

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Human life is not completed without language since it connects interlocutors in a dynamic interaction. Language is used by speakers to communicate their thoughts, feelings, and emotions. People follow cultural standards in communication to demonstrate that they are skilled speakers. Language cannot be disconnected from human existence since it is a vital instrument used to develop ideas and transfer information from one another. According to Lakoff (1989:116), there are two basic norms of pragmatic competence: be clear and polite. Ideally, the speakers must meet both requirements, although the rules sometimes clash. When it comes to civility, it cannot be divorced from the culture issue. The usage of an utterance determines whether it is polite or impolite.

Every culture has norms for a proper communication method, specifying behaviors that should occur and should not occur in a specific environment. Politeness is a social phenomenon that plays a significant part in human interactions. While we seldom retain the face, we may fall victim to the politeness inversion, i.e. impoliteness. The concept of culture as a system of shared standards leads to a hazy difference between what is 'polite' and what is 'impolite.' The judgment of impoliteness is situational and contentious. Impoliteness has various synonyms in the English language, and they all connect to the judgment of bad behavior (Culpeper, 2010), since it attacks someone's identity or rights and causes certain emotional reactions (e.g. hurt, and anger). It has been closely linked to the speaker's objectives and the hearer's perceptions.

People nowadays utilize social media to interact with one another. Social media sites like Facebook (FB), Twitter, Instagram, and others can be used as communication tools. On social media, people may freely share their opinions and get response from others. Most people use social media to connect with others and make friends without having to worry about distance. Private conversations and media that can be reacted by a wide number of people can both be served by social media.

Instagram is the most popular and well-liked social networking platform. In 2010, Kevin Systrom and Mike Krieger founded Instagram.. A version for Android devices was released a year and a half later, in April 2012. Other people are free to upload pictures and videos, and enable people to comment on them. Instagram is a type of social network where users can upload fifteen-second videos and photos to other social media platforms. It implies that users can upload pictures or movies to other local online networks, and everyone is able to see our social media uploads.

Since it's easier to perform direct customer surveys on social media and gain immediate feedback from customers, social media can help businesses become more efficient by decreasing the burden of communication expenditures. In addition, Airlines also use several social media platforms at the same time to get feedback from their customers, and in this case, the writer focuses on the Instagram of a leading airline in Asia for comments made by the public and customers on several posts from the airline's official Instagram and analyzes them from the point of the impoliteness strategy as the domain of pragmatic studies. Politeness in general it can be interpreted as manners. The main goals of politeness are to prevent conflict and promote harmony. While impoliteness is the opposite that denotes misunderstanding and bad sentiments.

According to Culpeper (2011), Impoliteness is a bad attitude about a particular behavior that takes place in a particular situation. Expectations, intentions, and/or theories

about social structure, such as how one person's or a group's identities are mediated by others in contact. Impoliteness is described as expressing words or acting in a way that is unfavorable in a particular situation. They are disliked because they violate someone's rights or identity. They cause diverse emotional reactions like hurt and fury. The strategies of impoliteness proposed by Culpeper in 1996 were reviewed, for knowing which impoliteness strategies are used by most of customers on giving online comments. The function of using impoliteness strategies, and the reason of using the impoliteness comments by the netizen.

AirAsia is chosen as one of Asia's leading Airlines to analyze complaint comments from the public or customers on the company's official Instagram. As for the complaint comments from the public or customers, it is related to the number of flight cancellations due to the non-normal flight operations caused by the covid 19 pandemic and also the problem of ticket refunds that customers feel have not gone well.

Instagram is a type of social media platform that allows entertainers to totally communicate with their following through the social media globe. Instagram lets followers know what they're doing, what they're thinking, and pretty much anything else the general public would be interested in. When people interacted on Instagram, they did not necessarily share the same emotions. Haters prefer to display disagreement when it is not appropriate for his sentiments and to make impolite comments on some posts while expressing his differences. This study focuses on online customers complaints made on Asia's leading airline official Instagram.

Wibowo and Kuntjara (2014) found that Possitive Impoliteness was mostly performed by Netizen followed by Negative Impoliteness. The findings in their research show that from five impoliteness strategies proposed by Jonathan Culpeper (1996:356-7, 2005:41-2), there was one strategy that Indonesian participants do not use, i.e. withhold

politeness. Luthfi (2017) drew the conclusion of her research that Not all of Culpeper's (2010) Impoliteness Strategies were discovered in Dailymail comment columns. Withhold politeness was the only strategy that wasn't discovered in this study. Withhold politeness, which is uncommon in non-formal written language, and this research Using comments on a website. The top number of Impoliteness Strategy is Positive Impoliteness that posted in the Dailymail comments According to the results of this study. Not all Impoliteness is expressed in negative forms, but it may also be shown in positive forms.

Fadhilah (2018), in her study evaluated and classified haters comments adopting the strategies of Culpeper on a politician's Instagram account. Positive impoliteness was found to be the most common form when she observed Kim Jong Un, Donald Trump, and Hillary Clinton's Instagram accounts.. Apriliyani, Hamzah, and Wahyuni (2019) discovered the types of impoliteness strategies used by male and female haters of Habib Rizieq and Felix Siauw identified in Instagram comments. Furthermore, the study discovered differences in impoliteness strategies used by male and female haters.

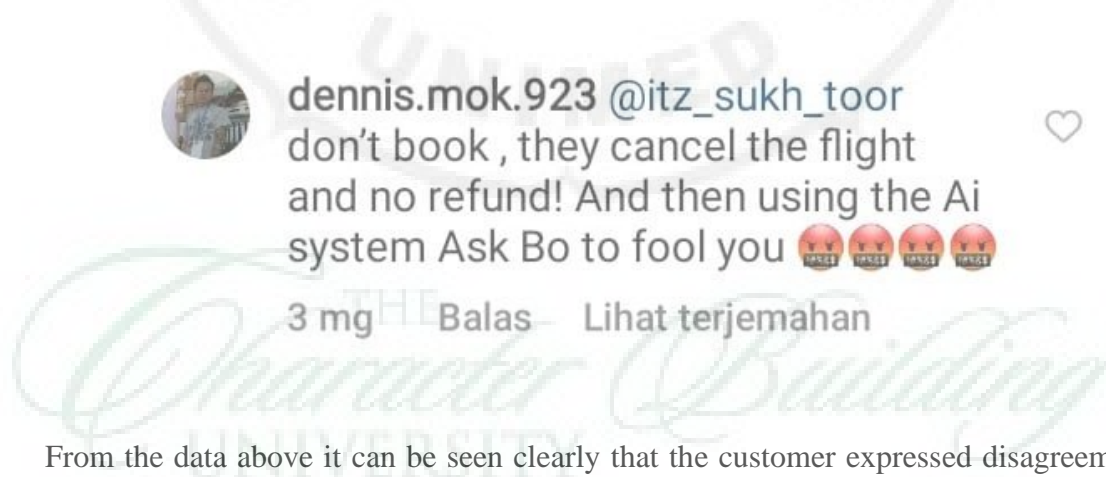
Indah (2019) found in the result of her research that There were four types of impoliteness strategies used by haters of Lady Gaga on her instagram comments. They were bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm. Positive and negative impoliteness are the most dominant type of impoliteness strategy while sarcasm is the least strategy to occur in this research. The sources of data were comments of Lady Gaga haters in a photo which posted on January 10th 2019 on her instagram account.

Mastiar (2021) showed that there were 85 data of tweet comments which are categorized into four types, they are bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. Actually, culpeper has five impoliteness techniques, but only four are employed here since one of them is withhold

impoliteness, which is a strategy in which someone remains silent without reacting to someone and can only be used when we interact directly (not in social media). Mastiar found the most popular strategy employed by Netizens is negative impoliteness.

Instagram is a type of social media that enables the company to communicate with their customers entirely through the social media sphere. Instagram allows followers to learn about any news updates from the airline service, what they are advertising, what they are promoting, and just about anything else the public could be interested in. When connecting on Instagram, people did not necessarily share the same emotions. When expressing his or her dissatisfaction, a netizen or customer tends to demonstrate disagreement when it is not appropriate for their opinions. This incident occurred on an airline's official Instagram, as evidenced by the following quote:

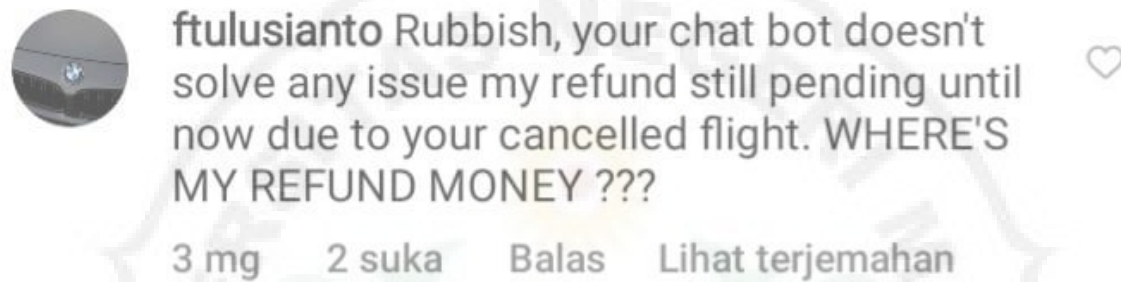
Data 4/DM:



From the data above it can be seen clearly that the customer expressed disagreement to the promos and advertisement posted by the account owner by accuse the airline was cancel the flight and no refund. The customer also expressed or typed impolite comments accused the airline use the system “Ask Bo” to fool the customers. The word “fool” is a taboo word that was expressed by the customer to the airline and this impolite comment of course

make the other feel uncomfortable neither the airline nor the other customers who read the comments and it can be categorized as Positive Impoliteness.

Data 5/FT:



The data above shows the clear face threatening act and to whom the comment addressed could directly know. The word “rubbish” addressed to the AI System like chat bot called “AVA and Ask Bo” belong to AirAsia as the chat bot consider by customer didn’t solve any problem. The customer wanted his money to be refund due to the flight was cancelled. The face threatening act above categorized as Bald on Record Impoliteness.

The relevant studies mentioned above focused on the types of impoliteness strategies used by the customers in giving online comments to the object that they’re examined, the type of impoliteness strategy that common used by netizen, the impoliteness strategy used connected with the regulation of Law No 19 of 2016 governing electronic information and transactions.

There were not many studies that elaborate impoliteness strategies in terms of their function as impoliteness strategies. There are at least three functions of impoliteness strategies proposed by Culpeper (2011), they are : Affective Impoliteness, Coercive Impoliteness, Entertaining Impoliteness.

Additionally, this study's goal was to discuss various impoliteness strategies. This research also aimed to discuss the functions and the reasons of impoliteness strategies used by customers in giving online comments. It also provided the different findings to the relevant studies towards the absent types of impoliteness strategy used and the reasons of why impoliteness strategies used.

1.2 Problems of the Study

Based on the background, the problems of the study are formulated in the following questions:

1. What impoliteness strategies are used by customers of Air Asia in giving online complaint comments on instagram?
2. How are the impoliteness strategies used by customers of Air Asia in giving online complaint comments on instagram?
3. Why are impoliteness strategies used by customers of Air Asia in giving online complaint comments on Instagram?

1.3 Objectives of the Study

Based on the problem above, the objectives of the study are:

1. To analyze the types of impoliteness strategy used by customers of Air Asia in giving online complaints on instagram
2. To elucidate the functions of impoliteness strategies used by customers of Air Asia in giving online complaints on instagram
3. To explain the reason of impoliteness strategies used by customers of Air Asia in giving online comments on instagram

1.4 Scope of the Study

The analysis focus on the complaint comments on several posts published on the Asia's Leading Airline Official Instagram account within January to February 2023. Asia's Leading Airline is the nickname or the other name of AirAsia as it has been awarded as the best low-cost airline in Asia territory and even in the world by Sky Trax for fourteen years in a row. This study is confined to the impoliteness strategy based on Culpeper theory (1996) and the function of using impoliteness strategy by customers of AirAsia in delivering online complaint comments on Instagram based on Culpeper theory (2011), and the reason of using impoliteness strategies based on Bebee (1995). Words, phrases, clauses, and sentences were collected as research data in this study.

1.5 Significance of the Study

This study is important from both a theoretical and practical perspective.

Theoretical : It is hoped that this research will provide information and expand specialized knowledge in the field of linguistics, particularly on impoliteness.

Practical : This research will be beneficial to them as an authentic source of study in pragmatics since it contributes to the understanding of impoliteness, particularly impoliteness strategies.

