

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

This study focused on the impolite language that customers of Asia's Leading Airline use when posting online comments on the airline's official Instagram. The aims were to identify the types and functions of impoliteness strategies and to explain reasons why impoliteness strategies used by customers. Following an analysis of the data, the following conclusions were made:

- 1) Four types of impoliteness strategies were found in online comment. Negative impoliteness was the most widely strategies used by customer in giving online comment. While withhold politeness was not found in this research. Negative Impoliteness was the most dominant as most of the customers were condescend the airline in delivering the impoliteness strategies. Condescend is one of the outputs of Negative Impoliteness. Withhold politeness was not found as it is applicable towards face-to-face interaction while the data of this study gathered from Online Interaction.
- 2) There were three functions of using impoliteness strategies found namely Affective impoliteness, Coercive impoliteness, and Entertaining impoliteness. The highest function used was Affective Impoliteness. Affective Impoliteness is tended to show the anger of the speakers to the addressee and most of the data available were tend to show the anger of the customers to the airline.
- 3) Pushing was the new finding of the reason for the use of impoliteness strategies by Customers. 29 (%) of data available was tend to push the airline to refund the customers money back by sooner. And this terminology was never existed in the theories and relevant studies.

5.2 Suggestions

This study has some suggestions to the readers based on the conclusion stated above related to the subject of the research:

- 1) It is suggested to other researchers that the study for the type of Impoliteness Strategies be further developed with more data source, elaborated, and investigated with Interviews as no interviews available in this research in order to contribute to the growth of impoliteness theories, such as the use of impoliteness in different contexts as the finding may could differently depending on to the context.
- 2) It is suggested to all the students or Instagram Users, to use the study as reference for comprehending the functions of Impoliteness strategy in Online Interaction as there were not many studies discussed the function of impoliteness strategy and this study give clear explanation towards the function of using Impoliteness Strategies. And to Instagram users, in particular customers, control their language. Thus, Instagram users demonstrate to viewers the value of courtesy. It fulfills the role of social media in educating all viewers to act politely.
- 3) It is suggested to the Lectures who are teaching pragmatics to elaborate deep teaching and learning especially towards the reason of Impoliteness Strategies used as the reason may also could different as well as the findings.