IMPOLITENESS UTTERANCES IN COMMENT COLUMNS CHAITLYN'S POSTS ON INSTAGRAM: PRAGMATICS APPROACH

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ABSTRACT

This research aimed to describe an aspect of impoliteness found in utterances in the form of comments that contained impoliteness strategies specifically found in comment columns, theory about the aspects of impoliteness strategies purposed by Culpeper. The main instrument in this research was the context in utterances written by haters in comment columns. Then, it made this study used a pragmatic identity method to analyze data due it focused on utterances from haters. In addition, the design of this research was qualitative descriptive because this study described impoliteness strategy in words only. Indeed, researcher used non-participant technique to collect the data in screenshots. The last is an informal method used in this study, researcher used this method to present data in text form. The results of this study were only four strategies from five strategies by Culpeper that used by haters while commenting the posts. There were, positive impoliteness strategy, negative impoliteness strategy, bald on record strategy, mocking politeness or sarcasm, but withhold politeness strategy which was not applied by hatters. In addition, there are five causes which trigger hatters used impoliteness strategies while giving comments, there are fake accounts, sexual harassment, emotions, environment, and LGBT problems.

Keywords: Impoliteness strategy; comments; utterances; causes; pragmatic approach

1. Introduction

Based on Pageyasa & HL (2019) wrote that people are more likely to express themselves through harsh words in both real life and cyberspace. Pageyasa & HL (2019) added social media becomes a meaning to express oneself that cannot be controlled because many social media users spread hate speech contents.

Indeed, hate speech in cyberspace found in several media social such as Facebook, Twitter, Instagram, path, and so on.

The study related impoliteness strategy had been done by some researchers. Suryani (2019) observed the phenomenon impoliteness found in Trump's Instagram. This research found and classified rude comments based on strategies which. The comments created by hatters to attack Trump on Instagram. In addition, hatters gave some comments with various word forms to insult Trump in every Trump's post.

Another research from Shinta et al. (2018) investigated impoliteness found in Ahok's twitter. This research found 300 comments which categorized in 587 impoliteness strategies. From this research found in high percentages social media users did face threatening act while giving comments in cyberspace. This research defined men are dominant to write rude comments.

On the other hand, this research is different with two researches before due this research took the data source from Caitlyn's Instagram. Caitlyn Jenner as a transgender Hollywood artist who controversial. It should be not, to reduce the presumption of subjective elements from this study, researcher named Caitlyn Jenner as CJ. The impoliteness utterances which found in the comment columns of CJ's account started from CJ's decision which had changed CJ's gender from a man who had married and had two daughters turn into a woman like today. In addition, the haters are popping up in CJ's account and giving the impoliteness utterances in comment columns. However, the haters do not hesitate to say harsh words to blasphemy CJ's posts.

According to Culpeper in Arumningtyas (2017) impoliteness referred to negative actions for creating uncomfortable situation to others. Found in Kusmanto & Purbawati (2019) impoliteness in social media found in various form aimed to insult the hearer. In case media social is becoming a place for some people who just only want to attack others purposed by some reasons.

The researcher interested to analyze impoliteness strategy on CJ's posts due followed by some reasons. First, CJ became a controversial Hollywood actress due related to CJ's decision was being transgender. The second, CJ becomes object of bullying on Instagram. Third, CJ's comment columns in each post contained rude comments from other users of Instagram. In fact, this topic is important to be discussed due rude comments or hate speech can be happened to everyone who uses Instagram. That is why this research must be finished due Instagram's users must know when they are already being as an object of bullying or rude comments on Instagram. Based on some reasons before, the researcher entitled analysis as "Utterances in Column Comment Chaitlyn's Posts on Instagram: Pragmatics Approach".

2. Literature Review
a. Pragmatic

Yule (2010) stated that pragmatic is the study about meaning based on the context refers to utterances which Yule named the study of "invisible" meaning. Indeed, Yule (2010) added pragmatic is "invisible" meaning, it means pragmatic is focused about the meaning based on the context, situation, and more extra

observe to get the point from the speaker even the speaker did not mention the words directly the intention while the conversations are happening.

b. Impoliteness

Furthermore, based on Culpeper in Arumningtyas (2017) impoliteness is the act that related to the rudeness and has a purpose to embarrass the interlocutor during the conversation. It concluded that impoliteness is inappropriate action which refers to negative intention.

c. Impoliteness Strategy

According to Culpeper in Arumningtyas (2017) derived into five which named impoliteness strategies. In addition, there are bald on record strategy, positive impoliteness strategy, negative impoliteness strategy, mock politeness or sarcasm, and the last is withhold politeness strategy.

i. Bald on Record Strategy

Bald on record found in Shinta et al. (2018) Culpeper explained that this strategy is about an action from the speaker to attack the interlocutor's face by giving the rude words directly. As well as, the rude words refer point out of physic or anything that related to interlocutors. Coupled with, bald on record strategy performed in a direct, clear, and unambiguous way where the face is minimized to attack the interlocutors face in the same time during the conversation.

ii. Positive Impoliteness Strategy

According to Culpeper in Wibowo (2015) this strategy the speaker just wants to mar the interlocutor's wanting. Besides that, positive impoliteness strategy concluded that this strategy has a purpose to make the interlocutor feels uncomfortable by the speaker's act during the conversation. Culpeper added some actions that included in the positive impoliteness, there are:

1) Try to ignore the interlocutor
2) Try to deny the words from the hearer
3) Discussing a sensitive or annoying topic to make the hearer feel uncomfortable during the conversations
4) Calling undue identity markers to the hearer
5) Showing disinterested and unsympathetic during the conversation
6) Try to make an argument during the conversation
7) Applying secretive words like abbreviation
8) Applying taboo words during the conversation

iii. Negative Impoliteness Strategy

Found in Wibowo (2015) Culpeper stated that negative strategy is the opposite point of the positive strategy. Coupled with, negative impoliteness strategy applied when the speaker tries to ruin the hearer's followed by negative action during the conversation. Furthermore, this strategy applies when the speaker does not want to hearer could attack the speaker from the hearer's words. In addition, cited Culpeper in (Wibowo, 2015) added some characteristics from the speaker when applied this strategy during the conversation, there are:

1) Saying the words refer to the mocking

2) Put the words frighten during the conversation
3) Ridicule
4) Attack the hearer by using words non-stop until the hearer does not have a word to replay the statements

iv. Mock Politeness or Sarcasm

Based on Culpeper in Wibowo (2015) mock politeness or sarcasm is a strategy which shown the speaker looks like being a kind person to talk to hearer. Indeed, this strategy takes different way to attack the hearer by using fake face or two face in front of hearer. In addition, the situation when this strategy applied during a conversation the speaker will pretend to be nice to the hearer such as giving a smile but followed by the words refer to innuendo. Couple with, innuendo is same with face threatening act which purpose to attack hearer. In summary, this strategy is inappropriate action to do while giving the utterances due the speaker uses the kindness to show the opposite intention in speaker's heart.

v. Withhold Politeness

According to Culpeper found in Wibowo (2015) stated that withhold politeness applies in real life communication. Due to, withhold politeness is the strategy which shown disrespectful to interlocutor by left the interlocutor while still talking in face to face communication. Indeed, this strategy can be applied in communication via phone call by hang up the call while interlocutor still talking on the phone. Apart from this, this strategy shown by the action without consideration of interlocutor's feeling. It can be concluded withhold politeness is a strategy that does not have a respect for the other

person as an interlocutor due the person who apply this strategy just cut off the other interlocutor's speech suddenly during the conversation.

d. Instagram

According to Kumparan in Anis (2017) sated that Instagram is one of famous social media due almost 700 million active users. Apart from this, Instagram is an application where the users are be able to share photos, videos, and put captions and hashtags in posts. Coupled with, posts followed by comment columns as one of Instagram's feature to give an opinion from other users related to the post. Indeed, Instagram users diverse as the general public, political circles, until artists who almost from all countries in the world exist on Instagram. Finally, Instagram is a common social media which has used by many circles.

e. Causes

Some causes which trigged other Instagram's users who put impoliteness utterances on their comments. Coupled with, there are fake account, sexual harassment, emotion, environment, and LGBT issues.

i. Fake account

Found in Harrison (2018) Zimbardo added that anonymous has fearless to do something annoying in cyberspace due anonymous covered by fake account. Apart from this, anonymous does not have responsibility to save anonymous's real identity in public. Furthermore, based on Akyon & Kalfaoglu (2019) stated that there are some points to identify fake account or valid account on Instagram. Indeed, the explanation

derived into some points as follow bellow:
1. Less Follower
2. High Following
3. No photo profiles
4. Less posts

ii. Sexual Harassment

According to Deshame (2017) stated that sexual harassment is an action refer to negative action. Coupled with, Maghfiroh & Muqoddam (2019) sexual harassment related to sexuality topic. Indeed, sexual harassment in social media derived some forms such as body shaming insult the sensitive area, giving a question personally (refer to human's reproduction), requesting nude photo, sending links porn content, insulting the hearer by saying and imagining the hearer as a sex orientation. However, sexual harassment is a negative action followed by negative intention.

iii. Emotion

According to Culpeper in Šarić & Felberg (2015) stated that emotion is an expression of human's self which related to express jealousy, express judging, and express disagreement. Besides that, jealousy comes from human's feeling which feels unsatisfied based on the achievement. Indeed, Hanspal & Devasagayam (2017) added judging is an action created from self-image which purposed by emotion (subjective point of views) where human only put human's right perspective and thinks others have a wrong perspective. Finally, emotion is an important element in human's life due emotion helps human to express the feeling which followed by actions.

iv. Environment

Briefly, based on Sumaryanti (2017) mentioned that environment is influenced for individual's language. For example, if a person, interacted with people who are using polite language automatically the person will be the same. On the other hand, if the person in daily life communicated with the people are using impoliteness language, it also influenced the person to do impoliteness language. However, environment cannot be separated from language due human lives in the society which included environment on it.

v. LGBT's issues

Based on Putri & Satvikadewi (2017) stated that LGBTQ is a different identity from individual or group which have been involved into LGBTQ. Indeed, believes that identity arises long after the day of birth. On the other hand, this issue has pro and contrast due only two genders recognized as a woman and as a man. As well as, this topic become controversial issue to talk especially in cyberspace due some points such as gender identity, sexual orientation, and sexual behavior still unclear. As a result, LGBTQ is crucial topic due LGBTQ still taboo and did not get an acceptance in some countries.

3. Research Method

This research was designed by using qualitative descriptive method. According to Firman (2018) stated that qualitative descriptive is a research aims to observe the phenomenon about an object of the research such as an action, perspective, motivation, and other thing related to object of the research. Not only observes the object but also presents the detail explanation in the words form.

Therefore, qualitative descriptive is selected as the suitable method to analyze impoliteness strategies in comment columns CJ's posts on Instagram.

The object in the research focuses on the utterances found in CJ's posts on Instagram. Indeed, based on Sudaryanto in Suhardianto & Suryani (2018) a reservation method named non-participant method where the researcher does not involve in the conversation process with the speakers. In addition, the researcher only observed comments when the comments have been written by the hatters in comment columns on CJ's posts.

According to Levitan et al. (2018) stated that pragmatic identity is a method of analyzing data which from the outside of language itself. Indeed, this research also focused on the topic of causes that influenced hatters to give impoliteness utterances which are part of pragmatic's field. Furthermore, the causes in this research identified as an outside aspect from language that is why this research uses pragmatic identity method.

According to Sudaryanto (2015) stated that in presenting data is depend on the element in the paper. In generally, there two categories in method of presenting the result of analysis. There are formal and informal, side formal method is the method which present the data by using number in the paper. And the other hand, side informal is the method which present the data by using words in the paper work.

4. Result and Discussion

The data presented in some screenshots in each data. It showed impoliteness strategies followed by some causes added bellow explanations:

a. Result of the research
i.   Positive Impoliteness Strategy

Figure 1 Positive Impoliteness Strategy Data 1
(Source: CJ's post on Instagram 2015)

The screenshot of CJ's post above got several responses commenting from different accounts. These comments are different like the one below:

@s2successful: *Your boobs are touching the floor get yo grandma's ass tits out of here*
@maigenn   :   *@sterlingbliss1* 😊😊😊*she looks scary asf in this*

There was indicated where impoliteness strategy applied in the first comment. The comment used bald on record strategy, @s2successful wrote direct insult to CJ's physical condition. The application of negative and positive impoliteness strategy found in two comments which contained same meaning along from @maigenn. Indeed, @maigenn directed to insult the post by

putting laughing emoticons to express that @maigenn's felling. Besides that, positive impoliteness strategy found in an abbreviation *"asf"* which was stand for negative interpretation.

Researcher found fake account as a trigger for insulting comments to come out. Fake accounts referred to one of the accounts @s2successful, based on Isriadhi (2018) there are some points to determine whether an account was a fake or not. The first point was the account's status on fake accounts were used to find in a private mode to prevent other users accessing the anonymous account. Based on this, @s2successful could be categorized as a fake account for making its account into a private profile which was different from the account @maigenn.

The second is the number of posted pictures on fake account were used to less even often reach to none for some fake accounts. It was also found in the account @s2successful who had four pictures while the other account, @maigenn, has twenty-eight pictures in its profile. The third was the content of their posts which could be showed the identity. @s2successful was in a private mode that made none of the user can access all of the contents. On the other hand, @maigenn had some posts of @maigenn's posts that showed @maigenn's self. And the last, researcher found on @s2successful to confirm that this account was fake one due from photo profile shown this account only had one hundred and eighty-six followers and had followed two hundred and eighteen accounts. On the other hand, @maigenn had more followers than the following other accounts.

It was proven @s2successful as a fake account was following the explanation above. Furthermore @s2successful also triggered other users to follow the action towards CJ which built negative environment for @maigenn who also commented the post. In addition, their photo profiles attached as bellow:
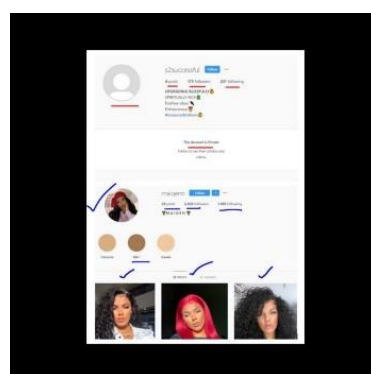

Figure 2 Photo Profile Data 1
(Source: Instagram 2019)

ii.   Negative Impoliteness Strategy

Figure 3 Negative Impoliteness Strategy Data 2
(Source: CJ's post on Instagram 2018)

The post in the screenshot above showed that there were three comments could be seen in the written below:

@idontcare203   : *There's only one woman In this picture*

@sassyyyy_babee : *@idontcare203 who's the woman? Lol..the other " woman " is*

Sophia who is a trans just like Bruce..both were man, turned woman, and dated woman

@idontcare203 : *@emi_lano_02 then they are all men fuckhead*

A comment from @idontcare203 included in negative impoliteness strategy which led to bully CJ which referred CJ is still a man. The comment @sassyyyy_babee was applying multiple strategies such as positive impoliteness strategy and negative impoliteness strategy. Indeed, side positive impoliteness by starting an argument, calling undue name *"Bruce"*, writing an abbreviation *"Lol"*. Side negative impoliteness strategy found in the comment which aimed to bully CJ *"Lol"* had meaning *"Laugh Out Loud"* based on *Dictionary.com* (2020) which to express funny things that were laughable. The closing comment from @idontcare203 applied multiple strategies, there were negative impoliteness strategy and positive impoliteness strategy by giving a statement intended to mock CJ's post side negative impoliteness. Indeed, side positive impoliteness strategy @idontcare203 put unappropriated words *"fuckhead"* which had negative meaning.

The main trigger to stand out in the comments from @idontcare203 and @sassyyyy_babee were putting their emotion which did not approve a change in CJ's identity. In addition, anonymous as the way these two accounts limit to other users finding out who they were. It was the reason two accounts freely gave inappropriate comments without any fearless that Instagram users would find out who they really were. Furthermore, @sassyyyy_babee indicated as fake account due this account had some categorized fake account based on the explanation about fake account in data one. In addition, @sassyyyy_babee's photo profile could be shown in screenshot bellow:
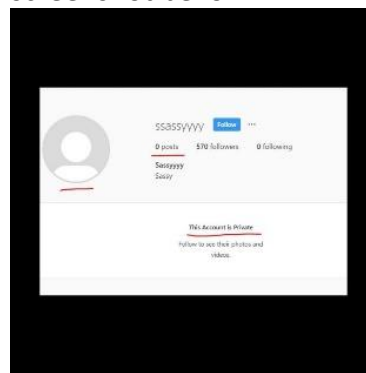
Figure 4 Photo Profile Data 2 (Source: Instagram 2019)

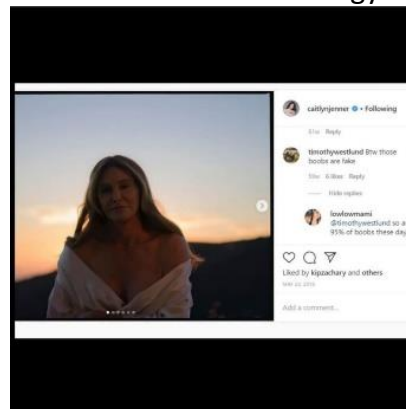iii. Bald on Record Strategy

Figure 5 Bald on Record Strategy Data 3 (Source: CJ's post on Instagram 2018)

Responses to this post vary greatly to thousands of comments, the researcher only limited two comments from two different accounts as follows:

@timothywestlund : *Btw those boobs are fake*

@lowlowmami :
@timothywestlund *so are 95% of boobs these days*

Comment from @timothywestlund and @lowlowmami entered into bald on record strategy due discussed a sensitive CJ's body. But, @lowlowmami addressed the statement for almost all young women who had made changes to that body part that made the body part was no longer original. From the positive impoliteness strategy applied by @timothywestlund which used an abbreviation *"Btw"*. Another thing that proved these two accounts were using a positive impoliteness strategy by discussing sensitive topics were CJ's body parts that could offend not only CJ but also other women who read their comments.

The cause found by the researcher in the comments above were emotional which referred to sexual harassment and then followed by environment. From the emotional side, both accounts showed their disapproval of changes in CJ's private body parts that were not like before where these two accounts wrote responses which entered being sexual harassment by bullying those private body parts of CJ. Starting with the @timothywestlund account which discussed the sentimental body parts of CJ that affected the @lowlowmami account which also comment on the sensitive parts of a women's body. Therefore, environment carrying other accounts could write abusive comments.

iv. Mock Politeness or Sarcasm

Figure 6 Mock Politeness or Sarcasm Data 4
(Source: CJ's post on Instagram 2018)

CJ's post above got two comments from an Instagram account user named @karrieasorbel in comments below:
@karrieasorbel : *Why in the fuck would you even post to this if you truly "knew*

you were a woman since before your teenage years... I'm sorry to tell you Bruce, you would have much more feminine traits. You chose this life for you thank God you never molested any children Or did anything else sick...or did you?
@karrieasorbe l: *I mean look at yourself in that video you are an old wrinkled up man*

Two comments from the @karrieasorbel identified using multiple strategies. There were positive impoliteness strategy, mock politeness or sarcasm, and the bald on record strategy. Besides that, a positive impoliteness

strategy found by starting an argument with a question *"why"*. Indeed, the comments followed by a taboo word that had a negative meaning, the word *"fuck"*. This was also reinforced by @karrieasorbel was discussing topics that disturbed CJ. Indeed, mock politeness or sarcasm found in the first comment which this account showed a form of regret for what was written. But, the intention of the comment referred for mocking CJ by saying undue name *"to tell you Bruce"* which @karrieasorbel again showed that this account did not really regret what had been written. The second comment which went into bald on record strategy because this account clearly attacked CJ by alluding to CJ's physical problem that was the part of CJ's skin.

The researcher found that emotion as the main reason for this account to provide comments. Furthermore, @karrieasorbel could not accept the changes that have been done by CJ and it caused @karrieasorbel was not be able to control emotion while giving the utterances.

b. **Discussion**

The explanation which focused to answer two research questions in this research. Indeed, this research studied about the impoliteness strategies which from five strategies only four strategies have applied by haters. Besides that, causes could not be stand by its self. One cause supported by other causes as a trigger for haters gave rude comments. The detail of finding related to this research defined as bellow:

i. Positive impoliteness strategy

This strategy was a common strategy that haters used it due this strategy was almost found in each data on this research. The researcher found, haters who used the positive impoliteness strategy while giving comments. Indeed, the comment was not used to get a reply comments which applied this strategy from other haters who also used the same strategy. Indeed, some data show comments from haters who used this strategy got responses from other haters who used other strategies such as negative impoliteness, bald on record or mock politeness or sarcasm.

ii. Negative impoliteness strategy

Not only previous strategy but also negative impoliteness strategy was also common strategy which hatters used while giving comments due almost all data had been analyzed aimed to mock CJ. Furthermore, from the data had been presented in analyzing session before, it found in various words intended to insult CJ.

iii. Bald on record strategy

Based on analyzing data in the earlier session bald on record strategy also applied in some comments from haters. This strategy could be found based on from what CJ posted such as when CJ posted about CJ who wore a sexy cloth. Coupled with that, haters will attack CJ directly by point out CJ's part of body.

iv. Mock politeness or sarcasm

This strategy was less strategy which applied on the comments due this strategy was quite hard to be found especially on text communication. This strategy is a strategy that was implemented in a few comments only

due in text communication could not see the expression from the speaker which could be supported this strategy. Most Hatters offended CJ with harsh words were straightforward to CJ while this strategy refers to subtle allusions and pretended giving sympathy to CJ which basically refers to actions that also offended. Finally, strategy was withhold politeness strategy, this strategy did not find in comment columns on CJ's post due this strategy could be applied when the conversation happened in direct conversation or face to face interaction.

Side the causes, each cause made collaboration which pushed hatters to write rude comments. Like fake account added by emotional about CJ's decision was being transgender or LGBTQ's issues and wrote sexual harassment. Indeed, fake accounts also influenced other hatter to write rude comment it built negative environment.

5. Conclusion

From the analysis on this research, impoliteness strategies have been applied on CJ's comment columns are:
1. Positive impoliteness strategy
2. Negative impoliteness strategy
3. Bald on record strategy
4. Mock politeness or sarcasm

On the other hand, withhold politeness did not find in comment columns on CJ's posts. Due to this strategy will apply only in direct communication or conversation.

Besides four strategies above, in this research also found some causes which trigged hatters to write harsh comments such as:
1. Fake account
2. Sexual harassment
3. Emotion
4. Environment
5. LGBTQ's issues.

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