

TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
CHAPTER I INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem of the study.....	7
1.3 Objective of the study.....	7
1.4 Scope of the study.....	8
1.5 Significance of the study.....	8
CHAPTER II REVIEW OF LITERATURE	9
2.1 Theoretical Framework.....	9
2.1.1 Pragmatics.....	9
2.1.2 Impoliteness.....	11
2.1.3 Impoliteness Strategies	13
1. Bald on record.....	14
2. Positive Impoliteness	14
3. Negative Impoliteness	15
4. Sarcasm or Mock Politeness.....	16
5. Withhold Politeness	17
2.1.4 Instagram	17
2.1.5 Impoliteness on Instagram	18
2.1.6 Customer.....	20
2.1.7 Complaint	21
2.2 The Function of Using Impoliteness Strategy	21

2.2.1 Affective Impoliteness.....	22
2.2.2 Coercive Impoliteness.....	22
2.2.3 Entertaining Impoliteness.....	23
2.3 The Reason of Using Impoliteness Strategies.....	23
2.4 Relevant Studies.....	24
2.5 Conceptual Framework.....	31
CHAPTER III RESEARCH METHODOLOGY.....	34
3.1 Research Design.....	34
3.2 Data and Source of Data	34
3.3 Instrument of data collection	35
3.4 Technique of data collection	35
3.5 Technique of Data Analysis.....	36
a. Data Condensation	36
b. Data Display.....	36
c. Drawing Conclusion	37
3.6 Trustworthiness	37
1. Credibility	37
2. Transferability	38
3. Dependability.....	39
4. Confirmability.....	39
CHAPTER IV DATA ANALYSIS, FINDINGS AND DISCUSSIONS	40
4.1 Data Analysis	40
4.1.1 The types of Impoliteness strategies used by Customers of Asia’s Leading Airline official Instagram comments	40

4.1.1.1 Negative Impoliteness	41
4.1.1.2 Bald on Record	43
4.1.1.3 Positive Impoliteness	44
4.1.1.4 Sarcasm	46
4.1.2 Function of Using Impoliteness Strategies by Customers of AirAsia’s Instagram Comments	47
4.1.2.1 Affective Impoliteness	48
4.1.2.2 Entertaining Impoliteness	50
4.1.2.3 Coercive Impoliteness	52
4.1.3 The Reason for The Use of Impoliteness Strategies	53
4.1.3.1 Vent Negative Feeling	54
4.1.3.2 Pushing	55
4.1.3.3 Mocking	57
4.1.3.4 Entertain the Target Audience	58
4.1.3.5 Show Disagreement	58
4.2 Findings	59
4.3 Discussion.....	60
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	64
5.1 Conclusions.....	64
5.2 Suggestions	65
REFERENCES.....	66

