

CHAPTER I INTRODUCTION

1.1 Background of the Study

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. The special issue for impoliteness studied is the field of computer-mediated communication (CMC). Many people say everything in computer mediated communication (CMC) especially in social media site.

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. Social media allows fans to know where their favorite celebrities are, what they are doing, what they are thinking and just about anything else the population could possibly want to know. Instagram is one of kinds of social media make celebrities completely interactive with their fans via the social media world. Celebrities becoming so accessible to the general population through social media have both positive and negative effects, just like the general population utilizing social media.

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 “like they „know“ them through their photo, video, or voice and they

feel more connected and significant to their favorite celebs. When celebrities make their fans feel this way, the celebrity becomes more likable and down to earth. Being viewed this way by the general public cause celebrities to seem closer to a “real” person. This personality trait of celebrities has the potential to increase their number of fans all together.

Celebrities are people too and make mistakes; however, mistakes do not commonly go unnoticed when viewed in the social media world. Take the Mulan Jamila, when she married with Ahmad dhani, so many negative comments in her instagram. Another celebrity is Bella Sophie, she is a singer and an actress, her name is Sopinah Rutami Nasution. She looking for sensation in instagram like upload photos sexy and shows luxury goods. And also Marshanda, when she divorce and take decision to release her veil, haters stay in her instagram. This negative publicity made huge impact in the public eye and caused a decline in the celebrity’s ratings.

Considering the negative comment in celebrities’ instagram, it has given a good way to connect with their fans. Unfortunately, it has also given those who don’t like a place where they know their complaints and criticisms will be seen/heard. Such cases have been seen in social media site instagram by haters as a person who greatly dislike a specified person or thing. Comment by haters in celebrities’ instagram is the application of impoliteness strategies by Culpeper.

Impoliteness strategies applied in these comment is not ultimately seen as an actual „negative“ attitude toward specific behaviors occurring in specific

contexts (Culpeper, 2011). It is rather a planned verbal attack that stays on the surface and is not intended to insult anyone (Culpeper, 1996:4).

This concept of impoliteness fits the atmosphere of the impolite utterances of comment by haters in celebrities' instagram. In general concept of impoliteness are formulated as follows the objectives and the significances of the study. Based on the objectives of the study, impoliteness is defines as a communicative strategies designed to attack face, and thereby cause social conflict and disharmony" (Culpeper, 2003: 1564). Another scholar is Bousfield who claimed that impoliteness is not seen as failed politeness but strategy to attack face. It is the reason why impoliteness has become increasingly popular object of study in recent years. Bousfield (2008: 72) states that "impoliteness constitutes the communication of intentionally gratuitous and conflictive verbal face threatening acts (FTAs) which are purposefully delivered: (1) unmitigated, in contexts where mitigation is required, and/or, (2) with deliberate aggression, that is, with the face threat exacerbated, „boosted", or maximized in some way to heighten the face damage inflicted".

This study aims at examining the model of „impoliteness", as first proposed by Culpeper (1996), the researcher is very much interested in conducting a study on types of impoliteness strategies namely Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or mock impoliteness, and Withhold Politeness used by Haters in celebrities' instagram.

Based on the observations done in celebrities' instagram, as with the general population cyber bullying and voicing opinions goes on between celebrities as well. Not all of them get along or agree with each other's views. The celebrities' instagram allows them to have freedom of speech, but what they have

to say is not always taken kindly. Celebrities are commonly role models for the younger generations and this is the generation that most commonly follows their favorite celebrities' every move. With this in the celebrities' minds they need to be mindful of the things said via Instagram and the examples they are setting through the same social media websites. Setting bad examples or saying inappropriate things is another potential cause for a declination in the popularity of a celebrity. An example of the negative comment in Mulan Jamila Instagram on January, 2016:

“Tukang kibil ya begitulah mukanya si Wulan jablay.....hidup penuh dengan kebohongan tinggal nunggu mampus aja lo Wulansari”

Based on the comment above, its clear that the haters did comment by using positive impolitenes strategies. It is marked “Tukang Kibil and si Tukang Jablay” to Mulan Jamila is a Celebrities. The hater called celebrities “*Tukang Kibil and Si Tukang Jablay*” use other names and haters swear Mulan Jamila, it is marked “*mampus*” . Using call the other names and use abusive is one of the output strategies of positive impoliteness proposed by Culpeper (1996:357). It is realized by use inappropriate identity markers.

And similarly occur in another comment in Bella Sophie instagram on January, 2016 as follow:

“Hm.....pamer terus selagi masih hidup. kalau udah mampus,tau rasa loe.semua apa yang loe punya ga bakal dibawa mampus.....wkwkwk”

Based on the comment above, it can be seen that the haters comment by “*Loe (You)*” it include the negative impoliteness type. It is realized by using personalize – use the pronouns „I” and „You”.

Another comment as follows in Marshanda instagram on January, 2016:

“Ih apaan sih si@marshanda99 ini upload seperti beginian mending kalau bagus ini mah bkin jijik aja liatnya...kurang kerjaan,,strees..”

Comment above, it clear that the hater did bald on record impoliteness. Where the haters do not try to save celebrities face but insults her very clearly when the haters said “*jijik aja liatnya, kurang kerjaan, strees*”. The haters do not want to maintain good relations with the celebrities. It is realized by use seek disagreement/ avoid agreement.

This impoliteness practice is as “negatively marked” and “inappropriate” behavior, as perceived by participants (or by viewers and readers) in certain social and interactional contexts as inappropriate or impolite. Thus, face-attacking linguistic behavior directed against an individual will be labeled as impolite behavior in this study on the assumption that the severity of the attack would generally be regarded as negatively mark (Watts, 2005).

However, one can be impolite if s/he cannot identify the context of situation. In the social interactions, the users have to avoid of using such an impolite language to the others because it can cause the „face losses” of a target or perceived by the target to be so is involved in impoliteness.

The researcher interested in studying CMC lies in many conversations that we have had in personal life on social media and reading different discussion

boards. It gives people the freedom to write virtually about anything and everything but sometimes these comments and their purpose may be questionable. In addition to this, it is difficult to map out the motives that lie behind writings that are controversial. Comment by haters in Instagram can be seen as an act of cyberbullying and online harassment as they can be aggressive or offensive.

Social media has both positive and negative effects for celebrities, utilizing these sites to strictly connect with fans and promote their up and coming events would greatly reduce the potential to ruin their fan base. If the celebrity wishes to utilize these social media sites as a way to voice their own opinions and to be inappropriate, then they should be kept private and out of the view of the general population. Social media is a great way for celebrities to advance or decrease their success globally.

These phenomena of language impoliteness in social networking site Instagram by the haters are necessary to be studied for the application of impolite language in online communication. Comments that we are dealing with text and that we are observing people who use language for the real communicative purposes need our attention as linguists.

1.2 The Problems of the Study

The problems of the study are formulated as the following.

- a. What are the impoliteness strategies used by haters in celebrities' instagram?
- b. How the impoliteness strategies are realized by haters in celebrities' instagram?
- c. Why are the impoliteness strategies used by haters in celebrities' instagram realized the way they do?

1.3 The Objectives of the Study

This research is aimed at examining the language impoliteness done by the haters in instagram. The objectives of the study are elaborated as the following.

- a) To find out the types of language impoliteness which are used by haters in celebrities' instagram.
- b) To describe the realization of language impoliteness used by haters in celebrities instagram.
- c) To describe the reasons of using language impoliteness which are used by haters in celebrities' instagram.

1.4 The Scope of the Study

The scope of the study is limited by language impoliteness used in celebrities' instagram, which the haters comment in celebrities' instagram. In this study is also limited based on the type, the way and the reason of impoliteness occur in comment of celebrities' instagram. Other ways theory

use based on Culpeper (1996). And also to get the reason by using Beebe and Culpeper (2011). The subject of the study are limited by celebrities' instagram such as Mulan Jamila, Marshanda and Bella Sophie. And the object of the study is word, phrase and clause.

1.5. The Significance of the Study

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

1.5.1 Theoretically

Theoretically, the use of the finding is described as follow:

- 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 types of impoliteness strategies and how impoliteness strategies are realized in social media, and for those who would conduct a further study about linguistics impoliteness in social media which remains tantalizing and fruitful line of academic inquiry in other discourses such as email, groupware and so on.

1.5.2 Practically

Practically, the usefulness of findings is describes as the following:

- a) By knowing language impoliteness, it is expected that the people in conveying the opinion to be polite even though in comment someone in social media to build good communication for the other.
- b) the findings of this research are expected to be useful as a reference for lecturers, teachers and students which helps to lead toward what are impoliteness strategies, how impoliteness should be seen as a realization phenomenon, and why impoliteness occurs in social media, especially instagram.