

**THE ANALYSIS OF IMPOLITENESS STRATEGIES IN
AMERICAN PRESIDENTIAL DEBATE 2020**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

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AMERICAN PRESIDENTIAL DEBATE 2020**

THESIS

Presented to

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in Partial Fulfilment of Requirement for the Degree of *Sarjana Sastra* (S.S)

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2021

STATEMENT OF AUTHORSHIP

I state that entitled “**The Analysis of Impoliteness Strategies in American Presidential Debate 2020**” is my original work. I do not include any materials previously written or published by another person, except those cited as bibliography and written in the references. Hereby, if there is any objection or claim. I am the only person who is responsible for that.

Malang, 15 August 2021

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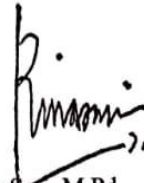
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MOTTO

“Dua musuh kesuksesan adalah penundaan dan alasan”

(The two enemies of success are procrastination and excuses)

DEDICATION

I dedicate this thesis to my parents, Syaifuddin and Fuzamah, who always pray for, support and love me with all their heart. To my two younger brothers Muhammad Rizky and Syaiful Yafiq and all the family who always pray for and support my journey until I finish my education this time. Thank you for supporting all the processes that I have gone through so far. And for my supervisor Vita Nur Santi, M.Pd who has guided me well.

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My thesis adviser, Vita Nur Santi, M.Pd., deserves special thanks for allowing me to study and research under her guidance. I appreciate her support and motivation in completing my thesis.

For my beloved parents, my father Syaifuddin and my mother Fuzamah for never ending love, support and pray for me. Without their support and pray, I could not finish my study. Also, for my brothers, Muhammad Rizqi and Syaiful Yafiq thanks for support. To all of my family thank you very much for support me to finish my study.

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ABSTRACT

Zuhra, Syarifatus. 2021. **Impoliteness Strategies in American Presidential Debate 2020**. Minor Thesis, Faculty of Humanities, Department of English Literature, Maulana Malik Ibrahim State Islamic University Malang.

Advisor: Vita Nur Santi, M.Pd.

Keywords: *Impoliteness, impoliteness strategies, function impoliteness.*

This study examines and examines the types of conversations between candidates in the 2020 presidential debate in America. In this study, the theory used is the impoliteness theory of Culpeper (1996) which divides impoliteness strategies into categories. The categories are direct impoliteness, positive impoliteness, negative impoliteness, pseudo impoliteness and unexpected impoliteness. This study refers to the formulation of the first problem, namely the types of impoliteness strategies used by candidates in the presidential debate in America in 2020.

This study uses a qualitative method to analyze examples of impolite strategies used in the presidential debate in America in 2020. In addition, researchers also analyze the function of impoliteness according to the theory of Culpeper (2011). The function of impoliteness, according to Culpeper, is divided into 3, namely, affective function, coercive function, entertaining function.

In this study, the researcher found all types of impoliteness strategies according to Culpeper's theory and found all impoliteness functions used by presidential debate candidates in America in 2020.

ABSTRAK

Zuhra, Syarifatus. 2021. **Impoliteness Strategies in American Presidential Debate 2020**. Skripsi, Fakultas Humaniora, Jurusan Sastra Inggris, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing: Vita Nur Santi, M.Pd.

Kata Kunci: *Ketidaksopanan, strategi ketidaksopanan, fungsi ketidaksopanan.*

Penelitian ini mengkaji dan meneliti tentang tipe dari ketidaksopanan yang terdapat dalam percakapan antara kandidat pada debat presiden di Amerika tahun 2020. Dalam penelitian ini teori yang digunakan adalah teori ketidaksopanan dari Culpeper (1996) yang membagi strategi ketidaksopanan kedalam 5 kategori. Kategori tersebut adalah ketidaksopanan secara langsung, ketidaksopanan positif, ketidaksopanan negative, ketidaksopanan semu dan ketidaksopanan yang tidak diharapkan. Penelitian ini mengacu pada rumusan masalah yang pertama yaitu apa saja tipe strategi ketidaksopanan yang digunakan oleh para kandidat di debate presiden di Amerika tahun 2020.

Penelitian ini menggunakan metode kualitatif yang bertujuan untuk menganalisa contoh strategi ketidaksopanan yang digunakan dalam debat presiden di Amrika tahun 2020. Selain itu peneliti juga menganalisa fungsi dari ketidaksopanan menurut teori Culpeper (20011). Fungsi dari ketidaksopanan menurut Culpeper terbagi menjadi 3 yaitu; fungsi afektif, fungsi paksaan, fungsi menghibur.

Pada penelitian ini peneliti menemukan semua tipe strategi ketidaksopanan sesuai dengan teori dai Culpeper dan juga peneliti menemukan semua fungsi dari ketidaksopanan yang digunakan para kandidat debat presiden di Amerika tahun 2020.

البحث مستخلص

زهرة ، سياريفوز. 2021. استراتيجية التآدب في المناقشة الرئاسية لعام 2020. أطروحة ،

كلية العلوم الإنسانية ، قسم الأدب الإنجليزي ، مولانا مالك إبراهيم الدولة الإسلامية جامعة

مالانج

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الكلمات المفتاحية: اللامبالاة ، الإستراتيجية الوقاحة ، وظيفة اللامبالاة

تفحص هذه الدراسة وتفحص أنواع اللامبالاة الموجودة في المحادثات بين المرشحين في المناظرة الرئاسية في أمريكا عام 2020. في هذه الدراسة ، النظرية المستخدمة هي نظرية عدم الأدب لجوناثان كولبيير (1996) التي تقسم استراتيجيات عدم الأدب إلى 5 فئات. الفئات هي عدم أدب مباشر ، وقاحة إيجابية ، وقلة أدبية سلبية ، وقلة أدبية زائفة ، وقاحة غير متوقعة. تشير هذه الدراسة إلى صياغة المشكلة الأولى ، وهي ما هي أنواع استراتيجيات عدم اللياقة التي يستخدمها المرشحون في المناظرة الرئاسية في أمريكا عام 2020.

تستخدم هذه الدراسة أسلوبًا نوعيًا يهدف إلى تحليل أمثلة على استراتيجيات عدم التآدب المستخدمة في المناظرة الرئاسية في أمريكا عام 2020. بالإضافة إلى ذلك ، يقوم الباحثون بتقسيم وظيفة (Johnatan Culpeper (2011) أيضًا بتحليل وظيفة عدم الأدب وفقًا لنظرية إلى 3 ، وهي ؛ وظيفة عاطفية ، وظيفة قسرية ، وظيفة مسلية Culpeper اللامبالاة وفقًا لـ

في هذه الدراسة ، وجد الباحثون جميع أنواع استراتيجيات اللامبالاة وفقًا لنظرية داي كولبيير وأيضًا وجد الباحثون جميع وظائف اللامبالاة التي استخدمها المرشحون للمناظرة الرئاسية في أمريكا عام 2020.

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CHAPTER I

INTRODUCTION

This chapter covers the background of the study, research questions, objectives, scope and limitations, key word definitions, previous studies, and research techniques such as research design, research instruments, data and data sources, data collecting, and data analysis are all covered in this chapter.

A. Background of study

This study examines pragmatic phenomena in the form of impoliteness techniques adopted by presidential candidates during the debate. Impoliteness is a social interaction approach that tries to harm the addressee's face, causing social disturbance. Rudeness is not the same as impoliteness. Rodina and Workman (2005, p.3) identify that rudeness is everything that someone says or does, which people don't say or do that offends and insults the feelings of others that make them uncomfortable. This behavior is incentive behavior that is done to show a lack of respect for others. Rudeness is also claimed as a face-threatening act (FTA) that violates the social interaction norm from the social context that occurs (Culpeper, 2011, p. 19). Rudeness is intentional, whereas impoliteness is intentional or unintentional. A speaker may not intend to attack the listener in the face, but his behavior is deemed rude by the listener. The slight difference between impoliteness and rudeness is that impoliteness is more widely used in academia because it is considered more appropriate and acceptable to listeners.

Before knowing about impoliteness, it is important to understand about-face and politeness. The term face, Brown and Levinson (in Gyllenhaal, 2016: 2), refers to an individual's public self-image that everyone seeks to own for himself. People hope that others would recognize their public self-image, according to Yule (1996: 60). In order to save the other's face, people act responsibly and behave courteously. On the other hand, some of them fail to communicate adequately, causing harm to the other's face.

Meanwhile, politeness is described as the use of verbal and non-spoken manners to keep a person's dignity (Brown and Levinson in Ruhi, 2006: 44). Because they do not come from a family of courteous people, they must learn how to be courteous. Politeness refers to the use of linguistic strategies to maintain social harmony. Discord may emerge, on the other side, if the speaker attacks the face of the interlocutor. Some people choose to use obnoxious language over polite language for a number of reasons. According to Culpeper (2003), the primary distinction between politeness and impoliteness is intent, whether it is to support (politeness) or to attack (impoliteness).

Impoliteness is the opposite of politeness. Brown and Levinson (1987), The most well-known explanation of politeness is known as the face-saving theory. Brown and Levinson explain if politeness is a "universal concept of human interaction." (Malmkjar, 2004, p. 426). Politeness is a language in which the structure of the language used is well regulated to offend the other person. Impoliteness, on the other hand, is the employment of methods meant to assault

people's faces, resulting in social strife and discord (Culpeper, 1996). The goal of politeness is to keep social balance and friendly exchanges, allowing us to assume that our interlocutors are cooperative (Culpeper, 2011, p. 2). There are five different sorts of politeness and impoliteness tactics. Brown and Levinson found five sorts of politeness methods for enhancing the face: bald on record, negative politeness, positive politeness, off-record, and don't perform the face-threatening behavior when it comes to Politeness. Impoliteness, on the other hand, is divided into five categories by Culpeper: bald on record, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, sarcasm or mock impoliteness, and withhold impoliteness. An important reason for the analysis of impoliteness strategies is to minimize misunderstandings that are considered impolite even though some verbal behavior is usually disrespectful. Still, not all verbal behavior or the meaning of such verbal behavior is impolite. It depends on the situation.

Impoliteness is not something that is given but tends to emphasize the role of intention (Culpeper, 2003). Impoliteness is used because someone intends to offend or attack another person's face. But impoliteness can also be used by someone accidentally. Impoliteness arises when (1) the speaker transmits intentional face attacks, (2) the listener sees and frames the behavior as intentional facial attacks, or (3) a combination of (1) and (2). (Page 38, 2005). Literature shows that impoliteness tends to occur in situations where a person has a conflict of interest or they have a very close relationship (Culpeper, 1996). Lack of social power is also connected to impoliteness. The speaker can use it to exert influence on the activity of other interlocutors (Locher, 2004; Locher & Watts, 2008).

Although social power is flexible and changeable (Locher & Bousfield, 2008), research shows that people with greater authority, particularly legitimate and expert powers, are more likely to employ impoliteness (Culpeper, 1996; Kantara, 2010).

In this study, the researcher will use the impoliteness theory from Culpeper (1996) to find the types of impoliteness and Culpeper (2011) to describe the functions of impoliteness. The reason the researcher chooses to use Culpeper's theory is because Culpeper's theory has advantages over other theories because it is built on real life data or based on real life. The researcher uses Culpeper's impolite strategy theory, because many other researchers use Culpeper's theory to analyze data that is similar to the data that I will analyze. The data that I will analyze are utterances from the presidential debate in America in 2020. From all the previous studies that the researcher mentioned, the theory used is Culpeper's theory. Culpeper spread his theory and made it available to researchers interested in studying impoliteness. Next, Culpeper turned to media data in general and television programs to see which models of impoliteness were used and their functional impoliteness. Films, series, dramas, documentaries, quiz programs, speeches, debates, modern communications, and anything that contains conflict between interlocutors are the objects of Culpeper's research.

This time, the researcher will analyze the impoliteness strategies in the 2020 presidential debate, which Covid-19. Because the importance of researching political language cannot be understated, the presidential debate is one of the most

often examined political discourses in study. Debate is one of the most successful study tools for impoliteness strategies. During the debate, there were multiple attacks between the two contestants. The context that occurred in the presidential debate occurred naturally without being planned. Therefore, in the debate, many impoliteness strategies appear without realizing it. Furthermore, political leaders have a tremendous tool in the form of words. Political language is critical to the successful implementation of democratic governance in every society. Language, according to Aeyomoni and Akinkuolere, is a belt that carries power. People are motivated to vote and argue as a result of it.

In the general election of candidates, the presidential debate is a sequence of events involving presidential and vice-presidential candidates. The presidential debate is one of the political debates that often invite issues and public interest. Presidential debates occur or are held every five years. The presidential debate is held to convey the vision and mission of the candidates directly so that the public would be more familiar with their presidential candidates or future leaders and be able to determine their choices well without hesitation. The public has very high enthusiasm for the presidential debate. The presidential debate is to find out how the attitude and opinion of each candidate to a problem in that country.

Impoliteness study has been investigated by researchers previously for example, in his article, Hamno (2019) discusses President Trump's usage of impoliteness techniques in tweets directed against US lawmakers. Researchers utilize quantitative approaches to identify the impoliteness of Trump's tweets in

this publication. Culpeper's (1996) theory of impoliteness tactics is used in this study. Numerous forms of positive impoliteness are present in this journal, as well as many coercive functions, because Trump is powerful in pushing the reader through his Twitter. This study also found several types of impoliteness, namely bald on record, positive impoliteness, negative impoliteness and also sarcasm or mock impoliteness. No withhold impoliteness was found because the data used in this study were written by Trump, therefore withhold impoliteness was not found by the researcher. In this study, the researchers also grouped the data according to the gender of the commentators on Trump's twitter. So, the object of this research is not only Trump but also the commentators on Trump's twitter page.

Researchers have something new and different to analyze language phenomena that occur in everyday life. We have several gaps that are similar and different from previous studies. Researchers are both using Culpeper's theory of impoliteness. What distinguishes this study from previous research is: first, the researcher analyzes different data. To be precise, the debate to be discussed is the presidential debate on Covid19. Second, this study uses qualitative method, and the data for this study is spoken. In this study, the researchers made the two candidates from the presidential debate in America 2020 as objects. And the data taken by the researcher is the utterances that the two candidates use during the presidential debate. In previous studies, the data were grouped according to gender, while in this study the researchers only grouped data according to the use of the candidates in the presidential debate in America 2020.

Meanwhile, the purpose of this research is to determine the forms of impoliteness methods utilized by the applicants, as well as the functions of such tactics. To determine the functions of impoliteness, the researcher uses the theory characterized by Culpeper (2011). He comes to the conclusion that there are three different types of functions. He divides the many types of functions into three categories: affective, coercive, and entertaining.

B. Research Questions

Based on the foregoing context, the purpose of this research is to answer the following two questions:

1. What are the types of impoliteness strategies used in American Presidential Debate 2020?
2. How the impoliteness strategies used in American Presidential Debate 2020?

C. Objectives of Study

To answer the research questions above, this research was conducted to:

1. To find the impoliteness strategies used in American Presidential Debate 2020.
2. To describe the functions of impoliteness strategies used in American Presidential Debate 2020.

D. Significance of Study

According to the research questions above, this study entitled “Impoliteness Strategies”. Especially in the American Presidential Debate 2020 in various importance consisting of theoretical and practical contributions.

This research is important since it contributes both theoretically and practically. The theoretical contribution of this research is to see and put into practice Culpeper's (1996) idea of kinds impoliteness and functions of impoliteness (2011). In terms of application, the findings of this study can be used by other academics who are interested in investigating comparable issues. This research will give information and references on impoliteness in order to better understand how individuals communicate while utilizing impoliteness theory in their research. This research can help determine what impoliteness is, how to use impoliteness, the types of impoliteness, and how the functions of impoliteness used by the people. From this research, the data that I found and the analysis can be used as examples or materials for teaching related to impoliteness strategies. For English department to lecturer pragmatics to research with the same topic.

E. Scope and Limitation

To evaluate the sorts of impoliteness strategies in the American Presidential Debate 2020, the researcher focuses and restricts the model on Culpeper's theory. Despite conducting literature reviews for a number of theoretical studies, the researcher only found Culpeper's theory (1996) about five types of impoliteness strategies: bald on record, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness, as well as Culpeper's theory (2011) about the functions of impoliteness: affective function, coercive function, and withhold impoliteness. In this study, the researcher only examined and analyzed the utterances of the two candidates; the researcher limited the scope of his research only to explore the two candidates from the presidential debate,

namely Donald Trump and Joe Biden.

F. Definition of Key Terms

1. **Presidential Debate** is a series of debate events held in the presidential general election, which each candidate has attended.
2. **Impoliteness strategies** is many people utilize them to express their perspective or voice at times. It is also frequently used to describe what they do not like or even to insinuate for certain goals while expressing ideas. Impoliteness techniques are defined as a speaker's deliberate communication intended to irritate or assault the listener's face, which interprets the speaker's behavior as a malicious face.
3. **Bald on Record** is a direct, plain, unambiguous, and succinct act that threatens a person's face in situations when the face is not unimportant or reduced.
4. **Positive Impoliteness** is the use of methods or strategies intended to undermine the wishes of the recipient's and listener's positive face. Positive impoliteness is usually done by ignoring, insulting, taboo words, and looking for conflict.
5. **Negative Impoliteness** is the employment of tactics to sabotage the addressee's unfavorable face desires. Condescend, disdain, or ridicule, as well as threatening, are all part of this tactic.
6. **Sarcasm or Mock Impoliteness** is the face-threatening act performed using politeness strategies insincere and thus remains surface realization.

7. Withhold Impoliteness is Politeness that does not exist in the situation except.

G. Previous Study

This research is the subject of several papers from scientific journals and theses. They are cited as examples of how to conduct impoliteness research.

First, Auliana (2017) who investigated Donald Trump's and Hillary Clinton's impoliteness techniques during the 2016 presidential debate. The descriptive qualitative approach was employed in this investigation. This research examines Donald Trump's and Hillary Clinton's rude techniques during the presidential election debate. In particular, to find out the types of impoliteness used by Donald Trump, this thesis analyses the functions and ways of realizing the impoliteness strategies used by Donald Trump. The impolite strategy theory of Culpeper is used in this investigation. According to Culpeper's hypothesis, Donald Trump utilized a sort of impoliteness technique, as evidenced by many phrases or sentences throughout the discussion. According to the findings of this study, there are 27 unpleasant utterances. Positive politeness appears in 9 statements, negative politeness appears in 7 utterances, while sarcasm or mocking politeness appears in 8 utterances.

Second, Gurning, (2017) The goal of this research is to characterize and explain how various impoliteness methods are deployed, as well as the motivations behind them. The descriptive qualitative method was used in this study. The remarks of the gubernatorial candidates in two different debate sessions were evaluated as the data follow the theory of Culpeper. The data show

that three of the five politeness methods, namely direct politeness, positive politeness, and negative politeness, are present in both debates. Three gubernatorial candidates used bald on record, seven candidates used positive impoliteness, and three candidates used negative impoliteness. There are several reasons for using rudeness strategies, namely to vent negative feelings, mock others, show disapproval, show power, and make things clear. The impolite method, on the other hand, is mostly used to demonstrate dominance. Furthermore, it was discovered that two different impoliteness techniques and two different realizations were deployed simultaneously.

Third, Muazzaro, Dewanti (2020) investigated about impoliteness strategies in Donald Trump's speech. The journal allows us to identify the different forms of impoliteness techniques used by Trump, as well as the most common types of impoliteness strategies used by Trump. The study object is Donald Trump's address at the 2018 "Conservative Political Action Conference" in National Harbor, Maryland, United States. The information was gathered from Trump's rude statements in a video that was uploaded to YouTube within 1 hour 15 minutes 25 seconds. This study used descriptive qualitative approach based on impoliteness strategies phenomenon in verbal communication or spoken language. This study used impoliteness strategies theory proposed by Culpeper. The result showed that there four strategies which occurred and confirmed that Trump portrayed his power to attack the hearer. Donald Trump tended to use negative impoliteness strategies in their performance as their most frequent strategies. The data shows that Trump used negative impoliteness with nineteen utterances (19)

or 39.6% of the entire speech, then followed by positive impoliteness that occurred fourteen utterances (14) or 29.2% of the entire speech, sarcasm or mock politeness that occurred eight utterances (8) or 16.6% of the entire speech, and then the least one is bald on record impoliteness occurred seven utterances (7) or 14.6% of the entire speech. Withhold politeness was absent in this study because this type usually happens in the dialogue, not in the monologue. Meanwhile, speech is a kind of monologue, so withhold politeness could not be found.

Fourth, El-Falaky (2019) *Impoliteness in Egyptian Political Campaign Discourse: A Pragmatic Analysis of Mousa Aboufotouh Presidential Debate*. This article is intended to analyze verbal impoliteness in the first and only Egyptian televised presidential debate. The objective of this article is to examine how impoliteness strategies are indirectly utilized by the presidential candidates Mousa and Aboul fotouh. The analysis pinpoints the intended implications resulting from this linguistic phenomenon. The study is capitalized on Culpeper's Theory of Impoliteness (1996, 2005) as its framework to deduce how impoliteness can intentionally be used to save/threaten the face of competing politicians.

Fifth, Okpokiri (2020) who explained about connection between positive impoliteness strategy and insecurity in Nigeria, as well as the crippling effects this has had on practically every aspect of the country's growth. Prior to the 2015 presidential election, data was collected using a purposive sampling technique from selected Nigerian newspapers that captured campaign speeches from political actors from the two major political parties in Nigeria, the People Democratic Party (PDP) and the All-Progressive Congress (APC). The data was

analyzed textually using Jonathan Culpeper's impoliteness strategy framework and John Austin's Speech act theory. In Nigeria, a strong correlation was discovered between positive impoliteness strategy and electoral violence. Our politicians used this positive impoliteness linguistic strategy, which included name calling, dissociating from the other, excluding others from an activity, and others, in order to discredit their opponents in front of the electorate while presenting themselves as the best option for the masses.

Last, Garcia-Pastor (2008) *Impoliteness and Power Candidate Exchanges in Political Campaign Debates as Zero-Sum Games* The object of this study is a presidential debate, which is classified as a written object. She adapts Culpeper's conceptual impoliteness methods to create her own impoliteness strategies (1996). She sought to investigate the intersection of impoliteness and power in the 2000 U.S. election in this journal. Researchers in this study came to different conclusions than I did. Researchers did not employ Culpeper theory with five existing categories in this investigation. The researcher uses the theory from Garcia-Pastor which classifies impoliteness from the aspect of face aggravating, namely positive-face and negative-face oriented strategies. And also, this research only analysis impoliteness strategies use by Donald Trump.

H. Research Method

1. Research Design

This study analyses Donald Trump and Joe Biden's strategy of impoliteness in presidential debates. The characteristic in this research is pragmatism. Pragmatism is a tradition that assumes that words and thoughts are tools for predicting, finding

solutions, and solving problems and actions. This research is categorized as pragmatism because it examines the practical meaning of a person's language and focuses on understanding human behavior in conversation. The researcher will discuss the usage of immodesty methods by discovering and collecting data from the presidential debate video on YouTube, which will be used in this study. Vanderstoep and Johnston (2009: 310) in Archia (2014) define qualitative research as a type of research that produces descriptive texts about phenomena and iterate about these phenomena. They also said that qualitative research is descriptive, which aims to understand the use of impoliteness strategies used by candidates in presidential debates. The data consists of words, sentences, and also utterances. After who collected the data, the researcher descriptively reported the findings of the data. Researchers want to know the use of impoliteness strategies used by candidates in the presidential debate. This study uses a pragmatic approach with the theory proposed by Culpeper (1996).

2. Research Instruments

The researcher serves as the research tool. To find data, this study employs a qualitative description method and constructivist notions. The goal of this study is to identify impoliteness utterances classified by kind and to describe the purpose of impoliteness utterances used by presidential candidates during debates. In this study, researchers obtained and collected data from the presidential debate videos on YouTube. The researcher scans some information about the candidate to find out how the candidate uses impoliteness strategies. The researchers also used debate scripts transcribed by Google as a secondary instrument for analysis.

3. Data and Data Source

Data discovery is the most important part of the research. The researcher took data from one of the social media platforms, namely YouTube, which was broadcast live on October 23, 2020 on the NBC News channel. You can browse YouTube videos via this link: <https://youtu.be/UCA1A5GqCdQ>. The title of the presidential debate video: 2020 Presidential Debate Final Between Donald Trump vs Joe Biden. In 2020 presidential debates were held three times. The data that I analyzed took from the last presidential debate with the topic of Covid 19 is utterances used by the candidates. In the presidential debate video, there were two pairs of candidates, namely Donald Trump and Joe Biden, one presenter and many spectators who attended the presidential debate. 1:59:33 video length is almost 2 hours. However, the researcher only took data from the initial time until 21:18, namely the dangers and impacts of Covid 19. The researcher examined the 2020 presidential debate because the topics discussed by the two candidates in the debate were news that was very hotly discussed by the public, namely the dangers and crisis caused by the Covid-19 pandemic.

4. Data Collection.

The researcher has multiple stages to collect data in this study: initially, the researcher searches YouTube for videos of the presidential debate. Second, the researcher downloaded the whole video of Donald Trump vs. Joe Biden's presidential debate in America, as well as the transcripts, which were then rescripted by the researcher to analyze the utterances. The website link is available in the data source. Third, the researcher watches the video and understanding the

conversations between the candidates. Last, the researcher looked for conversations that include impoliteness and list the conversations with impoliteness strategies into a table.

8. Data Analysis

After collecting data by searching for video on YouTube, the researcher began analysing the data in several steps. First, the researcher observed each conversation of the two candidates, including Culpeper's impoliteness theory. Second, the researcher finds and understands each utterance, the sentences uttered by the two candidates. Third, the researcher categorizes impoliteness sentences or utterances in conversation into impoliteness strategies which include: bald on record, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness. Fourth, the research describes the functions of impoliteness strategies that has been grouped or categorized. Finally, the researcher makes a cover from the data has been analyzed.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter contains the theories that underpin the research and make it easier to comprehend and answer the research questions.

A. Pragmatics

Pragmatics is a branch of linguistics concerned with understanding meaning in context (Adolph, et al.,1). Pragmatics is the study of how people use language in communication and how it influences, as well as factualized human language usage. Pragmatics can be defined as the study of the use of language in human communication as influenced by societal conditions. We must evaluate the context of a communication when someone speaks to another person. It signifies that the speaker's meaning in communication is influenced by the setting and condition. Context is more than simply a reference; it's also action, and it's about knowing why you're doing it (Mey, 2001, p. 41). It also provides actual pragmatic significance to our words.

In every interaction with people, we might discover some language meaning that does not only come from what he literally says. According to Yule's (1996) statement, this research is included in the study of pragmatics because it is related to the meaning of language or speech. Fukushima (2003) aspect of pragmatics is courtesy. Meanwhile, impoliteness, according to Culpeper (1996), is a parasite of politeness. As a result, the science of pragmatics looked at politeness and impoliteness. As a result, pragmatics became interested in

politeness and impoliteness. This form of research necessitates the interpretation of what people mean in a given situation and how the situation effects what they say. Pragmatics, according to Yule (1996), is the study of how more is transmitted than is expressed. In a circumstance, several criteria in evaluating the message are clearly communicated. We can learn civility and impoliteness through pragmatics.

B. Impoliteness Theories

Jonathan Culpeper, Derek Bousfield, and Miriam A. Locher were the first to create the term "politeness techniques" (Pramujiono 183). If politeness theory is to retain analytical consistency, it must incorporate confrontational techniques, according to Craig, as quoted by Culpeper. Furthermore, it is obvious that immodesty plays a significant, rather than minor, role in some situations (Towards 366). As a result, several linguists began to consider developing the study of impoliteness as a branch of pragmatics.

When a person acts and says politely, it means he is trying to get along with other people and trying to make sure that the communication goes smoothly. If for some reason a person wants to be rude to another person, it means that he is intentionally attacking the other person with his words or wants to cause social discomfort. People who often express their feelings in inappropriate and disrespectful language can cause conflict. They cannot control their language and behaviour when communicating with other people. And also, they do not think about how politeness strategies to express the feelings they feel (Gurning, 2017, p. 282).

Culpeper (2008) impoliteness is defined as follows: impoliteness, as I describe it, is communication activity targeted at causing the target to lose face or being viewed as impolite by the target. He highlighted the need of maintaining one's dignity. So, rudeness is a purposeful communicative act that causes someone to lose face totally or at least 'feel' like they've lost face. In Bousfield (2008), rudeness is defined as issuing a deliberately reckless and contradictory face-threatening act (FTA). Bousfield places a strong emphasis on unplanned and contradictory concepts. As a result, when someone's behaviors are viewed as face-threatening, the threat is delivered carelessly, leading to disagreement or even a dispute. When done on purpose, the language action must be viewed as the actuality of impoliteness. (Rahardi, 2017, p. 310).

Linguists have offered numerous definitions (Rahardi 63). Several linguists have defined impoliteness as follows:

1. According to Locher and Bousfield, impoliteness is defined as behavior that is annoying to the face in a certain situation.
2. Terkourafi, when the term employed is not conventionalized in connection to the context of occurrence; it threatens the addressee's face... but the hearer attaches no such threat to the speaker.
3. Impoliteness, according to Culpeper, is communication behavior intended to cause or seen to cause a target's face-loss. Impoliteness, he added, is defined as the adoption of methods intended to have the opposite impact of social disturbance.

Archer, Bousfield, Culpeper, and Limberg stated that impoliteness can be

divided into two categories, according to Wijayanto: the purpose of the use and the situation in which it happens. Impoliteness is described as the deliberate use of language to undermine interpersonal connections or assault the listener's face, depending on the goal. Impoliteness, according to Wijayanto, is "the adoption of methods that are designed to have the opposite effect—that of social disruption" (Impoliteness 116). Culpeper said, as cited by Wijayanto, that there are some reasons why people utilize the impoliteness tactic in conversation (Impoliteness 117). The following factors are:

1. The speaker and the listener have a tight social relationship.
2. Individuals with unequal social power. Speakers with more power in society are more likely to be rude to their listeners who have less power.
3. The speaker has no desire to save the listeners' faces. This could be due to the importance of the battle.

C. The Notion of Impoliteness

One explanation for this is that, though some verbal behaviors are generally considered disrespectful, they are not always disrespectful; it all depends on the occasion or circumstances. Taking one extreme example, when someone calls another person shouting and uses slightly disrespectful language or has the potential to offend an older person living in a quiet environment it might be considered very rude, whereas doing so in a crowd or watching football might be considered polite. In the mind's eye, or the eye of the beholder, disrespect is extremely obvious. It all comes down to how you perceive what is said and done, as well as how it relates to the situation. Impoliteness is defined as (a) a

participant's mental attitude, which is made up of negative evaluative judgments about specific actions in certain social settings, and (b) that attitude being activated by those specific in context behaviors. Of course, in social psychology, the idea of an attitude is well-established, particularly in the study of linguistic attitudes. It includes cognitive, emotional, and behavioral aspects, as well as a positive or negative response to stimuli (see Bradac et al. 2001, and references therein). Civility is commonly addressed in relation to the concept that it is subjective and evaluative (e.g., Eelen 2001; Watts 2003; Spencer-Oatey 2005; Ruhi 2008). Haugh (2007: 91) refers to it as a "interpersonal attitude," which can be expressed in a variety of ways (attitudes can be represented in discourse). The question of attribution, she believes, is crucial: 'politeness phenomena may be best examined as attributions aimed toward "linguistics" behavior' (Ruhi 2008: 290). Impoliteness is something I'd see in a similar light. As a result, my approach will be mostly socio-cognitive. Politeness, according to Bruce Fraser's pragmatic theory, is a matter of perlocutionary consequences (Fraser and Nolen 1981: 96; Fraser 1999). Terkourafi is the first to properly define this concept (2001: 120–7). She thinks of politeness as a perlocutionary impact since it can (but isn't obliged to) rely on the speaker's meaning (2001: 122).

D. Impoliteness Strategies

Culpeper came up with a theory explaining actions that meant striking a person's face. His thesis was dubbed "the philosophy of rude strategy." The Culpeper strategy is more complete than the Lachenict strategy since it has five strategies, whereas the Lachenict plan only has four (Rahardi, 2017, p. 282). A

variety of reasons, according to Culpeper, contribute to the use of derogatory phrases. The relationship between social distance and the first issue to investigate is the relationship between social distance and the second issue to address is the relationship between social distance and the likelihood of being unpleasant increases as people approach closer together. The speaker-to-speaker social power mismatch is another concern. Speakers who wield greater social authority are more likely to be rude to those who wield less social power. Third, the speaker does not intend to keep the interlocutor's face hidden, as many conflicts of interest do. Bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and restraining impoliteness are among Culpeper's impoliteness strategies. This impolite strategy is a means of tracking the listener's face.

E. Types of Impoliteness Strategies

1. Bald on Record

Bald on record in case of impoliteness strategy where face is not important or minimized. In the bald on record strategy, it is usually carried out in a direct, clear, straightforward and concise manner. Bald on record according to Brown and Levinson occurred in a very specific time. For example, when the face is covered in an emergency, it threatens the listener's face such as, "enter", "sit", "stop complaining". In all of these situations, there is little face on the line, and the speaker does not want to assault the listener's face (Culpeper, 1996, p. 356).

2. Positive Impoliteness

Positive impoliteness employs tactics designed to detract from the speaker's positive image. For example, the technique does not take into account the interlocutor in the conversation he has. The positive impoliteness output (OS) strategies are; 1) does not pay attention/ignorance, 2) does not sympathize, is not interested, and does not care, 3) uses inappropriate identity markers, 4) uses unclear/secret language, 5) shows disagreement, 6) uses taboo language (such as bullshit, ass, shit, bad luck), 7) ignores, insults others, 8) calls listeners by other names, 9) jokes or uses small talk, 10) keeps away from others, 11) excludes others from an activity, and 12) make others uncomfortable, etc (Culpeper, 1996, p. 358).

3. Negative Impoliteness

Negative impoliteness is usually used by someone who intends to damage or attack the listener's negative face. This can be done by sharing strategies; (1) scaring someone, (2) belittling/harassing someone, (3) ridiculing/mocking/degrading, (4) insulting, (6) belittling the interlocutor, (7) taking the other person's space, (8)) identifying other openly with bad aspects, (9) put someone on the record as a dependent or indebted. Sometimes this strategy can work if you underestimate someone. When you degrade someone, you can use this method. You might use the diminutive tiny in phrases like little mouth, little act, little ass, and little body, for

example (Culpeper, 1996, p. 356).

4. Sarcasm or Mock Impoliteness

When someone do courteous acts or words, but the meaning behind them is blatantly false or dishonest, this tactic is used. Sarcasm can be used to show the contrast meaning of people's feeling (Culpeper, 2005).

5. Withhold Impoliteness

When a speaker does not follow the politeness strategy requested by the listener, or when the speaker simply remains silent, this is known as withholding politeness.

F. Functions of Impoliteness

Impoliteness approach, according to Culpeper, serves three purposes (Impoliteness 221-33). They are as follows:

1. Affective function

Affective impoliteness is one of the unique functions of the politeness strategy. Impoliteness strategies, in general, have the function of challenging specific identities, interpersonal relationships, social norms, etc. This function elicits a person's uncontrollable emotions in prohibited and abnormal contexts, such as laughing at a funeral. According to Culpeper's theory, sometimes emotional expression is more impulsive, more reflexive and sometimes more strategic, more instrumental. The more instrumental function evokes more heightened emotions, usually upsetting a person, urging the listener to be blamed for creating the negative feeling.

2. Coercive function

The next special function of impoliteness strategies is coercive function. This function will rearrange the values between speaker and listener. It's as if the impostor (speaker) has their current benefit amplified or protected. The benefits can be material, for example, the speaker uses a polite strategy to force the listener to give something to him, or symbolic, such as a disrespectful insult with the aim of lowering the value of the listener and increasing the value of the speaker. This function may occur in situations of imbalance in social status and power. People who have stronger power, such as parents, bosses, teachers, will be arbitrarily against people who are considered inferior. Moreover, it can also be used in a more equal relationship with other, more powerful participants to gain social power.

Impolite coercion, according to Culpeper, is rarely considered as an appropriate means of accomplishing a value realignment. Furthermore, he argued that it is dangerous because it may result in a good realignment of values in the short term, but there is a considerable chance of the target's future cost retaliating.

3. Entertaining function

In the case of impoliteness, one can also indulge in impoliteness, this is another aspect of the impoliteness strategy. This strategy requires entertainment at the expense of potential targets of impoliteness, as Culpeper points out. A potential victim is another term for a possible target. Victims are often unaware of the rudeness of others in these situations, while the person being entertained is aware of the target, even if the target's true identity is unknown. Real

identification is unlike graffiti or weblogs, where the true identity is often unknown or uncertain. Not only the target, but also others, are able to understand the impact of the target's anticipated impoliteness. As a result, it will be amused by the impoliteness. According to Culpeper, the fact that individuals may be amused by symbolic violations of identities and social rights is the substance of impoliteness. As a result, despite being a symbolic breach, the speaker's impoliteness technique to the hearer can entertain others.

G. American Presidential Debate 2020

The presidential debate is one of the most discussed political debates by the public. The presidential debate in America in 2020 attracted a lot of public attention, which was witnessed by many local residents and also broadcast on various television channels and uploaded by social media. The presidential debate between Donald Trump and Joe Biden raised a lot of topics that are currently rife and become problems in America. one of them is the topic of Covid 19 which is currently being discussed by people. Presidential debates are particularly interesting on matters of (im) politeness because they are intrinsically confrontational: every debate is "polemic," it is a kind of verbal warfare, and there is no room for politeness in war, where one is led to attack to defeat his enemy. In debate, a person must demonstrate a "preference for disagreement" and prioritize one's own interests over the interests of others, which is the opposite of the underlying principle of polite communication. However, all is not permitted: debates are subject to particular rules that must be respected, more so because they occur in front of millions of spectators who are as many witnesses and

referees as possible ready to judge the "veracity" of the exchange. Debate debates with each other on set, but viewers are the ones they have to reach out to by putting in a tough fight and a good show without surprising them.

CHAPTER III

FINDINGS AND DISCUSSION

The finding and discussion sections of this chapter are separated into two sections. The findings section presents data analysis based on Culpeper's notion of impoliteness tactics (1996). In addition, the discussion section includes a data analysis based on the conclusions of the data analysis.

A. Findings

This part presents the data collected from the data source, i.e., *American Presidential Debate 2020*. Based on Culpeper (1996) theory of impoliteness strategies, this study found data which was already classified in the table.

Culpeper employs five different sorts of impoliteness tactics in this study (1996). Bland on record, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness are examples of impoliteness techniques. And This study also found the function of impoliteness strategies according to Culpeper's theory (2011), namely affective function, coercive function and entertaining function. This study presents the data sorted according to the various types of impoliteness strategies and types of impoliteness strategies functions. The data analyzed from the two candidates in the presidential debate was analyzed from Donald Trump first, because Donald Trump used impoliteness strategies more than Joe Biden. Utterances used by Donald Trump are written with the code DT, for Joe Biden is written with JB code. This is used to make it

easier for readers not to be confused by the existing data.

From all the data that were searched and analyzed, there were 24 utterances, including impoliteness strategies. Most of what is used by the object are positive impoliteness 10 utterances. Then bald on record was 5 utterances; negative impoliteness was 4 utterances, sarcasm or mock impoliteness was 4 utterances, and withhold impoliteness 1 utterances. Positive impoliteness is often used by Donald Trump in the 2020 presidential debate. The data above shows the division or grouping of the results of the analysis of the impoliteness strategies used by Donald Trump and Joe Biden in the presidential debate. Of the 24 utterances, which include impoliteness strategies, it is divided into 2 groupings, namely 13 utterances used by Donald Trump and ten utterances used by Joe Biden.

The statistical analysis and discussion on impoliteness used by Donald Trump and Joe Biden in the American presidential debate 2020 are presented in this chapter. The first section shows the findings of the impoliteness category used in the discussion by Donald Trump and Joe Biden. The second section discusses the purpose of Donald Trump's and Joe Biden's impoliteness techniques in the American presidential debate of 2020.

1. Types of Impoliteness Strategies used in The Presidential Debate

According to Culpeper's hypothesis, the researcher discovered a variety of impoliteness tactics in this investigation. The researcher discovered all sorts of impoliteness in the data, including Bald on Record, Positive Impoliteness,

Negative Impoliteness, Sarcasm or Mock Impoliteness, and withheld impoliteness, using the existing data.

a. Bald on Record

On bald on record impoliteness is defined as a direct, plain, and unambiguous act of threatening someone's face. In general, this method is used when the speaker (S) does not pay attention to the face of the listener/hearer (H) and believes that the act is unimportant to perform (Culpeper, 1996). In connection with the explanation of bald on record impoliteness, this study found 5 conversations data that can be categorized as bald on record impoliteness.

At the 2020 American Presidential Debate, the first bald on record strategy was used by Joe Biden to respond to questions from the emcee.

Here the first example of bald on record impoliteness:

Datum 1: (DT1)

Walker : *Lett me talk about*

DT : **Excuse me.**

Walker : *Very quickly*

Joe Biden asked Donald Trump's previous statement when was the last time Trump said that the Coronavirus was dangerous? and Donald Trump is not responsible for it. After Joe Biden has already convey his opinion, the presenter interrupted to continue the discussion, but Donald Trump wanted to respond to Joe Biden's statement, or remark with the word excuse me. So, the emcee gave Donald Trump time to respond to Joe Biden's statement.

Donald Trump directly interrupted Walker's utterance, Donald Trump wanted to express his opinion and chose to interrupt Walker directly. Utterance

issued by Donald Trump includes impoliteness in the bald on record category. Excuse me can be said to be in the bald on record category because it is direct. Donald Trump immediately interrupted and paused Walker's remarks in response to Joe Biden's comments.

Datum 2:

(JB 1)

Welker : *OK, former Vice President Biden, to you how would you lead the country out of this crisis? You have two minutes uninterrupted.*

JB : *220.000 Americans dead. **If you hear nothing else, I say tonight, hear this.** Anyone who's responsible for not taking control in fact, not saying, I take responsibility, initially anyone who is responsible for that many death should not remain as President of the United States of America. We're in a situation where there ate thousand of death a day, a thousand death a day. And there are over 70.000 new cases per day. Compared to what's going on in Europe, as the New England Medical Journal said, they're starting from a very low rate. We're starting from a very hight rate. The expectation is we'll have another 200.000 Americans dead by the time, between now and the end of the year.....we're in a situation now where New England Medical Journal on of the serious, most serious journals in the whole world said for the first time ever that this, the way this **president has responded to this crisis has been tragic.** And so, folks, I will take care of this, I will end this, I will make sure we have plan.*

In this presidential debate, we discussed Covid 19. The crisis and deaths in several countries were also mentioned a lot in the presidential debate between Donald Trump and Joe Biden. The presenter asked the two candidates to share their opinions about the crisis in America due to the pandemic and their solutions to reduce the death rate and the current situation, such as the economic crisis and others. At that time, Joe Biden responded firmly and asked everyone to listen to him.

Joe Biden answered that question well and firmly "220,000 Americans died. *If you don't hear anything I have to say tonight, listen to this.*" The utterance used by Joe Biden fall into the category of impoliteness strategy, namely bald on record. Joe Biden puts it directly, class and unambiguously. And also, in the utterance *President has responded to this crisis has been absolutely tragic* Joe Biden blamed the President directly for responding to a tragic death and crisis in America due to Covid. Therefore, the utterance is included in the category of bald on record impoliteness because Joe Biden directly blames or attacks President Donald Trump.

Datum 3: (JB2)

Welker : *Do you wanna respond to that quickly, vice president?*

JB : *NO*

Walker asked Joe Biden if he would respond to Donald Trump's defense of his policy of closing the border. Joe Biden by refusing to react directly to Donald Trump's defense. Joe Biden has had enough and doesn't want to respond any more to the opinion given by Donald Trump.

The words used by Joe Biden to refuse to respond to Donald Trump's defense include impoliteness strategies in the bald on record category because the utterance "No" used by Joe Biden is direct and clear.

b. Positive Impoliteness

When a speaker purposefully sabotages an interlocutor's, positive face wants by ignoring, disassociating, snubbing, excluding others from an activity, and using

erroneous identification markers, this is known as positive impoliteness (Culpeper, 2005). When people are apathetic, uncaring, or making others feel uncomfortable, this approach is also utilized. There were nine dialogues utilized in this presidential debate, according to the researcher. Donald Trump applied these strategies for 6 times and Joe Biden applied this strategy for 3 times. The examples of positive impoliteness:

Datum 4: (DT 2)

Welker : *President Trump, I'd like to follow up with you and your comments. You talked about taking a therapeutic. I assume you're referencing Regeneron. You also said a vaccine will be coming within weeks. Is that a guarantee?*

DT : **It is not guarantee but it will be by the end of the year, but I think it has a good chance.** *One or two companies, I think, within a matter of weeks, and it will be distributed very quickly.*

Donald Trump suggested a vaccine for the coronavirus. However, Donald Trump still can't guarantee that the vaccine can be used shortly due to many obstacles, and also, the process of making a vaccine is still unknown. Therefore, Donald Trump said that he could not guarantee that the vaccine could use it quickly.

Donald Trump denies his utterance, and he does not guarantee that a vaccine will come anytime soon. Utterance "It not guarantee "includes positive impoliteness because ambiguous make others confused and unsure.

Datum 5: (DT 3)

Welker : *Let me follow up with you, and because this is new information. You have said a vaccine is coming soon, within weeks now. Your own officials say it could take will into 2021 at the earliest for enough Americans to get*

vaccinated, and even then, they say the country will be wearing masks and distancing into 2022. Is your timeline?

JB : *No, I think my timeline is going to be more accurate.* *I don't know that they're counting on the military the way I do. But we have our generals lined up, one in particular. That's the head of logistic. And this is a very easy distribution for him. He's ready to go as soon as we have vaccine, and we expect to have 100 million vials as soon as we have the vaccine, he's ready to go.*

Walker followed up the news about a coronavirus vaccine to Donald Trump because, in his previous statement, Donald Trump stated that a vaccine for the coronavirus would be coming soon. At the same time, officials from Donald Trump himself said that the possibility of a vaccine will be present and can be used in 2021. Donald Trump, with his ambition that a vaccine will come soon and can be used as quickly as possible. Although the presenter has provided accurate information, Donald Trump still insists that his timeline is more accurate. He said that this is an easy thing for the head of logistics.

The utterance underlined positive impoliteness category. Donald Trump uses the word to denote his disapproval. That utterance includes positive impoliteness because the ruling rejects the opinion of the interlocutor, and Donald Trump fails to acknowledge the presence and thoughts of others.

Datum 6: (DT 4)

Welker : *President Trump, your reaction? He says you have no plan.*

DT : *I don't think it's going to be a dark winter at all.* *We're opening up our country.*

Joe Biden argues that this dark season will be a cold dark season because a vaccine is an unclear plan and won't be available anytime soon. That's why

Donald Trump denies Joe Biden's opinion; he still insists that a vaccine will be available as soon as possible.

The utterance underlined is positive impoliteness. Donald Trump used this sentence to refute the opinion of his opponent, Joe Biden. That sentence is including in the category of positive impoliteness because the sentence refutes the previous idea of Joe Biden.

Datum 7: (JB 3)

Welker : *Vice President Biden, your response?*

JB : *My responses is, he is xenophobic but not because he shut down access from China* and he did ate, after 40 countries has already done that.

Walker asked how Joe Biden responded to Donald Trump's statement about being xenophobic for shutting down and banning China from entering America. Biden responded and said that he did say that Donald Trump is xenophobic but not because he is blocking access to China. Joe Biden said that what Donald Trump did was too late because many other countries had done it. There is no guarantee that this pandemic will end.

Joe Biden used that utterance underlined above to refute Donald Trump's accusation. That utterance is included in the category of positive impoliteness because Joe Biden continues to reject and does not accept the views and accusation provided by Donald Trump. That utterance has in disassociate from the other of positive impoliteness strategy.

c. Negative Impoliteness

When a speaker intends to harm the interlocutor's unfavourable face, this is known as negative impoliteness. This method is used when the user desires complete control over how he or she expresses his or her intent. The following are some examples of negative impoliteness: intimidating, patronizing, scorning, intruding, and ridiculing the interlocutor. (Culpeper, 2005). The researchers found that there were 4 conversations of negative impoliteness which were used in the presidential debate. Donald Trump used these strategies for 3 times and Joe Biden used this strategy for 1 time. Example of negative impoliteness:

Datum 8:

(DT 5)

Welker : *All right, I want to talk about both of your different strategies to handling this.*

DT : *He thought I shouldn't have closed the border. That's obvious.*

The ruling explains that Donald Trump's treatment of closing the border is wrong, but Donald Trump does not accept that this action is considered incorrect by his interlocutor. At that time, Donald Trump forcibly cut off the host's talk to respond to what the other person had said.

The utterance underlined above is negative impoliteness category. The utterance is derisive and derisive in nature. That is included in the condescending, scorn, or ridicule of negative impoliteness category.

Datum 9:

(JB 4)

DT : *Look, perhaps just to finish this, I was kidding on that but just to finish this. When I closed, he said, I shouldn't have closed. And that when on for month. What Nancy Pelosi said the same thing. She was dancing on the streets in Chinatown in San Francisco. But when I closed, he said this a terrible thing. You are xenophobic. I think he called me racist, even and because I was closing it to China. Now he says I should have closed it earlier. It just Joe, it doesn't*

JB : **I dind't say either of those things.**

DT : *You certainly did*

JB : *I talked about his xenophobic in a different context. It wasn't about closing the border to Chinese coming to be United States.*

Donald Trump stressed that his actions to close access and roads to China were the right thing. Donald Trump does not accept being called xenophobic because of his actions. Donald Trump said Joe Biden said he was xenophobic, but Joe Biden denied the accusations. Joe Biden defended himself that Joe did not say this to Donald Trump.

The utterance underlined above is refusal to say something. That includes in invade the other's space of negative impoliteness category because Joe Biden rejected Donald Trump's attack while Donald Trump again attacked Joe Biden while still asking Joe Biden to acknowledge his words the sentence You certainly did.

d. Sarcasm or Mock Impoliteness

When someone do courteous acts or words, but the meaning behind them is blatantly false or dishonest, this tactic is used. Sarcasm can be used to convey the opposing meanings of people's emotions (Culpeper, 2005). This strategy was not commonly used by Donald Trump and Joe Biden in the presidential debate. The

researcher only found 4 conversations of sarcasm or mock politeness. Donald Trump applied this strategy for 2 times and Joe Biden only applied this strategy 2 times to. Example of sarcasm or mock impoliteness.

Datum 9: (DT 6)

Welker : *President Trump*

DT : *Look, perhaps just to finish this, I was kidding on that but just to finish this.* *When I closed, he said, I shouldn't have closed. And that went on for months.*

JB : *I didn't say either of those thigs.*

Donald Trump reiterated his opinion by convincing that his decision to close the access was correct because in the end Nancy Pelosi should have shut it down from the start even though at first, she insulted Donald Trump by saying Donald Trump was racist.

The utterance used by Donald Trump underlined above include in sarcasm or mock impoliteness because that sentence emphasizes his right opinion with words that are polite enough but have the meaning of attacking and breaking the opinion of the other person.

Datum 10: (JB 5)

Welker : *Vice President Biden, your reaction? Just 40% of Americans say they would definitely agree to take a coronavirus vaccine if it was approved by the government. What steps would you take to give American's confidence in a vaccine if it approved.*

Biden : *Make sure it's totally transparent.* *Have scientific world see, know, look at it, go through all the processes. And by the way, this is same fellow who told you this is going to end by Easter last time.*

Walker asked how Joe Biden would react to taking the coronavirus vaccine if the government approved the vaccine. What steps will Joe Biden take to get Americans to use and take the vaccine? Joe Biden responded by suggesting it should be done transparently and let the world see things through the vaccine process.

Joe Biden used sarcasm or mock impoliteness to respond to Biden's move to convince America to take a government-approved vaccine. That utterance includes in category sarcasm or mock impoliteness because Joe Biden said it politely and subtly, but the meaning and meaning of the word were insincere or a little pushy about being open about approving a coronavirus vaccine. Donald Trump seemed not to accept and felt insinuated by the words spoken by Joe Biden. Joe Biden managed to attack Donald Trump with these words.

e. Withhold Impoliteness

This strategy is applied when the interlocutor fails to attain the expectation of a polite attitude from the speaker. This strategy is the most infrequent strategy in the presidential debate. The researcher only found this category in 1 time, because in this debate the candidates some active to answer the questions from Welker.

Datum 11: (JB 5)

Welker : *All right, gentlemen, we are gonna move on.*

JB : *Average contribution*

Walker stated that the debate on the topic of Covid 19 had ended and would move to a different topic. But Biden responded to this by informing him of his contribution to the fight against Covid-19.

This is where Biden's attitude fails to meet Walker's expectations of courtesy by asking Walker to respond again, but Walker gives a sign of understanding and silence and then continues his speech to continue the debate further. This expression is in line with Culpeper (2005), which states that there is no politeness to work in a place that is expected to be included in the politeness of holding back.

The utterance used by Joe Biden Average contribution, \$43. included in the category of withhold impoliteness, because the utterance was not in accordance with the answer expected by Walker.

2. The Function of Impoliteness Strategies

a. Affective Function

Datum 12:

(JB 6)

Welker : *You have not ruled out more shutdowns.*

JB : **Oh no, I am not shutting down the nation but there are, look, they need standards.** *The standard is, if you have reproduction rate in a community that is above a certain level, everybody says, slow up. More social distancing. Do not open bars an do not open gymnasium. Do not open until you get this under control.*

Walker said that Joe Biden has not ruled out many closures. Joe Biden replied with a bit of emotion that he could open bars, gyms and stuff until it was under

control. Joe Biden uses bald on record of impoliteness strategies to warn Walker by saying *Oh no, I'm not shutting down the nation but there are, look, they need standards.* He wants to emphasize that he will not close the existing country. Joe Biden strikes Walker's face to show that he is affirming his answer.

In this case, Joe Biden uses affective function to show uncontrollable emotions. Joe Biden left in great agreement about the closure of the existing state. Joe Biden also explained what standards must be done and prioritized by the state to be more restrained. That utterance includes in affective function because that utterance shows the emotion from Joe Biden.

Datum 13: (DT 7)

Welker : *Let me talk about*

DT : *Excuse me.*

Welker : *Very quickly*

DT : *I take full responsibility. It is not my fault that it came here. It is China's fault. You know what, it is not Joe's fault that it come here either. It is China's fault. They kept it from going into the rest of China, for the most part, but they did not keep it from coming out the world including Europe and ourselves.*

Donald Trump has been very emotional in his response to the coronavirus. Trump blames China. Because China is considered very selfish, China closes all access coming to China, but China allows all access to leave China. Therefore, Trump is very angry with China because according to Trump China is spreading the virus out of China, including America. In this case Trump uses an affective function.

The utterance used by Donald Trump is an affective function because Donald Trump said it with great anger and emotion; therefore, the utterance is included in the category of effective function.

b. Coercive Function

Datum 14: (DT 7)

JB : *I did not say either of those things.*

DT : *You certainly did*

Donald Trump expressed his opinion about the road closure which is considered a bad thing. Hence, she used negative rudeness towards Joe Biden to justify Nancy Pelosi's strange remarks. Trump forced Biden to admit this firmly and loudly. This is where Joe Biden's face feels forced by Donald Trump.

The utterance is coercive, namely to force Joe Biden to admit his words, therefore the utterance is included in the category of coercive function.

c. Entertaining Function

Datum 15: (JB 7)

Welker : *All right, gentlemen. We are gonna move on.*

JB : *Average contribution.*

Walker asked the candidates and all audience present to close the debate topic about Covid 19 and move on to another topic. Joe Biden responds to this

with a large number of contributions at the venue. It was entertaining but made the audience confused and turned uncomfortable towards Joe Biden.

It is an entertaining function of impoliteness because the utterance used by Joe Biden make walker, and all audiences in the forum confused and silent.

From this study, in the 2020 presidential debate the results explain that researchers found all types of impoliteness strategies. Positive impoliteness strategies are the most dominant strategy used by both candidates because they have the same position and social status so that none of them is more dominant because of their equal position. And also, in this study the researchers produced the impoliteness function used by Donald Trump and Joe Biden. Both candidates use the affective function more or dominantly because during the debate their emotions are a little out of control where both candidates attack each other.

B. Discussion

This research highlights the types of impoliteness strategies that occur in the American Presidential Debate 2020 and how to understand the use of impoliteness strategies. The discussion needs to be held after the findings are presented to clarify and answer these research questions. Based on the concerns of this study, the researcher found 23 conversations that contained the impoliteness strategy. From these 23 conversations, the researcher found all types of impoliteness strategies spoken by the candidates of the presidential debate.

The researcher will not compare the data of the two candidates because the researcher only focuses on describing the impoliteness used by Donald Trump and Joe Biden. The researcher focused on discussing all types of impoliteness strategies and the functions of impoliteness strategies from the data that has been found before. According to Culpeper's theory, there are five types of impoliteness strategies: bald on record, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and also withhold impoliteness. From the data above, the majority of the strategies used by the candidates are positive impoliteness. The dominant candidates use positive impoliteness because they don't want to attack and corner each other too much. This happens because they have equal positions and power, namely as candidates in the presidential debate. Even though Donald Trump is more or more dominant in terms of power and external connections, it is not visible in the presidential debate this time, because they are still in the same position as each candidate. So, in this study, the researcher did not include the variables of impoliteness strategies, because the researchers only focused on the types of impoliteness strategies used by presidential debate candidates.

In addition, there are three types of functions that are used candidates in the presidential debate. The most dominant function in the presidential debate is an affective function because most candidates in the debate want to show their current emotions to the other party. Most of the candidates wanted to show their assertiveness by giving strong opinions and answers. Candidates wish to their opponent to feel uncomfortable, belittled, and even ignored. On the other hand, the coercive function is also used by candidates in debates. Candidates sometimes

force their opponents to accept their answers and opinions so that the opponent experiences a little value from the audience. As for the entertaining function is rarely even barely used by candidates because the entertaining function impoliteness is a little entertaining with an excuse to corner the other person.

From the discussion above, the researcher believes that the results of this study are in line with several previous studies. This research is evidenced by referring to the same impolite strategy theory, namely using Culpeper's impoliteness strategy theory with five types of impoliteness strategies and three impoliteness functions. The differences between my research with previous studies are that is the data I use is different. In several sections of previous studies, many different impoliteness strategies have emerged, although they are the same in the scope of political discourse. This is because the context that occurs in each situation is different. For example, in Auliana's research (2017), there are many positive impoliteness in the debate between Donald Trump and Hillary Clinton. Similar to my research, positive impoliteness appears more dominant. Meanwhile, in Muzzaro, Dewanti (2020) many negative impoliteness appear, because in this study the object used was a speech from Donald Trump. In a speech, there will be more negative impoliteness, because in a speech a person is free to say and convey whatever he wants to convey. In contrast to debate, in a debate there are two candidates who make someone have an interlocutor, but in a debate, it is not pure conversation because there is a presenter who mediates between the two.

Meanwhile, the dominant function of impoliteness appeared in the debate, namely the affective function because in the debate the two candidates both conveyed their emotions strongly. But if in the context of speech, what appears a lot is the coercive function, because in speech there are many opinions and ideas that are conveyed to be accepted by others who hear them. In the context of political discourse, entertaining functions do not appear much or even very rarely or never, because the nature of the dominant political discourse is serious and formal. While the entertaining function usually appears a lot in movies or other contexts that are entertaining.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter presents conclusion of the study from the findings and discussion of the research and also suggestion of the reader in general and the reader who want to do relevant research.

A. Conclusion

To summarize this research, it can be concluded that most of the impoliteness strategies are used by candidates in the 2020 presidential debate. In accordance with Culpeper's (1996) theory, there are five categories, namely Bald on Record, Positive Impoliteness, Negative impoliteness, Sarcasm or Mock Impoliteness and also Withhold Impoliteness. In analysing the presidential debate, the researcher first sorted out the expressions containing impoliteness strategies. Then from the results of sorting into groups according to the category of impoliteness strategies then matched and explained the function of impoliteness.

The second aim of this study is to understand the function of impoliteness strategies used by candidates in the 2020 presidential debate. There are three functions of Culpeper (2011), namely, Affective function, Coercive function, and also Entertaining function. The affective function is a term that has been thrown around a lot in this presidential debate. This function's objective is to display the present speaker's or candidate's emotions, including rage, resistance, and attacks on the other person. The

speaker can simply express his sentiments toward the listener or interlocutor by employing this function. Candidates in the 2020 presidential debate use not only the emotive function, but also the coercive and entertaining functions. The usage of both functions, however, is less than that of the affective function, due to the nature of the coercive function, which encourages candidates to use it sparingly. Candidates rarely utilize the entertaining feature since it is inappropriate for official conversations such as the 2020 presidential debate.

B. Suggestion

This research provides knowledge and information about politeness strategies in daily communication. For this reason, researchers can be more careful in choosing certain strategies to maintain good communication with others and to achieve their goals in communicating with speech partners. From this research, the reader can find out the character and power possessed by the two candidates through how the candidates use impoliteness strategies. In the 2020 presidential debate, Donald Trump did not fully use all categories of impoliteness strategies, future readers or researchers could find out more broadly why Donald Trump rarely or even never uses the withhold impoliteness category.

Input for readers and researchers who can then take or choose different data from this study with different results. In the impoliteness strategies research that resulted from this research, the researcher used spoken data that occurred naturally and spontaneously, namely the

presidential debate. Further researchers can develop theories of impoliteness strategies from Culpeper's with different data, from written aspects such as data from someone's chat, comments on social media, and others.

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CURICULUM VITAE



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APENDIXES

Table 1: The data of impoliteness strategies in *American Presidential Debate 2020*.

No	Impoliteness Strategies	Donald Trump	Joe Biden	Total
1	Bald on Record	2	3	5
2	Positive Impoliteness	6	4	10
3	Negative Impoliteness	3	1	4
4	Sarcasm or Mock Impoliteness	2	2	4
5	Withhold	0	1	1

	Impoliteness			
		13	10	
	Total			24