IMPOLITENESS IN YOUTUBE LIVE STREAMING'S COMMENTS OF *MOBILE LEGENDS: BANG BANG*

THESIS

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IBRAHIM MALANG
2023

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THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra (S.S.)

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STATEMENT OF AUTHORSIP

I state that the thesis entitled "**Impoliteness in YouTube Live Streaming's Comments of** *Mobile Legends: Bang Bang*" is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 13 February 2023
The Researcher

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APPROVAL SHEET

This to certify that Intan Ayu Mahbubah's thesis entitled **"Impoliteness in YouTube Live Streaming's Comments of *Mobile Legends: Bang Bang"*** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S.)

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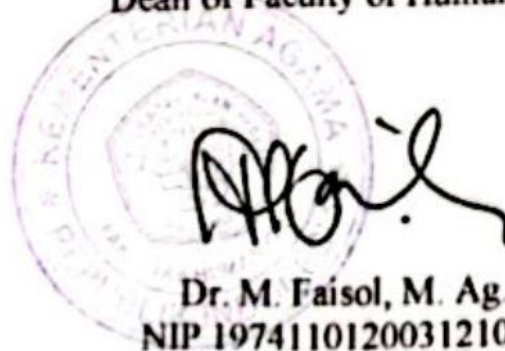Malang, 09 March 2023

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MOTTO

بَقَاءَ الدُّنْيَا عَلَى فَلَيْسَ أَبَيَضَ بِقَلْبٍ عِيشُوا

"Live a life with a clean heart, because nothing is permanent in this world."

"Fatum brutum amor fati" — Friedrich Nietzsche

DEDICATION

This thesis is proudly dedicated to:

My parents, who I love so much, thank you for always giving prayers, sincerity, priceless sacrifices, and support me.

My husband, thank you for always being by my side, patient and sincere in accompanying and supporting all my activities.

My little angel, who has always been my strength and motivation in completing this thesis.

All my friends, who have always supported, motivated, and prayed for me.

ACKNOWLEDGEMENT

Alhamdulillahirobbil 'Alamin, all praise and gratitude are due to the presence of Allah SWT, the Most Gracious and the Most Merciful for his blessing given to me during my study and in completing this thesis with the title **"Impoliteness in Youtube Live Streaming's Comments of *Mobile Legends: Bang Bang"*.** Shalawat and greetings are always bestowed upon the great Prophet Muhammad SAW who has brought us from the realm of darkness and ignorance to the bright era, namely Dinul Islam.

This thesis was intended to fulfillment the requirements in completing *Sarjana Sastra* (S. S) at Department of English Literature, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University Malang and as a manifestation and participation of the researcher in developing and actualizing the knowledge that has obtained while in college.

The completion of this thesis is all with the help of various parties. On this occasion, with all my honest and respect, I would like to express my deepest gratitude to those who have provided moral and material assistance, directly or indirectly, during the work hours of this thesis. I also would genuinely thanks to them in advance to:

1. My advisor, Mrs. Dr. Yayuk Widyastuti Herawati, thank you for the guidance, support, criticism, and suggestions along with time in writing this thesis so that it could be properly written and finished.
2. My academic advisor, Mrs. Vita Nur Santi, M. Pd, thank you for the guidance, criticism, and suggestions during my study for the last ten semesters.
3. All the lecturers in English Department who had taught me with a lot of unarguably useful knowledge for the last ten semesters.
4. My beloved parents, Mr. Luqman Hadi, S. Ag and Mrs. Wahyuningsih, thank you for the days they have spent watching over me, loving me, educating me, guiding me, and always praying for my every step forward.
5. My beloved husband, Mr. Syaiful Wermasubun, who always gives me advice, prayer, support and his endless patient in listening to my complaints of all the progress of this thesis.
6. Mr. Scrpn36, thank you for being the inspiration to discover the topic of this thesis.
7. My best friend, Ahmad Faizin, who always helps and provides me support in the process of completing the thesis. No less important, to Nurul Avivatul Mukminah and Cahyani Sulistiawati Ramadhani, who always listen,

motivate and comfort me for every time I want to give up. You are indeed very valuable to me.

8. All my friend at Department of English Literature in the class of 2018, thank you for the joy and support each other.

9. All of them, there are many other parties who are very influential in the process of completing the thesis that I cannot mention them individually, thank you for everything.

I realize this thesis may has many drawbacks and far from the perfection. For this reason, through this preface, I am highly interested in receiving constructive criticism and suggestions so that I could be gradually developed. At last, I genuinely hope and expect for this thesis to provide beneficial information and contributions for the next generations in general.

Malang, 13 February 2023
The Researcher

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ABSTRACT

Mahbubah, Intan Ayu (2022) Impoliteness in Youtube Live Streaming's Comments of *Mobile Legends: Bang Bang.* Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Dr Yayuk Widyastuti Herawati, M. Pd.

Keywords: Impoliteness, Impoliteness Standard, Mobile Legends: Bang Bang.

Social Gaming Media are the current trends for most teenagers to express themselves without limitation. As the trends has shifted into public entertainment, which is in this case is the Esports streaming, majority of them become its audience. Nonetheless, the way they express themselves found to be frequently unethical. By that mean, often their expression goes beyond the norm indicated by many impolite comments. In line with that, this study aims to find out the types and functions of impoliteness strategies in live comments on Youtube Mobile Legends: Bang Bang. In addition, the researcher also analyzes how the standards of impoliteness are explained in live comments on YouTube Mobile Legends: Bang Bang. This research is descriptive qualitative research. The researcher uses the theory of impoliteness proposed by Culpeper (1996). The data collection method used in this study was watching and noting. The data source for this research is taken in the form of textual impolite comments that come from two match videos on the Official YouTube Channel Mobile Legends: Bang Bang. Based on the results of the study it can be concluded that four types of impoliteness are used including *bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness*. However, researchers did not find impoliteness *withhold politeness*. Next, three types of impoliteness functions were found including *affective impoliteness, coercive impoliteness, and entertaining impoliteness*. Again, the researcher did not find impoliteness that the function as *institutional impoliteness*. Moreover, for politeness standards, according to the results of the researched data, the researcher concluded that there were two things that is assumably violated the standard of impoliteness, namely spam activities and carrying sensitive content such as the Kanjuruhan tragedy. Additionally, the researcher suggests for future research to explore impoliteness in term of withhold impoliteness type and institutional impoliteness function that usually found in non-verbal communication.

ملخص

محبوبة, إنتان أيو(٢٠٢٢) اليوتيوب لايف ستريم هو الوقاحة في التعليقات على بلوق المحمول :بانج بانج .
أطروحة. البكالوريوس قسم اللغة الإنجليزية وآدابها ، كلية العلوم الإنسانية ، جامعة الدول الإسلامية
مستشار   Dr Yayuk Widyastuti Herawati, M. Pd.

الكلمات الرئيسية: عدم المساواة في اللغة ، وعدم الراحة القياسية ، الهاتف المحمول أسطورة : بانغ بانغ

وسائل الاعلام الاجتماعية لعبة الآن هو الاتجاه بالنسبة لمعظم المراهقين للتعبير عن أنفسهم,
دون قيود كما تحول القطار إلى وسائل الترفيه العامة. في هذه الحالة هو تيار وسائل الاعلام الرياضية
ومعظمهم من الجمهور . ومع ذلك, غالباً ما تعتبر طريقتهم في التعبير عن أنفسهم غير أخلاقية. وهذا يعني
أن تعبيرهم غالبا ما يتجاوز المعايير المبينة في العديد من التعليقات الوقحة. وفي الوقت نفسه ، فإن الغرض
من هذه الدراسة هو معرفة أنواع ووظائف استراتيجيات التكيف اللغوي في اليوتيوب المحمول :بانغ بانغ
الاستعراضات. وبالإضافة إلى ذلك ، حلل الباحثون كيف في الوقت الحقيقي التعليقات على اليوتيوب
المحمول: بانغ بانغ شرح الاختلافات في المعايير . هذه الدراسة وصفية نوعية الدراسة. الاستخدم الباحث
نظرية اللامبالاة التي اقترحها كوليبير1996 . كانت طريقة جمع البيانات المستخدمة في هذه الدراسة هي
مشاهدة والملاحظة .يأتي مصدر البيانات لهذا البحث من مقطعي فيديو متطابقين على قناة الهاتف المحمول
أسطورة بانغ بانغ. بناءً على نتائج الدراسة ، يمكن الاستنتاج أنه تم استخدام أنواع أربعة من اللامبالاة ، بما
في ذلك الصلع المسجل ، عدم الأدب الإيجابي ، عدم الأدب السلبي ، السخرية أو الأدب الوهمي .ومع ذلك ،
لم يجد الباحثون اللباقة تحجب الأدب .بعد ذلك ، تم العثور على ثلاثة أنواع من وظائف اللامبالاة بما في ذلك
اللامبالاة العاطفية ، والافتقار إلى الإكراه ، والافتقار إلى الترفيه .مرة أخرى ، لم يجد الباحثون أن اللامبالاة
تعمل على أنها وقاحة مؤسسية .علاوة على ذلك ، بالنسبة لمعايير الأدب ، وفقًا لنتائئ البيانات التي تم البحث
عنها ، خلص الباحثون إلى أن هناك شيئين ينتهكان معيار الوقاحة ، وهماأنشطة البريد العشوائي وحمل
محتوى حساس مثل مأساة كانجوروهان. وعلاوة على ذلك ، اقترح الباحثون إجراء مزيد من البحوث
لاستكشاف الاختلافات في وظيفة غير مهذب تحفظ المؤسسة في الاتصال غير اللفظي.

ABSTRAK

Mahbubah, Intan Ayu (2022*) Ketidaksantunan dalam Komentar Youtube Live Streaming Mobile Legends: Bang Bang*. Skripsi. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen pembimbing Dr Yayuk Widyastuti Herawati, M. Pd.

Kata Kunci: Ketidaksantunan berbahasa, Standar ketidaksantunan, Mobile Legends: Bang Bang.

Media Social Gaming menjadi trend saat ini bagi sebagian besar remaja untuk mengekspresikan diri tanpa batas. Seiring dengan bergesernya tren ke hiburan publik, yang dalam hal ini adalah streaming esports, mayoritas dari mereka menjadi penontonnya. Meskipun demikian, cara mereka mengekspresikan diri seringkali dianggap tidak etis. Artinya, seringkali ekspresi mereka melampaui norma yang ditunjukkan oleh banyak komentar tidak sopan. Sejalan dengan itu, penelitian ini bertujuan untuk mengetahui tipe-tipe dan fungsi strategi ketidaksantunan berbahasa pada live komentar di Youtube Mobile Legends: Bang Bang. Selain itu, peneliti juga menganalisa bagaimana standar ketidaksopanan dijelaskan dalam live komentar di YouTube Mobile Legends: Bang Bang. Penelitian ini merupakan penelitian kualitatif deskriptif. Peneliti menggunakan teori Impoliteness yang dikemukakan oleh Culpeper (1996). Metode pengumpulan data yang digunakan dalam penelitian ini adalah menonton dan catat. Sumber data untuk penelitian ini diambil dalam bentuk komentar tidak sopan tekstual yang berasal dari dua video pertandingan di saluran resmi YouTube Mobile Legends: Bang Bang. Berdasarkan hasil penelitian dapat disimpulkan bahwa empat tipe impoliteness digunakan meliputi *bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness*. Namun peneliti tidak menemukan impoliteness tipe *withhold politeness*. Berikutnya, tiga jenis fungsi impoliteness ditemukan meliputi *affective impoliteness, coercive impoliteness, dan entertaining impoliteness*. Lagi-lagi, peneliti tidak menemukan impoliteness yg berfungsi sebagai *institutional impoliteness*. Selain itu, untuk standard kesopanan, menurut hasil data yang diteliti, peneliti menyimpulkan bahwa ada dua hal yang terbilang melanggar standard impoliteness yaitu kegiatan spam dan dibawanya konten sensitive seperti tragedy Kanjuruhan. Selain itu, peneliti menyarankan untuk penelitian selanjutnya untuk mengeksplorasi ketidaksopanan dalam hal jenis withhold impoliteness dan fungsi institutional impoliteness yang biasanya ditemukan dalam komunikasi non-verbal

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CHAPTER I

INTRODUCTION

In chapter I, several things will be described: (A) background of the study, (B) research questions, (C) significance (D) scope and limitation of the study, (E) definition of the key terms. These five things are explained in sequence as follows.

A. Background of the study

Currently, online games are very popular with the public, especially young people. This online game is used by the community as an alternative for refreshing. This game is able to relieve boredom due to daily activities. Sometimes, players play online games just for spending their spare time. In addition, in playing online games, players can also communicate each other. For example, in an online game with the MOBA or Multiplayer Online Battle Arena genre, namely Mobile Legends Bang Bang. It is a strategy game that prioritizes teamwork in playing, therefore when in the game each player communicates each other to achieve victory. However, in communicating during the game, sometimes there are some players and viewers who throw inappropriate comments to the others. Means that the previous condition become the phenomena of language impoliteness.

In language, politeness is the most important aspect in communication. The main purpose of politeness is to achieve polite speech, so that in the communication process a comfortable atmosphere occurs and does not offend each other. As stated by Pranowo (2003) that in a social relationship, language functions as a delivery of courtesy, a sense of intimacy and respect, as well as conveying a sense of solidarity.

However, nowadays there are many impolite phenomena that occur in everyday life. Impoliteness itself is a phenomenon where the use of language is not good and is not in accordance with etiquette. So, in the communication process, impoliteness causes an uncomfortable atmosphere.

Nowadays, speaking in an impolite manner is not something strange for society. This phenomenon seems to be a normal habit for society, especially among young people. According to Culpeper (2011), impoliteness is communication behavior that aims to attack the speech partner or cause the speech partner to feel uncomfortable in communicating. This impoliteness phenomenon is not only found in face-to-face daily conversations, but also in conversations on social media.

As communication technology develops, people use social media to communicate with each other. Because so many people use social media, which has an impact on the way people communicate. In communicating online, people are not afraid to say what is on their mind. They are free to speak or behave because they do not see each other in face. In communicating on social media, especially in live comments in online games, not all players understand how important it is to pay attention to politeness in language. Not a few users leave rude comments to other players.

However, correspondingly, need to be noted, the common issue with social media communication concerned with the frequent of misinterpretation toward the messages. In case of online games, it becomes a general phenomenon as most of live streaming games are two entities who are on a match against one another. This means that there would be a group of supporter or fans for each team. By their

existence, the rivalry therefore is created. With that being said, the misinterpretation towards the messages they sent to one another is more likely occurred as their basic mindset for one another is that they are one's enemy. Furthermore, as a response of the mentioned phenomenon, this research is also intended to investigate the impoliteness standard in live comments in online games.

Prior to this research, there have been several studies regarding language impoliteness. There are studies that discuss the impoliteness of four American films with different genres and in drama works by Nasirli (2021) and Mohsen (2022). To be more specific, Narsili's research resulted simply concerning the type of the impoliteness while Mohsen's research resulted in several points of impoliteness strategies including the type used and its background reasons. In short, both studies focus on the variations of impoliteness found and used by the characters in the film or in the play. Comparatively, although those research findings are sort of similar compared to this research which is in the form of written words, it is particularly different in term of actuality. Specifically, the previous researchers analyzed a work of fiction such as the mentioned film while this research focus on analyzing the non-fiction and actual written language produced by human that is the impoliteness analysis in the live chat of Mobile Legends Streaming in YouTube.

Another previous study conducted in discussing impoliteness focused on the Nazi Grammar phenomenon where they criticize other people's grammar with inappropriate words on Twitter (Soehendro, E. & Jumanto, J., 2022). The data was taken is the utterances on social media posts in the Twitter media platforms, which are indicated to contain the Grammar Nazi phenomenon. By applying the

qualitative type of research, the results showed that the data is proven to contain several types of impoliteness such as bald on record and mock politeness. In accordance with the previous discussion, this research took account on its distinction by analyzing a different type of data, which previously in the form of utterances, that is written text in the live chat of Mobile Legends Streaming in YouTube.

Another research is conducted on utterances through conversation and/or social interaction between Ghanaian people (Acheampong, D. O. & Kwarteng, M., 2021). The research focuses on what types of impoliteness are found and how they are explained linguistically. In doing so, the researcher applied a qualitative collection method which resulted five types of impoliteness are used in the conversation followed by the usage domination of negative impoliteness. Unlikely, although applying the same theory, this research is different compared to Kwarteng's et.al. research that is putting the focus on analyzing the impoliteness not in spoken utterances but in written text in the live chat of Mobile Legends Streaming in YouTube.

Next, there are several previous studies that discuss the impoliteness of strategy that relates to gender differences in films and TV shows (Lyatin, U., Ningrum, D. R., 2021, Milal, A. D. U., Pramono, A. C., 2021). The result showed that a thought-provoking fact that women who have been stereotyped as "helpless" language users may also use impoliteness strategies as a means of negotiating and constructing their own identities. Nonetheless, this research is different compared to the previous studies, that focus on the impoliteness strategy, by analyzing diverse

focus of applied impoliteness which is in the form of textual data of non-fiction live chat of Mobile Legends Streaming in YouTube specifically in the addition discussions of the impoliteness functions, and its influences.

Then, the next previous research is the analysis of impoliteness in the satirical songs "*This is Nigeria*" by the Nigerian Rapper, Folarin Falana or often referred to as Falz (Igwebuike, E. & Eburuaja, C., 2020). The study resulted that the use of impoliteness used in the mentioned songs is proven to be influential in assisting the interrogation of a society's moral compass and in turn questions some convictions through pragmatic language use. Compared to the previous research, this research is different by analyzing a different object that is the written text, rather than oral language, of live comment section of Mobile Legends Game Streaming.

In another session, research conducted to discuss the impoliteness of verbal behavior in children (Khalifa, R., 2022). The research applied a qualitative research method along with additional questionnaire required. The results showed that strategies suggested by Culpeper in 1996 and 2011 were used. Also, the questionnaire results show that children's verbal behavior is influenced by the impoliteness remarks used in the film. Unlike Khalifa's (2022) research, this research, once again, put on the novelty by applying the same theory on different form of object that is written text of the live comment section of Mobile Legends Game Streaming.

Furthermore, there are several previous studies that discussed the impoliteness contained in the comment column of artists and politicians Wijayanti, I., Mubarak, Z. H., (2020) & Patimah, S., et al, (2021). Similar to the previous

papers, this research shares the same primary topics analysis in field of impoliteness that are analyzing the various types of impoliteness along with its functions. However, this research creates a distinction compared to these prior researches by analyzing a different type of data that is the written text the live comments section of Mobile Legends Game Streaming that appear to be nowadays trends among teenagers especially children. Likewise, this research brings the new potential future discussion in the field of impoliteness particularly about the impoliteness functions and the impoliteness when the impoliteness violated the impoliteness standard according to Jonathan Culpeper (2011).

Considering some of these studies, the researcher conducts research on the impoliteness contained in the live chat on Mobile Legends in YouTube channel. The selected video contains gamers playing Mobile Legends which is broadcast via YouTube videos. In selected videos, researchers found that some viewers used harsh comments or words that were not supposed to be addressed. Therefore, the researcher conducted a study that focused on analyzing the types, functions, and standard of impoliteness in comments by applying Jonathan Culpeper's (1996) theory of impoliteness referring to his present published book in 2011 and 2003. Not to mention, by analyzing the context of the data, this research is expected to describe the impoliteness standard that may occur within the interactions.

1996 Culpeper's theory of impoliteness (2011) becomes the major concern on the fields. The impoliteness model theory contains several primary points including his view on defining impoliteness and its influences. Furthermore, Culpeper stated that impoliteness simply refers to a communication strategy

intended to attack one's face that would result in a social conflict. In doing so, he then formulated four main functions of the use of impoliteness such as affective, coercive, entertaining, and institutional. Point often overlooked, in classifying the impoliteness, Culpeper used the classic classification of impoliteness strategies including bald on record, positive & negative impoliteness, sarcasm, and withhold impoliteness as instances. Correspond with that, this research's focus, once again, is applying Culpeper's theory in analyzing not only the type of impoliteness but also its functions used in the YouTube's Live Streaming's Comments. Moreover, in terms of novelty, this research maintains its distinctions not only by analyzing a similar property yet different research data that is the live chat of Mobile Legends Streaming in YouTube but also by exploring a new area of study which is the impoliteness function and certain impoliteness standard. Additionally, the result of this research is expected to provide adequate information of applied impoliteness primarily in Culpeper's recent discussion of the field that is the functions of the impoliteness themselves.

Some of the reasons researchers chose video games as research objects are: First, Mobile Legends games have become trending games to play. Moreover, the pandemic situation that requires people to stay at home has caused many people to decide to play or watch video games to fill their spare time. Second, this video game is eligible to be studied about the words that contain impoliteness uttered by the audience. Third, this video has a long duration, so that researchers can freely examine a high number of comments that may be impoliteness. Last, due to a

culture that has begun to change and develop into a modern culture, it affects people in speaking.

Based on researches that has been discussed previously, this research will be different from previous research. By any means, the researchers tried to conduct research using a different object from the previous one in the form of a video game to provide novelty to the impoliteness research. Researchers will find out about the types and functions of impoliteness as well as the standard of impoliteness by context in the live chat on Mobile Legends in YouTube channel using Culpeper's (1996) theory of impoliteness.

B. Research Question

1. What are the types and functions of impoliteness in live chat of Mobile Legends in YouTube?
2. How are the impoliteness standard of viewers described in the live chat of Mobile Legends in YouTube?

C. Significance of The Study

This study discusses impoliteness used in the comments section on Mobile Legends Game Live Streaming. By doing so, this research therefore would provide significances in two aspects; practical and theoretical. First, correspond with the research's topic, this research has theoretical significance that would provide references and insights about a factual language impoliteness certainly in social media and games that is frequently used by YouTube viewers. Additionally, the

results of this research are expected to enrich the preliminary knowledge in linguistics particularly in the pragmatic and impoliteness field.

On the other hand, this research has a practical significance that will provide not only advantageous, actual yet practical information concerning the politeness and manners in order to inform and aware social media users and game lovers to be wiser in using language or doing a communication, both in the real and virtual worlds but also a proven references in the field of applied pragmatics. Certainly, in term of applied impoliteness theory that is proposed by Jonathan Culpeper. In addition, this research become a practical reference to be more subtle in writing a comment on social media. This research is also expected to be useful for students who want to do further research, specifically for students of English literature at UIN Maulana Malik Ibrahim Malang, hopefully the results of this research can be a useful reference.

D. Scope and limitation

The scope of this research is the discussion of the mentioned topic which concerning the study of pragmatics particularly in the use of impoliteness in live chat of Mobile Legends Game Streaming. More specifically, this research analyzes the impoliteness used in the live comment section in the video posted by Mobile Legends: Bang Bang Official in YouTube. In accordance with the background of the study, this research is limited to a discussion of several major points of impoliteness which are the types and the functions of impoliteness that are used, in written comments text, by viewers in live chat of Mobile Legends in YouTube. In addition, the form and the amount of the data is limited only to the form of comment texts throughout the streaming and targeted number of representative twenty-four excerpts.

E. Definition of key terms

1. **Impoliteness** is the structure of the speaker's language that aims to attack the speech partner or make the speech partner feel uncomfortable.

2. **Impoliteness Standard** is a set of boundaries where the impoliteness is found whether offensive yet acceptable or offensive but unacceptable.

3. **Mobile Legends: Bang Bang** is an online multiplayer game with the theme of fighting in the arena with a 5 vs 5 battle system relying on ability and teamwork.

4. **Mobile Legends: Bang Bang Official** is an official YouTube channel that contains the video game of Mobile Legends: Bang Bang.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, there are several points that is notably written as an elaboration concerning with this research including pragmatic as general approach, the variety types of impoliteness as well as the functions of the respective type in the following explanation. Specifically, this research uses certain impoliteness theory stated by Jonathan Culpeper (2011) primarily in his book "*Impoliteness: Using Language to Cause Offence*."

A.   Pragmatic Approach

Pragmatics mainly focuses on the analysis of meaning by speakers at the linguistic level in sentences. However, since speech is by definition stripped of context (including linguistic context such as text), pragmatics often end with discourse analysis as well as expressing the full meaning of it (Ibrahim, 2007). A pragmatic approach not only focuses on the interpretation, meaning of word interactions and how interactions convey more output than the used words but also deals with the use of language, text, or parts of spoken or written language, and focuses on how sections of speech become meaningful and coherent to users. Further, in impoliteness field, the pragmatic approach could be generally defined as a study of the meaning conveyed by a speaker or writer and interpreted by a listener or reader (Yule, 1996). Therefore, this research inevitably involves interpreting what people mean in a given context and how that context affects what they say. To be clearer, since this research is aiming at analyzing the type

of impoliteness and primarily its functions, thus, by applying pragmatic approach particularly at examining the meaning of a text - either written or verbally, several varieties of functions might as well be generated accordingly.

B.   Face and Face Threatening Act (FTA)

Face is a central concept in the study of linguistic politeness. In term of impoliteness, a face can be defined as a positive social value that a person asserts through the lineage assumed by others during a particular contact (Goffman, 1967). On the other hand, Brown and Levinson (1987) define the face as the public self-image that all members of society need to assert themselves. Brown and Levinson (1987) classify the face in two related aspects; a negative face and a positive face. A negative face is when all members of society want their actions to be unimpeded by others, while a positive face is when all members of society want to be desirable to others. The negative face as people's needs to be emancipated, to have power to determine their own actions, and not be forced by others. Whereas, a positive face is a person's need to be recognized and valued by others, to be accepted as a member of the same group, and to recognize that what they want is shared with others. Moving forward, a face-threatening act (FTA) refer to when someone says something that threatens other people's expectations about their self-image. Brown and Levinson (1987) said that it is a universal feature of all cultures that speakers respect each other's expectations of self-image, consider emotions, and avoid free trade agreements.

C. Impoliteness According to Culpeper

To begin with, it needs to be confirmed at first that linguists have provided many of definition towards impoliteness. Nevertheless, until the present days, there is no single statement that is commonly accepted as the definition of the term 'impoliteness'. With that being said, this research therefore would provide an objective yet personal definitions of impoliteness elaborated by Jonathan Culpeper.

In defining the mentioned term, Culpeper (2003) view impoliteness simply as a communication strategy designed to openly strike the face, and thus lead to social conflict and disharmony. However, the definition proposed by him is later changed due to the emergence of a new definition proposed by Tracy and Tracy (1998): "*we define face attacks as communicative acts perceived by members of a social community (and often intended by speakers) to be purposefully offensive*" that is found preferable by Culpeper. Further, although he thinks it is a better definition, Culpeper argue that it needs to be more unpacked, hence he revised his definition of impoliteness. He stated that impoliteness arises when the speaker conveys a deliberate face attack in his/ her speech, or when the listener perceives and/or constructs the action as an intentional face-attack, or a combination of both (Culpeper, 2005). With that being said, it could be understood that in a certain way, applied impoliteness generally conveys intentional matter which might as well known as impoliteness strategies.

D.   Types of Impoliteness

Correspond with the previous discussion, the following elaboration discuss the model of impoliteness that is supported by Culpeper. The explanation below is first proposed by Brown and Levinson (1987) as "*super strategies*" in impoliteness.

1. Bald on Record Impoliteness

    The face-threatening act (FTA) is conducted in a direct and clear manner in situations where faces are irrelevant or not minimized. This startegy is usually applied in urgent situation (e.g., a policeman shouting "Move Away" during a pursuit), where face threat is very low, and when the speaker has a more dominant power over the listener (e.g., "Be Quiet!" said by a teacher to a student).

2. Positive Impoliteness

    The use of this strategy is designed to damage the addressee's positive face wants, e. g., ignoring others, excluding others from activities, disinterest, indifference, use of inappropriate identifiers, vague language, looking for disagreement, etc. The speakers generally want to preserve some of the positive face wants of their listeners, for example, by treating them as members of the same group or by showing sympathy for their personality. The idea is that a general acknowledgment of the listener's desires can help offset specific impositions (Culpeper, 2011). Describing proactive civility as a motivated threat defense strategy is identified as an exaggeration. A common by-product of this type of politeness technique is that they act as

"a sort of social accelerator." (Ervin-Tripp, Bell, Lampert, & Strage, 1987, pg. 103), because in using it, one shows a desire to be closer to the recipient.

3. Negative Impoliteness

    The use of this strategy is intended to tarnish the recipient's negative face, such as: Intimidating, ridiculing, belittling, not taking the other person seriously, disrespecting the other person, encroaching on the other person's space, associating the other person with a clearly negative aspect of the other person's debt, in which it keeps a record. (Culpeper, 2005). Unlike previously, negative politeness focuses on correcting the specific face threat caused by an act. Another contrast is the spin-off of negative politeness techniques, where they promote social distancing and act as a "social brake."

4. Sarcasm or Mock Impoliteness

    It remained a superficial recognition as the FTA was clearly done with a strategy of dishonest politeness. To put it differently, it is performed by implying the FTA and such implicatures may be denied by the speaker (Culpeper, 2011). For example, a person said "I'm thirsty", with the goal of getting a cup of tea. In the proper context, the listener can infer that the speaker is asking for tea, but, if the implicature is being asked, the speaker could always deny this.

5. Withhold Impoliteness

    The absence of politeness that is expected to be in place or supposedly delivered. It consists (at least in theory in most cases) of an irreverent form whose effect is negated by context (Culpeper, 2011). For

example, Failure to thank someone for a gift can be construed as willful impoliteness.

E.   The Functions of Impoliteness

In his most recent book, Culpeper (2011: 220) proposes four functions of impoliteness. These functions share features that contradict interpersonal relationships, identities, and social norms. Although affective, coercive, and entertaining impoliteness is presented as the main categories, it is important to deliver that Culpeper likewise wrote another additional discussion that might as well arguably presented as the fourth type of impoliteness in detail as follows:

1. Affective impoliteness

In affective impoliteness, the speaker expresses anger at the listener, thus creating a negative emotional atmosphere between the speaker and the listener. This feature includes emotional outbursts that occur during a conversation between the creator of the impoliteness and the subject of the impoliteness. Culpeper (2011: 223) stated ". . . *affective impoliteness is the targeted display of heightened emotion, typically anger, with the implication that the target is to blame for producing that negative emotional state*." For example;

"You made me crazy!"

In the example above, the speaker uses impoliteness utterance to express anger or frustration toward the listener. The speaker is using such disrespectful utterances to express the passive impact on the listener and to convey that the listener is no longer necessary.

2. Coercive impoliteness

According to Culpeper (2011), coercive impoliteness is the kind of impoliteness that calls for a realignment of values between producers and targets so that the interests or current advantages of the producer are enhanced or protected. This function includes coercive actions aimed at harming others or coercing agreements. Culpeper believes that this function of impoliteness is more common happened where the producer happens to be in the place to a higher and more powerful social class rather than the listener. For example;

"Shut up or I'll smash your head!"

The speaker ends the recipient's behavior by advising them not to speak. Such utterances are produced when the speaker affirm his/her position as the one that possess power and control over the listener.

3. Entertaining impoliteness

Entertaining impoliteness is always exploitative to some degree because it is entertainment at the expense of obscene purposes that includes whether real victims or potential victims. (Culpeper, 2011). It's surprising that impoliteness tends to hurt and increase anger but on the other hand, it can also entertain. For example;

A : "*What a fancy smells this food!*"

B : "*Oh, thanks. I made it myself.*"

A : "*Wow, really? **Cause I'd like to have one…. for my dog**"*

In the above example, the comments uttered by A may have hurt the feelings of B but in certain way it can entertain the over-hearing audience.

4. Institutional impoliteness

Culpeper (2011) stated that institutional impoliteness is supported by power structures and associated with dominant ideologies that legitimizes and usually does not challenge certain types of impoliteness associated with institutions. The function of impoliteness here concerns the dominant group behind the organization rather than the individual level. However, Culpeper focuses on two main functions of this impoliteness type. One is institutional mortification, which encourages activities with the function of "killing" aspects of the self so that it can replace the accepted self. For example, "*you don't deserve to be out there in society*" is said in order to attack one's personal value. The other is institutional exploitation, which refers to institutions that promote activities with an offensive function to a person's face or part of their social rights for the entertainment of others. Even though it seems indifferent compared to the mortification, institutional exploitation put up different context particularly in the purpose of the communication. For example, Culpeper put a TV show '*The Weakest Link*' as the sample of institutional impoliteness exploitation. To put it differently, some present TV shows also used impoliteness for entertainment including Steve Harvey's Show, The Ellen DeGeneres Show, etc. Nonetheless, they have an element of formality and verbal finesse, like a ritualized joke. All of this could indicate that "impoliteness" should not be taken seriously.

F.   Responses to Impoliteness and The Impoliteness Standard

Despite the fact that scholars both in both areas tend to ignore the thing that the recipients of face threats have done, for the reason that it is capable of indicating how the utterance is perceived, Culpeper (2003) argues that therefore it is important inasmuch to understand the responses towards impoliteness. Furthermore, recipients of face-threatening actions (FTA) or impoliteness acts have three options: accept the face attacks, resist the face attacks, or choose not to respond as follow. Equally important, the researcher argues that by using this reference, the researcher found that it is applicable to understand the impoliteness standard conditions in the Live Chat of Mobile Legends Streaming due to the reason that some of the impolite comments are offensive but unknown in its acceptability. As it is mentioned previously, the standard of impoliteness could be generally understood as whether or not an impolite and offensive comment is acceptable or not marked on what type of response the impolite comment is eliciting.

1. Accepting The Face Attack

For participants who choose to accept the attack, it can be considered that they are partly responsible for the act. It could also possible that they share the same agreement toward the impoliteness judgments in an aggravated FTA. Hence, as Culpeper (2003) stated, the impolite act that occurred could be repaid with an apology. For instance, the example below shows John (J) overcooking artichokes while preparing different dishes for

different tables. Restaurant owner and chef Master Juna (MJ) tells him about it.

> MJ : *Send me 6 more of that shit main dish and I'll grab you by the neck and throw you on the street. Do you understand?*
>
> J : *Yes, Gordon.*

In this instance, John realized that Juna's anger was caused by him. He then chooses to receive or agreed with the face attack from Juna.

2. Countering The Face Attack

The option to counter face attacks creates many possible strategies from an offensive or defensive standpoint as follow.

- Offensive Strategy

One of Harris et al (Culpeper et. al., 2003) reference patterns relate to defining an offensive strategy that counters face attacks with face attacks. An illustration of the attack strategy is shown in the example below.

> Woman : *Oh, shut up you fat pig*
> Man   : *Go fuck yourself*
> Woman : *Go on a diet*
> Man   : *Go fuck yourself*

This illustration gives a very clear example of an attack strategy. Both speakers attack each other with insulting language. Women attack a man's appearance and liken him to a pig by saying, "*Shut up, fat pig.*" She also says "*Go on a diet*" to counteract his reaction. On the other hand, a man attacks a woman using the taboo phrase "*Do it yourself*".

- Defensive Strategy

One of the patterns mentioned by Labov (Culpeper et al., 2003) argues that the defensive strategy is primarily to counter face attacks by defending one's self. The following is an example of the use of the stratgery by S1, a clamper, who gives a ticket to S2, a car owner.

> S2 : *A little silly, don't you think?*
> S1 : *Well, I'm just working,*
> S2 : *yes. Well, so did Hitler. Don't you think it's a little silly for me to ask you?*
> S1 : *Well, yes and no.*
> (Culpeper et al, 2003: 1565)

In the example above, S1 attempts to use its social role as a clamper, hiding behind a professional duty to clamp illegally parked vehicles.

However, necessarily, these classifications are not contra toward one another. Defensive strategies have the implicit purpose of protecting the respondent's face and vice versa. Offensive strategies, on the other hand, have the implicit purpose of offending the speaker.

3. Choose not to respond

Bousfield (2008) argues that choosing not to respond may be due to a number of reasons or that there is a participant's intended purpose in the conversational exchange. Other reasons put forward by Bousfield (2008) included the failure of participants to hear the content of the speaker's speech, participants' acceptance of the FTA, or the participants' misunderstanding of the content of the speech. It is possible as well that the

participants do not understand to produce a response toward the impoliteness.

CHAPTER III

RESEARCH METHOD

In this section, the researcher will describe the research methodology which consists of research design, data and data sources, data collection and data analysis conducted by researchers.

A.   Research Design

This research used by the researcher is descriptive qualitative research, since qualitative descriptive is a method in which the data is described in the form of words or pictures not in the form of numbers (Moleong, 2006). Correspond with the research topic which aims to understand types and function of impoliteness in the form of written text particularly in the Live Chat of Mobile Legends Streaming, therefore this research applies a descriptive qualitative research method. Likewise, since descriptive qualitative research aims to provide straightforward descriptions of experiences and perceptions (Sandelowski, 2010), the method then correspond with research focus that is to describe the impoliteness standard that is occurred within the comments section particularly in the Live Chat of Mobile Legends Streaming. Further, the researcher applies Jonathan Culpeper's (1996) Theory of Impoliteness in analyzing the data. Likewise, the researcher chooses this method because the data collection of this research was formed in texts, quotations, and or all forms of textual evidence in the mentioned data.

B.   Research Instrument

The main instrument in this qualitative research is the researcher herself along with various media data that is usable as a tool in collecting information and all the data needed exclusively the data in the Live Chat of Mobile Legends Streaming. In addition, auxiliary instruments were also used in this study. The auxiliary instruments are laptops and smartphones as video players and as data recording devices.

C.   Data and Data Source

According to Rahardjo (2020), data is a variety of information, both oral, written, picture or photo, which has an important role in research, namely to answer the research problem stated in the problem formulation. Correspondingly, the data taken in this study are impolite written comments in the form of words, phrases, clauses, or sentences in the Live Chat of Mobile Legends Streaming. In this study, the data sources were taken from Mobile Legends: Bang Bang Official YouTube channel. These data are contained in the live chat of the selected videos on Mobile Legends: Bang Bang Official YouTube channel. Below is a list of videos selected by researcher:

1. (English) MPL-PH S10 Playoffs Day 3 is the title of the tournament video which was streamed on 22 october 2022, with a duration 9:08:35. https://youtu.be/GYOdFLo9sJk

2. (English) MPL-PH S10 Lower Bracket Finals is the tittle of the tournament video which was streamed on 22 October 2022, with a duration 4:11:35. https://youtu.be/Eo3-2il59C4

D.   Data Collection

In data collection is the most important part in a study. If researchers can collect data correctly and appropriately, then the results obtained have high credibility and can be accounted for (Rahardjo, 2020). In this study, the data collection techniques used by researchers are:

1. The researcher watches and reads to the comments in the live chat of Mobile Legends on Mobile Legends: Bang Bang Official YouTube channel using a laptop.

2. Researchers recorded data.

3. The data that has been obtained will then be typed on the laptop by the researcher.

E.   Data Analysis

Analyzing qualitative data requires an understanding of how to interpret text and images, so that they can form answers to research questions (Creswell, 2012). In this study, researchers analyzed the data using the theory proposed by Culpeper (1996) to find out the types, functions, and standard of impoliteness. What was done by the researcher in analyzing the data were: First, the researchers began to analyze the data. Second, the researcher categorized the collected data into two different classifications based on the research questions that are types and functions of

impoliteness. Third, the researchers re-matched the data obtained with those listed in the live chat on the live streaming video, this was done to ensure that no personal errors would appear. Fourth, the selective and supporting taken data are also classified into second sub-category that is the impoliteness standard discussion. Next, the researcher describes and interpret the data. Last, the researcher researchers draw conclusions based on the results of data analysis.

CHAPTER IV

FINDING AND DISCUSSION

It is necessary to inform that since this research analyses two main different objects, therefore the data would be presented in two visible displays respectively, marked by Video A for video entitled (ENGLISH) MPL-PH S10 Playoffs Day 3, meanwhile Video B for video entitled (ENGLISH) MPL-PH S10 Lower Bracket Finals. In addition, this chapter would consist two major points; the first one is the description of the findings and the second one is the academic dialogue or discussion about the findings.

A.   Findings

After collecting the data, the researcher found a numerous sample or excerpt that is classified into the following criteria; the impoliteness type of the samples and the impoliteness functions of the samples.

1. Type of Impoliteness in Live Chat of Mobile Legends in YouTube

In this section, the researcher found four out of five types of impoliteness that covers bald on record, positive impoliteness, negative impoliteness, and sarcasm. Necessary to be mentioned, the fifth type of impoliteness, that is withhold impoliteness type is not found. This was happened because withhold impoliteness is not formed as words or verbal language. Rather, it was formed as activity or non-verbal language. On the other hand, the form of this research objects is verbal language, therefore withhold impoliteness is not correlated to the research. In details, withhold impoliteness samples are generally understood as a non-verbal

impoliteness. The following data are the samples taken from first and second objects which are classified according to the section category.

a. Bald on Record Impoliteness

In accordance with Culpeper's point, bald on record could be simply referred to basic impolite that is direct and has a clear manner. Furthermore, both in Video A and Video B, the researcher found a high amount of data for this section.

Excerpt 1
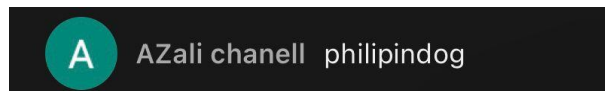
(Picture 1 taken from Video A at minute: 1:06:00)

In the excerpt above, the data is taken from Video A. To begin with, the noun phrase "*Philipindog*" in excerpt 1 written by a user named *AZali chanell* is an impolite word and is intended to insult Filipinos. It is impolite because it combines the name of the country, Philippines, with an animal, which in this case is a dog. It is a general knowledge that any consecrated names, especially the name of a nation, must not be aligned with disrespectful words such as a dog. Nonetheless, the mentioned word is considered direct and has a clear manner that is bad manner. Correspondingly, the data in excerpt 1 belong to bald on record impoliteness type.

Excerpt 5
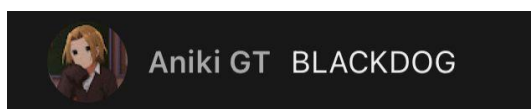
(Picture 2 taken from Video A at minute: 1:24:18)

From above comments, it can be seen that the use of word *dogs* is intended to ridicule something or someone by putting it as a label to their names as dog to

Blackdog. The impoliteness is addressed to Black, one of the Esports teams. Furthermore, since the mentioned word is considered direct and has a clear manner that is bad manner, correspondingly the data in excerpt 5 belong to bald on record impoliteness type.
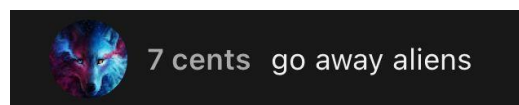
Excerpt 16
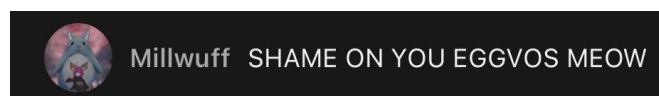
(Picture 3 taken from Video A at minute: 2:39:18)

From above comments, it can be seen that the verb phrase *shame on you* is impolite and has a bad manner. It is impolite because it ridicules someone by put a shame to the person. However, the impoliteness is addressed to Evos, one of the Esports teams. Furthermore, since the mentioned word is considered direct and has a clear manner that is bad manner, correspondingly the data in excerpt 16 belong to bald on record impoliteness type.
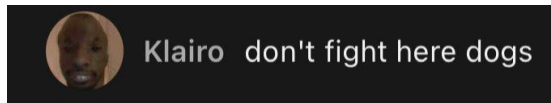
Excerpt 26

(Picture 4 taken from Video A at minute: 5:35:16)

From above comments, it can be seen that imperative sentence is impolite and has a bad manner. It is impolite because it ridicules someone names by changing it into *aliens*. Furthermore, since the mentioned word is considered direct and has a clear manner that is bad manner, correspondingly the data in excerpt 26 belong to bald on record impoliteness type.
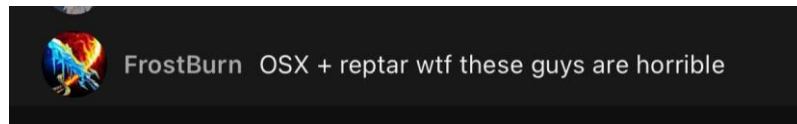
Excerpt 27

(Picture 5 taken from Video A at minute 5:35:56)

Uniquely, the comment in excerpt 27 use the word dog to refer people who ridiculing each other with the word dogs. With that being said, the comment in excerpt 27 become impolite. The impoliteness is addressed to the people in the live chat. Furthermore, since the mentioned word is considered direct and has a clear manner that is bad manner, correspondingly the data in excerpt 27 belong to bald on record impoliteness type.
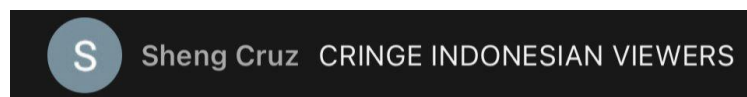
Excerpt 61

(Picture 6 taken from Video B at minute 30:19)

Similar to excerpt one, the data taken from Video B is the excerpt two that is categorized as bald on record type of impoliteness. The message is about 'OSX+reptar', which apparently names for players in live streaming, being a horrible person. The adjective "*horrible*" is impolite because it is disrespecting the target therefore it conveys a bad manner. Also, the comment written by YouTube account *Frost Burn* is presented in a direct message and has a clear manner of impoliteness. Accordingly, the data in excerpt 60 belongs to bald on record impoliteness type.
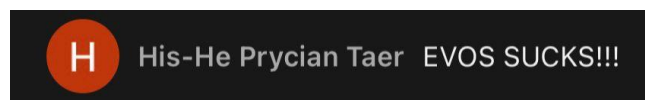
Excerpt 11

(Picture 7 taken from Video A at minute: 1:46:26)

In excerpt 11, the adjectives "*cringe*" is impolite and has such a bad manner. The message says that Indonesian viewers are cringe. This is impolite because it ridicules Indonesian viewers with the word cringe that has the similar meaning to disgusting. The message is presented directly and has a clear manner of impoliteness from the writer toward Indonesian viewers therefore the comment in excerpt 11 is categorized as bald on record impoliteness type.
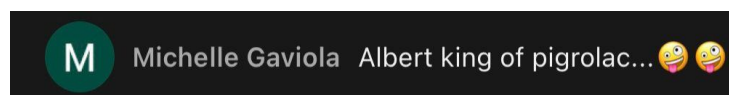
Excerpt 89

(Picture 8 taken from Video B at minute: 3:41:11)

The noun phrase in excerpt 89, "*EVOS SUCKS*" is impolite and conveys a bad manner. The writer statement says that one of the team in e-sports, Evos, is sucks. Meanwhile the adjective '*sucks*' itself could be interpreted as annoying. Furthermore, the word '*sucks*' here is the indication of the impoliteness attack. In other words, the NP in excerpt 89 is impolite because it is disrespecting and offending another team Evos by stating that the team is sucks. Likewise, the message is delivered in direct and such clear manner that is bad manner. With that being said, the comment in excerpt 89 is impolite and is categorized as bald on record impoliteness type.

Excerpt 67

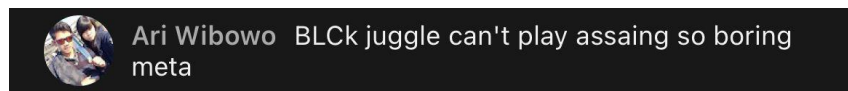(Picture 9 taken from Video B at minute 56:41)

In excerpt sixty-seven, the data is taken from Video B. The noun phrase "*pigrolac..*" is an impolite word and is intended to insult Albert, one of RRQ

Esports team members. It is impolite because it combines the name of a person, Albert, with a pork food, which in this case is pigrolac. It is disrespectful to ridicules a person's name with an inappropriate identifier. Furthermore, the main point is that the word is presented directly and has a clear manner that is bad manner. Correspondingly, the data in excerpt 67 belongs to bald on record impoliteness type.

b. Positive Impoliteness

In second type of impoliteness, similar to previously, the researcher found a numerous data as well which add up to twenty-four data in total; nine data from Video A and fifteen data from Video B. The following excerpts would be presented in detail.
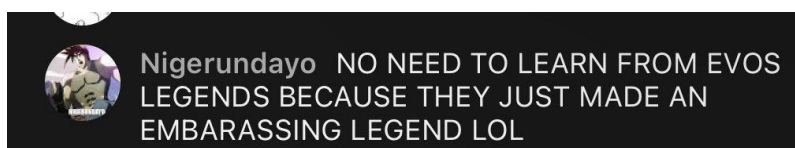
Excerpt 39

(Picture 10 taken from Video A at minute: 38:00)

In data above, it is shown that an account named Ari Wibowo wrote the verb phrase "*can't play*" and said that the BLCK, which is short for Blacklist MLBB Team, was unable to play the game character of Assassin properly against Jungle at that time. To be clearer, Wibowo's comment is generally understood as a common failure in writing or known as typo. The word 'assaing' is meant to be referred as one of the game character 'Assassin'. On top of that, the comment also said that meta, the event and/or the game of the event, is boring. Accordingly, both points of the comment produce a correlation that the meta game is boring because the player 'BLCK' could not properly play or use the character 'Assassin'. The

noun phrase ". . . *boring meta*" is indicated as impoliteness because it conveys a bad manner. Nonetheless, the message is delivered in a direct way yet has unclear matter. It addresses the things that are seen as the bad side of the target where in this case is the game is boring. Consequently, the comment in excerpt 39 is considered as positive impoliteness type.

Excerpt 102

Nigerundayo NO NEED TO LEARN FROM EVOS LEGENDS BECAUSE THEY JUST MADE AN EMBARASSING LEGEND LOL
(Picture 11 taken from Video B at minute 1:48:28)

In excerpt 102, it can be seen that a message by Nigerundayo is designed to comment Evos Legends, a term to indicate the fandom of Evos team, that the they have done something embarrassing in the past. The noun phrase "*embarrassing*" become the indicator of the impoliteness as it delivers a bad manner. Likewise, the message is presented in a direct way but with unclear matter. The NP is considered impolite because it is used as an inappropriate identity marker for the target. Correspondingly, the comment in excerpt 102 belongs to positive impoliteness type.
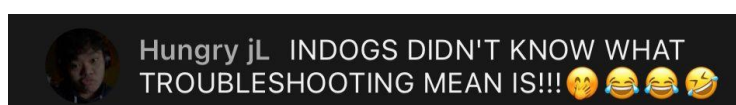
Excerpt 41
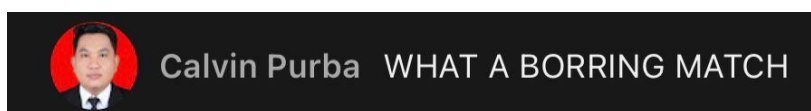
Calvin Purba WHAT A BORRING MATCH
(Picture 12 taken from Video A at minute: 2:05:47)

From the comment above, it delivers a message that the match in the live streaming is boring. The adjectives "*boring*" indicate an impoliteness since the delivered a bad manner. By saying that it was a boring match, these comments,

then, are disrespecting the matches. The comments are impolite because it attacks the positive face of the target, the matches, by giving them the inappropriate identifiers "*boring*" therefore all of three comments in excerpt 41 belongs to positive impoliteness.
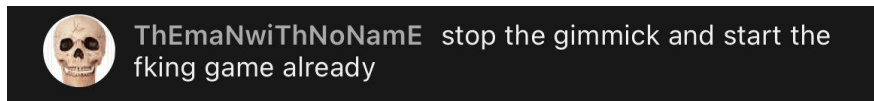
Excerpt 95

(Picture 13 taken from Video B at minute: 57:58)

In excerpt 95, it can be seen that a message by Hungry jL is designed to comment Indonesian that they are uneducated due to uncomprehend of the term troubleshooting. The comment above is address to Indonesian as a group of people and it implies that Indonesian is uneducated, sort of stupid. Likewise, the message is presented in a direct way but with unclear matter. The comment is considered impolite because it is used as an inappropriate identity marker for the target. Correspondingly, the comment in excerpt 95 belongs to positive impoliteness type.

c. Negative Impoliteness

For starter, it necessary to be mentioned that negative impoliteness refer to impoliteness that attack negative face by trying to invade the other's space or by not accepting their boundaries and privacy. In this third type, the research found an inversely proportional data between Video A and Video B. In video A, the researcher surprisingly found only one data. Meanwhile, in video B, the researcher found thirteen data. The details would be discussed as follows.
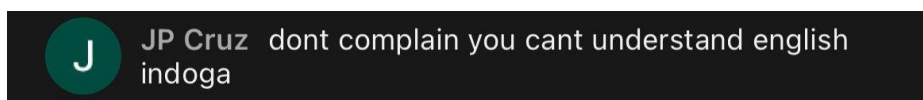
Excerpt 47

(Picture 14 taken from Video A at minute 1:05:25)

In excerpt 47, there are two main sentences. Both of them are in the form of imperative sentence. Likewise, both sentences are impolite because they convey bad manners by attacking the negative face of the target by invading target's space and correcting their act as if theirs are wrong. It can be seen that comment by *ThEmaNwiThNoNamE* is designed to invade the other's space by telling them to stop their current activity. The word *gimmick* which found just a mere and unnecessary plays by the writer is intended as ridicule to the activity. Not only that, the comment is also followed by a demanding imperative that results in rudeness. Further, since the impoliteness tend to correcting the targets, therefore the comment in excerpt 47 belongs to negative impoliteness type.

Excerpt 110

(Picture 15 taken from Video B at minute 1:24:58)

In excerpt 110, an account named Jp Cruz wrote a comment and said that for Indonesian commentators not to criticize, because for him Indonesia people could not understand and speak English. The comment is address to Indonesian people by the disrespectful word "*indoga*". The verb phrases "*don't* complain" and "*cant understand*" is impolite because it delivers bad manner of disrespects. The impoliteness is occurred because both the verb phrases is ridiculing and disrespecting the targets, Indonesian commentator's ability to understand. In other

word, the comment tends to degrade the target's face. For that reason, therefore, the comment in excerpt 110 is impolite and belongs to negative impoliteness type.
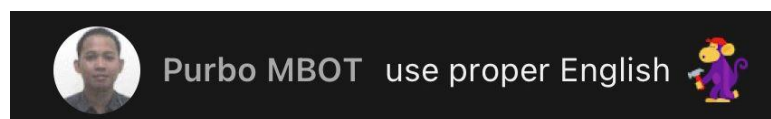
Excerpt 107
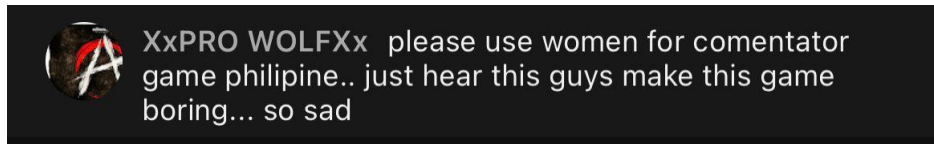
(Picture 16 taken from Video B at minute: 47:26)

In this excerpt, the verb phrase "*please use women*" followed by another verb phrase "*just hear (these) guys make this game boring*" implies a bad manner of impoliteness. Similar to the previous excerpt, the imperative sentences implies that men who are the hosts of the event have a bad ability in entertaining through their speech. Equally, the comments become impoliteness because it is disrespecting the target's ability to speak by not only degrading the target's face but also asking them to be replaced. Consequently, the comment in excerpt 106 is impolite and thus belongs to negative impoliteness type.

Excerpt 112

(Picture 17 taken from Video B at minute: 2:55:03)

In excerpt 112, the imperative sentence "*use proper English*" might as well implies an impoliteness and bad manner. By saying so, the comment could be interpreted that the English language that is used in the live streaming is improper although in fact the hosts were not English native speaker. At this point, the comment becomes impolite for the mentioned bad manner. It could be understood

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that the comment is disrespecting the target's race of non-native English by correcting the live streaming's used language as if theirs was improper and wrong. Therefore, the comment in excerpt 112 belongs to negative impoliteness type.

Excerpt 114

S SANZ SANZ also kartzy stop being arrogant beat BL with tank jungler noobs
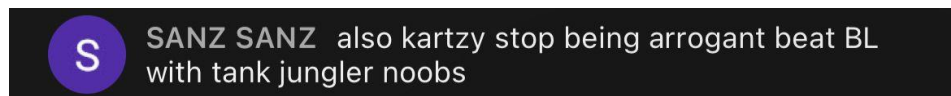
(Picture 18 taken from Video B at minute: 3:44:08)

In excerpt 114, the comment by Youtuber Sanz Sanz is categorized as negative impolite. The comment that is addressed to Kartzy, one of the Echo Esports team members, stated that he needs to stop being arrogant as he plays like noobs, another word for amateur. The verb phrase "*stop being arrogant*" marked the impoliteness because it delivers bad manner of disrespects by correcting the target's face as if the target's activity is wrong. The impoliteness is occurred because the verb phrase is ridiculing and disrespecting the targets, the Echo players ability to play. In other word, the comment tends to degrade the target's face. For that reason, therefore, the comment in excerpt 114 is impolite and belongs to negative impoliteness type.

d. Sarcasm or Mock Impoliteness

Sarcasm is also well known as mock impoliteness. It refers to impoliteness strategy that seems polite but is not sincere or could lead to an offense because of its meaning typically implicatures and ambiguity. Furthermore, the following excerpts are the data that matches with the mentioned description of sarcasm.

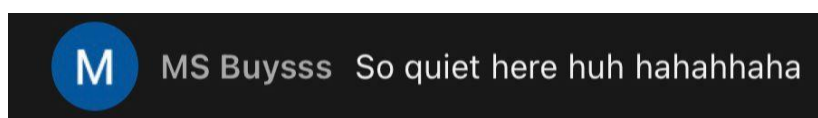**Excerpt 48**
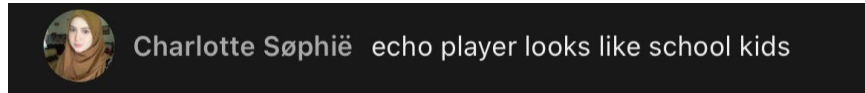
(Picture 19 taken from Video A at minute: 33:29)

In excerpt 48, it can be seen that comment by Charlotte Søphië is a sarcastic comment because it conveys multiple meanings or implicatures. The writer wrote the comment to satirize the Echo players that to him/her looks like unimpressive as an adult. Rather, the Echo players' appearance is more likely to be seen like school kids. The verb phrase "*looks like school kids*" is impolite because of the multiple implicatures. Contextually, as the Echo players are adults, it is humiliation to address them as school kids. In other words, the comment indeed conveys a bad manner of impoliteness. Not only that, it can be seen that the writer uses polite words but have the meaning of attacking the target's face. With that being said, therefore, the comment in excerpt 48 belongs to sarcasm or mock impoliteness type.

Excerpt 115

(Picture 20 taken from Video B at minute: 23:40)

In this excerpt, MS Buysss wrote the comment by taking advantage of the factual audience's interest in the match. Since the sarcasm always imply a variety of meanings and intentions, the literal meaning of the comment is that the actual condition of the live streaming's comment section is quiet. Nonetheless, as it is followed by *laughing words*, it becomes sarcastic. The adjective "*so quiet here*" is written politely. However, it becomes impolite because it implies different meaning

that is to attack the condition of the live streaming marked by the laughing words. As a results, it produces a bad manner of impoliteness. Equally, the comment belongs to sarcasm or mock impoliteness type.

Excerpt 56

jancor jr JUST DON'T PLAY THE GAME DAMMIT PHAUSE EVERY SECONDS
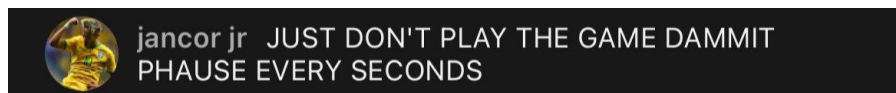
(Picture 21 taken from Video A at minute: 5:58:21)

Despite the swearwords, the imperative sentence "*just don't play the game*" in excerpt 56 has a variety of meaning. In this context, it becomes sarcastic due to the exact time this comment is sent, the match was frequently paused. Correspondingly, the mentioned verb phrase states that match need not to play at all because of the frequent pauses. This is impolite because it satirizes the match by telling it to be dismissed instead. Likewise, the comment is written in polite language yet conveys an insincere meaning to dismissing the match. With that being said, the comment in excerpt 56 belongs to sarcasm or mock impoliteness type.

Excerpt 116

J rrq m4 champ? keep dreaming
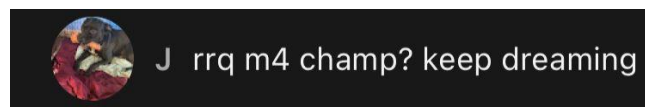
(Picture 22 taken from Video B at minute: 43:28)

In excerpt 116, the verb phrase "*keep dreaming*" conveys multiple interpretations. It can be seen that in the comment, the writer implies that RRQ, one of the e-sports teams, become the champion is impossible, that it is just a dream. This is impolite because although the language used in the comment is polite, it conveys insincere meaning that the writer of the comment is underestimating and

disrespecting RRQ team as if it is impossible for them to be a champion. In consequence, the sarcasm in the comment above belong to mock impoliteness type.

Excerpt 133
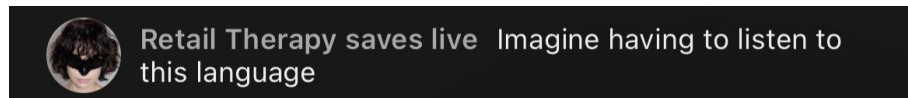
(Picture 23 taken from Video B at minute: 2:54:47)

In excerpt 133, the comment above conveys multiple interpretations. It can be seen that the writer implies that he disrespects the used language at the moment, tagalog, by stating as if listening to the language is a torment. However, need to be mentioned, the impoliteness in excerpt 133 is marked by the verb phrase "*Imagine having to listen*".. This is impolite because although the language used in the comment is polite, it conveys insincere meaning that the writer of the comment is disrespecting the Philippines language tagalog as if it is an undesirable language despite its nobility. In consequence, the sarcasm in the comment above belong to mock impoliteness type.

Excerpt 121
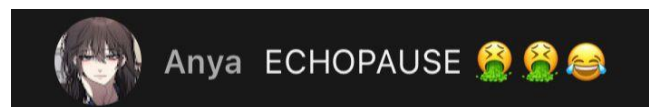
(Picture 24 taken from Video B at minute: 57:21)

In excerpt 121, the comments convey a satire toward Echo Team. It can be seen that the writer renamed the Echo team into Echo-Pause since the Echo team often paused the match that might disadvantages the against team. More specifically, whenever the Echo team is going to lose, the game will be paused. The noun phrases "*Echophause*" in the comment above marked the impoliteness.

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Further, this is impolite because although the language used in the comment is polite, it conveys insincere meaning that the writer of the comment is scorning the Echo team ability is only to pause the game. In consequence, the sarcasm in the comment above belong to mock impoliteness type.

2. Functions of Impoliteness

This section would explain the function of each impoliteness samples that has been mentioned previously. Equally important, the category would be ordered based on several types of impoliteness functions as follow.

a. Affective Impoliteness

The researcher found five total samples that work or function as affective impoliteness as follow.
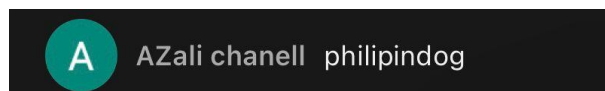
Excerpt 1

(Picture 1 taken from Video A at minute: 1:06:00)

Excerpt 5
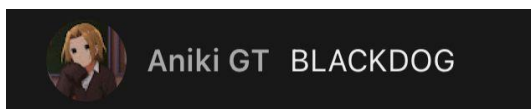
(Picture 2 taken from Video A at minute: 1:24:18)

Excerpt 27
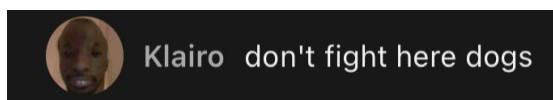
(Picture 5 taken from Video A at minute 5:35:56)

In excerpt 1, 5, and 27, it can be seen that the comment is written in short and direct way. It used such strong and sensitive words that are, for example, the

official name of Philippines combined with an animal. Nonetheless, this comment function as affective impoliteness as it expresses the state of aggravation of the writer towards the targets. By that means, the writer expresses his aggravation because the writer is on opposite sides of the fandom from the Philippines. Contextually, as it has been implied before, most of the live streaming viewers are from Indonesia and the Philippines who apparently ridicule each other. It could be understood because from all the previous discussions, many data talks about Indonesian Esports team. By the same token, excerpt 5, and 27 has the identical impoliteness function although different in target's face; as excerpt 5's target is Black Esports team and as excerpt 27's target is the people in live chat. On top of that, the comment in all excerpts is functioning as affective impoliteness as it delivers the writer's negative emotional state of aggravation.

Excerpt 16
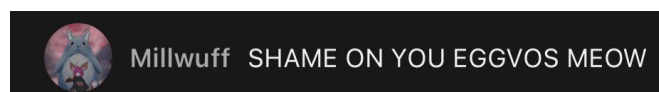
(Picture 3 taken from Video A at minute: 2:39:18)

In this excerpt, the comment clearly showed that the writer is resentful. In details, it can be seen that the use of uppercase letters become the indicator of the writer's feeling of anger. The writer uses disrespectful verb phrase such as "*shame on you*" to express his emotional state of anger toward evos. With that being said, the comment therefore is indeed intended to express the writer's emotional outburst and thus it belongs to function as affective impoliteness.

42
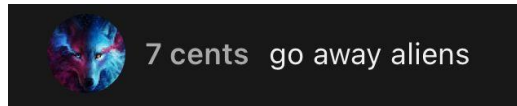
Excerpt 26

(Picture 4 taken from Video A at minute: 5:35:16)

In this excerpt, the comment clearly showed that the writer is resentful. In details, it can be seen that the imperative sentence implies that the writer is frustrated with the players. The writer uses disrespectful imperative sentence such as "*Go away*" to express his emotional state of frustration. With that being said, the comment therefore is indeed intended to express the writer's emotional outburst and thus it belongs to function as affective impoliteness.

Excerpt 61

(Picture 6 taken from Video B at minute 30:19)

In this excerpt, the comment clearly showed that the writer is resentful. In details, it can be seen that the use of swearword "*wtf*" with stands for "*what the f*ck*" become the indicator of the writer's feeling of frustration. The writer uses disrespectful adjectives such as "*horrible*" and "*wtf*" to express his emotional state of frustration toward the plays. With that being said, the comment therefore is indeed intended to express the writer's emotional outburst and thus it belongs to function as affective impoliteness.
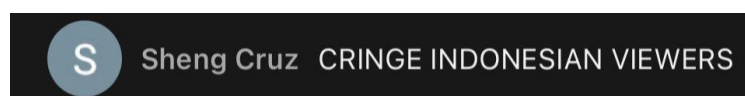
Excerpt 11

(Picture 7 taken from Video A at minute: 1:46:26)

In this excerpt, the impoliteness has similar function as excerpt 1 that is affective impoliteness. Equally important, the comment in excerpt 11 might shares the same context with data in excerpt 1. The comment is in the form of scorn. Specifically, the writer is scorning Indonesian viewers by labelling them as cringe viewers. From this point, it can be understood that for the writer, the Indonesian viewers is annoying and thus it led the writer to write such comments. To put it differently, because of the previous circumstances, the comment is written in a such way that carries the writer's negative emotional state of getting annoyed. Therefore, the comment in excerpt 11 function as affective impoliteness.
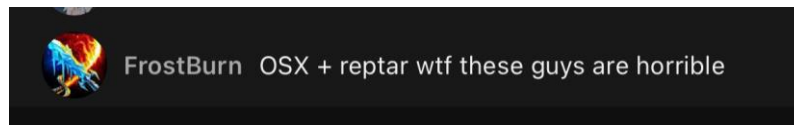
Excerpt 89
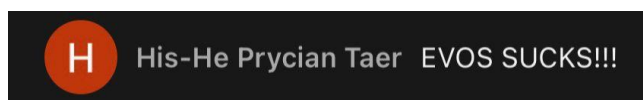
(Picture 8 taken from Video B at minute: 3:41:11)

In this excerpt, the comment is written direct and clear in the form of an insult. The comment is addressed to Indonesian Esports team, Evos. Furthermore, marked by the direct insult and the exclamation mark, the comment functionates as affective impoliteness. In this case, by insulting the Indonesian Esports team, it can be generally understood that the writer is on the opposite side of Evos team. Therefore, it could be said that the comment is written based on the writer's indignation towards the enemies of the team supported by the writer. With that being said, the comment then carries the writer's negative emotional state of indignation. Thus, the data in excerpt 4 belong to function as affective impoliteness.

Excerpt 39

44

(Picture 10 taken from Video A at minute: 38:00)

The thirty ninth excerpt showed that the comment indicates the frustration felt by the writer. The adjective '*boring*' becomes the indicator of the writer's state of mind. The writer uses disrespectful adjective '*boring*' to express his negative emotional state toward the match. Equally important, the writer also blame the match because it creates his frustration. Consequently, it can be said that the comment function to express the writer's frustration thus the comment in excerpt 5 function as affective impoliteness.

Excerpt 102

(Picture 11 taken from Video B at minute 1:48:28)

In excerpt 102, the comment functionates as affective impoliteness as well. It can be seen that use of capital or uppercase letters in the comment become the indicator which may imply that the writer is shouting or furious. On the similar case, as the comment is addressed to Evos, it delivers the message that the writer is against Evos. Correspondingly, it is reasonable that the impolite comment is intended to attack the target. With the attention to the use of uppercase letters and the prior contextual background manner of the writer, the comment carries the writer's negative emotional state of furious towards the Evos. Therefore, the data in excerpt 102 belong to function as affective impoliteness.

Excerpt 41

45
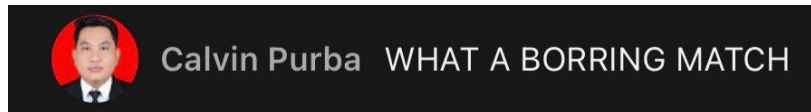
(Picture 12 taken from Video A at minute: 2:05:47)

In the excerpt above, all the comments share the exact points that is to points out that the match is boring. The comments in this excerpt function as affective impoliteness. The adjective "*boring*" marked the writers' state of mind. Such disrespectful adjectives used by the writer because it is the word that the writers' select to represent their emotions and reactions toward the match. On this side, the Youtuber blame the game to be having such boring match in which it creates his frustration for not being entertained. Nonetheless, as all the comments carries its writer's negative emotional state of frustrations, therefore, the comment in excerpt 41 functionate as affective impoliteness.
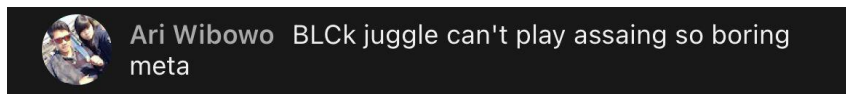
Excerpt 47
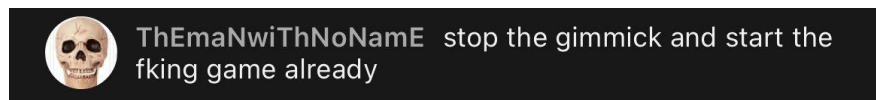
(Picture 14 taken from Video A at minute 1:05:25)

The comment in excerpt 47 functionate as affective impoliteness. It shows the writer's anger and frustration at the same time indicated by the verb phrases "*stop the gimmick,* and *start the fcking game…* or *start the match*" and the use of swearword as well. In details, the writer feels frustrated toward the condition so the writer write a demand to stop the current activity and start the game instead. With that being said, the verb phrases indeed carry the writer's frustration and anger as the comment express them. Therefore, the data in excerpt 47 belong to function as affective impoliteness.

Excerpt 107
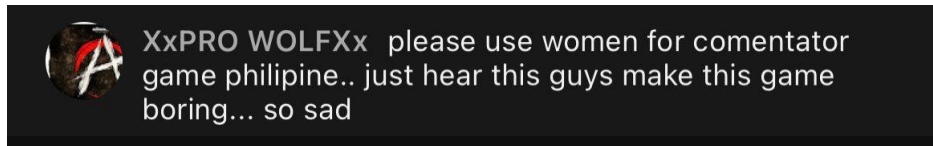
(Picture 16 taken from Video B at minute: 47:26)

In this excerpt, the comment functionates as affective impoliteness. The verb phrase "*please use women…*" followed by "*just hear this guys make this game boring*" marked the writer's state of mind which is frustration. Not to mention, the claim "*… so sad*" support the previous idea. The writer frustrated because he found that men commentator is boring. As such circumstances develop the writer's frustration, he blames the men commentators for making the game boring. At this point, the comment carries the writer's negative emotional state of frustration. Hence, the data in excerpt 107 function as affective impoliteness.

Excerpt 112
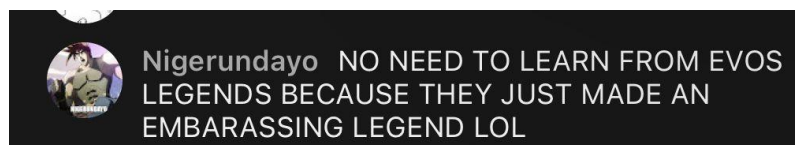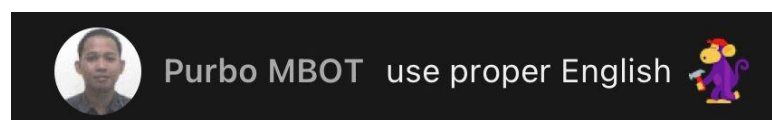

(Picture 17 taken from Video B at minute: 2:55:03)

In this excerpt, the comment functionates as affective impoliteness. Contextually, at that moment, the event uses two language that are tagalog and Philippian English. Furthermore, the comment implies that the used language at the moment was not proper and hence it become impolite. Nonetheless, the comment also implies the writer's frustration towards the non-native English language and so suggesting to use the native one. From these points, the comment carries the writer's negative emotional state of frustration particularly toward the used language. Therefore, the comment in excerpt 112 belong to function as affective impoliteness.

47

Excerpt 56
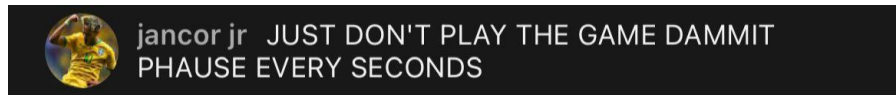
(Picture 21 taken from Video A at minute: 5:58:21)

The comment above is impoliteness sample that function as affective impoliteness. The verb phrase "*just don't play the game*" indicate the writer's state of mind. Specifically, the writer satirizes the game because it was paused frequently "*phause every seconds*" and it frustrate him. In addition, the use of uppercase letters and the swearword "*dammit*" mark the writer's anger toward the game. From these points, the comments carry the writer's negative emotional states which are anger and frustration. Thus, as the comment express the writer's state of mind, therefore, it belongs to function as affective impoliteness.

Excerpt 67
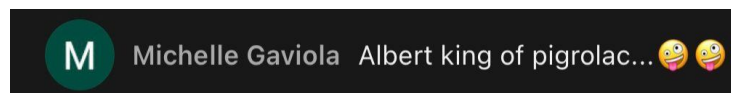
(Picture 9 taken from Video B at minute 56:41)

In excerpt 67, it can be seen that the comment is written in short and direct way. It used such less polite word that is pigrolac as the label of the target. Nonetheless, this comment function as affective impoliteness as it expresses the state of annoyance of the writer towards the targets. On top of that, the comment in excerpt 67 is functioning as affective impoliteness as it delivers the writer's negative emotional state of aggravation.

Excerpt 133
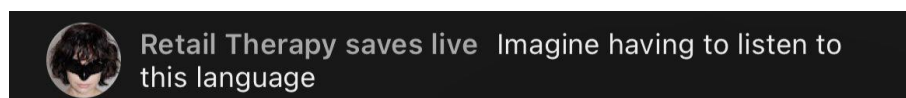
(Picture 23 taken from Video B at minute: 2:54:47)

In excerpt 133, the comment above are impoliteness samples that function as affective impoliteness. Both comments convey the writer's emotional state of frustration. Specifically, the writer satirizes the used language in the live chat as a strange and not understandable language. From these points, the comments carry the writer's negative emotional states that is a frustration toward the language as if it is inaudible language. With that being said, as the comment express the writer's state of mind, therefore, it belongs to function as affective impoliteness.

Excerpt 114
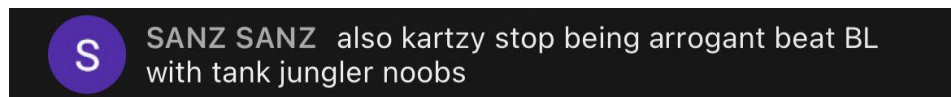
(Picture 18 taken from Video B at minute: 3:44:08)

In excerpt 114, the comment above is impoliteness sample that function as affective impoliteness. The comment conveys the writer's emotional state of frustration. Specifically, the writer satirizes the way the player named Kartzy perform a bad plays that looks like an amateur. From these points, the comments carry the writer's negative emotional states that is a frustration toward the match as it is seen a bit unfair. With that being said, as the comment express the writer's state of mind, therefore, it belongs to function as affective impoliteness.

Excerpt 121
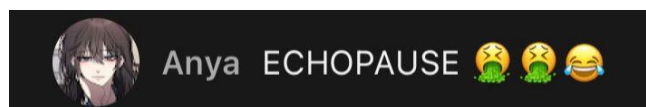
(Picture 24 taken from Video B at minute: 57:21)

In excerpt 121, the comments above are impoliteness samples that function as affective impoliteness. Both comments convey the writer's emotional state of

anger and frustration. Specifically, the writer satirizes the way match goes in the live streaming due to frequent paused that seemingly advantage one of the teams. From these points, the comments carry the writer's negative emotional states that is a frustration toward the match as it is seen a bit unfair. With that being said, as the comment express the writer's state of mind, therefore, it belongs to function as affective impoliteness.

b. Coercive Impoliteness

Unlike previously, the researcher found merely two samples that work or function as coercive impoliteness as follow.

Excerpt 110
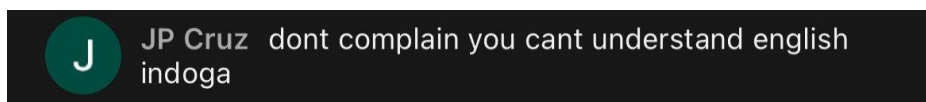
(Picture 15 taken from Video B at minute 1:24:58)

In this excerpt, the comment is indicated to function as coercive impoliteness. It can be seen in the message that the writer tries to align dominance by ordering the targets, indoga or Indonesian viewers, with the verb phrase '*don't complain*' and underestimating the by saying that they are unable to understand English. In other words, the comment is started by telling the target to stop complaining. In addition, the verb phrase "*cant understand*" implies that it was produced to affirm the writer's intelligence is higher in term of understanding rather than Indonesian viewers'. At this point, the comment in excerpt 110 function to enhance the writer's interest or advantages therefore it belongs to function as coercive impoliteness.

Excerpt 116
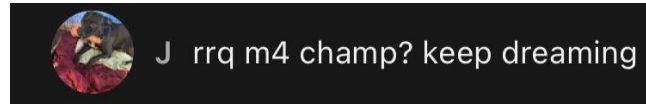
(Picture 22 taken from Video B at minute: 43:28)

The impoliteness in excerpt 116 function as coercive impoliteness because it conveys the realignment of values. It can be seen in the comment that the writer uses the verb phrase "*keep dreaming*" to imply the impossibilities. By the same token, the verb phrase is underestimating the target's ability, RRQ Team's ability, to achieve the championship. At this point, the target's value is lowered compared to the writers. With that being said, the writer's interest thus is enhanced because of the comment. Therefore, the impoliteness in excerpt 116 belong to function as coercive impoliteness.

c. Entertaining Impoliteness

Lastly, the researcher also found two samples that work or function as entertaining impoliteness as follow.

Excerpt 48
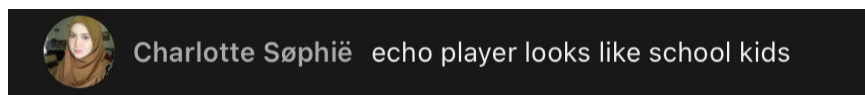
(Picture 19 taken from Video A at minute: 33:29)

In excerpt 48, the comment is categorized as entertaining impoliteness as although it may hurt Echo's fandom, it has the same possibility that the comment may entertain other than Echo's fans. The comment function as entertaining because it conveys humour of comparison between adult players and school kids. On the other hand, the researcher, as an over-hearing audience, found that the

comment is also entertaining. Therefore, excerpt 48 belong to function as entertaining impoliteness.
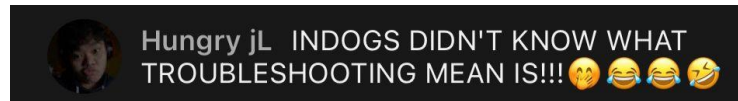
Excerpt 95

(Picture 13 taken from Video B at minute: 57:58)

In excerpt 95, the comment is categorized as entertaining impoliteness as although it may hurt Indonesian people, it has the same possibility that the comment may entertain other than Indonesian or even Indonesian people themselves. The comment function as entertaining because it conveys humour of the inability of someone or something. On the other hand, the researcher, as an over-hearing audience, found that the comment is also entertaining. Therefore, excerpt 95 belong to function as entertaining impoliteness.

Excerpt 115
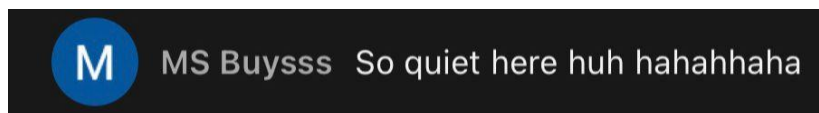
(Picture 20 taken from Video B at minute: 23:40)

The excerpt 115 is indicated to function as entertaining impoliteness as it is possibly interpreted as a joke. The word '*hahahhaha*' has marked the tension that the comment is found funny by the writer and it may entertain the other audience despite it targeted to non-audience. That is to say, it functions as entertaining impoliteness for the reason that not only it was the match of lower brackets teams but also the fact that only a handful of fans from both teams saw and joined in the comment section of the live stream. Not to mention, the comment by MS Buysss

above received no replies which could also mean that the other audience found it non offensive and perhaps entertaining. To sum up, as the comment might be found entertaining despite it conveys a bad manner of impoliteness, henceforth the comment in excerpt 115 belong to function as entertaining impoliteness.

B.   Discussions

To be brief, this is the section of discussion that conveys a detailed explanation about the findings in which it is correlated with the theory and previous studies in particular.

1.   Type and Function of Impoliteness in Live Chat of Mobile Legends in YouTube

In term of impoliteness type, the researcher found that nine excerpts were belonged to bald on record impoliteness type, four excerpts were positive impoliteness, five excerpts were negative impoliteness, and six excerpts were sarcasm or mock impoliteness. On the other hand, nineteen excerpts functionated as affective impoliteness, two excerpts functionated as coercive impoliteness, and three excerpts functionated as entertaining impoliteness.

As it has been mentioned before, nine excerpts number 1, 5, 11, 16, 26, 27, 61, 67, and 89 were classified as bald on record impoliteness type. According to Culpeper, bald on record impoliteness type simply refer to an impoliteness that is conducted in a direct and clear manner. For instance, some of the comments written were using such inappropriate identifiers to the targets such as *Philipindg,* or *indogs* while the other some used such impolite and rude adjectives of *horrible, shame,*

etc. With that being said, all nine excerpts above were evidently proven to have such characteristic of direct and clear manner. Thus, the nine excerpts are classified into bald on record impoliteness type. Likewise, the finding of bald on record impoliteness classification of this research were similar to Milal & Pramono's (2021), Soehendro & Jumanto's (2022), and Khalifa's (2022) research which found that the comment is written in a direct, straightforward, clear, and unambiguous way thus belong to bald on impoliteness.

Second, in positive impoliteness type, the researcher found four excerpts there were number 39, 41, 95, and 102. All comments in these four excerpts shared the same characteristic of positive impoliteness type which are the impoliteness that attack positive face by treating them as if they are unwanted or other way by talking about things that are seen as bad about the targets (Culpeper, 2011). In these comments, for example, such attribute of the target was ridiculed including intelligence, performance, etc. Furthermore, the classification appeared to be similar with the research finding by Igwebuike & Eburuaja (2020), Patimah, et al, (2021), and Nasirli (2021), as they classified the data into positive impoliteness type based on the understanding that it refers to impoliteness that is designed to damage the addressee's positive face wants.

Next, for negative impoliteness, five excerpts were match to the category including excerpts number 47, 107, 110, 112, and 114. Unlike positive impoliteness, this type attacks the negative face by trying to invade the target's space or by not accepting their boundaries or privacy. Based on the analysis, several comments showed the indications such as correcting target's behavior, took out the

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space to speech, etc. This finding is similar to Igwebuike & Eburuaja's (2020), Lyatin & Ningrum's (2021), Acheampong & Kwarteng's (2021), and Nasirli's (2021) research as most of their reference of negative impoliteness is simply impoliteness strategies designed to damage addressee's negative face wants.

Last in impoliteness type, sarcasm or mock impoliteness were found in six excerpts including those number 48, 56, 115, 116, 121, and 133. According to Culpeper (2011), this type of impoliteness generally refers to impoliteness that may or may not presented in the form of polite language yet contain an implicature and has a variety of meanings. With that being said, all six excerpts shared the classification of sarcasm or mock impoliteness type such as the comparison of adult and child and pointing out the target's bad attribute with implicature. Nonetheless, the similar condition also found in Wijayanti & Mubarak's (2020), Igwebuike & Eburuaja's (2020), and Khalifa's (2022) as they understood the sarcasm as most likely indicated by the use of hidden insults, hints, irony or insinuations.

Moving forward, in terms of impoliteness function, affective impoliteness lead the way with nineteen excerpts. Of all the excerpts, most of them were used to express the writer's anger and frustrations such as the anger toward the boring game or the frustration towards the untalented host of the games. These indications matched with the criteria of affective impoliteness which are an impoliteness that typically used to express the speaker's negative emotional outburst and state (Culpeper, 2011). On the other hand, as the researcher found merely two coercive impoliteness and three entertaining impoliteness, thus it could be stated that the use of impoliteness in Live Streaming's Comments of Mobile Legends: Bang Bang by

the viewer was primarily to expressing their negative emotional state. Moreover, different with the previous function, in coercive impoliteness, all two excerpts functionated as coercing indicated by the imperative use to belittling the targets such as their ability to understand or to perform. These indications match to Culpeper's (2011) coercive function as it refer to impoliteness that calls for a realignment of values between producers and targets so that the interests or current advantages of the producer are enhanced or protected. Whereas, three excerpts were classified to function as entertaining impoliteness as all three comments were found funny and entertaining by other than targets. These function indications were rooted from Culpeper's (2011) as they refer to impoliteness that is exploitative to some degree because it is entertainment at the expense of obscene purposes that includes whether real victims or potential victims.

In addition, all twenty-four excerpts are evidently supported by the previous studies respectively. Specifically, excerpt 1, 5, 11, 16, 26, 27, 61, 67, and 89 are supported by the finding of Milal & Pramono's (2021), Soehendro & Jumanto's (2022), and Khalifa's (2022) research. Excerpt 39, 41, 95, and 102 are supported by the finding of Igwebuike & Eburuaja's (2020), Patimah, et al, (2021), and Nasirli's (2021) research. Excerpt 47, 107, 110, 112, and 114 are supported by Igwebuike & Eburuaja's (2020), Lyatin & Ningrum's (2021), Acheampong & Kwarteng's (2021), and Nasirli's (2021) research. Excerpt 48, 56, 115, 116, 121, and 133 are supported by Wijayanti & Mubarak's (2020), Igwebuike & Eburuaja's (2020), and Khalifa's (2022) research. At this point, it could be concluded that all the previous studies support this research finding in term of impoliteness type.

Nonetheless, in term of impoliteness function, there is no single previous research that support this research finding in all twenty-four excerpts.

2. Standard of Impoliteness in Live Chat of Mobile Legends in YouTube

In this section, the following segment would discuss about how is the impoliteness standard represented in Mobile Legends Game Live Streaming Chat Section. Need to mention, the data taken for the impoliteness standard is based on the Jonathan Culpeper's theory or impoliteness particularly in term of response towards the impoliteness. The researcher argues that as Culpeper stated that in receiving impoliteness one might become defensive, offensive, accepting, or even choose not to respond. However, the researcher found that most of the impoliteness got no responses. Whereas, in some cases, the responses would be either offensive or defensive. With that being said, the researcher argues that the illustration of impoliteness standard that was showed in the Live Chat of Mobile Legend Streaming was this kind of impoliteness standards. Furthermore, the details would be discussed as follows.

After the analysis, the researcher found that all of the impoliteness listed above, none of them were getting serious replies. In fact, the impoliteness was getting zero replies. This could mean that the mentioned impoliteness is mainly viewed as normal impoliteness and did not cross the boundaries of the impoliteness standard. Nonetheless, the researcher found several cases where the impolite comments are getting replies and is apparently seen as offending the impoliteness standards. More specifically, the impoliteness standard that is shown in the live

streaming chat is presented in two main points. First, the impoliteness comments could cross the boundaries of impoliteness if they are in the form of spam which results in annoyance to others. Second, the impoliteness comments could cross the boundaries of impoliteness if the carried content contains very sensitive matters, in this case, the Kanjuruhan tragedy.

Furthermore, it can be seen the following data that spamming is not accepted and rather is seen as annoyance that could trigger other's anger.
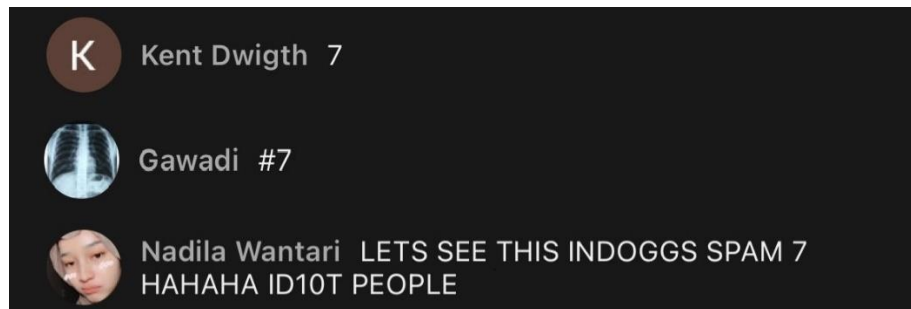
(Picture 25 taken from Video A at minute: 1:28:52)
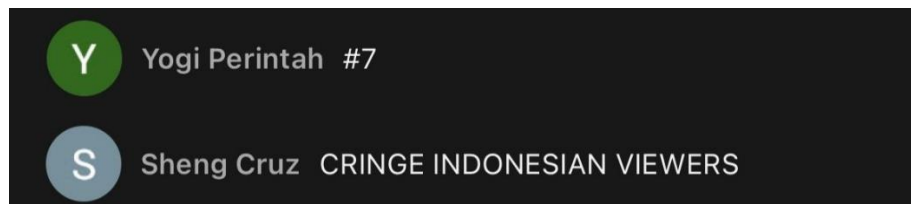
(Picture 26 taken from Video A at minute: 1:46:26)

From the case above, the given condition was that many YouTuber accounts are spamming "*7*" in the live chat section. It could be seen that the two samples taken presented spammers that received negative replies. Both the two replies were in the form of counter offensive as the writers found the spamming was annoying and then responded them with impoliteness as well. The first reply by Youtuber *Nadila Wantari* stated that people who spam *7* are idiot people. Another instance, the second reply from *Sheng Cruz* also performed a counter offensive response

toward the spamming act by stating them as cringe viewers. These responses were impolite and thus became counter offensive response because it answered the impoliteness act with another impoliteness with the purpose of offending the speaker (Culpeper et al, 2003). Nonetheless, at this point, the spamming act was triggered other viewers therefore it crossed the impoliteness standard. In other words, due to several complain or offensive comment toward the impoliteness act, the spamming act was considered an act that violates the standard of impoliteness.

Below is another example of impoliteness standard violation in the form of spamming act. Unlike the previous act, this spamming act received replies in the form of defensive responses.
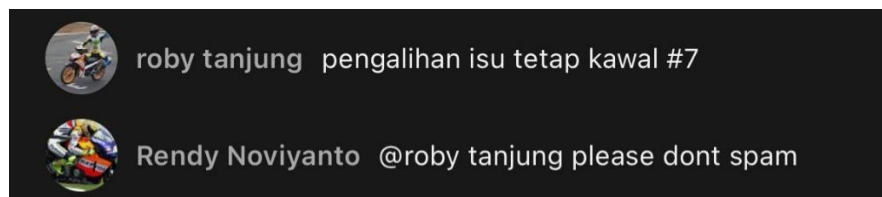
(Picture 27 taken from Video B at minute: 3:30:08)
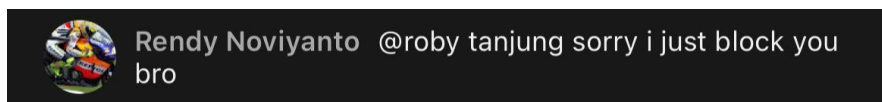
(Picture 27 taken from Video B at minute: 3:30:56)

Similar to previous sample, the given condition in this case was the Youtuber account that spamming "*7*" triggered another Youtuber. It could be seen above that *Rendy Noviyanto* viewed the spamming act as annoyance and replied with defensive response toward *roby tanjong*'s spamming 7. The first reply was a request to stop the spamming activity and the second reply was an act toward himself as to protecting the respondent's face (Culpeper et al, 2003). At this point, the spamming act once again was seen as an impoliteness and an unacceptable act

marked by the counter replies. As the replies in the form of defensive response toward the impoliteness, the writer of the replies could not accept the spamming act. This could mean that such act was not tolerable and violates the impoliteness standard. To put it differently, the spamming act was triggered another viewer thus it became unacceptable and it crossed the impoliteness standard boundaries.

Last but not least, the following example describe one of the cases where the impoliteness standard is violated.

jc TEAR GAS IN FOOTBALL MATCH

jc TEAR GAS IN M4

jc NEED TEAR GAS IN M4 FOR INDOGS FANS

jc NEED TEAR GAS IN M4 FOR OVER PROUD INDOGS FANS
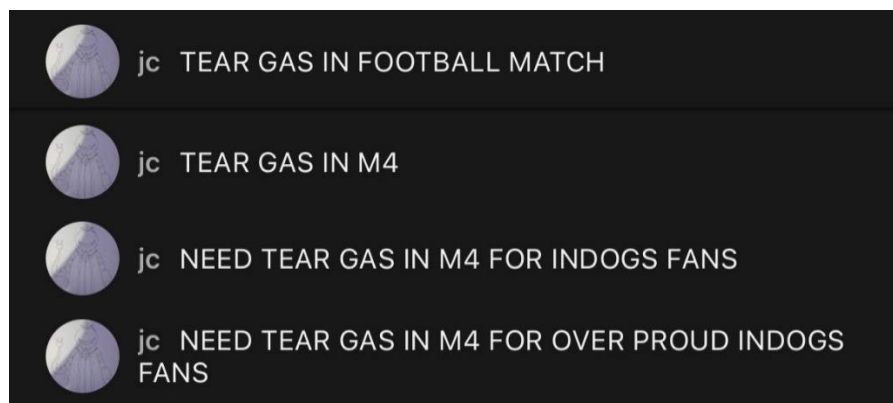
(Picture 28 taken from Video B)

vk7sn Yeah there's a hundreds of death, that teargas joke not funny at all
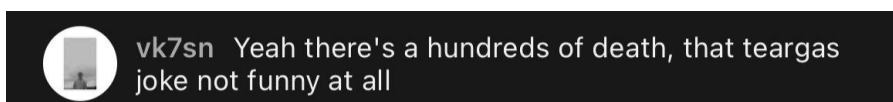
(Picture 29 taken from Video B, 57:00)

Cylver @jc im sorry for my people provoking you. but tear gas incident is out of topic and its really a memorable heartbreak for my people. pls dont get provoke from these guys

(Picture 30 taken from Video B, 57:54)

vk7sn @jc gg kids, that puberty of yours
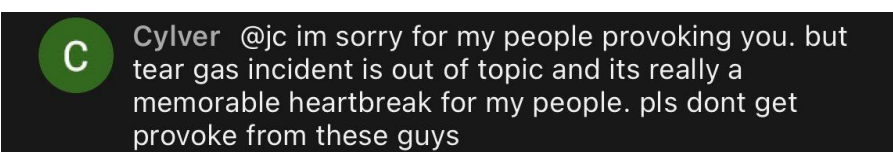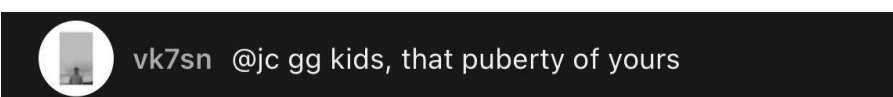
(Picture 30 taken from Video B, 1:01:56)

It could be seen in the case above that the Youtuber *Jc* commented an impoliteness in the live chat section. The content of the comment was about the

Indonesian tragedy in October 2022 which took more than a hundred lives. The impoliteness comment contains a highly sensitive matter and thus received many counter replies in the form both defensive and offensive responses. The first and the second reply were defensive responses respectively by *vk7sn* as he stated that the joke was not funny and by *Cylver* as he claimed that the tragedy is out of topic. With the purpose to protecting the respondent's face (Culpeper et al, 2003) by stating that the content was not supposed to be made fun about, these replies then implied that the comment made by *jc* has violated the standard of impoliteness for the reason that it made jokes about things that was not supposed to be joked about. Furthermore, the third reply was an offensive response toward the impoliteness. The reply was written in the form of sarcasm with the purpose of offending the writer. Nevertheless, as the third reply satirized the writer's maturity, it also implied that the comment made by *jc* was not responsible and immature because of the sensitive content. Hence, once again, the comment has violated the impoliteness standard.

CHAPTER V

CONCLUSION AND SUGGESTION

The last chapter of this study contains analytical conclusions and suggestions for future researchers. Furthermore, the conclusion section is intended to summarize the arguments section and the suggestions section is intended to provide authoritative information about research findings and arguments for academic purposes.

A.   Conclusion

The main objective of this section is to answer this research questions. After the analysis, the researcher concludes that the type of impoliteness used in the Mobile Legend Games live streaming chat covers bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. Among twenty-four excerpts, nine excerpts are classified as bald on record, four are classified as positive impoliteness and five are classified as negative impoliteness, while six excerpts belong to sarcasm or mock impoliteness. Nevertheless, in term of impoliteness function, the researcher only found three functions which are affective, coercive, and entertaining. Further, the impoliteness that functionates as affective impoliteness lead the number with nineteen excerpts. Whereas, coercive had two excerpts and entertaining impoliteness have three excerpts. From the data above, it could be concluded that most of the impolite comments function as affective impoliteness particularly used to express the writer's emotional state. Important to realize, despite all of the impolite comments, all fifteen excerpts

received no replies. In other word, the live streaming viewers choose not to reply toward those comments. This could be understood as an illustration that all the fifteen excerpts do not violate the standard of impoliteness. At last, this summary about the impoliteness type therefore answers the first research question.

By the same token, in term of impoliteness standard, the researcher found that there are two cases that is considered to violated the standard of impoliteness in the Mobile Legend Games live streaming chat. The first one is a spamming act, and the second one is a matter of sensitive contents. As it has been previously discussed, the first violation is about a spamming act that evidently triggered other viewers' anger, some even have blocked the spammer account. Meanwhile, the second violation was sensitive content about the Indonesian Kanjuruhan tragedy which was made into a joke. Both cases triggered other viewers. In fact, some of them claimed that the joke was unaccepted and intolerable. At this point, both cases showed that impolite comments are out of the line and have violated the impoliteness standard in the Mobile Legend Games live streaming chat. With that being said, the conclusion therefore answered the second question of this research.

Additionally, in accordance with this research significances, this finding data has proven that they achieved the objective in term of significance of the research both in theoretically and practically. In details, the finding has achieved the theoretical significance that they discussion had provided the references and insights about a factual language impoliteness certainly used in social media and games that is frequently used by YouTube viewers. Whereas, in term of practical significance the finding has provided the actual proof of the application of

pragmatic studies certainly in term of applied impoliteness theory that is proposed by Jonathan Culpeper.

B.   Suggestion

Based on the findings and discussion above, it can be seen that there is no data that correlates with impoliteness type of withhold impoliteness, and impoliteness functions as institutional impoliteness. By this means, the previous statement displays the limitations of this research. Regardless of that, this might be happened because the data source of this research is in the form of texts which is contra to withhold impoliteness as it refers to non-verbal language impoliteness. Whereas for the institutional impoliteness function, the function is typically used with an institution that is not found in the environment of live streaming chat. With that being said, the researcher suggests for future research and researchers that the use of Jonathan Culpeper's theory needs to focus on withhold impoliteness type or non-verbal language and the impoliteness that function as institutional to provide a new gap and novelty. In addition, as advice, the scope of withhold impoliteness is possibly found in most of the impractical activity, event, or especially scenes similar to pantomime; non-verbal communication. Meanwhile, the impoliteness that functions as institutional typically occurs in TV Shows, particularly presented as jokes.

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CURRICULUM VITAE

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APPENDIX

Video A ((English) MPL-PH S10 Playoffs Day 3):

Excerpts	Comments	Type of Impoliteness				Impoliteness Function			Classification
		BR	PI	NI	S	AF	CR	EN	
1.	**AZali chanell**: Philipindog	v				v			AGP
2.	**Nadila Wantari**: INDOOGSS PEOPLE=SPAM COMENT HAHA	v				v			AGP
3.	**P&P Channel**: BL Loserr	v				v			ADJ
4.	**I am Samurai**: Oheb always play really bad. No surprise	v						V	ADJ
5.	**Aniki GT**: BLACKDOG	v				v			AGP
6.	**I am Samurai**: Diggie pick just garbage	v				v			ADJ
7.	**UnPredictableSlowpoke**: Oheb out of game	v				v			NP
8.	**UnPredictableSlowpoke**: Useless Oheb	v				v			ADJ
9.	**I am Samurai**: Edward and Hadji carry. Oheb just kind of sucker	v				v			NP
10.	**Nadila Wantari**: LETS SEE THIS INDOGGS SPAM 7 HAHAHA ID10T PEOPLE	v				v			AGP
11.	**Sheng Cruz**: CRINGE INDONESIAN VIEWERS	v				v			ADJ
12.	**Coco Melon**: Indonesia laugh is weird	v				v			ADJ
13.	**Abram malau**: Philidog	v				v			AP
14.	**shade**: Loser echo	v				v			ADJ
15.	**Arian Bawana**: Nooubb onic	v				v			NP
16.	**Millwuff**: SHAME ON YOU EGGVOS MEOW	v				v			VP
17.	**Zwíe**: Useless haya	v				v			ADJ
18.	**Ry**: Suhanda Indonesia supporter so bad	v				v			ADJ
19.	**Zwíe**: Noop draft	v				v			NP
20.	**Shade**: So stupids not securing fanny	v				v			ADJ
21.	**Shade**: Ecchco stttupids	v				v			ADJ
22.	**Jaap Phom**: Uselessss echooo coachhh	v				v			ADJ
23.	**&E Zyyy**: #7 to Evos ID. Blamer team	v				v			NP

No.	Comment	1	2	3	4	5	6	7	Category
24.	**Zuma:** Bruhhh the song cringe af	v				v			ADJ
25.	**Tech unbox**: Cringest song ever	v				v			ADJ
26.	**7 cents:** Go away aliens	v				v			IS
27.	**Klairo:** Don't fight here dogs	v				v			AP
28.	**double U**: Indogs making riot in the chat	v				v			AP
29.	Muhammad Pahrul Rozi: Philipspause	v				v			AP
30.	**Simic**: People Indonesia all crazy	v				v			ADJ
31.	**Every bullet**: Gusion useless	v				v			ADJ
32.	**Khrmnzm**: RRQ & EVOS FANS ARE DOGS	v				v			NP
33.	**Apep_Walker**: DOTA SUCK	v				v			ADJ
34.	**Shukk**: DOTA IS SUCK	v				v			ADJ
35.	**Ronaldo Ballecer**: ML is an imitation of Dota	v				v			NP
36.	**Kukak Alpha**: Mobile legends garbage	v				v			NP
37.	**Phyo Myat ThuGo:** find your dad and tell him ML is boring. Oh u don't have one…lol	v				v			VP
38.	**Gecko**: dota game is better than ML very bad game 😌😌😌😌😌😌😌	v						V	ADJ
39.	**Ari Wibowo**: BLCk jungle can't play assaing, so boring meta		v			v			VP
40.	**Antum bahlul**: Boring match		v			v			ADJ
41.	**Calvin Purba**: What a borring match		v			v			ADJ
42.	**Jealous Guy:** RRQ PRO REPORT INSTAGRAM IF LOSE 🤮🤮🤮🤮		v			v			AGP
43.	**SPONGEBOB**: echo don't deserve the playoffs wtf		v			v			VP
44.	**Ryan omar Hakim**: Indonesia minus atitudde		v			v			NP
45.	**Sotz M**: BLUE FANS IS THE REAL PROVOKE IN MLBB COMMUNITY		v			v			NP
46.	**Gecko:** ML Cheap games are not worth watching, better dota		v				v		NP
47.	**ThEmaNwiThNoNamE**: Stop the gimmick and start the fcking game already			v		v			IS
48.	**Charlotte Søphië**: Echo player looks like school kids				v			V	VP

70

No.	Text								Code
49.	**Izuku Midoriya**: Oheb wash your face				v	v			IS
50.	**Da Niel**: BLACKLIST? WHO ARE THEY? THEY DON'T SEEM LIKE GREAT PLAYERS TO ME, I FEEL THEY ARE MEDIOCRE				v		v		ADJ
51.	**Kiki Gunawan**: I'm sorry for Indonesians, guys... understand that Indonesians are too small, compared to adults.				v			V	AGP
52.	**rii pratama**: NO COUNTER BUT CAN'T ENTER THE PLAYOFF? JOKE WKWKWKWK #ALEXENTER				v	v			AGP
53.	**FailedTrip**: HEY INDOGS FANS START THE "RIOT" NOW 🤣🤣🤣				v			V	AGP
54.	**Yagyu kyubei**: RRQ WILL GO TO M4? HOPELESS, u're going to clown in m-series 🤣🤣🤣🤣🤣				v			V	VP
55.	**7 cents**: Bicker on your channel aliens				v	v			AP
56.	**Jancor jr**: JUST DON'T PLAY THE GAME DAMMIT PHAUSE EVERY SECONDS				v		v		IS
57.	**Pew Pew**: imagine going to mlbb tournament just to say dota is better 😆				v			V	VP
58.	**Ading722**: WHY PEOPLE ALWAYS COMPARE ML TO DOTA? DOTA COMMUNITY SHOWING INSECURITIES TOWARDS A MOBILE GAME 😜😜😜😜				v	v			NP
59.	**Kaka Evendy**: *IF YOU WILL LOSE THE GAME, PAUSE IS THE KEY FOR COMEBACK LOL*				v	v			AGP
60.	**Momo**: dota has no viewers so that's why u crying in chat?				v			V	VP

Video B ((English) MPL-PH S10 Lower Bracket Finals):

Excerpts	Comments	Type of Impoliteness				Impoliteness Function			Classification
		BR	PI	NI	S	AF	CR	EN	
61.	**Frost Burn**; OSX + reptar wtf these guys are horrible	v				v			ADJ
62.	**Tenzing 55**; Cringe	v				v			ADJ
63.	**Shoto**; weaks bodies	v				v			ADJ
64.	**jc**; TEAR GAS IN FOOTBALL MATCH	v				v			AGP
65.	**jc**; NEED TEAR GAS IN M4 FOR INDOGS FANS	v				v			AGP
66.	**jc**; NEED TEAR GAS IN M4 FOR OVER PROUD INDOGS FANS	v				v			AGP
67.	**Michelle Gaviola**; Albert king of pigrolac... 😜 😜	v				v			AP
68.	**Hans**; RSG is Loosers...LOL	v				v			ADJ
69.	**Jizzwow**; LIGHT PROLLY SALTY AF RN	v				v			ADJ
70.	**Gopall**: i like to see you lose RSG	v				v			AGP
71.	**john is good**; INDOGS LOVES TEARGAS	v				v			AGP
72.	**GIPONG CHANNEL**; RRQ MUST CONTINUE HATED	v				v			AGP
73.	**LYRIC VIBE**; tear gas on football natch HAHAHAHAHAHAHAHA/ Elle schwester; wtf pause in the middle of war , committee	v				v			NP
74.	**markjhon ranis**; indogs	v				v			AGP
75.	**john is good**; IF INDOGS CANT ACCEPT LOSING THEY USE TEARGAS THEN BLAME THE POLICE	v				v			AGP
76.	**dens tiemps**; RSG vs RRQiut .... 4-looooseeeerrrrrr....	v				v			ADJ

No.	Data	1	2	3	4	5	6	7	Category
77.	**Marvin Santos**; RRQ-Kings of the WEAKLINGS	v				v			AGP
78.	**Cai Wenji & Nana Official**; ECHO PHAUSEEEEEE ECHO PROUD echo pause .. paus.. pau . pause..... phause. *echoing phause.. echo cheat phause NO SHAME ECHO PROUD CHEAT	v				v			AGP
79.	**dens tiemps**; LOOSER WILL ALAWAYS BE LOOSERS	v					v		ADJ
80.	**Bryant Largosa**; RRQ CHOKE 🤣 🤣	v						v	AGP
81.	**stevenc**; animal language (targeted to Pinoy since they don't understand it)	v				v			AP
82.	**Ash Jukae**; USELESS BENNY	v				v			ADJ
83.	**Human**; useless claude, always late in team fight	v				v			ADJ
84.	**KZ**; KarlTzy looks old asf now what's his age?	v				v			ADJ
85.	**B MAD**; YAWI IS TERRIBLE AT RUBY COMPARED TO CHOU 😂	v					v		ADJ
86.	**aldo**; WTF LIGHT LOOK LIKE BALMOND	v				v			AP
87.	**dens page**; I THOUGHT THIS IS MF*NG ENGLISH BROADCAST	v				v			NP
88.	**Grey**; Claude is useless they should pick layla instead	v					v		NP
89.	**His-He Prycian Taer**; EVOS SUCKS!!!	v				v			ADJ
90.	**SANZ SANZ**; please the winner of this match need to beat the queen boring queen		v				v		ADJ

No.	Comment						Category
91.	**Cylver**; Bro someone use god name to share hate speech, what a annoying person	v			v		ADJ
92.	**Mirror of Truth●**; CASTER BORING ONG	v			v		ADJ
93.	**Nganingmi Khamrang**; Too much talking	v			v		VP
94.	**Joo**; Wise is the real deal Kalrtzy mehhh	v				v	AP
95.	**LYRIC VIBE**; **INDOGS** DIDN'T KNOW WHAT TROUBLESHOOTING MEAN IS!!! 🤭 😂 😂 🤣	v					v · AGP
96.	**Below Mid**; THIS IS SO BORING. WE WANT ONIC ID VS RRQ!!!	v			v		ADJ
97.	**Link**; indonesians are shaking...relying on Kairi to save them 😆 😆 😆 no Kairi no championship	v			v		NP
98.	**Joo;** Wise > Kalrtzy	v				v	AP
99.	**jc**; INDOGS FANS NEED TEAR GAS SO THEY QUIET IN M4	v			v		AGP
100.	**Gallium**; BORINGG	v			v		ADJ
101.	🔲🔲🔲🔲; RRQ CAN'T EVEN BEAT RBL	v				v	VP
102.	**Nigerundayo**; NO NEED TO LEARN FROM EVOS LEGENDS BECAUSE THEY JUST MADE AN EMBARASSING LEGEND LOL	v			v		NP
103.	**Roman Reigns**; MPL ID MATCHES ARE BORING	v			v		ADJ
104.	**SANZ SANZ**; if echo can't win against BL better they lost		v		v		AGP
105.	**Van Gogh**; CHANGE THE CASTER		v		v		IS
106.	**Sadman_gaming**; Just start the game		v		v		VP
107.	**XxPRO WOLFXx**; please use women for		v		v		VP

No.	Utterance							Code
	comentator game philipine.. just hear this guys make this game boring... so sad							
108.	**Muhammad ilham**; come bro, don't take evos to another game			v		v		IS
109.	**Below Mid**; WHY THEY WASTING TIME HERE? WE ALREADY KNOW THAT ZANE WILL BEAT THEM IN THE END			v			v	AGP
110.	**JP Cruz**; dont complain you cant understand english indoga			v			v	AGP
111.	**wordam**; Sanji the game is not over yet wtf r u thinking			v		v		ADJ
112.	**Purbo MBOT**; use proper English			v			v	IS
113.	ᴬˣᴱ [**Light**] ²ᴱᶻ; just start the match wtfff			v		v		IS
114.	**SANZ SANZ**; also kartzy stop being arrogant beat BL with tank jungler noobs				v	v		AP
115.	**MS Buysss**; So quiet here huh hahahhaha				v			v	ADJ
116.	**J**; rrq m4 champ? keep dreaming				v			v	VP
117.	**Bryan Dansou**; blacklist gonna clap rrq in m4 lmao				v		v		AGP
118.	**Benonoy's Crib**; indons watch here coz onic vs aura was snooze fest hahhahhahh				v			v	AGP
119.	**jc**; TEAR GAS IN M4				v	v			NP
120.	**Reynald Idusora**; TEAR GAS GAMING				v	v			NP
121.	**Anya**; ECHOPAUSE 🤮 🤢 😂				v			v	AGP
122.	**LYRIC VIBE**; INDOGS DIDN'T KNOW WHAT TROUBLESHOOTING MEAN IS!!! 🤭 😂 😂 🤣				v			v	AGP

No.	Text							Category
123.	**Finn Goyca;** TEAR GAS GANG				v	v		NP
124.	**jc**; NEED META TEAR GAS IN M4 TEAR GAS META TEAR GAS META 😂 😂 😂				v	v		NP
125.	**Lance Allera;** RRQ 4 times world appearance but not getting a single championship lol				v	v		NP
126.	**Mint Summer;** clown saying echo cheating can't see Light is feeding on grock LOL				v	v		VP
127.	**Siapa Saya**; offlaner 25% teamfight, lets uninstall your mobile legend nathz				v	v		VP
128.	**FrozenFever07**; IF ECHO WINS, EASY WIN FOR BLACKLIST 😂				v		v	ADJ
129.	**FrozenFever07**; IF ECHO WINS THIS GAME, EASY WIN FOR BLACKLIST BUT 😂 ECHO NOT CAPABLE FOR WORLD STAGE 😂 😂				v		v	ADJ
130.	**Retail Therapy saves live**; What is this analyst talking about. To aliens?				v	v		NP
131.	**HELLOFRITI**; WHAT R U TALKINH ABOUT				v	v		VP
132.	**Mr Aff**; WE NEED THE TRANSLATOR				v	v		AP
133.	**Retail Therapy saves live**; Imagine having to listen to this language				v	v		VP
134.	**imti walling**; what is he speaking				v	v		VP
135.	**Retail Therapy saves live**; What is this language 🤮 🤮 🤮				v	v		NP

Details:

BR	: Bald on Record	**AP**	: Addressing Person
PI	: Positive Impoliteness	**AGP**	: Addressing Group of People
NI	: Negative Impoliteness	**NP**	: Noun Phrase
S	: Sarcasm	**VP**	: Verb Phrase
AF	: Affective Impoliteness	**ADJ**	: Adjective
CR	: Coercive Impoliteness	**IS**	: Imperative Sentence
EN	: Entertaining Impoliteness		

Expert Data Validation

Excer pts	Comments	Type of Impoliteness				Impoliteness Function		
		Bald on Rec ord	Posit ive	Negat ive	Sarca sm	Affect ive	Coerc ive	Entertai ning
1	AZali chanell: *Philipindog*	V				V		
2	Frost Burn: *OSX + reptar wtf these guys are horrible*	V				V		
3	Sheng Cruz: *CRINGE INDONESIAN VIEWERS*	V				V		
4	His-He Prycian Taer; *EVOS SUCKS!!!*	V				V		
5	Ari Wibowo: *BLCk jungle can't play assaing, so boring meta*		V			V		
6	Nigerundayo; *NO NEED TO LEARN FROM EVOS LEGENDS BECAUSE THEY JUST MADE AN EMBARASSING LEGEND LOL*		V			V		
7	Antum bahlul: *Boring match* Calvin Purba: *What a borring match* Roman Reigns: *MPL ID MATCHES ARE BORING*		V			V.		
8	ThEmaNwiThN oNamE: *Stop the gimmick and*			V		V		

#	Utterance							
	start the fcking game already							
9	JP Cruz; dont complain you cant understand english indoga			V			V	
10	XxPRO WOLFXx: please use women for comentator game philipine.. just hear this guys make this game boring... so sad			V		V		
11	Purbo MBOT: use proper English!			V		V		
12	Charlotte Søphiẽ: Echo player looks like school kids				V			V
13	MS Buysss; So quiet here huh hahahhaha				V			V
14	Jancor jr: JUST DON'T PLAY THE GAME DAMMIT PHAUSE EVERY SECONDS				V	V		
15	J: rrq m4 champ? keep dreaming				V		V	

Comments:
The amount of data is too small. Later in the findings you dont need to explain all data, just select some representative data. But in the appendix sheet, the more data attached the better
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Malang, 07 Februari 2023
Validated by

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