present may be taken as deliberate impoliteness. (Culpeper, 1996:8-9). To Culpeper, Brown and Levinson touch on the face-damaging implications of withholding politeness work by saying that “... politeness has to be communicated, and the absence of communicated politeness may be taken as the absence of a polite attitude”.

Culpeper’s superstrategies of impoliteness are further investigated and elaborated by Bousfield (2008) with four superstrategies. He believes that these four do not fall under the superstrategies in Culpeper’s (1996) model. Bousfield (2008:260-261) defines impoliteness as being the opposite of politeness, in that, rather than seeking to mitigate face-threatening acts (FTAs), impoliteness constitutes the issuing of intentionally gratuitous and conflictive verbal FTAs which are purposefully performed unmitigated, in contexts where mitigation is required, and/or, with deliberate aggression, that is, with the face threat exacerbated, ‘boosted’, or maximized in some way to heighten the face damage inflicted. The four strategies are:

- a) Criticize – dispraise hearer, some action or inaction by hearer, or some entity in which hearer has invested face
- b) Hinder/block – physically (block passage), communicatively (deny turn, interrupt)

- c) Enforce role shift
- d) Challenges (Bousfield,2008:125-134).

c. The Realization of Impoliteness

People propose their wants by uttering. Uttering is hoped to be polite. However, sometimes the interlocutor's response is not suitable with the speaker's expectation. The response can make the speakers feel annoyed and disrespected. It can be called the impoliteness.

People often express their feelings with impolite language that can cause conflict. They often can not control their behavior or language when they communicate to others. They do not think about politeness strategy but they prefer to perform impoliteness strategy to express their feelings.

Impoliteness happens when the interlocutor do not fulfill the expectations of the speakers. Impoliteness is assumed as the offence some rules. The offence is able to be happened intentionally or unintentionally.

d. The Reasons for Using Language Impoliteness

The reasons for using language impoliteness in celebrities' instagram were to vent negative feelings, to entertain the viewers and to serve collective purposes. The new reasons were found namely to show disagreement, to show dissatisfaction, to mock the celebrity, and to clarify something.

3. Social Media and Social Networking Sites

The term "social media" refers to the wide range of Internet-based and mobile services that allow users to participate in online exchanges, contribute user-

created content, or join online communities. The kinds of Internet services commonly associated with social media (sometimes referred to as “Web 2.0”) include the following:

- a) Blogs, Short for “web log,” a blog is an online journal in which pages are usually displayed in reverse chronological order. Blogs can be hosted for free on websites such as Wordpress, Tumblr and Blogger.
- b) Wikis. A wiki is “a collective website where any participant is allowed to modify any page or create a new page using her Web browser.” One well-known example is Wikipedia, a free online encyclopedia that makes use of wiki technology.
- c) Social bookmarking. Social bookmarking sites allow users to organize and share links to websites. Examples include reddit, StumbleUpon and Digg.
- d) Social network sites. These have been defined as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. Among the most popular in Canada are Facebook and LinkedIn.
- e) Status-update services, also known as microblogging services, status-update services such as Instagram allow people to share short updates about people or events and too see updates created by others.
- f) Virtual world content. These sites offer game-like virtual environments in which users interact. One example is the imaginary world constructed in

Second Life, in which users create avatars (a virtual representation of the user) that interact with others.

g) Media-sharing sites. These sites allow users to post videos or photographs. Popular examples include YouTube, Pinterest and Instagram.

These categories overlap to some degree. Instagram, for example, is a social network site as well as a status-update service. Likewise, users of the social network site Instagram can share photographs and videos, and users of the media-sharing site Instagram can follow other people, include celebrities.

More people have access to a mobile phone than a computer and it's worth remembering that many service users are comfortable using social media tools on their phones.

People around the world are rapidly integrating virtual form of communication in their everyday lives (Haythornthwaite and Kendall, 2010). Specifically, social networking sites users consistently log online to communicate and interact with other users. The convenience of the networks is technology-mediated unlike the social communities found in the physical world that requires face-to-face contact. Digital social networking sites are operated and confined with the internet (Boase and Wellman, 2006). The rapid growth of online networks is transforming interpersonal relationships with a shift to the digital world (Buffardi and Campbell, 2008; Putnam, 2000) changing landscape of social communities from the physical to the digital realm and developing contrasting views in cultivating and maintaining online social connectedness that befits face-to-face relationships (Putnam, 2000; Ellison et al., 2005).

However, media networking site affects social, emotional and cognitive development of youth accounting for a large portion of their time (Roberts and Dunbar, 2010). Among the online application that has grown rapidly in prevalence and popularity in recent years such as Instagram, Facebook, MySpace, Friendster, LiveJournal, and Bebo, are Internet-based and allows users to post profile information, such as their name and photograph (Peluchette and Karl, 2010). Sending public and private online messages as well as sharing photos online while communicating with other users exposes their personal information to unknown users.

The rapid growth of online social networking site represents an alternative communication platform that necessitate for further research (Fox et al., 2007). Social networking dominant all form of communication over the internet.

The social media network allows its users to create and share media content (Kaplan and Haenlein, 2010). However, despite the widespread use and proliferation of the site very little research has focused on its technological impact and privacy concern (Brickman-Bhutta,2009). This paper reported usage pattern of most popular social networking and the major users by country as well as the average time spent on the network. The enabling features mediated by technology, type of information supported as well as concern over privacy were reviewed. The information is required to enhance the effectiveness of online communication and to circumvent security risks.

A social networking sites provide interactive platform that enables its users communicate with other members to establish social relations to share information

and knowledge relative to individual experiences activities in real life. A social networking site encompasses a representation of user profile information such as profile name, age, gender, marital status and is directly links to a variety social network site with additional services (Chiu et al.,2008). Social networking site are web-based communication platform that provides it users with an interactive features over the internet and are facilitated using e-mail, instant message, offline massages and posting of images and pictures (Johnson and Onwuegbuzie, 2004). Because the nature of interaction afforded by social networking site is limited to registered members, in a broader sense it can be considered as a community centered interactive service. The Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests among members in their network.

4. Instagram

Instagram is a relatively new form of communication where users can easily share their updates by taking photos and tweaking them using filters. It has seen rapid growth in the number of users as well as uploads since it was launched in October 2010. In spite of the fact that it is the most popular photo capturing and sharing application, it has attracted relatively less attention from the research community.

Instagram, a mobile photo (and video) capturing and sharing service, has quickly emerged as a new medium in spotlight in the recent years. It provides

users an instantaneous way to capture and share their life moments with friends through a series of (filter manipulated) pictures and videos.

Instagram's growth has been nothing short of amazing. With 400 million monthly active users and 80 million photos posted daily, it's no surprise that marketers are focused on making Instagram a big part of their social marketing plans. Instagram, in turn, has continued to innovate, bringing new features and apps into it's mix. Over the last year-and-a-half, Instagram has added Hyperlapse, Layout, and now Boomerang to it's collection of apps, added new features like Discovery and a revamped Instagram Direct, and most notably, developed their ad platform into a powerful marketing tool.

Instagram is changing the way that brands evaluate their audiences and create content. This is clearer now than ever before. 89% of the Interbrand 100 companies are active on the network, and a recent study from eMarketer found that by 2017, over 71% of companies with 100 employees or more will be using the network. Whether your brand is just starting to invest time and energy in Instagram, or is an established powerhouse on the network, you'll want to optimize your strategy. This must be done without a solid understanding built on analysis.

B. Relevant Studies

There were many researchers focused on pragmatics field. Meanwhile, there was only a few pragmatic research which have impoliteness as the topic of the research. The researcher took two thesis as the references to done this research.

- a. Impoliteness Strategies Used on Online Comments in an Indonesian Football Website by Wibowo,G.P and Kuntjara,K, published in Petra Christian University, Surabaya, Indonesia. The aim of this article is to investigate linguistic impoliteness used in online football comments through the examination of impoliteness strategies proposed by Jonathan Culpeper. It examines how impoliteness strategies are used on online comments and what strategy mostly used by Indonesian participants in Okezone, an Indonesian football website. The research uses descriptive qualitative method supported by quantitative data. First, the writer found that Indonesian participants mostly used positive impoliteness strategy to express their negative attitude on giving comments. Second, there are four out of five impoliteness strategies used by Indonesian participants. Withhold politeness strategy is excluded.
- b. Impoliteness Strategies Used in a Politician's Facebook by Shamilah Abdul Halim, published in University of Malaya, Kuala Lumpur. This study intends to firstly, investigate the types of impoliteness strategies used by facebookers in a politician's Facebook, and secondly, to determine the factors that may contribute to impoliteness among the facebookers in computer-mediated communication (CMC), namely Facebook. 151 comments in a politician's Facebook were analysed using Culpeper's Impoliteness Strategies (2011) in order to identify the different strategies used by the participants.

Compared to the two of thesis, this research was entitled Impoliteness realized by social media users in celebrities' instagram. The aims of this research were to investigate the impoliteness strategies which were realized by social

media users in celebrities instagram, to describe the realization of language impoliteness realized by social media users in celebrities' instagram and to describes the reasons of using language impoliteness which were realized by social media users in celebrities' instagram.

C. Conceptual Framework

In this research, the researcher done investigates an online comments that has given by social media users in celebrities' instagram through pragmatic approach. This research uses pragmatic analysis because it explains about the language and the users, how people as the language users use the language in their communication process. This research concerns with the impoliteness aspect within the domain of pragmatics. The researcher focuses on impoliteness strategies, realizations of the impoliteness strategy with uses Culpeper classification of impoliteness strategies and the reasons of using language impoliteness which were realized by social media users in celebrities' instagram. They were bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

CHAPTER III

METHODOLOGY RESEARCH

A. Research Design

Qualitative method was used in conducting this research. The objectives of the research were to describe the impoliteness strategies; realizations of impoliteness strategies, and the reasons of using language impoliteness. This research were included as descriptive qualitative research which the researcher described the phenomena of impoliteness strategies in *celebrities' instagram* by interpreting the data.

B. Source of Data

Every qualitative method has different forms according to the object of the research. The contexts of data was taken in online comments on celebrities' instagram.

The sources of this research was taken by celebrities' instagram, those are : Justin Bieber, Kim Kardashian and Logan Paul (see appendix) that was published in december 2017.

C. Research Instrument

This study concern to an online comment that given by social media users in celebrities' instagram.

D. Technique of Collecting Data

There were several steps to collect the data as follows :

1. Reading and Understanding an online comments that given by social media users in celebrities' instagram
2. Analyzing the comments that given by social media users in celebrities' instagram

E. Technique of Analyzing Data

There were several steps that were used in analyzed the data as follows :

1. *Understanding*, this process was started by read the comments carefully.
2. *Identifying*, this process was started by read the comments and determined which belong to impoliteness strategies based on theory impoliteness strategies from Culpeper.
3. *Classifying*, this process was started by separated the comments into specific categories of impoliteness strategies.
4. *Describing*, this process was started by described about the impoliteness strategies which already classified into separated points, and also described about the realization of language impoliteness in celebrities' instagram.

CHAPTER IV

DATA ANALYSIS AND RESEARCH FINDINGS

A. Data Analysis

This study deals with impoliteness strategies realized by social media users in celebrities' instagram. The data of the study was the comments that given by social media users. While source of data in this study was in celebrities' intagram those are; Justin Bieber, Kim Kardashian and Logan Paul. There were five strategies of impoliteness found in the comments on celebrities' instagram namely Bald on record impoliteness, Positive impoliteness, Negative impoliteness, Sarcasm or mock impoliteness, and Withhold politeness.

The data analysis were taken by comments that given by social media users in celebrities' instagram. The impoliteness strategies was analyzed based on Culpeper theories (1996,2005).

There were 60 comments of impoliteness realized by social media users in celebrities' instagram.

4.1. The Impoliteness Strategies Realized by Social Media Users in Celebrities' Instagram

Based on the data analysis, it was found that from five strategies based on Culpeper (1996,2005), in this study was just found four impoliteness strategies realized by social media users in celebrities' instagram namely Bald on Record

impoliteness, Positive impoliteness, Negative impoliteness, and Sarcasm or mock politeness.

4.2. The Types of Impoliteness Strategies

Table 4.2

| No | Impoliteness Strategies | Amount |
|-------|-----------------------------|--------|
| 1 | Bald on record impoliteness | 6 |
| 2 | Positive impoliteness | 19 |
| 3 | Negative impoliteness | 29 |
| 4 | Sarcasm or mock politeness | 6 |
| 5 | Withhold politeness | - |
| Total | | 60 |

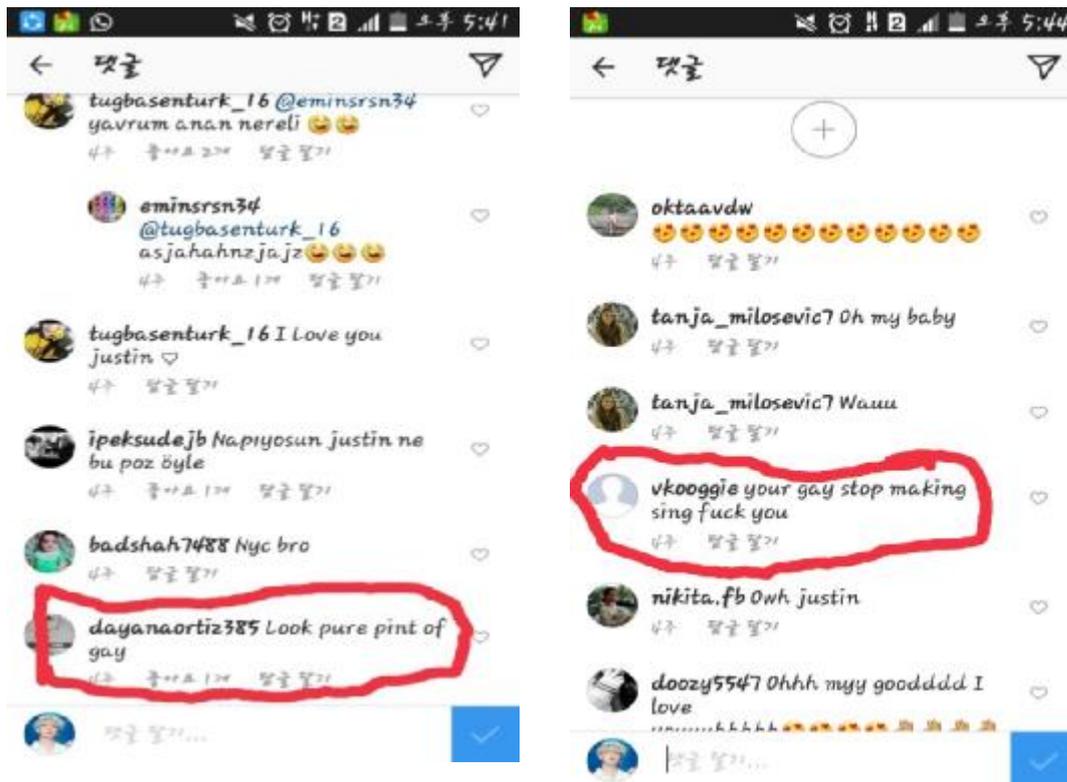
Based on the table 4.2 above, it was shown that there were four of impoliteness strategies found in celebrities' instagram. It could be conclude that Negative impoliteness was the highest strategies which realized by social media users in celebrities' instagram which consists of 29 data. And the second was Positive impoliteness which consist of 19 data. Then the third was Bald on record impoliteness and Sarcasm or mock politeness each consists of 6 data.

4.3. An Online Comments on Celebrities' Instagram

1. Justin Bieber's Instagram

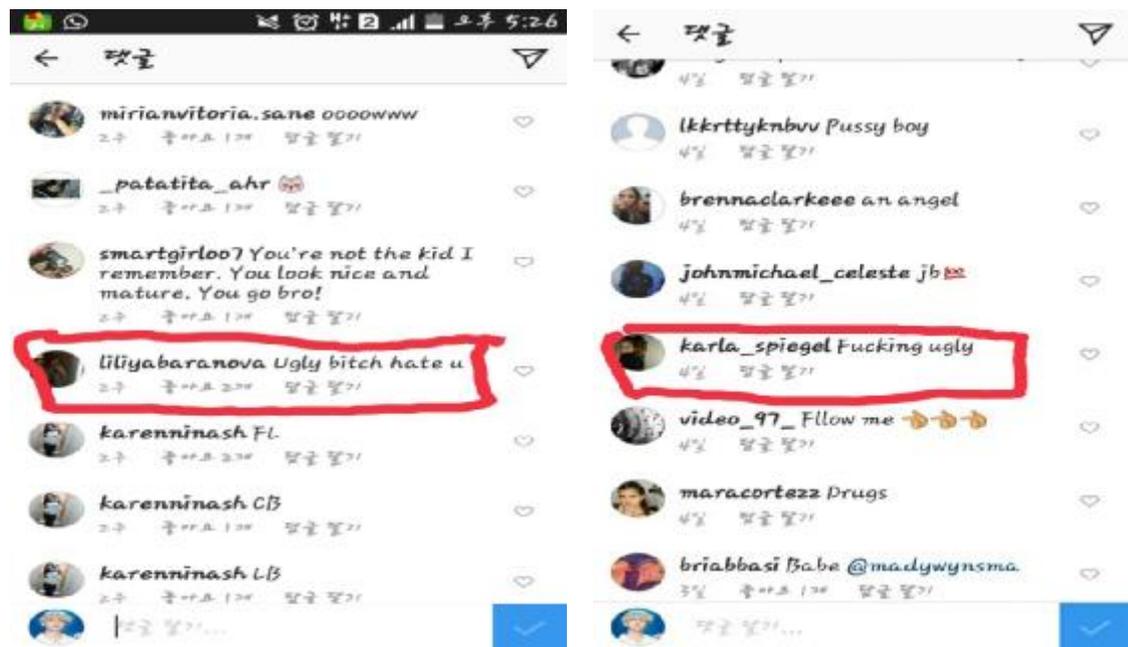
1) He was uploaded a photo on 2nd December 2017.

(See appendix 1)



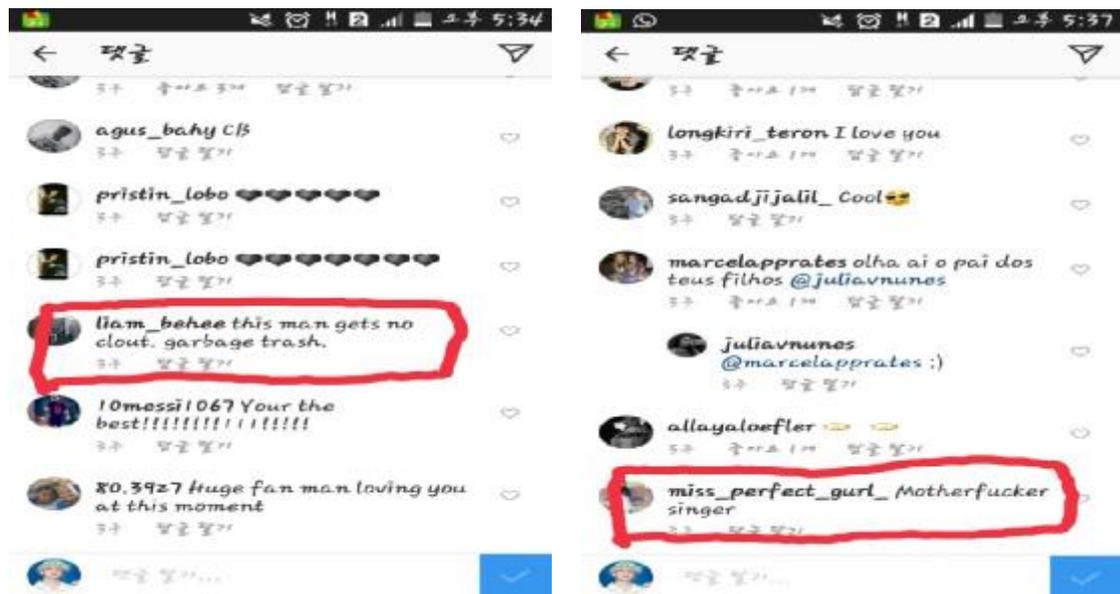
Picture 1. Users' comments in Justin Bieber (Uploaded on 2nd december 2017)

From picture 1, it can be seen two comments that using negative impoliteness strategies. The first comment that given by an account @dayanaortiz385 “*Look pure pint of gay*”. It was include negative impoliteness because social media users be contemptuous with posting of Justin Bieber. The second comment that given by an account @vkooggie “*your gay stop making sing fuck you*”. Social media users threats Justin beiber with some detrimental actions and frightening him.



Picture 2. Users' comments in Justin Bieber (Uploaded on 2nd december 2017)

Another comments on JB posting on 2nd December 2017. Both of comments above, its clear that social media users did comment by using negative impoliteness. The first comment that given by an account @lilyabaranova “*Ugly bitch hate u*”. It was include negative impoliteness. It was realized by calling the other name and using pronouns “I” and “You”. The second comment that given by an account @Karla_spiegel “*Fucking ugly*”. It also was include as negative impoliteness because social media users did dcorning and ridiculing to Justin Bieber.

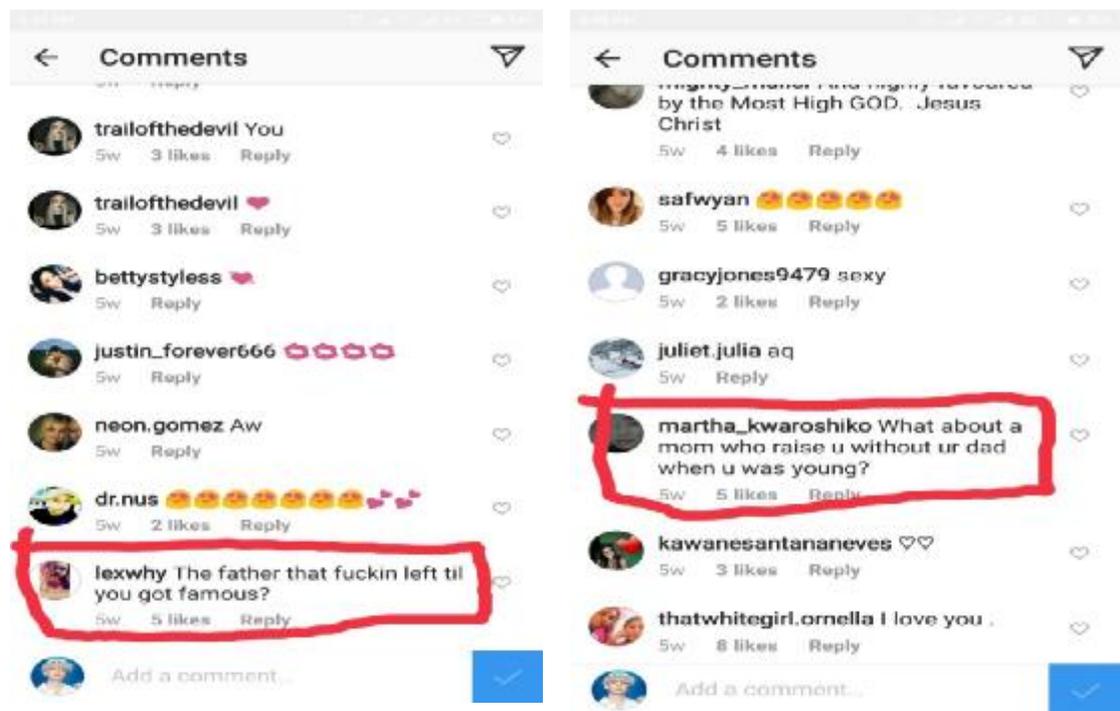


Picture 3. Users' comments in Justin Bieber (Uploaded on 2nd december 2017)

Another comments on JB posting on 2nd December 2017. Both of comments above, its clear that social media users did comment by using negative impoliteness. The first comment that given by an account @liam_behee "*this man gets no clout. garbage trash*". It was realized by using condescend , scorn , or ridicule. The second comment that given by an account @miss_perfect_gurl "*Motherfucker singer*". It also was include as negative impoliteness because social media users explicitly associating the other with a negative aspect.

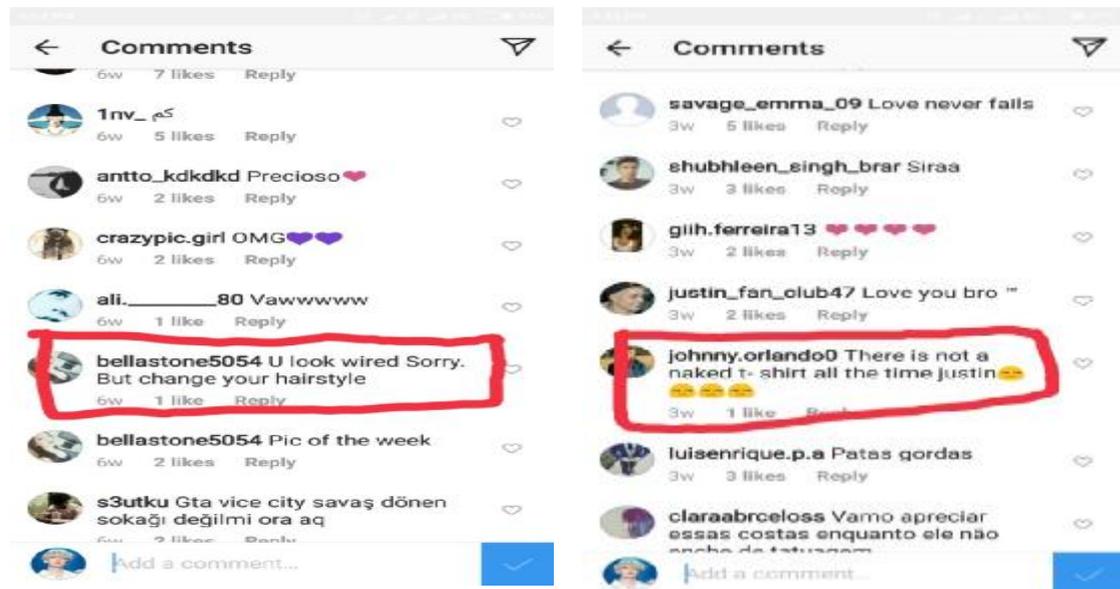
2) He was uploaded a photo on 4th December 2017.

(See appendix 1)



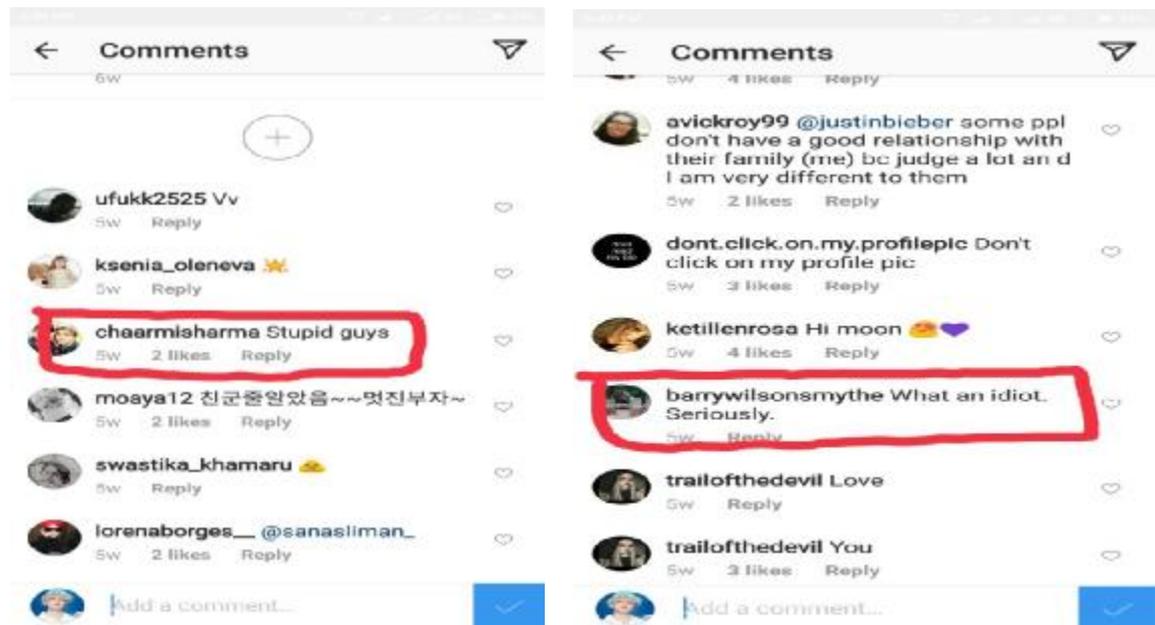
Picture 4. Users' comments in Justin Bieber (Uploaded on 4th december 2017)

From picture 4, it can be seen two comments that using Positive impoliteness strategies. The first comment that given by an account @lexwhy “*The father that fuckin left til you got famous?*”. It was include positive impoliteness because social media users felt seek disagreement with posting of Justin Bieber. The second comment that given by an account @martha_kwaroshiko “*What about a mom who raise u without ur dad when u was young?*”. Social media users felt be interested with posting of Justin beiber.



Picture 5. Users' comments in Justin Bieber (Uploaded on 4th december 2017)

Another comments on JB posting on 4th December 2017. Both of comments above, its clear that social media users did comment by using negative impoliteness. The first comment that given by an account @bellastone5054 “*U look weird sorry, But change your hairstyle*”. It can be seen that social media users comment by “U”. It was include negative impoliteness. It was realized by using personalize, use the pronouns “I” and “You” and call the other name. The second comment that given by an account @johnny.orlando0 “*There is not a naked t-shirt all the time justin*”. It also was include as negative impoliteness because social media users did scorning to Justin Bieber.

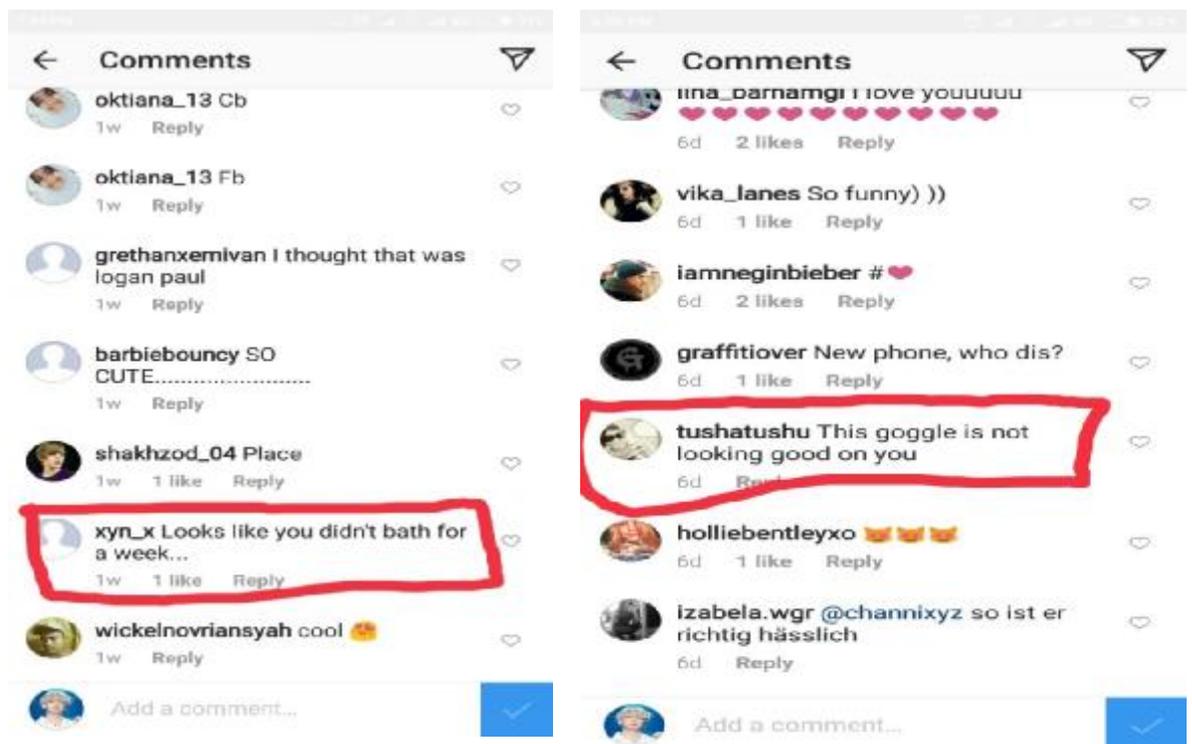


Picture 6. Users' comments in Justin Bieber (Uploaded on 4th december 2017)

Another comments on JB posting on 4th December 2017. Both of comments above, its clear that social media users did comment by using Sarcasm or mock impoliteness. The first comment that given by an account @chaarmisharma “*Stupid guys*”. It was realized that social media users being sarcastic. The second comment that given by an account @barrywilsonsmythe “*What an idiot. Seriously*”. It also was include as sarcasm or mock impoliteness because social media users did sarcastic to Justin Bieber.

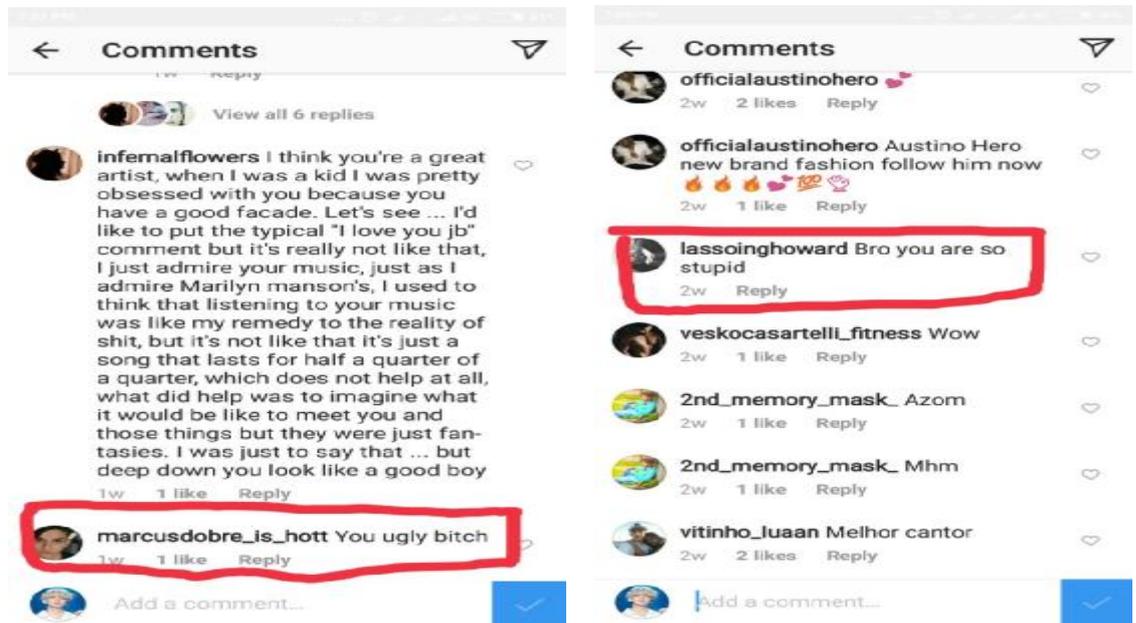
3) He was uploaded a photo on 5th December 2017.

(See Appendix 2)



Picture 7. Users' comments in Justin Bieber (Uploaded on 5th december 2017)

From picture 7, it can be seen two comments that using Bald on record impoliteness strategies. The first comment that given by an account @xyn_x “*Looks like you didn't bath for a week*”. It was include Bald on record impoliteness because social media users attacked Justin Bieber personal value. The second comment that given by an account @tushatushu “*This goggle is not looking good on you*”. Social media users attacked Justin Bieber personal value.

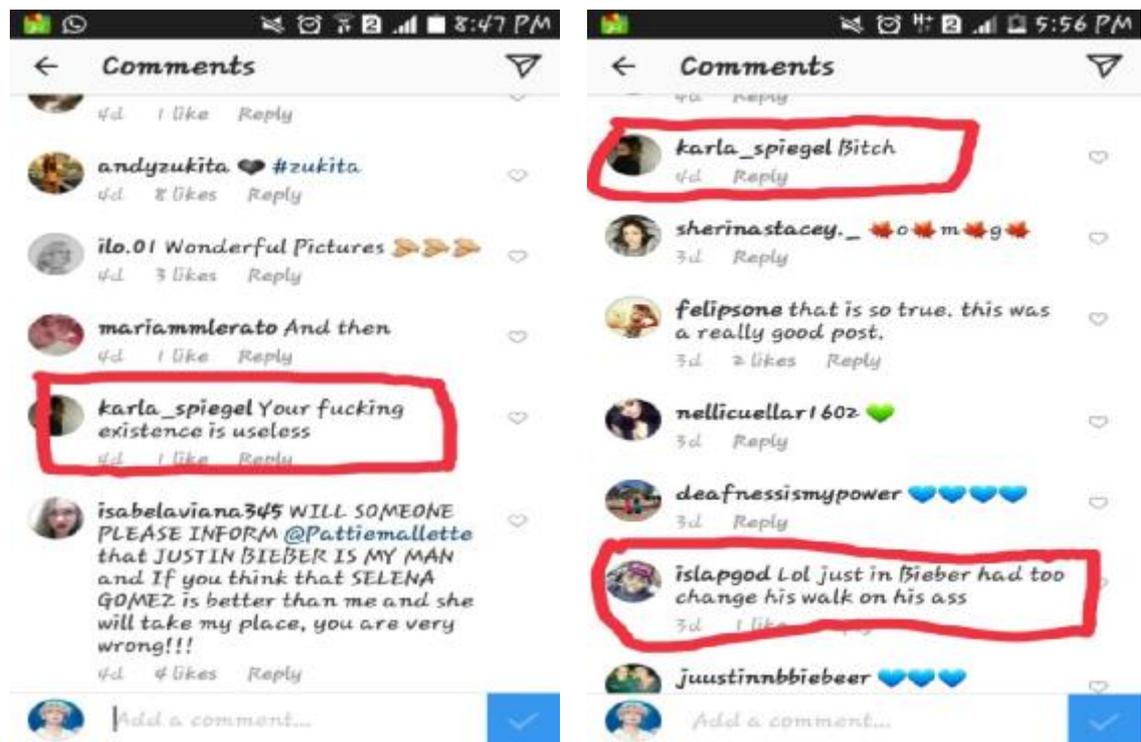


Picture 8. Users' comments in Justin Bieber (Uploaded on 5th december 2017)

Both of comments above, its clear that social media users did comment by using negative impoliteness strategies. The first comment that given by an account @marcusdobre_is_hott “*You ugly bitch*”. It can be seen that social media users comment by “You”. It was include negative impoliteness. It was realized by using personalize, use the pronouns “I” and “You” and call the other name. The second comment that given by an account @lassoinghoward “*Bro you are so stupid*”. It also was include as negative impoliteness because social media users was ridicule to Justin Bieber and call the other name.

4) He was uploaded a photo on 7th December 2017.

(See appendix 2)



Picture 9. Users' comments in Justin Bieber (Uploaded on 7th december 2017)

From picture 9, it can be seen two comments that using negative impoliteness strategies. The first comment that given by an account @karla_spiegel “*Your fucking existence is useless*”. It was include negative impoliteness because social media users dissociate from the other. The second comment that given by an account @islapgod “*Lol justin Bieber had too change his walk on his ass*”. Social media users did scorning to Justin Bieber.

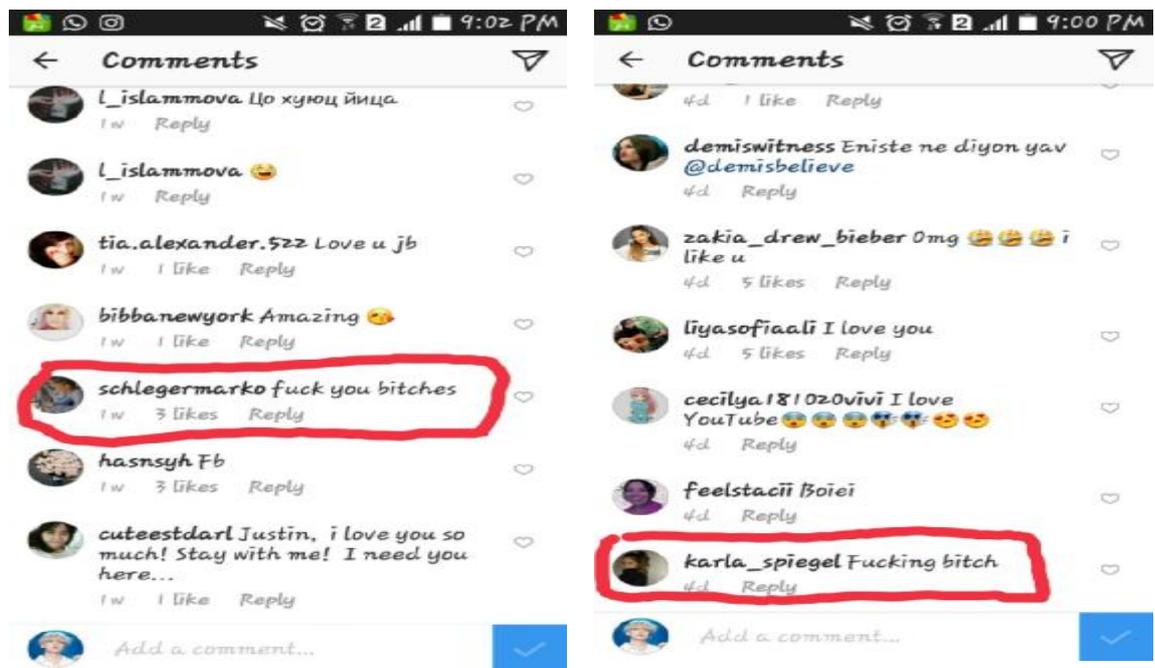


Picture 10. Users' comments in Justin Bieber (Uploaded on 7th december 2017)

Another comments on JB posting on 7th December 2017. Both of comments above, its clear that social media users did comment by using positive impoliteness. The first comment that given by an account @shimeinijonjinno “*I will kill u*” . It can be seen that social media users did comment to his animal. It was include positive impoliteness. It was realized by using obscure or secretive language. The second comment that given by an account @linle3685 “*i hate it*” . It also was include as positive impoliteness because social media users make other feel uncomfortable.

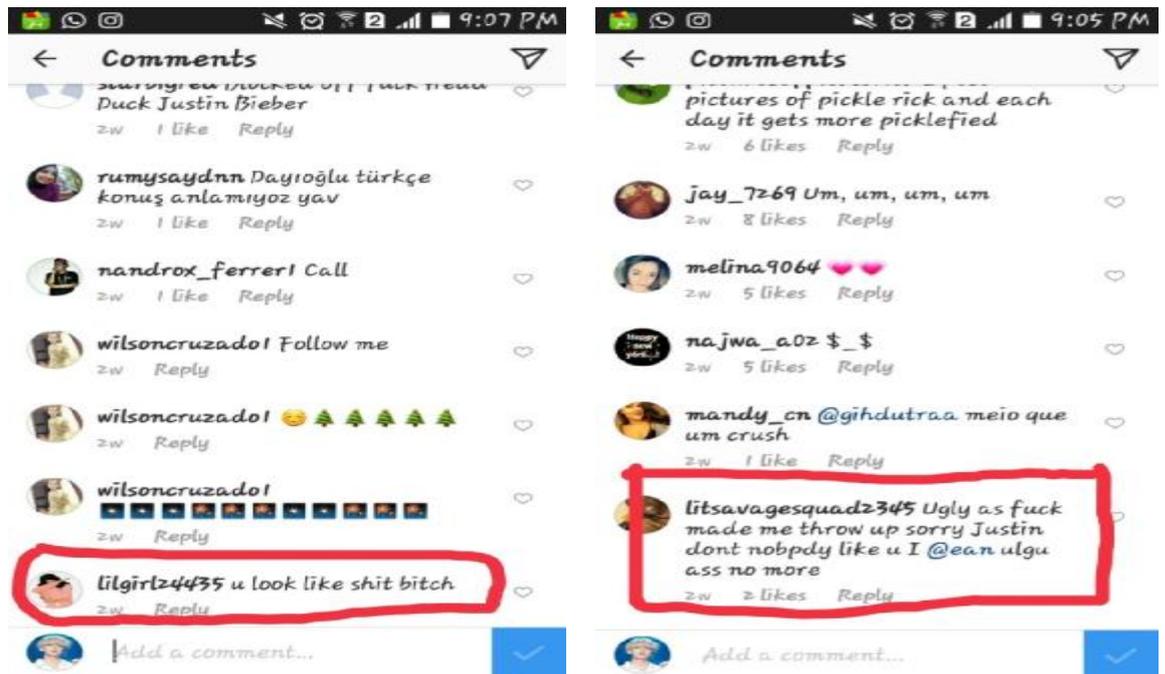
5) He was uploaded a video on 9th December 2017.

(See appendix 3)



Picture 11. Users' comments in Justin Bieber (Uploaded on 9th december 2017)

From picture 11, it can be seen two comments that using negative impoliteness strategies. The first comment that given by an account @schlegemarko “*fuck you bitches*”. It can be seen that social media users comment by “You”. It was realized by using personalize, use the pronouns “I” and “You” and call the other name. The second comment that given by an account @karla_spiegel “*Fucking bitch*”. It also was include as negative impoliteness because social media users did contemptuous to Justin Bieber.



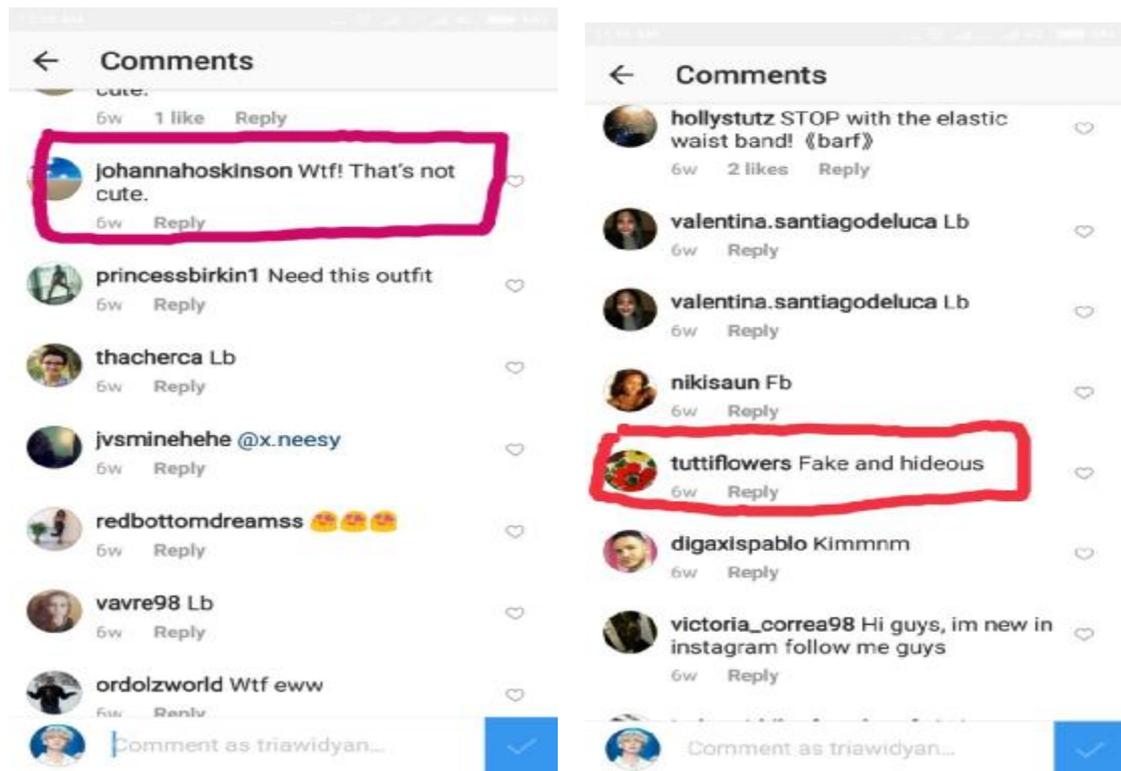
Picture 12. Users' comments in Justin Bieber (Uploaded on 9th december 2017)

Another comments on JB posting on 9th December 2017. Both of comments above, its clear that social media users did comment by using negative impoliteness. The first comment that gave by an account @lilgirl24435 “*u look like shit bitch*” . It can be seen that social media users did explicitly dissociate the other with a negative aspect. It was realized by using pronouns “I” and “You” and call the other name. The second comment that given by an account @litsavagesquad2345 “*Ugly as fuck made me throw up sorry Justin dont nobody like u* ”. It also was include as negative impoliteness because social media users did invading the otehr’s space either literally and did scorn and contemptuous.

2. Kim Kardashian's Instagram

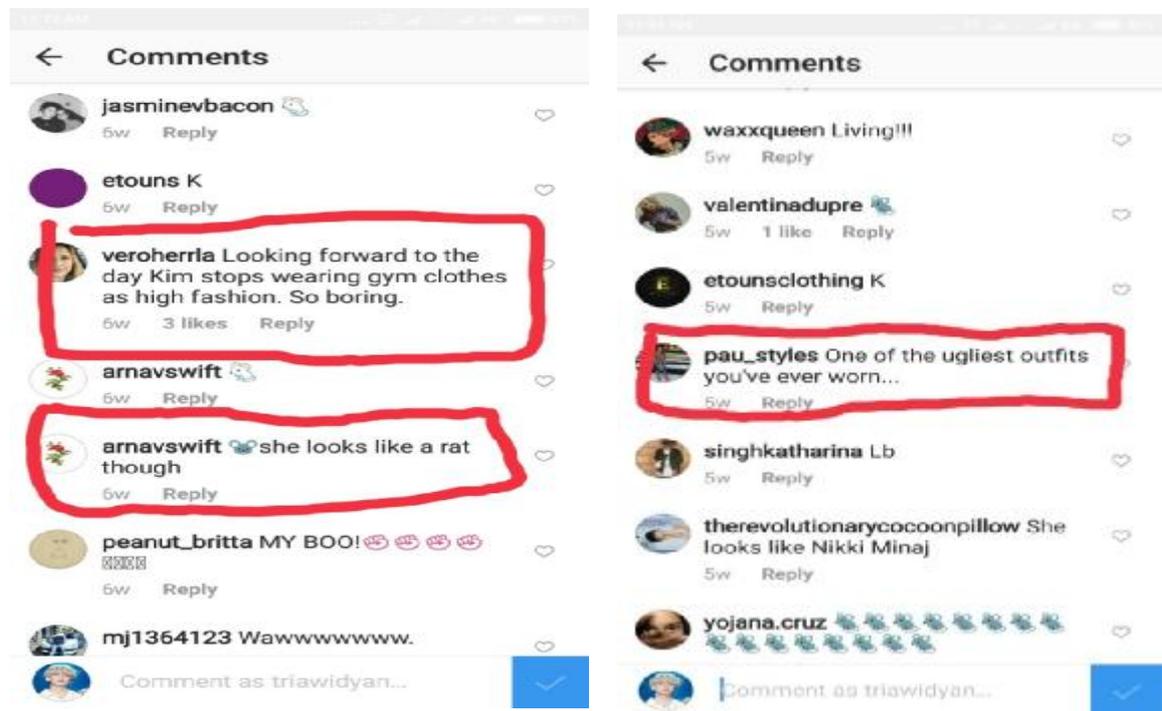
1) She was uploaded a photo on 1st December 2017.

(See appendix 4)



Picture 13. Users' comments in Kim Kardashian (Uploaded on 1st december 2017)

From picture 13, it can be seen two comments that using positive impoliteness strategies. The first comment that given by an account @johannahoskinson “ *Wtf! That's not cute*”. It was realized by using taboo language. The second comment that given by an account @tuttflovers “ *fake and hideous*”. It also was include as positive impoliteness because social media users using derogatory remarks.

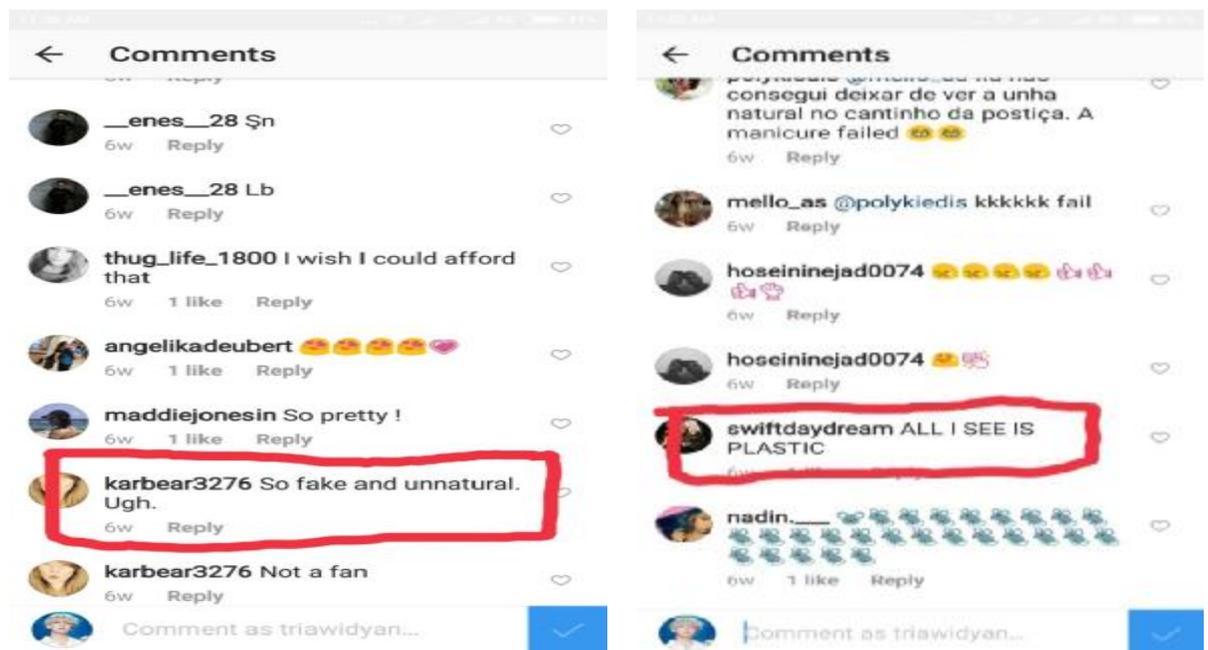


Picture 14. Users' comments in Kim Kardashian (Uploaded on 1st december 2017)

Another comments on Kim Kardashian posting on 1st December 2017. Both of comments above, its clear that social media users did comment by using positive impoliteness. The first comment that given by an account @veroherria “*Looking forward to the day Kim stops wearing gym clothes as high fashion. So boring*” and @arnavswift “*She looks like a rat though*”. It can be seen that both of social media users felt seek disagreement and did use inappropriate identity markers. The second comment that given by an account @pau_styles “*One of the ugliest outfits you’ve ever worn*”. Social media users did seek disagreement and be disinterested with Kim Kardashian.

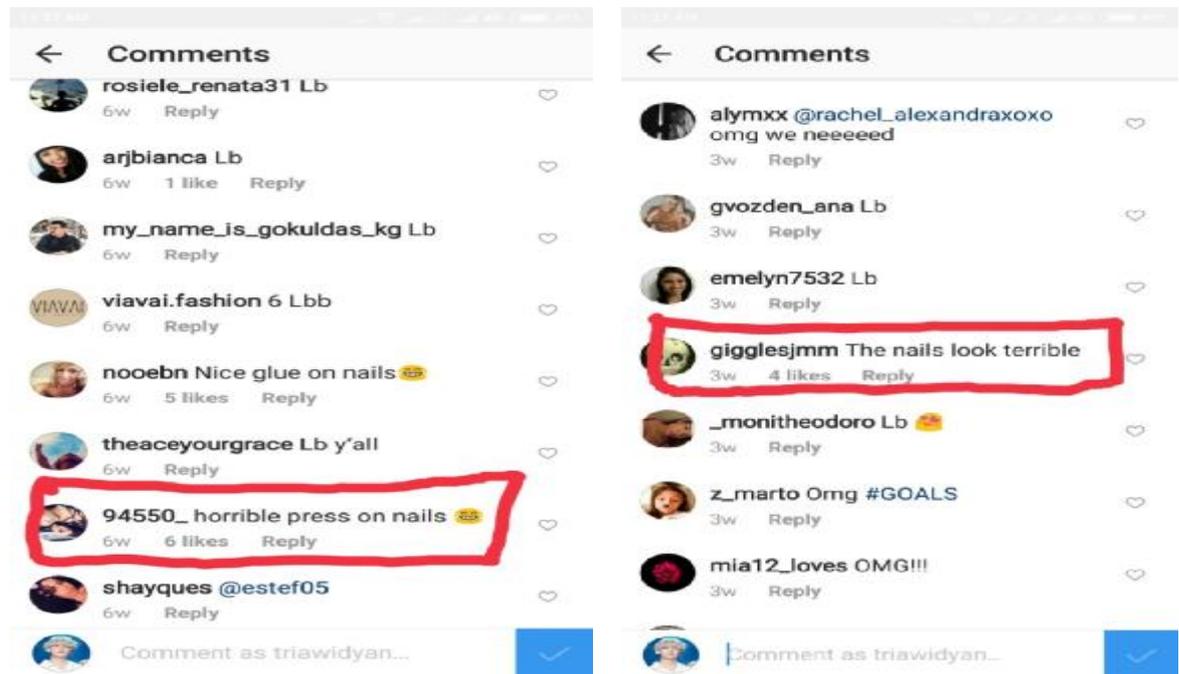
2) She was uploaded a photo on 1st December 2017 too.

(See appendix 4)



Picture 15. Users' comments in Kim Kardashian (Uploaded on 1st december 2017)

Both of comments above, its clear that social media users did comment by using positive impoliteness strategies. The first comment that given by an account @karbear3276 “*So fake and unnatural. Ugh*”. It was realized by ignoring or snub the other. The second comment that given by an account @swiftdaydream “*All i see is plastic*”. It also was include as positive impoliteness because social media users made other feel uncomfortable and exclude the other from an activity.

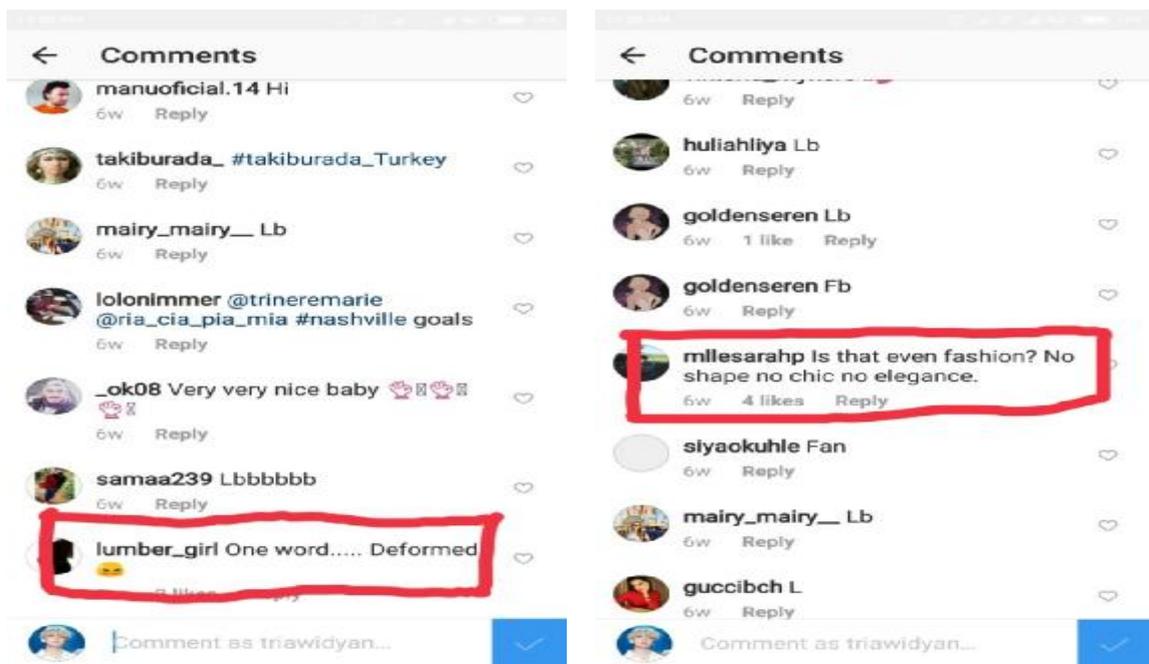


Picture 16. Users' comments in Kim Kardashian (Uploaded on 1st december 2017)

Another comments on Kim Kardashian posting on 1st December 2017. Both of comments above, its clear that social media users did comment by using positive impoliteness. The first comment that given by an @94550_ “horrible press on nails”. It can be seen that social media users felt seek disagreement and be disinterested. The second comment that given by an account @gigglesjmm “The nails look terrible” .It also was include as positive impoliteness because social media users did seek disagreement and be unsympathic and unconcerned with Kim kardashian.

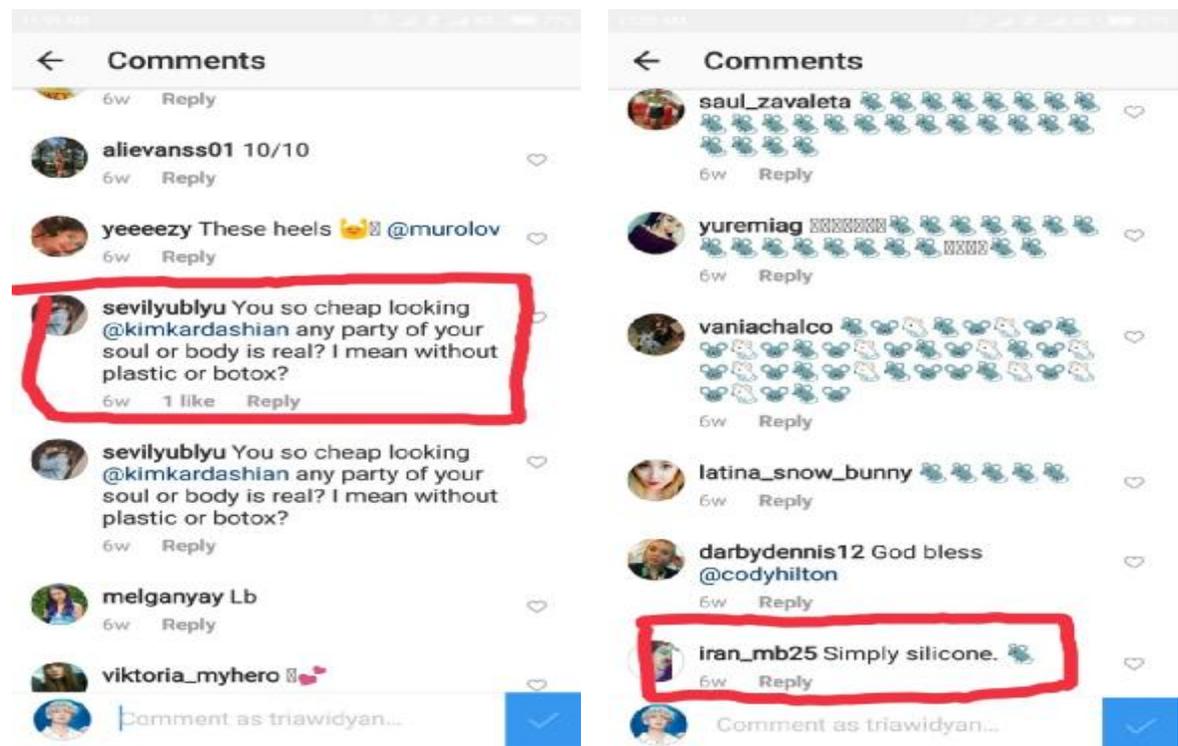
3) She was uploaded a photo on 2nd December 2017

(See appendix 5)



Picture 17. Users' comments in Kim Kardashian (Uploaded on 2nd december 2017)

From picture 17, it can be seen two comments that using Sarcasm or mock politeness strategies. The first comment that given by an account @lumber_girl “*One word, Deformed*”. It was realized by social media users being sarcastic. The second comment that given by an account @milesarahp “*Is that even fashion? No shape no chic no elegance*”. It also was include as sarcasm or mock politeness because social media users did mocking Kim Kardashian.

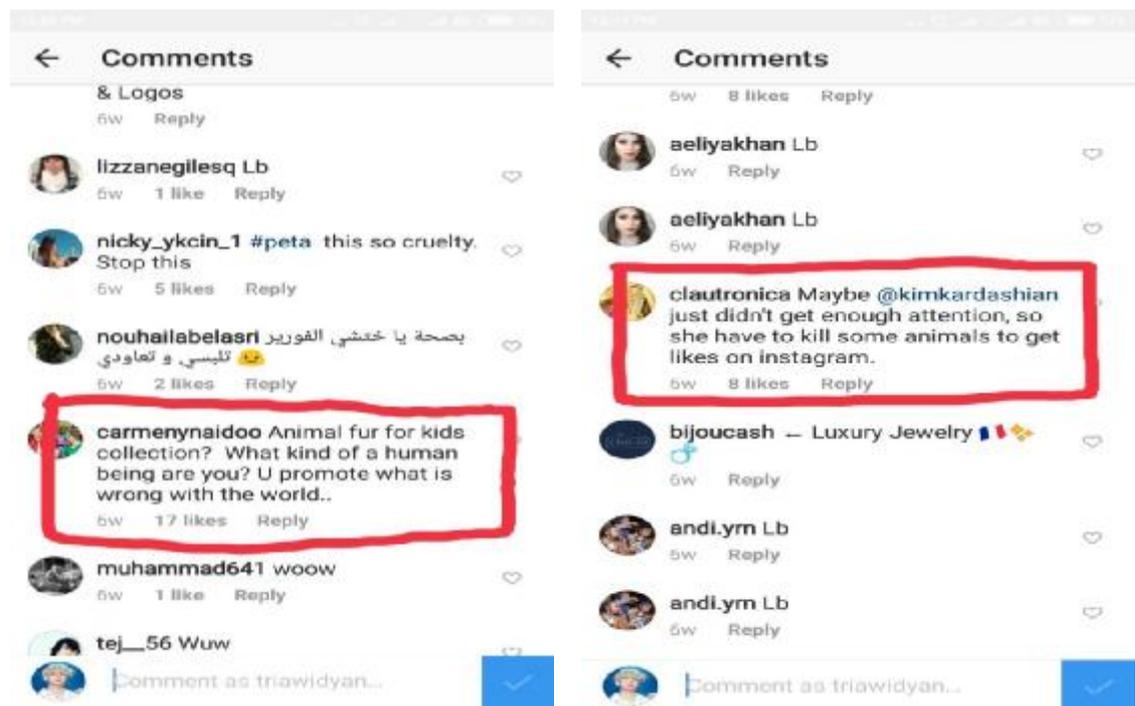


Picture 18. Users' comments in Kim Kardashian (Uploaded on 2nd december 2017)

Another comments on Kim Kardashian posting on 2nd December 2017. Both of comments above, its clear that social media users did comment by using negative impoliteness. The first comment that given by @sevilyublyu “*You so cheap looking, any party of your soul or body is real? I mean without plastic or botox?*”. It can be seen that social media users did explicitly associate the other with a negative aspect. It was realized by using pronouns “I” and “You” and contemptuous. The second comment that given by an account @iran_mb25 “*Simply silicone*” .It also was include as negative impoliteness because social media users did condescending, scorning or ridiculing to Kim Kardashian.

4) She was uploaded a photo on 4th December 2017

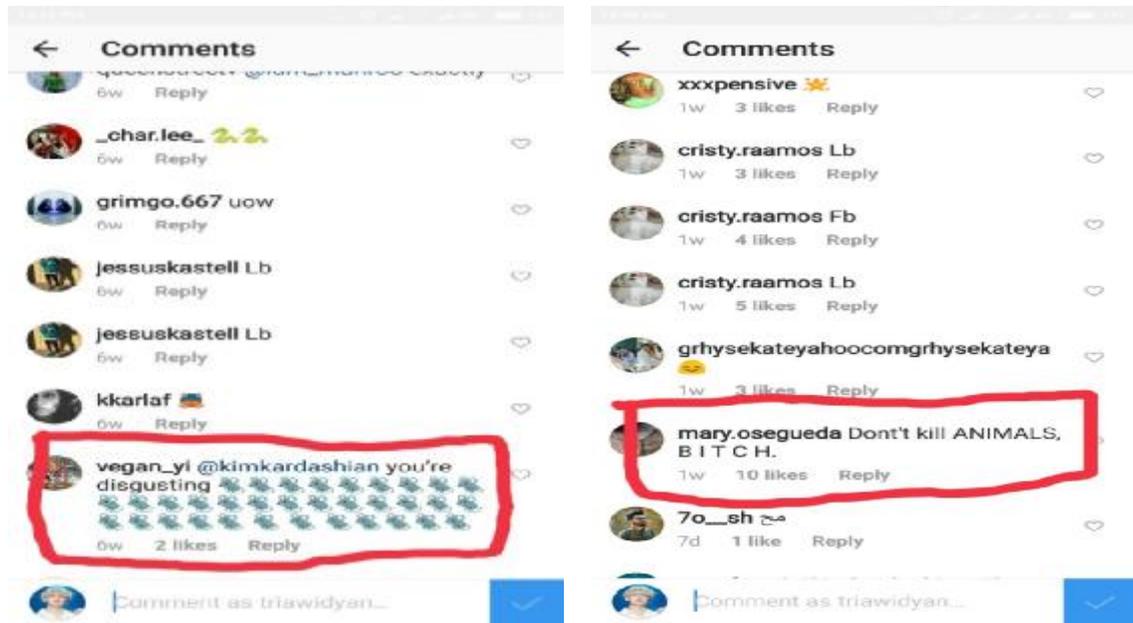
(See appendix 5)



Picture 19. Users' comments in Kim Kardashian (Uploaded on 4th december 2017)

From picture 19, it can be seen two comments that using Bald on record impoliteness strategies. The first comment that given by an account @carmenynaidoo “Animal fur for kids collection? What kind of a human being are you? U promote what is wrong with the world”. It was realized by social media users did attacked Kim Kardashian directly and clear. The second comment that given by an account @clautronica “Maybe @kimkardashian just didn't get enough attention, so she have to kill some animals to get likes on instagram”. It

also was include as Bald on record impoliteness because social media users did attacked Kim Kardashian directly and clear.

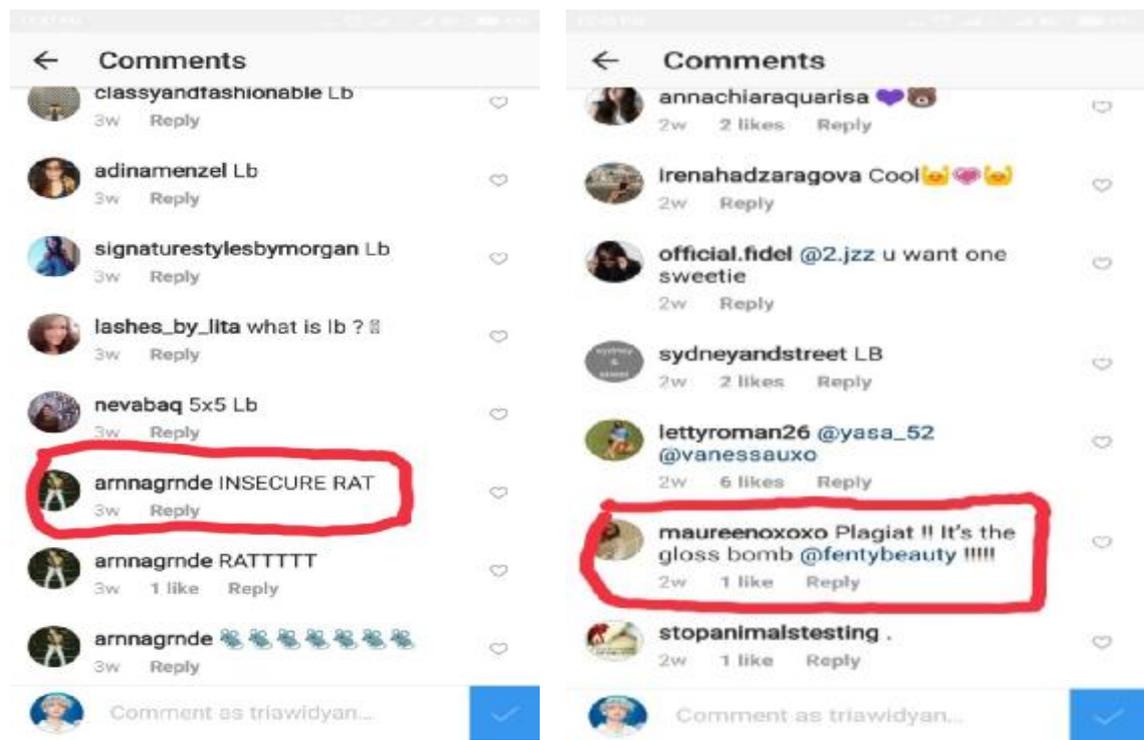


Picture 20. Users' comments in Kim Kardashian (Uploaded on 4th december 2017)

Another comments on Kim Kardashian posting on 4th December 2017. Both of comments above, its clear that social media users did comment by using negative impoliteness. The first comment that given by @vegan_yi “*You’re disgusting*”. It can be seen that social media users did explicitly associate the other with a negative aspect. It was realized by using pronouns “I” and “You” and contemptuous. The second comment that given by an account @mary.osegueda “*Don’t kill animals,bitch*”. It also was include as negative impoliteness because social media users did frightening and treat the other seriously.

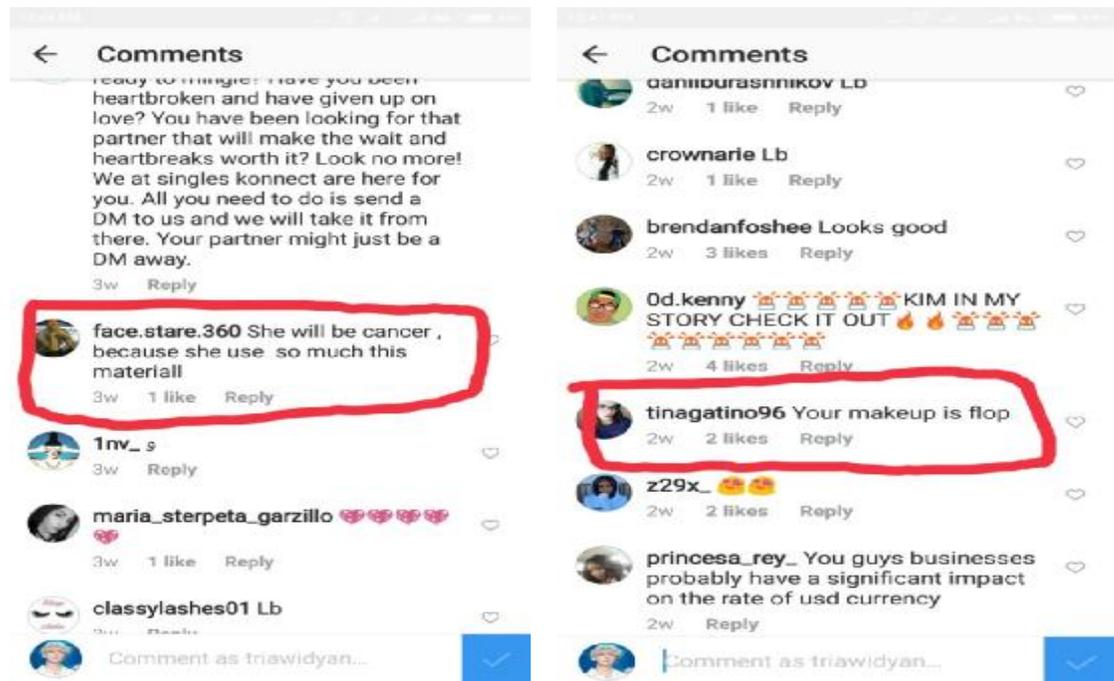
5) She was uploaded a photo on 28th December 2017

(See appendix 6)



Picture 21. Users' comments in Kim Kardashian (Uploaded on 28th december 2017)

From picture 21, it can be seen two comments that using positive impoliteness strategies. The first comment that given by an account @arnnagrnde “*Insecure rat*”. It was realized by social media users did use inappropriate identity markers and use taboo language. The second comment that given by an account @maureenoxoxo “*Plagiat! It's teh gloss bomb @fentybeauty !!!!*”. It also was include as positive impoliteness because social media users did disassociate from other, deny common ground or association.



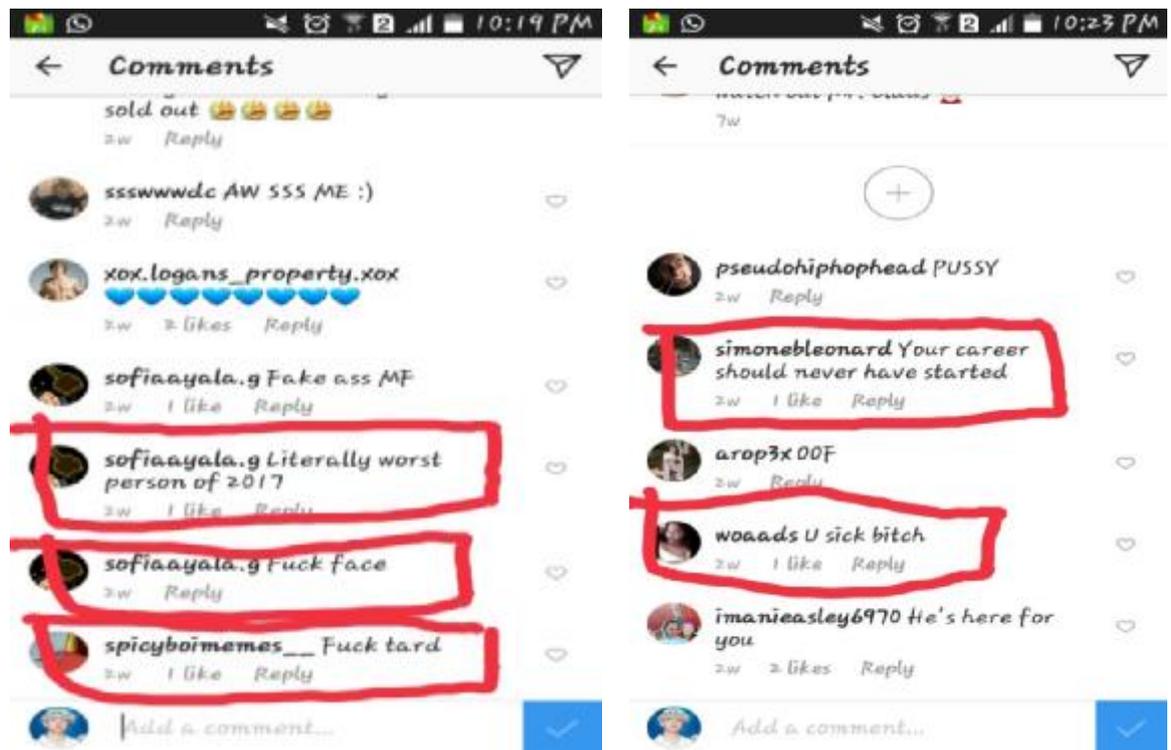
Picture 22. Users' comments in Kim Kardashian (Uploaded on 28th december 2017)

Another comments on Kim Kardashian posting on 28th December 2017. Both of comments above, its clear that social media users did comment by using negative impoliteness. The first comment that given by @face.stare.360 "*She will be cancer, because she use so much this material*". It can be seen that social media users did scorning and contemptuous. The second comment that given by an account @tinagatin096 "*Your make up is flop*". It also was include as negative impoliteness because social media users did invading the otehr space and condescending Kim Kardashian.

C. Logan Paul's Instagram

1) He was uploaded a photo on 1st December 2017.

(See appendix 7)



Picture 23. Users' comments in Logan Paul (Uploaded on 1st december 2017)

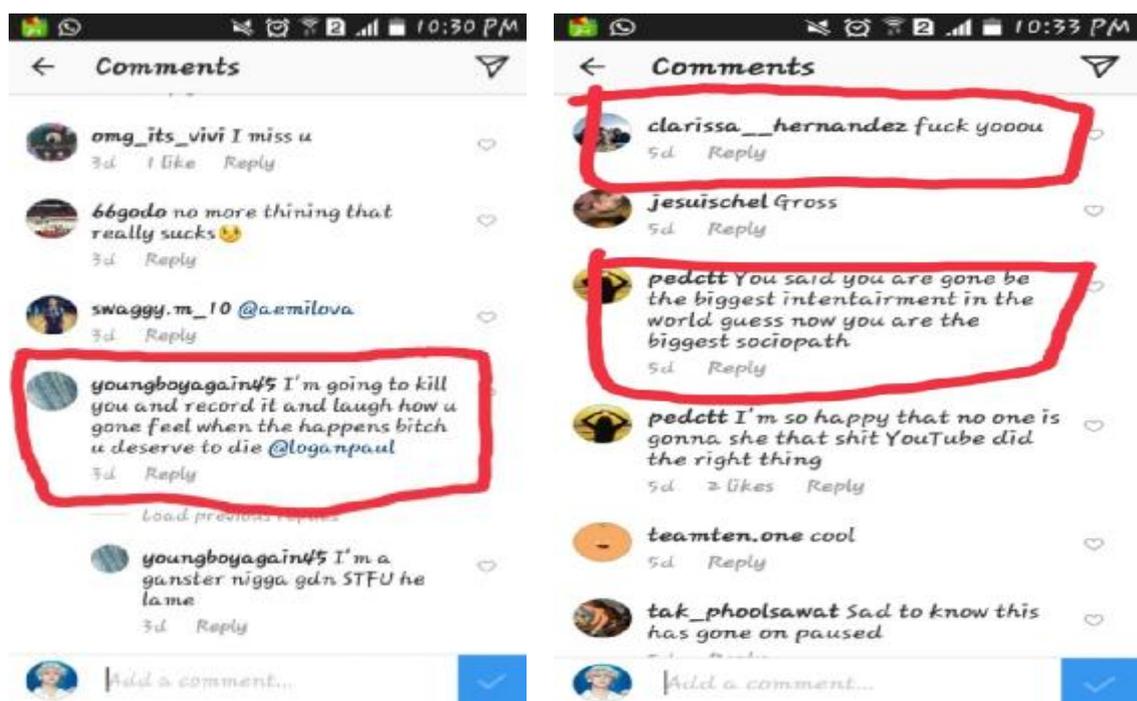
From picture 23, it can be seen four comments that using negative impoliteness strategies. The first comment that given by an account @sofiaayala.g “*Literally worst person of 2017*” and “*Fuck face*”. It was realized by social media users did frightening, be condescend, scorn and be contemptuous. The second comment that given by an account @spicyboimemes__ “*Fuck tard*”. It also was include as negative impoliteness because social media users was treated Logan Paul.

The third comments within an account @simonebleonard “*Your career should never have started*”. It was include as negative impoliteness. It was realized by

social media users did frightening. Then, an account @wooads “*U sick bitch*”. It can be seen that social media users did explicitly associate the other with a negative aspect. It also was negative impoliteness. It was realized by using pronouns “I” and “You”.

2) He was uploaded a photo on 5th December 2017

(See appendix 7)



Picture 24. Users' comments in Logan Paul (Uploaded on 5th december 2017)

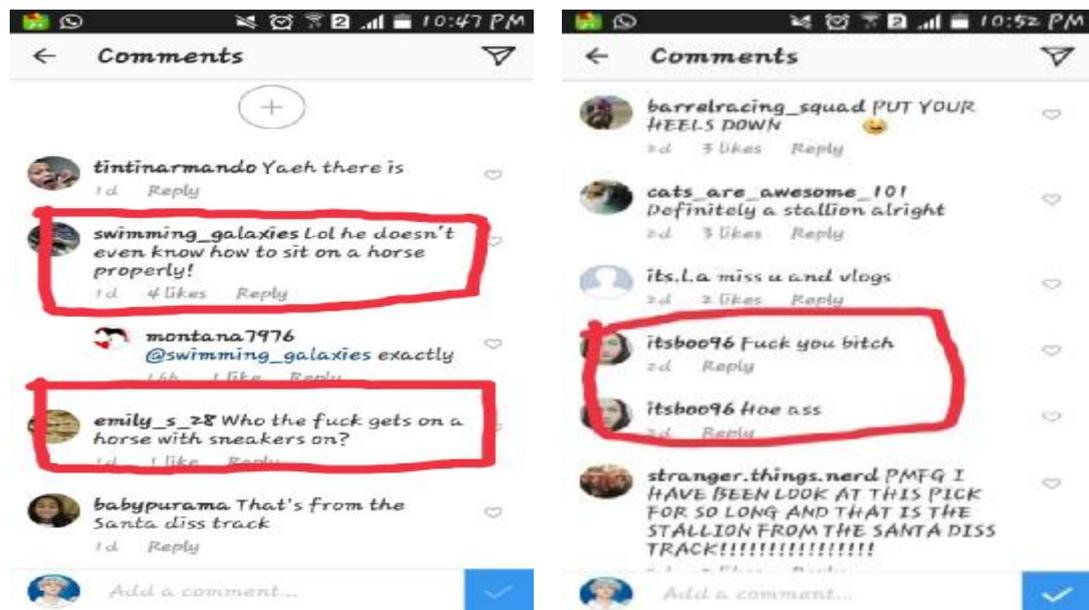
From picture 24, it can be seen three comments that using sarcasm or mock politeness strategies. The first comment that given by an account

@youngboyagain45 *"i'm going to kill you and record it and laugh how u gone feel when the happens bitch u deserve to die"*. It was include as Sarcasm because social media users being sarcastic and obviously insincere.

The second comments within an account @clarissa__hernandez *"Fuck you"* and the third comment @pedctt *"You said you are gone be the biggest entertainment in the world guess now you are the biggest sociopath"*. It also was include as Sarcasm because media users being sarcastic and obviously insincere.

3) He was uploaded a photo on 17th December 2017

(See appendix 8)

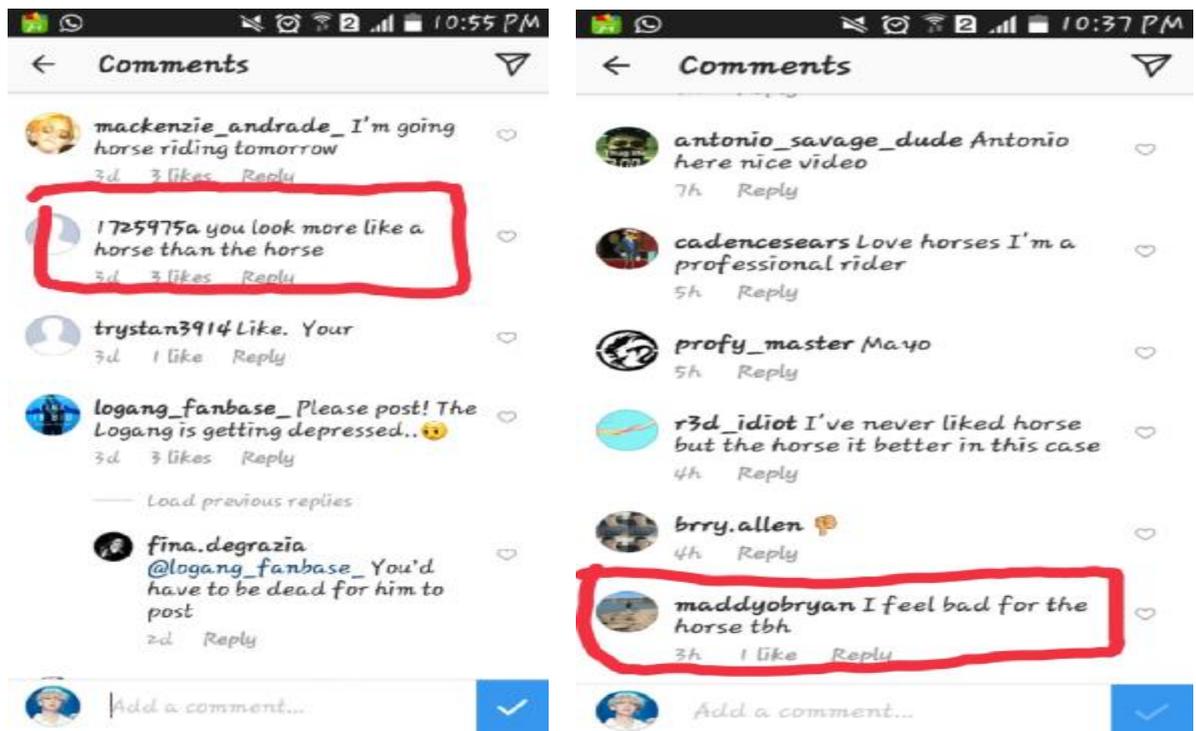


Picture 25. Users' comments in Logan Paul (Uploaded on 17th december 2017)

From picture 25, it can be seen three comments that using negative impoliteness strategies. The first comment that given by an account @swimming_galaxies “*lol he doesn't even know how to sit on a horse properly!*”. It was realized by social media users did comment condescending, scorning or ridiculing. The second comment @emily_s_28 “*Who the fuck gets on a horse with sneakers on?*”. It also was negative impoliteness because social media users treated the other seriously by using diminutives.

The third comments within an account @itsboo96 “*Fuck you bitch*”, “*Hoe ass*”. It can be seen that social media users did explicitly associate the other with a

negative aspect. It also was negative impoliteness. It was realized by using pronouns “I” and “You”.

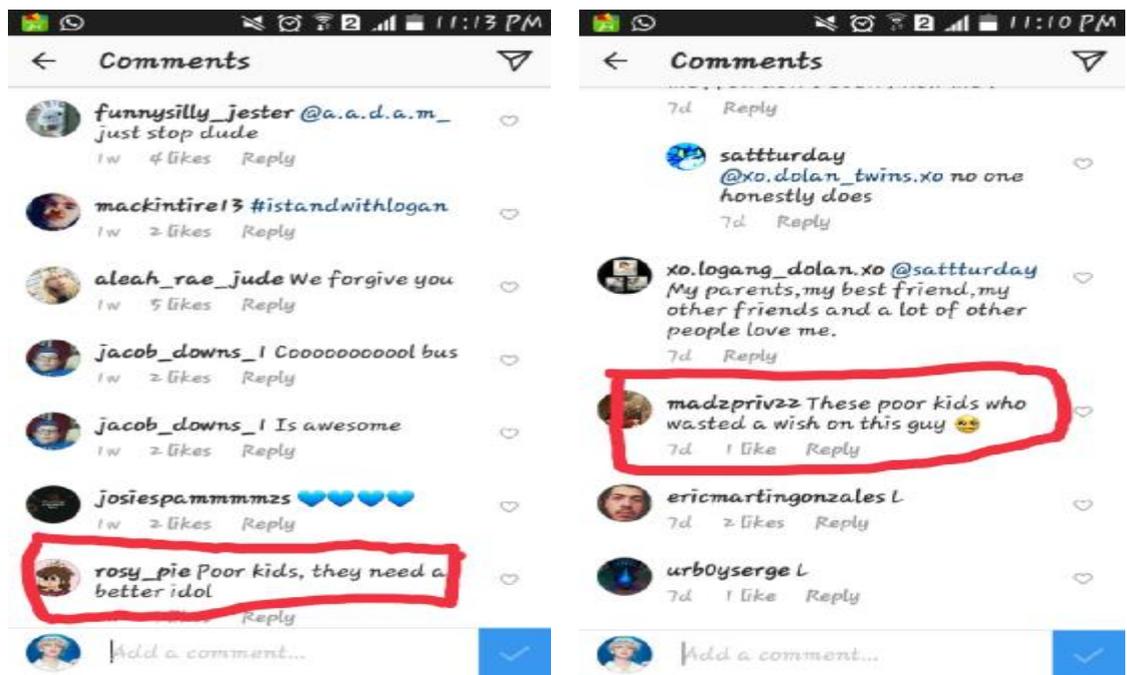


Picture 26. Users' comments in Logan Paul (Uploaded on 17th december 2017)

Another comment on his posting, there were social media users that given the comments within an account @1725975a “*you look more like a horse than the horse*”. It was include as Bald on record impoliteness because social media users did attacked clearly where face is not irrelevant or minimised. And then @maddyobryan “*I feel bad for the horse tbh*”. It also was include as bald on record impoliteness because social media users did attacked clearly

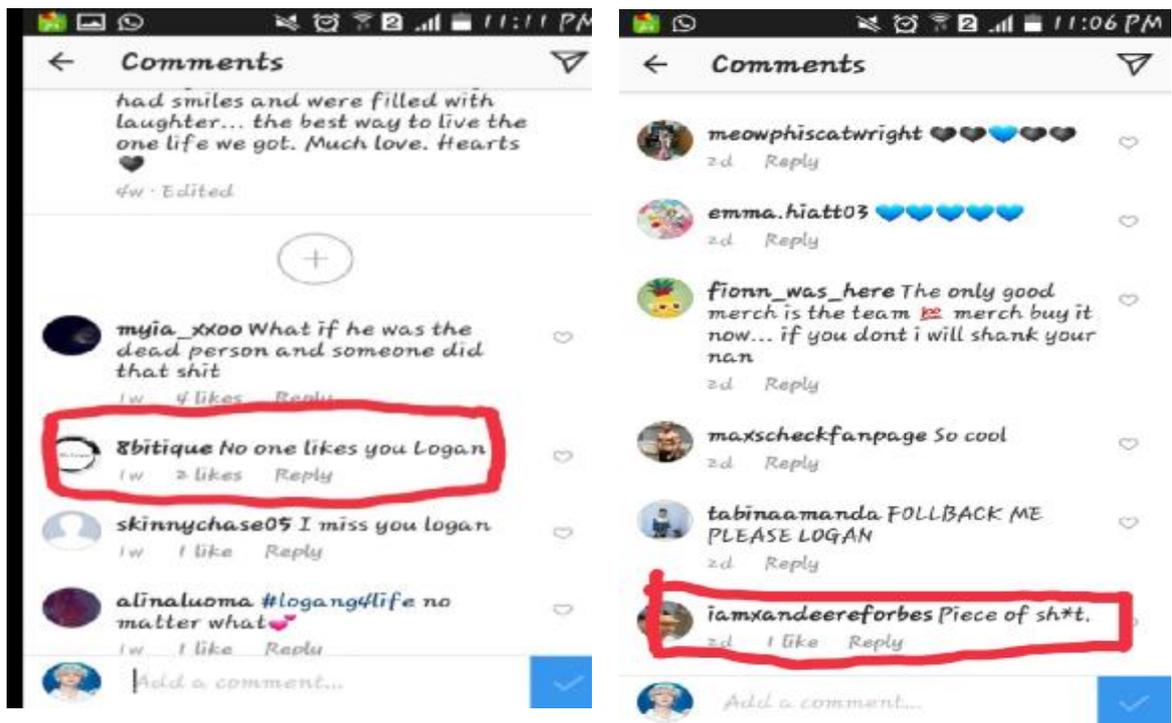
4) He was uploaded a photo on 21st December 2017

(See appendix 8)



Picture 27. Users' comments in Logan Paul (Uploaded on 21st december 2017)

From picture 27, it can be seen two comments that using positive impoliteness strategies. The first comment that given by an account @rosy_pie “*Poor kids, they need a better idol*”. It was realized by exclude the other from activity and be disinterested with Logan paul. The second comment @madzpriv22 “*These poor kids who wasted a wish on this guy*”. It also was include as positive impoliteness because social media users seek disagreement and be disinterested.

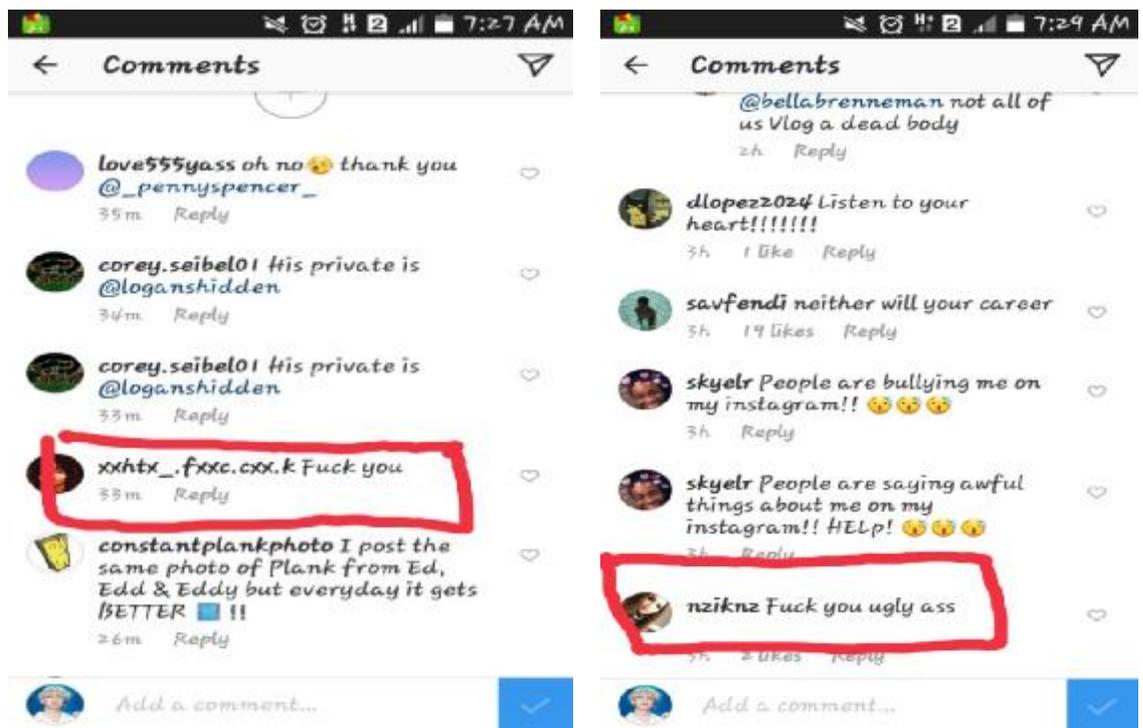


Picture 28. Users' comments in Logan Paul (Uploaded on 21st december 2017)

Another comment on his posting, there were social media users that given the comments within an account @8bitique "No one likes you Logan". It was include as positive impoliteness. It was realized by dissociate from other, deny common ground or association. The second comment @iamxandereforbes "Piece of shit". It also was include as positive impoliteness because social media users did use derogatory remarks to Logan Paul.

5) He was uploaded a photo on 29th December 2017

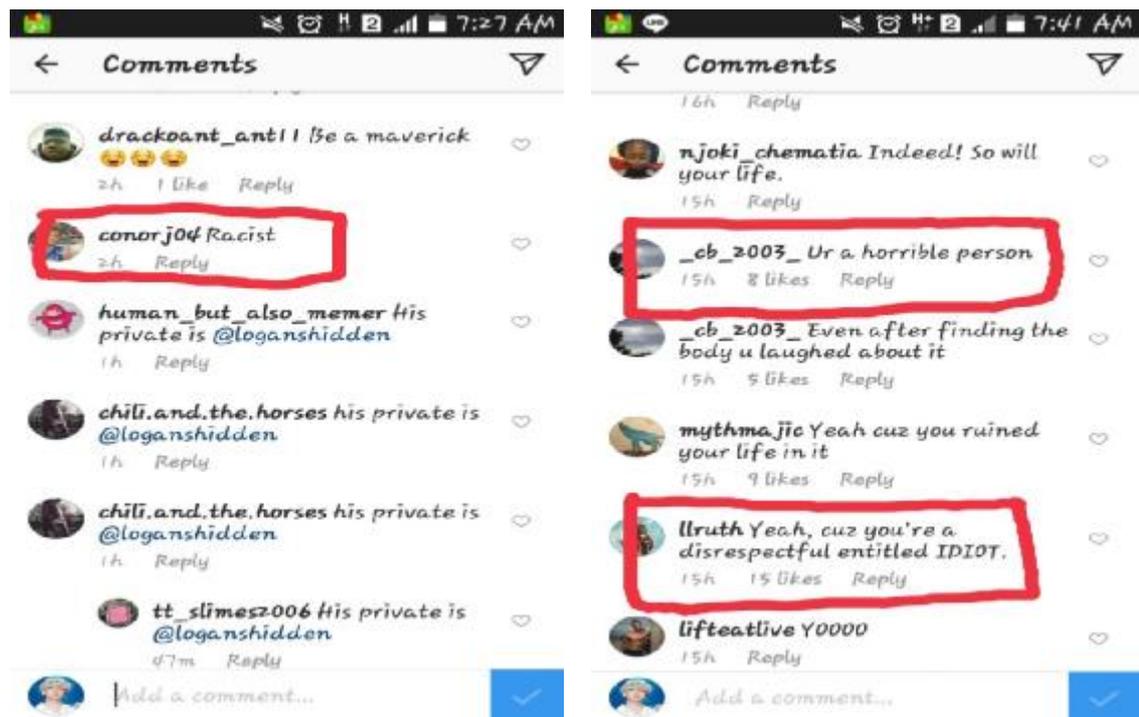
(See appendix 9)



Picture 29. Users' comments in Logan Paul (Uploaded on 29th december 2017)

From picture 29, it can be seen two comments that using negative impoliteness strategies. The first comment that given by an account @xxhtx_.fxxc.cxx.k “*Fuck you*”. It can be seen that social media users did explicitly associate the other with a negative aspect. It was negative impoliteness. It was realized by using pronouns “I” and “You”.

The second comment @nziknz “*Fuck you ugly ass*”. It also was include as negative impoliteness. It was realized by using pronouns “I” and “You” and explicitly associate Logan Paul with a negative aspect.



Picture 30. Users’ comments in Logan Paul (Uploaded on 29th december 2017)

Another comment on his posting, there were social media users that given the comments within an account @conorj04 “*Racist*”. It was include as positive impoliteness because social media users did use inappropriate identity markers.

Another comment @_cb_2003 “*Ur a horrible person*”. It also was include as positive impoliteness. It was realized by using derogatory remarks. And @llruth “*Yeah, cuz you’re a disrespectful entitled idiot*”. It also ws include as positive impoliteness because social media users did using taboo words that was conveyed to Logan Paul.

B. Research Findings

Based on the data analysis, some research findings were as follows :

1. There were 5 impoliteness strategies proposed by Culpeper (1996,2005), it was found 4 impoliteness strategies realized by social media users in celebrities' instagram namely 1) Bald on record impoliteness, 2) positive impoliteness, 3) negative impoliteness, and 4) Sarcasm or mock politeness. Negative impoliteness was the highest strategies realized by social media users in celebrities' instagram and the least strategy was bald on record impoliteness and sarcasm or mock politeness. It was found the absence of withhold politeness because withhold politeness tends to keep silent in responding the speaker utterances which is a strategy used not to perform as expected politeness strategies in the comment of celebrities' instagram, we were not found that social media users show keeps silent in responding the celebrity.
2. Impoliteness were realized by social media users in celebrities' instagram through be contemptuous, frighten, condescend, scorn or ridicule, do not treat the other seriously, be little the other, invade the other's space (literally or metaphorically), explicitly associate the other with a negative aspect (personalize, use the pronouns "I" and "You"), and put the other's indebtedness on record belong to negative impoliteness strategy.
3. The reasons for using language impoliteness in celebrities' instagram were to vent negative feelings, to entertain the viewers and to serve collective purposes. The new reasons were found namely to show disagreement, to show dissatisfaction, to mock the celebrity, and to clarify something.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

This study focused on the language impoliteness realized by social media users in celebrities' instagram. It was aimed to investigate impoliteness strategies and to describe the realization of impoliteness realized by social media users in celebrities' instagram. After analyzing the data, the conclusions can be drawn as the following :

1. There were 5 impoliteness strategies proposed by Culpeper (1996,2005), it was found 4 impoliteness strategies realized by social media users in celebrities' instagram namely 1) Bald on record impoliteness, 2) positive impoliteness, 3) negative impoliteness, and 4) Sarcasm or mock politeness. Negative impoliteness was the highest strategies realized by social media users in celebrities' instagram and the least strategy was bald on record impoliteness and sarcasm or mock politeness. It was found the absence of withhold politeness because withhold politeness tends to keep silent in responding the speaker utterances which is a strategy used not to perform as expected politeness strategies in the comment of celebrities' instagram, we were not found that social media users show keeps silent in responding the celebrity.
2. Impoliteness were realized by social media users in celebrities' instagram through be contemptuous, frighten, condescend, scorn or ridicule, do not treat the other seriously, be little the other, invade the other's space (literally or

metaphorically), explicitly associate the other with a negative aspect (personalize, use the pronouns “I” and “You”), and put the other’s indebtedness on record belong to negative impoliteness strategy.

3. The reasons for using language impoliteness in celebrities’ instagram were to vent negative feelings, to entertain the viewers and to serve collective purposes. The new reasons were found namely to show disagreement, to show dissatisfaction, to mock the celebrity, and to clarify something.

B. Suggestions

Having seen the result of of the study, the researcher would like to offer the suggestions as the following :

1. To the lecturers teaching sociolinguistics, psycholinguistics; it was suggested to conduct, elaborate, and perform deep research in the study.
2. To other researchers; it was suggested that this study could be further expanded in the use of impoliteness to self-attack in social media and explored in terms of other discourses to contribute to the development of impoliteness theories, such as the use of impoliteness in literary works or its application in terms classroom interactions.
3. To all the readers; it was suggested to use this study as references for understanding the application of impoliteness in social media, especially for the people in conveying the opinion to be polite even though in comment someone in social media to build communication between the fans and the celebrity.

4. It was suggested to user instagram especially the haters to manage their utterances. So the users of instagram show the value of politeness to viewers. It serves the education function of media social that educate all viewers especially Indonesian to be the polite person.

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LIST OF APPENDICES

Appendix 1

A. Justin Bieber

(2nd December 2017)



(4th December 2017)

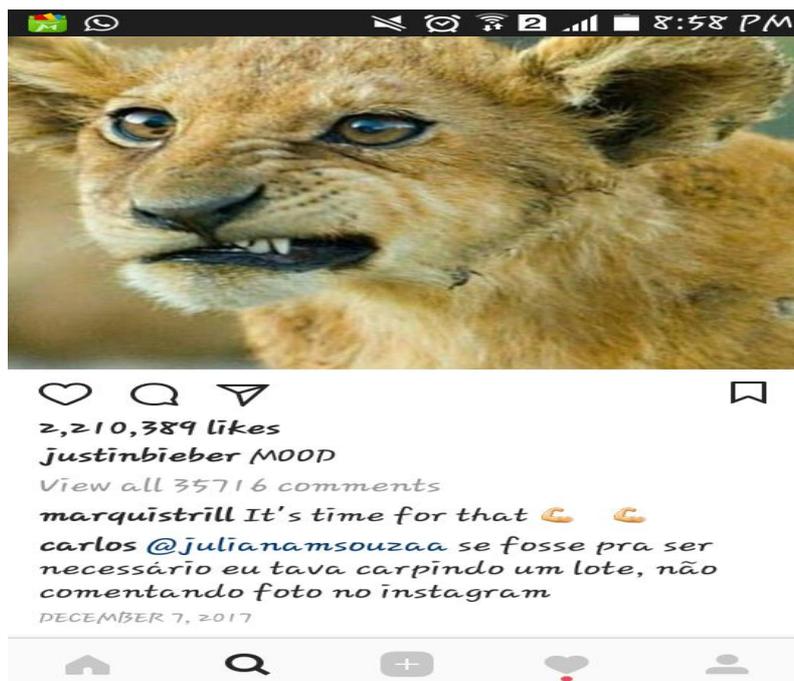


Appendix 2

(5th December 2017)



(7th December 2017)



Appendix 3

(9th December 2017)



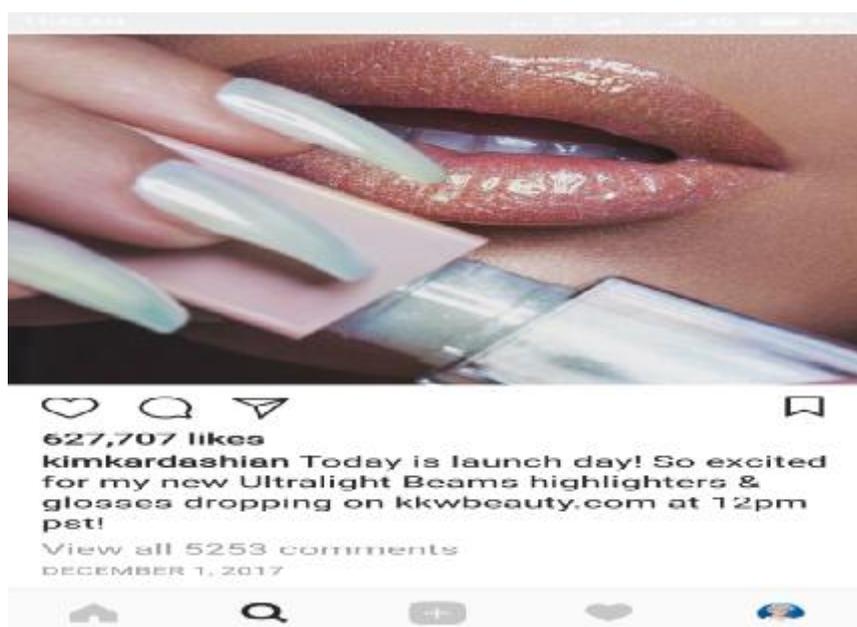
Appendix 4

B. Kim Kardashian

(1st December 2017)



(1st December 2017)

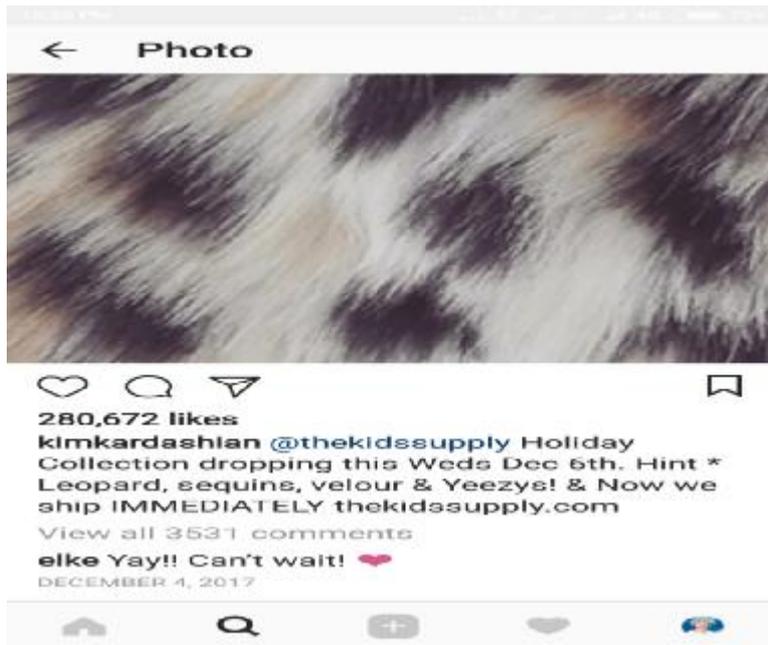


Appendix 5

(2nd December 2017)

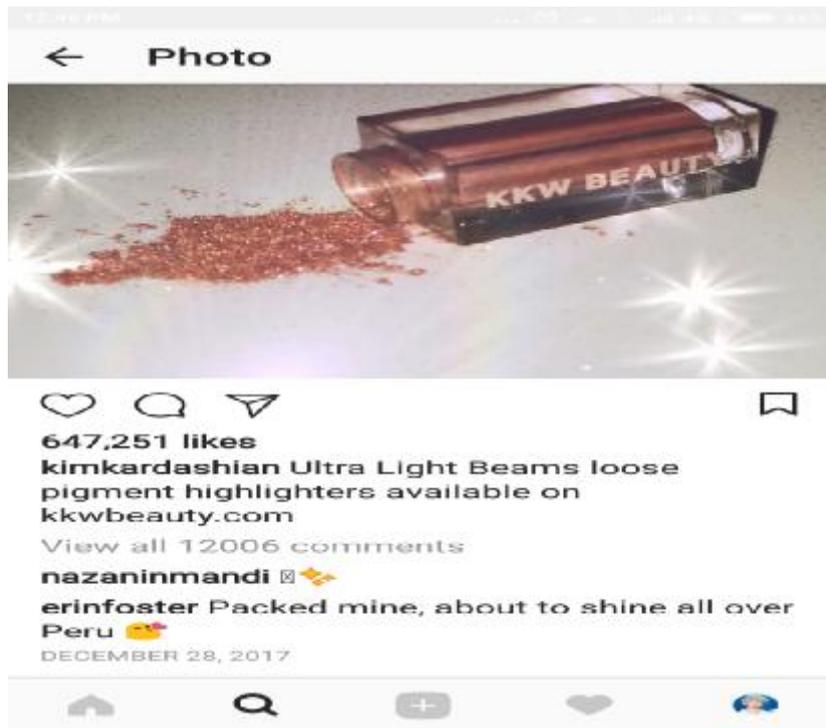


(4th December 2017)



Appendix 6

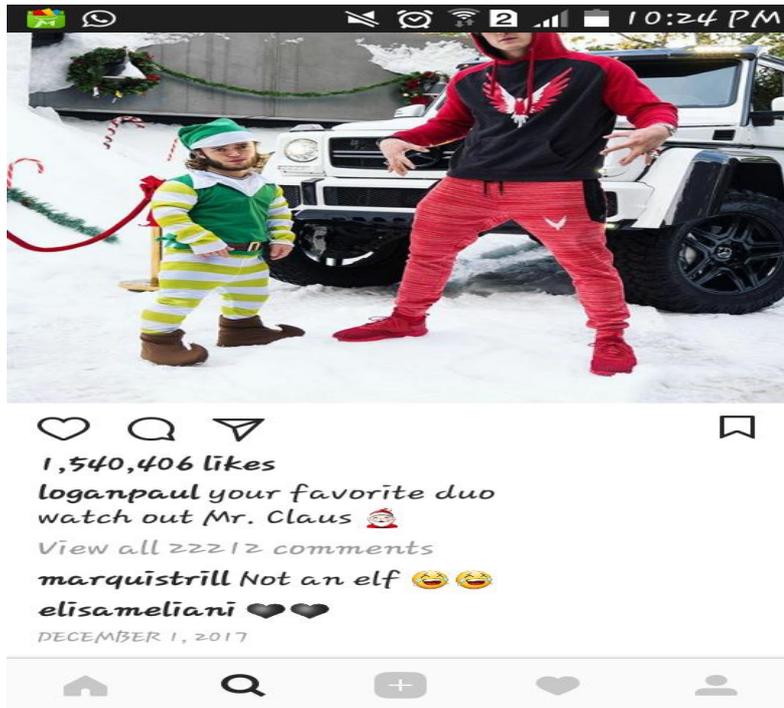
(28th December 2017)



Appendix 7

C. Logan Paul

(1st December 2017)



(5th December 2017)



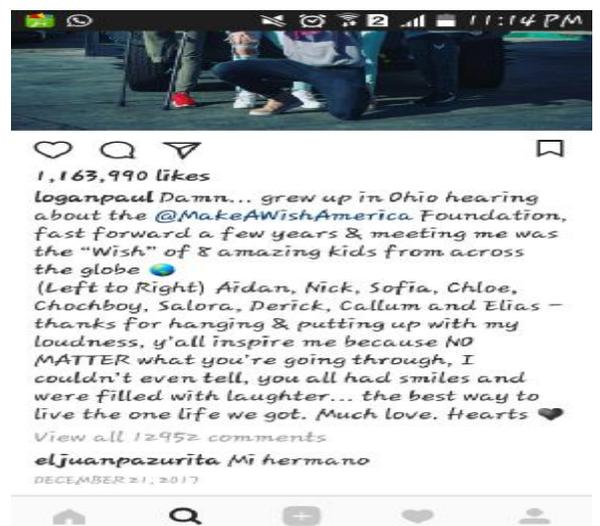
Appendix 8

(17th December 2017)



1,393,040 likes
 loganpaul stallions
 View all 21878 comments
 imzachherron there's nothing better than Logan on a horse
 musical.ly Casual
 DECEMBER 17, 2017

(21th December 2017)



1,163,990 likes
 loganpaul Damn... grew up in Ohio hearing about the @MakeAWishAmerica Foundation, fast forward a few years & meeting me was the "Wish" of 8 amazing kids from across the globe 🌍
 (Left to Right) Aidan, Nick, Sofia, Chloe, Chochboy, Salora, Derick, Callum and Elias - thanks for hanging & putting up with my loudness, y'all inspire me because NO MATTER what you're going through, I couldn't even tell, you all had smiles and were filled with laughter... the best way to live the one life we got. Much love. Hearts ❤️
 View all 12952 comments
 eljuanpazurita Mi hermano
 DECEMBER 21, 2017

Appendix 9

(29th December 2017)



CURRICULUM VITAE

Name : Tria Widya Ningsih
Place/Date of Birth : Dolok Ilir, 20 July 1996
Register Number : 1402050217
Sex : Female
Religion : Islam
Marital Status : Single
Hobbies : Watching K-Drama
Father's Name : Samino
Mother's Name : Saniah Sitompul
Address : Jl. Kemuning Baru Kompleks Ar-Rahman No
35 Blok A

EDUCATION

1. Elementary School at SD Negeri 098021 Dolok Batu Nanggar
2. Junior High School at SMP Negeri 1 Dolok Batu Nanggar
3. Senior High School at SMA Swasta Muhammadiyah Serbalawan
4. Student of University of Muhammadiyah Sumatera Utara