CHAPTER I
INTRODUCTION

1.1. Background of The Study

People have different styles and ways to use language when they communicate to one another. They often pay special attention to their word choices. They would choose their words wisely and use polite language to make the process of communication run smoothly. On the other hand, there are some people who do not think about the choices of word. When they ignore the word choices, they commit impolite language.

The use of language does not always adhere to the agreed-upon norms, principles, or language ethics that serve as guidelines for behavior, including language behavior. Language or language forms that do not conform to these norms are deemed impolite or unacceptable to use or speak in public. Impoliteness techniques are theoretical studies that comes from the study of politeness in language. Today with ease of communication, the role of using impoliteness strategies between interlocutors has been highlighted.

Impolite language is frequently used among gamers. With virtual game worlds often becoming breeding grounds for offensive and profane behavior. Competition or frustration that arises in the game can spur players to use dirty words, insults, and insulting language towards opponents or even their teammates. The anonymity provided by online gaming platforms can embolden individuals to unleash their worst impulses, hiding behind screen names and avatars. This toxic culture not only taints the gaming community, but it also takes a toll on the overall gaming experience. The use of inappropriate language can undermine sportsmanship, foster hostility, and create a hostile environment that discourages newcomers or more sensitive.

individuals from participating. Various efforts have been made by developers and the game community to address this issue, including implementing a reporting system, establishing a code of conduct, and promoting positive behavior. However, changing ingrained habits and attitudes requires a collective effort on the part of players and the gaming industry to foster a more respectful and inclusive gaming environment.

The popularity of game also supported by an increasing number of players. (Sunarto et al., 2019) said the data obtained from the mobile game website, there are 43 million people active monthly users in Southeast Asia and almost 50% people of the total users in Indonesia. The players would engage in real-time combat with the other team to take down their base, choosing their heroes according to their distinct roles (tank, fighter, assassin, mage, marksman, support, and jangler). Since the mobile game entered Indonesia, this game is popular. Many people who play it, from children to adults and not limited to gender, men and even women. The number of people who play this game does not rule out the possibility to interact with others. In this game there is a chat column provided for communicating with fellow players, or enemies while playing.

There are several reasons of why people are impolite, one of which has connection with their personality traits. Others include situations where there is an imbalance of power, and the more powerful participant chooses to be impolite, or impoliteness may be employed in cases where there is a conflict of interest, and it is not in a participant_s interests to maintain the other_s face (Culpeper, 2008). Other reasons might involve the achievement of a long term goal by using a short-term impoliteness strategy, as can be claimed is the case in the use of impoliteness in the army training camp, as exemplified in the The article by Argyro Kantara (2010) discusses impoliteness strategies in the context of the TV show "House M.D. it does provide examples of how impoliteness is used in a medical setting, which can be compared to the dynamics of an army training camp where impoliteness might be employed

as a short-term strategy to achieve a goal. The article highlights various impoliteness strategies such as bald on record, positive impoliteness, and sarcasm, which are used by characters in "House M.D." to challenge each other's opinions and assert their own perspectives

The nature of impoliteness is subjective, in order for impoliteness to occur, there must be intent to attack the hearer 's face and the context must be consistent with an interpretation of impoliteness. It does not specifically address instances where there are different interpretations of Speaker intent between the Speaker and the Hearer. Impoliteness is dependent on both the Speaker and the Hearer. Perceptions of impoliteness are dependent on both the interactants 'assessments of what is appropriate within a given context and the prior history that affects those interpretations.

Impoliteness may be employed as a means to achieve a particular goal, by attacking the other_s face.Impoliteness are commonly used by people of all ages, including children, teenagers, adults, and even the elderly. Each communal group has its own set of impoliteness language, as well as its own appraisal of the impolite language used in that group. Take, for example, the impolite language employed by gaming communities. The online gaming landscape has witnessed a concerning trend of players frequently using profane and abusive language during gameplay. This behavior not only undermines the overall gaming experience but can also have a detrimental impact on the community and individual participants. Existing research has highlighted the prevalence of this issue, with studies indicating that players often resort to using terms such as "fuck," "shit," "motherfucker," and "damn" during private or public channels within the gaming environment. Game play in Indonesia gamer community:

Channel Youtube (dongkey barbar)
1. Player 2 : [13:46] ―*Tai tai tai tai buka map nya,buka*‖ (**Shit shit shit shit** open the map,

open)

2. Player 3: [15:39] ―*gausah sok keras anjing*‖ (don't be a stubborn **dog**)

3. **Channel Youtube (Gerrard Wijaya)**

1. Player 1 **:** [00.53] **"***Anjing kaga dapat stack gue kampret‖* (**Shit** I didn't get the stack **jerk**)

2. Player 1 : [3:07] ―*Ekhh mampus stack gua enam tiga‖* (Ekhh **damn** my stack six three)

This phenomenon is not limited to casual or recreational gaming but has also been observed in more organized, collegiate-level esports communities.(Türkay et al., 2020)

Offline games are an extension of face-to-face social interactions in the real world. The self that is displayed tends to be more authentic and tied to physical presence. According to Goffman in (Gilmore, 2014), ―front stage‖ and ―back stage‖ have clear physical boundaries. Online gaming creates an entirely new ―front stage‖ separate from physical reality. It allows for a highly controlled and curated self-presentation, where individuals can experiment with different identities. According to Mead, the ―self‖ in the online world becomes more fluid and is the result of active construction shaped by the norms of the wider virtual community, not just the immediate social circle.

Online games provide safe havens for gamers to relieve their tensions. As gamers are anonymous during play and the uses of impolite language generally incurs minimal punishment, gamers are motivated to use it while playing. Listening to negative messages or culturally unacceptable words tends to adversely affect gamer moods and diminish the enjoyment of gaming. For this reason, researchers would conduct research on the impolite language used in gaming community.

Gaming is a highly prevalent and multicultural mode of interaction in firstworld countries and is growing exponentially as more young people turn to gaming as a primary setting for interaction and community. Despite (or perhaps because of) the widespread

popularity of online games, it is not uncommon for people to associate these games (particularly those played for entertainment or recreation) with violence and inappropriate behavior. Impoliteness in the form of flaming, spamming, trolling, and cyber-bullying is, in fact, a —hot topic‖ of discussion, particularly among parents, who are concerned that online gaming promotes violent behavior among their children. For others, however, impoliteness is simply a normal component of online interaction and is something that should be ignored. Flaming and trolling, for example, are commonly understood as negative behaviors in many digital environments. In multicultural environments like online games, navigating the norms and expectations for appropriate/polite behavior is particularly tricky, since differing expectations for what counts as (im)polite, appropriate/ inappropriate, and/or a violation of the —rules‖ may differ across groups.

MOBAs have been around since 1998, there are many unique concepts and characteristics that can be difficult to understand without any prior encounters with one personally. Recently, the game community has witnessed the rise of MOBA (Multiple Online Battle Arena) Games. Multiplayer online battle arena (MOBA) is a subgenre of strategy video games in which two teams of players compete against each other on a predefined battlefield. Each player controls a single character with a set of distinctive abilities that improve over the course of a game and which contribute to the team's overall strategy. The typical ultimate objective is for each team to destroy their opponents' main structure, located at the opposite corner of the battlefield. In some MOBA games, the objective can be defeating every player on the enemy team. Players are assisted by computer-controlled units that periodically spawn in groups and march forward along set paths toward their enemy's base, which is heavily guarded by defensive structures. This type of multiplayer online video games originated as a subgenre of real-time strategy, though MOBA players usually do not construct buildings or units.

Online multiplayer games are video games that are played with other people—friends and strangers alike—via an internet connection; being in the same physical space as the people one is playing with is not necessary. As a result, communication with other players happens through different, computer-mediated means, such as voice chat and direct messaging tools. Thus, gaming nowadays is social behavior. Verbal communication is often an essential part of multiplayer games where players work together. But it is more than that; interactivity of community in gaming enable people to share their gaming experiences with their social networks directly. Furthermore, communities are built within and around online multiplayer games and people form friendships with other people online based on these gaming interactions. Playing with other people may also have a positive emotional impact on players.

The interaction between players in multiplayer gaming is tied to its context: although any kind of conversation can happen, there is often a purpose to communication in online multiplayer gaming in the sense that the players interact with each other to orient to, plan, and execute collaborative actions to coordinate their plays in order to achieve their in game objectives. Additionally, the context of the shared virtual reality of the game and the multimodal, computer-mediated communication environment, create a unique space of interaction that the players adapt to in order to communicate effectively.

Regarding the topic of impoliteness, it is likely easier for people in gaming community to use impoliteness strategy since the communication within gaming community is computer mediated communication that have anonymity in nature. Communication in the context of online video games is often computer-mediated; it can be either spoken (using a microphone and some sort of voice chat service) or written (a chat or a direct messaging tool, for example). Online gaming is also relatively anonymous; people usually operate from behind of an avatar and a username, rather than their own name and picture. According to

Rösner and Krämer (2016) and Christie and Dill (2016) researchers have connected hostility in computer-mediated communication to anonymity; however, their own research does not completely support this. Instead, they claim that there are social (Rösner and Krämer 2016) and individual (Christie and Dill 2016) factors that affect whether anonymity leads to increased hostility and aggressive language use in computer-mediated communication.

Social norm—whether the language used by others in the context is generally aggressive or non-aggressive—has a stronger impact on people's language use than whether they are anonymous or not. When thesocial norm was aggressive, and the participants were anonymous, the people were more inclined to use aggressive language than when the social norm was aggressive, but the participants were identifiable. Higher self-esteem, higher sense of autonomy, and lower social anxiousness resulted in more aggressive language use, whereas lower self-esteem, lower sense of autonomy, and higher social anxiousness did not result in aggressive language use despite of anonymity. Rather than cause verbal aggression, anonymity only makes it easier for people to verbally abuse others in computer mediated communication if they are already so inclined or if the (social) environment supports it.

There are many ways in which the fundamental nature of online interaction differs from interpersonal communication which may significantly impact behavior. In an online environment, the speed at which messages can be delivered and the relative ease of sending messages can encourage impulsive and sometimes aggressive behaviors. One possibility is that online environments lack social cues and context, including tone of voice, body language, and facial expression, which leaves much room for misinterpretation. When people are faced with ambiguity they are likely to perceive the situation as threatening, and therefore react defensively. The online environment also affords a level of anonymity that is not available in face-to-face interactions and most traditional forms of communication.

With titles such as Mobile Legend, PUBG, AOV, and etc MOBA games are responsible for almost 30% of the online gameplay around the world. MOBA can be considered a sub-genre of the RTS, inheriting some of its characteristics. However, instead of focusing on the ability of maneuvering large amounts of units and building fortresses, a set of actions known as Macro management, MOBAs have a strong focus on Micromanagement which consists in mastering a set of actions and their best use in the control of a small set of units. In MOBA games, this is generally known as mechanics, and players with these fine abilities normally excel in the game.

As video games have evolved rapidly over the past couple of decades, and multiplayer gaming in online spaces is a rather recent phenomenon, not much research has been done regarding language use in this context. Though there are studies on multiplayer gaming (see Mihan, Anisimowicz and Nicki 2015), communication between players (see Keating and Sunakawa 2010), and gamer culture (see Schott and Horrell 2000; Paaßen, Morgenroth and Stratemeyer 2017), as well as relevant research regarding other forms of online communication (see Rösner and Krämer 2016; Christie and Dill 2016; Viljakainen 2016), problematic language use, such as verbal abuse and hate speech, in online multiplayer gaming is yet to be studied extensively. However, there is a need for such research: people both from the gaming community as well as the game industry have noted that the amount of problematic language use is an issue in multiplayer gaming. Notably, Jeffrey Kapplan, game director of the popular multiplayer game *Overwatch* by Blizzard Entertainment, published a video where he publicly addressed the issue and appealed to the community to do better (Kapplan 2017).

In the last few decades, technological developments supported by internet speed have led to the emergence of a gamer community that has developed into a strong and influential entity in the digital world. This community consists of millions of individuals

connected through their love of video games. Today's gamer community has reached an astonishing level of power and greatness. This article would explore the current phenomenon of gamer communities, examining their strengths, as well as their impact on culture and society.

Early research on gaming explored it as a potential tool for establishing cultural and cognitive literacy (e.g., de Freitas and Maharg 2011; Gee 2003, Gee 2015; Guimaraes 2005; Jenkins 2006; Prensky 2001), especially in language-learning environments (e.g., Thorne 2008; Thorne and Fischer 2012). While this focus on gaming as a cognitive and teaching tool is certainly valuable, the undeniably large presence of gaming outside the classroom should not be neglected. Some researchers have therefore turned their attention to the social aspects of online gaming, particularly with regard to constructing digital identities and communities (e.g., Nardi 2010; Newon 2011, 2016; Pearce 2011; Taylor 2006), reflecting cultural and literary narratives (e.g., Ensslin 2012, 2014), and negotiating game conflict talk (e.g., Wright et al. 2002).

Today's gaming community transcends geographic and demographic boundaries. They are no longer just limited to boys playing in their living room. Instead, the gamer community has expanded across age groups, genders, social backgrounds, and cultures. Within this community, one can find dedicated gamers, eSport professionals, content creators, casual players, and individuals with unique interests in various game genres.This community also has a significant influence on various aspects of life. They are able to create trends and influence the gaming industry by influencing the decisions of game developers. The community is also active on social media, streaming platforms, and online forums, where they share their experiences, suggestions, and stories. This not only creates strong bonds among its members but also influences public perception and opinion about video games.

The gamer community can be categorized as a form of discourse community, namely a group of individuals who share specific interests, knowledge, and languages. They

engage in social interaction and communicate using codes and practices that are understood by the members of that community. A discourse community is a group of individuals bound by a common interest who communicate through approved channels and whose discourse is regulated. An individual may belong to several professional, public, or personal discourse communities. The gaming community has a unique language and communication practices. They use phrases, terms, abbreviations, and memes that only fellow gamers understand. For example, the term "GG" (good game) is used to acknowledge an opponent's superiority or express mutual respect after a game. Understanding and using the language creates links between community members and strengthens their social bonds.

This study does not stand alone, but is a continuation of various previous studies that have contributed significantly to our understanding of impoliteness strategy in moba gamers language community. By reviewing previous studies, we can identify knowledge gaps that still need to be filled and formulate more specific research questions.

Samuel, Akinmusuyi. (2023), in the article ―STOP THIS NONSENSE, HARRY!‖: An analysis of impoliteness strategies in cyberbullying commentary targeting Harry Maguire. The paper focuses specifically on impoliteness strategies in cyberbullying commentary targeting Harry Maguire within the digital sports community on the X platform. It identifies four strategies from Culpeper's model. The study focuses solely on the cyberbullying commentary targeting Harry Maguire, which may limit the generalizability of the findings to other athletes or public figures in different contexts or sports, indicating a need for further research on impoliteness strategies across a broader range of individuals and scenarios. While the study identifies four out of the five impoliteness strategies proposed by Culpeper (2005), it does not explore the fifth strategy, leaving a gap in understanding how this strategy might manifest in cyberbullying comments and its potential impact on the overall dynamics of online harassment.

Tracy, R., LeBlanc. (2010). Impoliteness as a Model for Virtual Speech Community Building. The chapter aims to explore the linguistic strategies involved in breaking into a virtual speech community, specifically the Pen community, but does not extensively address the long-term effects of these strategies on community cohesion and identity over time. This presents a gap in understanding how initial interactions evolve into sustained community membership. While the researcher operationalizes examples of impoliteness strategies through Culpeper's Impoliteness model, there is a lack of comprehensive analysis on how these strategies may differ across various virtual communities or how they might impact the dynamics of community building in different contexts, indicating a need for broader comparative studies.

I, Made, et.al (2022), Impoliteness strategies oleh warganet pada unggahan instagram terkait kebijakan pemerintah mengenai tes pcr. The research primarily focuses on the impoliteness strategies used by netizens in response to government policies regarding PCR testing during the COVID-19 pandemic, but it does not explore the underlying psychological factors or motivations that drive individuals to express such impoliteness in their comments. Understanding these motivations could provide deeper insights into public sentiment and behavior on social media. While the study analyzes comments from Instagram, it does not compare the findings with other social media platforms or traditional media responses. This limits the understanding of how impoliteness strategies may vary across different communication channels and the overall impact of social media dynamics on public discourse regarding government policies.

In particular, team-oriented games such as MMOGs have been a common area of investigation, largely because they are (a) among the best-selling and most popular games, and (b) because they create an environment that brings large numbers of people with different backgrounds and cultural expectations together around a common enterprise. The second

feature is of particular interest here, since successfully working with others to achieve goals within the game is dependent upon rules for interaction and collaboration that a gaming community develops in order to coherently accomplish objectives. Notions of (im)politeness are a critical part of this type of collaborative interaction. Impoliteness is an important (and possibly required) element in achieving status within an online community as a ―core‖ group member. There is, however, little research examining (im)politeness in gaming contexts. This study examines the problematic language use in the form of impoliteness within MOBA community, and how it utilizes by themembers of the gaming community.

1.2. Research Problems

Based on the focus of the background above, the problem statement of the present research is to see the usage of impolite language implemented in the MOBA gamer community. The research questions are as follows:

1. What types of impolite language appear among MOBA Gamers community?

2. How impolite language is used by The MOBA Gamers community?

3. Why do gamers in MOBA Gamers community use impolite language while playing the game?

1.3. Objective of The Problems

The goal of this study was to describe the use of impolite language in the MOBA gamer community. The goal of this study is to describe the following:

1. to analyze the types of impolite language that appear among the MOBA Gamers community..

2. to analyze how impolite language is used by the MOBA Gamers community.

3. to analyze the reasons why gamers in the MOBA Gamers community use impolite language while playing the game.

1.4. Scope and Limitation of The Research

The study's shortcomings are empirical rather than theoretical. The first limitation is that this study only includes data on the implementation of linguistic impoliteness strategy in the MOBA gamer community's use of impolite language in communication. Swear words, harsh phrases, and other forms of impolite language used in conversation in the MOBA gamer community are the sole speech data collected.

1.5. Significant of The Research

Some of the significance that can be given through the present research are:

1.5.1. Theoretical Significance

This study on impoliteness strategies in the MOBA Gamers language community holds significant theoretical value, primarily by enriching the existing body of linguistic research, particularly in the fields of pragmatics and sociolinguistics. By meticulously examining the various impoliteness strategies employed within this specific online gaming context, the research offers empirical data that can either corroborate or challenge established theories of politeness and impoliteness, such as Brown and Levinson's politeness theory or Culpeper's impoliteness framework. Furthermore, this study contributes to a deeper understanding of how impoliteness manifests in digital, mediated communication, a domain that continues to evolve rapidly. It provides insights into the nuanced ways in which gamers construct and interpret offensive language, considering factors unique to the MOBA environment like anonymity, high-stakes competition, and real-time interaction. The findings would thus expand our theoretical understanding of language use in virtual communities, offering a valuable case study for future research on online communication and its unique linguistic features.

1.5.2. Practical Significance

This study offers several practical implications across various stakeholders within and beyond the academic sphere.

- **For Students of Linguistics:** The present research provides a tangible case study of pragmatic and sociolinguistic theories applied to a contemporary, digital context. It can serve as a practical example for understanding real-world language phenomena, particularly in examining how politeness and impoliteness operate in online communities. Students can use this study to grasp the complexities of language use in dynamic, interactive settings, inspiring further exploration into digital communication.

- **For Lecturers in Linguistics**: The findings of this study can be integrated into course materials for pragmatics, sociolinguistics, and digital discourse analysis. Lecturers can utilize the present research to illustrate theoretical concepts with concrete examples from a relevant and engaging context for many students. It offers a basis for discussions on language variation, online communication norms, and the evolving nature of impoliteness in virtual spaces.

- **For Other Researchers:** This study lays groundwork for future research into online gaming communities, digital communication, and the cross-cultural manifestations of impoliteness. Researchers can build upon these findings to conduct comparative studies across different gaming genres, platforms, or cultural contexts. It also highlights the methodological considerations for

analyzing discourse in rapidly evolving online environments, offering a springboard for innovative research designs.

- **For Readers:** Beyond the academic community, this study offers insights into the communication patterns within online gaming, potentially fostering greater understanding and awareness of the linguistic behaviors prevalent in these communities. For gamers themselves, it might encourage reflection on their own communication practices. For parents or educators, it could provide a more nuanced perspective on the language encountered in online gaming environments, promoting informed discussions and potentially healthier online interactions.