

**THE GENDER PERSPECTIVE OF IMPOLITENESS
STRATEGIES USED BY HATERS ON KAMALA HARRIS'S
INSTAGRAM REELS**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
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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2023**

STATEMENT OF AUTHORSHIP

This is to clarify that Silfiyah Ramanda's thesis entitled **"The Gender Perspective Of Impoliteness Strategies Used By Haters On Kamala Harris's Instagram Reels"** is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the only who responsible for that.

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MOTTO

"You shouldn't give in to whatever happens to you. I mean, you should use whatever happens to you as a tool for going up, not going down."

Bob Marley.

"Kamu seharusnya tidak menyerah terhadap apapun yang terjadi padamu. Maksudku, kamu seharusnya menggunakan apapun yang terjadi padamu sebagai alat untuk naik, bukan turun."

Bob Marley

DEDICATION

This thesis is proudly dedicated to:

My father, H. Bahrowi - the hard worker, the wise and my best inspirator.

My mother, Hj. Sumiani – her prayers that always empowering me.

My beloved son – my energy, my happiness and my spirit.

My grandmother, my brothers and sisters and my beloved big family – their prayers and motivations always supporting me.

My thesis advisor, Dr. Syafiyah, M.A., thank you for all the suggestion and the motivations.

All my teachers who give me meaningful knowledge and experience.

Also, all of my friends who helped me finish my thesis.

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Alhamdulillah, the writer prays to the presence of Allah SWT for all the grace and guidance that he never stops giving His servants. Shalawat and greetings do not forget to send to the Prophet Muhammad SAW and his family, friends, and followers. It is an invaluable blessing when the researcher can complete a thesis entitled "The Gender Perspective Of Impoliteness Strategies Used By Haters On Kamala Harris Instagram Reels." The preparation of this thesis is one of the requirements to obtain a bachelor's degree in the English Literature Study Program, Faculty of Humanities Maulana Malik Ibrahim State Islamic University, Malang.

I especially want to say thank you to my parents, Mr. H. Bahrowi and Mrs. Hj. Sumiani, who always gives hope, enthusiasm, attention, affection, and sincere prayers without strings attached. And my beloved brothers and sisters who always support and offer encouragement until the end of this study. And the whole big family for all the sacrifices, support, and blessings given for the researcher's study success. Hopefully, what they have given to the author becomes worship and the light of life in the world and the afterlife.

Then, I would want to convey my sincere gratitude to everyone who has assisted me in finishing this thesis, especially to Prof. Dr. M. Zainuddin, M.A; The Dean of the Faculty of Humanities Universitas Islam Negeri Maulana Malik Ibrahim Malang, Dr. M. Faisol, M. Ag, for his permission for this thesis; Head of the English Literature Department, Mr. Ribut Wahyudi, M. Ed., Ph. D.; and to my thesis advisor Dr. Syafiyah, M.A., As the primary supervisor who, with great care, has accompanied, motivated, and provided various valuable research inputs. Starting from the initial process until finally, the researcher was able to complete this thesis well; and all respectful lecturers of the English Literature Study Program who have educated and guided researchers during my study.

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Finally, I, as ordinary human being, do realize the imperfection and weakness found in this thesis I write. The data error comes from the researcher self, while the good comes from the one and only God. Likewise, with the perfection that only belongs to God. Researchers feel far from perfect words, likewise with the writing of this thesis. Therefore, the researcher's suggestions and criticisms are accepted as inputs for improvements in this research.

Hopefully, this thesis can be useful for all parties.
Thank you.

The Author

Silfiyah Ramanda

ABSTRACT

Ramanda, Silfiyah (2023) The Gender Perspective Of Impoliteness Strategies Used By Haters On Kamala Harris's Instagram Reels. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Dr. Syafiyah, M.A.

Keywords: Impoliteness Strategies, Haters, Kamala Harris, Instagram Reels

This present study discusses the strategy of impoliteness as a means to attack the listener's face. The researcher wants to analyze the Instagram reel posts of Kamala Harris, the United States vice president, as the object of this study. The researcher observed differences in the use of impoliteness strategies by male and female haters (based on gender). Based on the description above, there are two objectives in this study, the first is to describe how the impoliteness strategy is used by male haters in the comment column of Kamala Harris's Instagram reels, and the second is to explain how the impoliteness strategy is used by female haters in the comments column of Kamala Harris' Instagram reels.

In this research, the researcher used a qualitative descriptive method because the data obtained were in the form of words, phrases, and sentences. The data obtained in this research are in the form of utterances made by haters, then classified by gender, which reflects impoliteness in using language on social media. The source of the data used by the researcher is obtained from the comment column on Kamala Harris's Instagram reels uploaded from August 13- 23, 2022, where the post mainly contains the state of administration in the United States of America. The researcher chose Kamala Harris's Instagram reel post because, in that post, there were a lot of negative comments compared to other posts.

The results of this study, the researchers found 4 out of 5 types of impoliteness strategies based on Culpeper's theory put forward by male and female haters in the comments column of Kamala Harris' Instagram Reel, namely negative impoliteness, positive impoliteness, sarcasm or mock impoliteness and withhold impoliteness. Types that do not Found in the comment column of Instagram Reel Kamala Harris is bald on record impoliteness because generally, the strategy is carried out orally or directly, not in writing. Negative impoliteness is the type of impoliteness strategy that male and female haters most often put forward.

مستخلص البحث

رامانادا ، سيلفية 2023 منظور النوع الاجتماعي لاستراتيجيات اللامبالاة المستخدمة من قبل الكارهين على بكرات إنستغرام كامالا هاريس. أطروحة لغوية. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: د سيفية ، ماجستير

الكلمات المفتاحية: إستراتيجية غير محتشمة ، كارهين ، كامالا هاريس ، إنستغرام ريلز

تناقش هذه الدراسة استراتيجيات اللامبالاة كعلامة للتخلي عن وجه المستمع. يريد الباحث تحليل منشورات بكرة إنستغرام لكامالا هاريس ، نائب رئيس الولايات المتحدة كموضوع في هذه الدراسة. لاحظت الباحثة وجود فروق في استخدام الاستراتيجيات غير المهذبة التي يستخدمها الكارهون من الذكور والإناث (على أساس الجنس). استناداً إلى الوصف أعلاه ، هناك هدفان في هذه الدراسة ، الأول هو وصف كيفية استخدام استراتيجية عدم اللياقة من قبل الكارهين الذكور في عمود التعليقات في بكرات إنستغرام كامالا هاريس ، والثاني هو وصف كيفية استخدام استراتيجية عدم الأدب من قبل كارهات من النساء في عمود التعليقات. في مقاطع إنستغرام كامالا هاريس

استخدمت الباحثة في هذه الدراسة المنهج الوصفي النوعي لأن البيانات التي تم الحصول عليها كانت في شكل كلمات وعبارات وجمل. البيانات التي تم الحصول عليها في هذه الدراسة هي في شكل أقوال من قبل الكارهين والتي تم تصنيفها بعد ذلك حسب الجنس مما يعكس عدم الأدب في استخدام اللغة على وسائل التواصل الاجتماعي. مصدر البيانات التي استخدمها الباحث مأخوذ من عمود التعليقات في بكرات إنستغرام كامالا هاريس التي تم تحميلها من 13 إلى 23 أغسطس 2023 حيث يحتوي المنشور في الغالب على حالة الإدارة في الولايات المتحدة الأمريكية. اختارت الباحثة مشاركة كامالا هاريس على الإنستغرام لأنه في هذا المنشور كان هناك الكثير من التعليقات السلبية مقارنة بالمنشورات الأخرى

نتائج هذه الدراسة ، وجد الباحثون 4 من أصل 5 أنواع من استراتيجيات اللامبالاة المبنية على نظرية كولبير التي اقترحها الكارهون من الذكور والإناث في عمود التعليقات على موقع كامالا هاريس على إنستغرام ، وهي عدم الأدب السلبي ، والوقاحة الإيجابية ، وقلة التهكم أو عدم الأدب المصطنع. وتحمل الفظاظ. النوع الذي لم يتم العثور عليه في عمود لريل كامالا هاريس هو عدم أدب لأنه يتم تنفيذ الاستراتيجيات Instagram التعليقات على شكل عام شفهيًا أو مباشرًا ، وليس كتابيًا. اللامبالاة السلبية هي نوع من استراتيجية عدم. التأدب التي يقترحها في الغالب الكارهون من الذكور والإناث

ABSTRAK

Ramanda, Silfiyah (2023) The Gender Perspective Of Impoliteness Strategies Used By Haters On Kamala Harris's Instagram Reels. Skripsi Linguistik. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. Syafiyah, M.A.

Kata kunci: Strategi Ketidaksopanan, Pembenci, Kamala Harris, Reels

Instagram Kajian ini membahas tentang strategi ketidak sopanan sebagai penanda untuk menyerang wajah pendengar. Peneliti ingin menganalisis postingan instagram reels Kamala Harris yang merupakan wakil presiden Amerika Serikat sebagai objek dalam penelitian ini. Peneliti mengamati adanya perbedaan penggunaan strategi ketidaksopanan yang dilontarkan oleh pembenci laki laki dan perempuan (berdasarkan gender). Berdasarkan uraian di atas ada dua tujuan dalam penelitian ini yang pertama untuk mendeskripsikan bagaimana strategi ketidaksopanan yang digunakan oleh pembenci laki laki pada kolom komentar instagram reels Kamala Harris dan yang kedua untuk mendeskripsikan bagaimana strategi ketidaksopanan yang digunakan oleh pembenci perempuan pada kolom komentar instagram reels Kamala Harris.

Pada penelitian ini peneliti menggunakan metode deskriptif kualitatif karena data yang didapatkan berupa kata, frasa dan kalimat. Data yang didapatkan dalam penelitian ini berupa ucapan yang dilontarkan oleh pembenci yang kemudian diklasifikasikan berdasarkan gender yang mencerminkan ketidaksopanan dalam menggunakan bahasa di media sosial. Sumber data yang digunakan oleh peneliti yaitu di dapatkan dari kolom komentar instagram reels Kamala Harris yang di upload dari tanggal 13-23 Agustus 2022 dimana pada postingan tersebut kebanyakan berisi tentang bagaimana keadaan administrasi yang ada di negara Amerika Serikat. Peneliti memilih postingan instagram reels Kamala Harris karena pada postingan tersebut banyak sekali komentar negatif dibandingkan postingan lainnya.

Hasil penelitian ini, peneliti menemukan 4 dari 5 jenis strategi ketidaksopanan berdasarkan teori Culpeper yang dikemukakan oleh pembenci pria dan wanita di kolom komentar Reel Instagram Kamala Harris, yaitu ketidaksopanan negatif, ketidaksopanan positif, ketidaksopanan sarkasme atau ketidaksantunan tiruan. dan menahan ketidaksopanan. Jenis yang tidak ditemukan di kolom komentar Instagram Reel Kamala Harris adalah ketidaksopanan karena umumnya strategi dilakukan secara lisan atau langsung, bukan secara tertulis. Ketidaksopanan negatif adalah jenis strategi ketidaksopanan yang paling sering diajukan oleh pembenci pria dan wanita.

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CHAPTER I

INTRODUCTION

This chapter involves five sub-chapters, including the background of the study, problem of the study, significance of the study, scope and limitation, and definition of key terms.

A. Background of the Study

Language is very important for everyday life because it serves as a means of communication with others; Wardhaugh (1992, p. 3) proposes that language cannot be separated from human life, because language functions as a communication tool which allows people to express ideas and opinions and to share information, such as when conveying breaking news clearly or formally. In addition, language plays an essential role in human life. In today's millennial era, language has an important part of the world of technology, especially on social media. Many people use social media and everyone has different ways of using language in social media. One of them is using an impoliteness strategy. Therefore, the researcher interested to identify the impoliteness strategies used in social media using Culpeper's (1996) theory. However, the researcher focuses her research on the differences in Impoliteness used in making comments on social media, and the researcher decided to discuss it more precisely based on gender.

The study of impoliteness strategies is very important to discuss because it is intended to provide information addressing Impoliteness. Besides, the phenomenon of impolite strategies, which are currently widely used by the public, especially on social media, many people use impolite strategies in everyday life.

Furthermore, the researcher is very interested in researching this phenomenon because there are so many impoliteness phenomena that occur on social media, and the researcher is interested in knowing more about the impoliteness strategy itself, especially in the differences in the use of impoliteness strategies by gender differences. Therefore, this researcher hopes can be useful and provide information to the public, especially to English literature students so that it can be used as a reference for further research.

The researcher prefers to examine the phenomenon of Impoliteness because more people use impoliteness strategies than politeness language. In addition, this study may help the general public understand the varieties of disrespectful language that can be used to threaten face other people. The impoliteness phenomenon is something that we frequently encounter, whether directly or indirectly.

There have been a few definitions of Impoliteness from the early studies on Impoliteness. According to Bousfield (1997), Impoliteness is a preparation to execute an attack against another person. Meanwhile Culpeper (2005) has a theory about Impoliteness. It refers to an unfavourable attitude about the appropriate behaviour in the relevant situation. This was brought about by a goal, purpose, or the general populace's belief. How does an organization, specifically, identify an individual or group. The other people discuss communication. Therefore, Impoliteness is a negative expression or behavior in the current situation. They are considered impolite because they can cause others to lose their self-esteem and also make a person lose their good feelings. This is because a few emotional reactions like injury and anger.

Language and gender relationships are significant linguistic phenomenon, especially concerning impoliteness strategy. Generally, gender is described as male and female figures from the physical sphere. In contrast, gender analysis primarily based on Biology and anatomy is also referred to as the "sex" category. Both definitions therein are different. According to Biology, gender is not just about female and male characteristics; it is about the social conditions people develop (FAO, 2003). Numerous studies have addressed the relationship between gender and a strategy known as "Impoliteness," in which the language used by men and women differs. When discussing their shared experience of Impoliteness, women and men behave differently. Lakoff (1975, p. 45) asserts that a woman is more mature than a man when experiencing Impoliteness. In addition, it has long since become common knowledge that females can bear more weight than males. However, when they were dying, women had a greater capacity for talking than male. As a result, when females speak up about their experiences, they will be more likely to support the interlocutors than females of the same gender. Males engage in many volumes and employ distinctive writing styles that lack persuasive (Kuntjara, 2012). There are differences between genders in the word choices available in various languages (Wardhaugh 2006, p. 320).

Some factors cause the difference, on gender impacts the social and cultural identities of females and males on many levels. Cultural identity is the identity of the group. This results from someone talking about their identity and surroundings, such as their religion, nationality, race, social groups, geographic

or locations, or other social groups with their personal beliefs. Sometimes, a female and a male use language that can offend the interlocutor. Thus, the researcher can understand the differences in language usage between males and females and decide to categorize these differences according to gender. In this situation, the researcher will focus on the language difference between males and females, particularly regarding impoliteness strategies used in social media.

People communicated with one another using social media during this period. One of the social media currently very busy, among others, is used: WhatsApp (WA), Facebook (FB), Twitter, Line, Instagram, Telegram and other social media platforms. This social media platform enables users to express themselves and receive feedback from others. People frequently use social media to communicate and look for new friends at once, even from remote areas. Two types of social communication are promoted: sharing media (through photos, video, and music), private email, and media that many people may find helpful.

The most popular social media platform that people use frequently is Instagram. People use Instagram to add new friends to their circles and share photos, videos, stories, reels, and other content in their feeds. On August 5, 2020, Instagram launched its newest feature, Instagram Reels. Instagram Reels feature allows users to create short 15-second videos with audio, effects, and other creative tools. In addition, Instagram has a commenting feature that allows users to comment on anything posted. People can use these features as

they see fit, whether they speak the respectful or disrespectful language, because there is no procedure on Instagram to leave positive or negative comments.

Instagram is utilized not only by ordinary people but also used by well-known people, including celebrities, presidents, politicians, educators, entrepreneurs, and vice presidents, among others. Instagram is one of the best places for vice presidents to communicate with their citizens. There are not just people who like her vice president but also have detractors who comment on her Instagram post with critical remarks. Comment negatively on Kamala Harris's Instagram post. Instagram may make communicating easier for Kamala Harris' supporters and detractors.

Anyone who has an Instagram account can easily access the platform. Instagram doesn't have any special rules that users must obey. People who use Instagram can use it for whatever purpose they choose and to post positive or negative comments. Most of them use Instagram to express their thoughts so they can be entered into the comment section, specifically the user's account, they want to comment. They can express themselves here whether they like it or not. Instagram comments are also publicly viewable so that other users will be aware when another user leaves them.

There are several reasons why the researcher chose Kamala Harris's Instagram reels as the object of her research. First, Kamala Harris is the vice president of the United States. United States is the pillar of developed countries.

The second reason is that vice president Kamala Harris used her Instagram account to communicate with her citizens and share political views on the country. Third, there are too many studies on impoliteness strategies comment on President Joe Biden's Instagram as the object. Therefore, the researchers tried to examine how the words in comments column of his partner, vice president Kamala Harris. After seeing disrespectful language in her Instagram comments column, the researcher is particularly interested in finding out what rude language is used by male and female Internet users, particularly those who despise it when commenting on Instagram posts that include photographs and videos.

There are some previous studies to be used as a reference by the researcher. The researcher categorizes the review of the previous study into three parts. Firstly, the researcher found the previous study from the thesis conducted by Riski (2020) and the journal written by Milal (2021) and Suhandoko (2021). In this journal, the researcher has similarities, using the impoliteness theory proposed by Culpeper (1996) and examining gender differences using impoliteness strategies. However, the difference is in the research object. These previous studies use the movie as the object, and my present research uses Instagram reels as the object. The thesis by Ditya (2018) also used the movie as the object. However, this thesis analyzed what types of impoliteness strategies were used by Bianca Piper in *The DUFF* Movie and also analyzed what kinds of responses were used by other characters using the

impoliteness strategy. The similarity of this thesis with this research is that same use culpeper theory, But the difference is in the research object. This previous study used the movie as the object, and my present research uses Instagram reels as the object. Also, my present research focuses on how males and females use impoliteness strategies.

Secondly, in the thesis conducted by Akmal (2021), Elsa (2021), and Ranti (2019) From These previous studies the researcher has similarities, using the impoliteness theory proposed by (Culpeper,1996), and the research object used in this thesis is about social media Instagram. Where the object categorizes as a written object. However, the difference is that the aim of previous research is focused on the types and functions of impoliteness strategies, and my present research focuses on how males and females use impoliteness strategies rather than on the factor or function of impoliteness strategies. In this part, the researcher also finds the previous study that categorizes it as a written object. The journal by Fani (2018) used social media Twitter as an object. This journal also analyzed impoliteness strategies using Culpeper theory. However, it only focused on impoliteness strategies that contain cyberbullying, unlike my present research, which does not only focus on one category.

The last part of the previous study is from Pangaribuan (2021). These researchers have similarities with my research that, use impoliteness strategies proposed by Culpeper and use social media platforms for the object. However, the difference is that these previous studies used the supporting theory by Beebe

(1995) and Bousfield (2008) and also used Twitter as the object of the study, different from my research which used Instagram as the object of the study. The thesis conducted by Alvy (2018) has different from my present research; her research used Bousfield's (2008) theory, and the object of her research is an EFL student, and my present research uses Culpeper's (1996) theory and Instagram Reels as the object of the study.

From previous research, most studies focused on the type of impoliteness strategies used and their functions. Many previous studies used movies or other social media, Instagram, as the object of the study. However, the researcher focuses on the data from Instagram reels, especially Instagram reels posts of the vice president united states, because Most research is focused on celebrities/religious leaders/politicians. Then, as of this writing, my research involves establishing an impoliteness strategy by contrasting women and men (analysis of gender). Prior research almost always focused solely on identifying and analyzing impoliteness strategy. In addition, my current research indicates that gender can also influence the use of the impoliteness strategy.

B. Problem of The Study

According to the background of the study, this present study is done by answering the two problems, they are:

1. How are impoliteness strategies used by males in commenting on Kamala Harris's Instagram Reels?
2. How are impoliteness strategies used by females in commenting on Kamala Harris's Instagram Reels?

C. Significance of the Study

This research is expected to help English literature students understand better what an impoliteness strategy is, what types are included in the impoliteness strategy, and how the differences in using impoliteness strategies based on gender are made. The goal is for readers to understand and express how to use the impoliteness strategy in everyday life.

Gender differences can also affect the use of the impoliteness strategy itself. By getting a good understanding, the researcher also hopes that this research can be a useful source of data for anyone who wants to do similar research with the impoliteness strategy, especially English literature students.

D. Scope and Limitation

The scope of this research focuses on how comments on Instagram Reels Kamala Harris contain impoliteness strategies. Furthermore, its limitation focuses on how females and males haters real account use impoliteness strategies and does not examine the function of using the impoliteness strategy or its purpose.

E. Definition of Key Terms

To avoid misunderstanding, the researcher gives some key term which is following the key terms used for clarification or gives as follows:

- 1. Impoliteness:** Negative behaviour in particular situations that are used to insult people's faces.
- 2. Kamala Harris:** She is the vice president of the United States of America. She made history as the first black woman to become the United States, vice president. In addition, Kamala Harris is the first person of South Asian descent to walk into the White House as Vice President successfully. Kamala Harris is of Jamaican and Indian descent. She is the 49th vice president. Harris served as vice president on January 20, 2021.
- 3. Haters:** Designation used to illustrate someone who dislikes something by employing harmful speech, behaviour, and criticism. Hater is a term that targets

individuals or groups expressing their opinions in public forums, particularly. Those found on the Internet, such as Instagram, Facebook, and YouTube.

4. **Gender:** In this context, gender is more than just a biological classification (male and female). Gender can also develop characteristics and reveal identity in a variety of ways beyond from biological field of study.
5. **Instagram:** Social media platform allows users to upload photos, videos, stories, and reels. Anyone can use it and leave comments, whether they are positive or negative comments. Instagram was created in October 2010 and purchased by Facebook in 2012 for \$1 million. This application may provide a descriptive caption and tagline when we post something.
6. **Instagram Reels:** New feature from Instagram. This feature was launched On August 5, 2020. With this feature, we can make our posts more creative. The Instagram Reels feature allows users to create short 15-second videos with audio, effects, music, and other innovative tools.

CHAPTER II

REVIEW OF RELATED LITERATURE

In order to aid and answer research questions, the researcher gives various supporting theories in this chapter. It covers The Concept of Impoliteness, Culpeper Impoliteness Strategy, and Gender and Language.

A. Concept of Impoliteness

Impoliteness is the opposite of politeness. Impoliteness is a type of behavior that can cause lead to social disagreement. Social dissonance or conflict. Jonatan Culpeper (1996), Derek Bousfield (2008), and Miriam A. Locher (2008) were the pioneers of study impoliteness. According to the viewpoints of some researchers or language experts, the concept of languageimpoliteness is defined differently. In general, Impoliteness is determined bythe purpose for which it is used and the context in which it is used. Impoliteness is defined as a linguistic action targeted at destroying interpersonal relationships or purposely harming the face of the speech partner, depending on the intended usage (Archer, 2008; Bousfield, 2008; Culpeper, 1996; Limberg, 2009).

The term impoliteness has a cultural connotation. This Impoliteness arises because the remark does not adhere to the cultural context of a specific location. Hence it is deemed impolite (Terkourafi, 2008). Even though Impoliteness might be dangerous to the interlocutor, under this view, Impoliteness is not done on purpose by the speaker to harm the other person's face but rather as a result of cultural elements that impact Impoliteness in their

interaction. Then the concept of Impoliteness is a negative evaluation given by speakers of a communication partner's linguistic behavior that does not follow the proper social context (Locher & Watts, 2008).

Culpeper (2008, P. 36) proposes that Impoliteness is communication conduct that aims to attack or cause the conversation partner's face to be attacked. This definition seeks to show that an act of Impoliteness depends on the speaker's intention and whether or not the speech partner or listener understands the speaker's intent and relationship. In other words, an action may be considered rude if the listener believes the speaker is attempting to harm the listener's face by displaying a threatening act.

From the explanation, it may be argued that Impoliteness is caused by the incompatibility of utterances with certain social situations or standards rather than by the presence of Impoliteness in specific words or expressions. As a result, there are no utterances that are fundamentally unfriendly.

B. Culpeper Impoliteness Strategy

The scope of impoliteness strategies proposed by Culpeper (1996) is based on Brown and Levinson's (1987) politeness theory. Culpeper (1996, p. 8) distinguishes five impoliteness methods that appear to be the opposites of the four politeness tactics. Culpeper went on to say that there were numerous reasons for using unpleasant language.

The first component is the closeness or intimacy of the relationship

between social speakers and their speech partners. The closer they are, the more likely they will be impolite. Another factor is the power disparity or social power imbalance between speakers. Speakers with stronger social strengths are more likely to be rude to speak with partners who have fewer social forces. The third aspect is the speaker's wish to avoid keeping the face of the speech partner, which could be due to various conflicts of interest.

Culpeper provides impoliteness strategies, such as bald on the record, positive Impoliteness, negative Impoliteness, sarcasm or mock politeness, and withhold politeness. Following is a detailed explanation of the five Culpeper impoliteness approaches from Culpeper (1996, p. 8–9).

1. *Bald on Record Impoliteness*

Bald on record impoliteness (Direct Impoliteness) is the act of directly, plainly, unequivocally, and concisely threatening the face of the discourse partner in a situation where the face is unimportant or diminished and does not need to be connected to the face. For example, in an emergency, when the threat to the hearer's face is minimal (e.g., "*Come in*" or "*Do sit down*"), or when the speaker is far more powerful than the hearer (e.g., "*Stop complaining*" said by a parent to a child). In these circumstances, there is a little face on the line, and the speaker does not want to target the listener's face.

Example conducted by Riski (2020) :

Patient : *Are you freaking kidding me ? We're in hospital.*

Lyla : Right. Sorry. Just practicing. I don't even smoke. I quit a month ago.

The dialogue above occurred between Lyla and hospital patients.

Lyla was annoyed because Jarred, a doctor at the hospital, was someone she had never met. The fact that there are so many infants in the hospital aggravates Lyla as well. Lyla wants to smoke in the space to unwind. She was not permitted to stop Lyla from smoking, however, by the hospital patient.

The patient employs the Bald on Record Ability technique in this sentence. The patient made a blatant and determined attack on Lyla's face. Lyla was forbidden from smoking there by the patient because she was a patient at the hospital. Lyla ended her desire to smoke there due to the punishments and face threats Riski (2020).

2. *Positive Impoliteness*

Positive Impoliteness is the use of methods to sabotage the listener's or talking partner's positive image. Positive Impoliteness includes, among other things, ignoring, assuming the speech partner doesn't exist, separating, being uncaring, using inappropriate identity markers or designations, speaking in secret or in a language the partner doesn't understand, using taboo, abusive, or profane language, using insulting nicknames in greeting, and so on.



hutt_butt114 Wakanda Forever. Paid for by Kamala Harris

2w Reply

The data occurred in Kamala Harris' Instagram reels comments were posted on August 23, 2022, about the progress of inflation reduction for the American people.

A comment from an account named @hutt_buttt114 mentioned the phrase "*Wakanda forever....*". Wakanda is a country that appears in comics. The country is considered a developed and prosperous country. Many people think of Wakanda as another country to avoid getting into trouble. However, not many people know what Wakanda is, so many likely do not understand his comment's meaning. So, it can be classified as Positive Impoliteness Strategies since he commented in secret (used a code) for the phrase "*Wakanda*" or in a language the partner does not understand.

3. *Negative Impoliteness*

Negative Impoliteness is the deployment of methods to undermine the listeners or talking partner's evil face. These tactics include scaring (creating fear that his actions will be harmful), demeaning/harassing, ridiculing or mocking, insulting, underestimating the talking partner, belittling the talking partner, attacking others (seizing opportunities), using negative people pronouns, placing other people who have dependents, and others.



bdomin9 Worst administration ever 🙄

2w 5 likes Reply

The data occurred in Kamala Harris' Instagram reels comments posted on August 23, 2022, about the progress of inflation reduction for the American people.

From the data above, an account named @bdomin9 responded to Kamala Harris' Instagram reels about their administration progress. As we can see, the expression he gave can be called Impoliteness Strategies. The sentence "*Worst administration ever*" is a mocking and demeaning statement conveyed without any facts, which is not necessarily true. In this case, Kamala Harris and her staff were harmed because they were considered to have bad administration. Therefore, the researcher classified his comment as Impoliteness Strategies, namely Negative Impoliteness, since it follows Culpeper's theory in which this comment includes scaring (creating fear that his actions will be harmful), demeaning/harassing, ridiculing or mocking, insulting, underestimating the talking partner, belittling the talking partner, attacking others.

4. *Sarcasm or mock politeness*

The polar opposite of sarcasm (mock politeness for social discord) is banter (mock hate speech for social harmony). Sarcasm is face-threatening conduct perpetrated using a false politeness technique (Culpeper,1996). Someone can use sarcasm to express their negative feelings, which is not the true meaning of what they say. It might be inferred that false politeness is realized through sarcasm or mock hate speech. Bousfield (2008) uses an example of sarcasm from an excerpt from *The Clampers* to demonstrate sarcasm. There is a worker who returns to his illegally parked automobile. The clamper clamps his car, he discovers. Then he adds, "*Have a nice day!*" to the clamper. In reality, the man sarcastically expresses the polar opposite of his

feelings. He believes he is having a rough day. Based on the example above, it is clear that the man was not expressing an actual polite request, but rather the contrary, a hate speech hope that he has a miserable day via an implicature. As a result, it was sarcastic or mock hate speech.



raising.2.boys Can she just talk without acting?

2w Reply

The data that occurs in Kamala Harris' Instagram reels were posted on August 23, 2022, about the progress of inflation reduction for the American People.

A comment from an account named @raising.2.boys occurs in Kamala Harris' Instagram reels about the progress of inflation reduction for the American people. He said, "*Can she just talk without acting?*" the word "*acting*" conveys many meanings that do not represent Kamala Harris' job as vice president. Actors in performing art or film usually do acting, but he said it was for a vice president. So, we can categorize the sentence as Impoliteness Strategies called Sarcams or Mock Impoliteness because he uses sarcasm to express his negative feelings, which is not the true meaning of what he says.

5. *Withhold Impoliteness*

Withhold impoliteness, where it is expected, is known as withhold politeness. "*Failing to thank someone for a present may be viewed as deliberate withholding civility,*" according to Culpeper (2011). This tactic is also conducted by remaining silent or offering a different reaction when a courteous one is expected,

causing the target's face to be harmed. This strategy is frequently accomplished by being silent or refusing to respond to the speech of the communication partner.



sharon__murphy Lol 😂😂😂😂

4w Reply

The data in Kamala Harris' Instagram reels were posted on August 13, 2022, about the historical progress of inflation reduction in America.

As we can see, an account named @sharon__murphy gives a short comment, "Lol," followed by a laughing emoji at the end of the sentence. 'Lol' is an abbreviation of Laugh out loud. This word is included in slang. In this case, the expected response is praise or gratitude. Nevertheless, what was given was the opposite, as if on purpose, not providing a good response. So, we can classify it as impoliteness strategies in the Withhold Politeness since his response offers a different reaction and the absence of politeness where it would be expected, for example, not saying thanks when someone has done something good for us.

C. Bousfield Impoliteness Strategies

Bousfield's (2008 in Rahardi 2012), impoliteness in the language is understood as 'The issuing of intentionally gratuitous and conflictive face-threatening acts (FTAs) that are purposefully performed.' Bousfield emphasizes the 'recklessness' dimension (gratuitous) and conflictive in language practices that do not until finally actions categorized as reckless lead to conflict, or even quarrels, and these actions are carried out intentionally (purposeful). Related to these dimensions, the act of language is a reality of impoliteness.

The following is an example of speech that contains impoliteness, according to Bousfield (2008).

Widow: "Excuse me, sir, ma'am..." (While continuing the journey).

Father: (grumbling to his wife) "beauty, why widow? Yes, ma'am. It is deeply regretted."

Mother: "Yes there, marry that widow !"

Based on this example, it can be seen that the father delivered the speech in a 'reckless' manner so that such a reckless category of action resulted in a 'conflict.' This can be seen from the father's speech, "*beauty why widow yes?, ma'am. It is deeply regretted*". This sentence indicates an impolite utterance, even though it is not conveyed with a negative intention (like or have feelings for the widow). This speech should not be conveyed because it is clear that it was delivered carelessly and might cause conflict. The possibility of conflict can be seen in the speech uttered by the mother "*yes there, married again with that widow*".

Based on the illustrations that have been presented, it can be concluded that the theory of language impoliteness in Bousfield's theory (2008) focuses more on the form of using impoliteness by speakers who have the intention of threatening face, which is carried out recklessly and can allow conflict between speakers and speech partners to occur.

Bousfield provides the model impoliteness strategies with only two strategies there are :

1. On record impoliteness: Using tactics that are specifically intended to (a) attack the face of the other person, (b) create the faces of persons who engage in conflictual, (c) reject the needs, wants, or rights that are

anticipated of the other party, or (d) use a mix of these tactics. Given the circumstance, the attack is made unmistakably.

2. Off-record Impoliteness: Use of tactics where the threat or harm to a person's face is implied through an implicature (Grice, 1975) and can be withdrawn (e.g., denied, offered a post-modification or explanation, etc.)

Also within this latter category is included the strategy of Sarcasm and withholding of politeness :

- a.) Sarcasm: strategies that, on the surface, seem suitable but are intended to be interpreted as implying the reverse in managing one's face
- b.) Withholding of politeness: decency cuts were expected.

D. Locher Impoliteness Strategies

Miriam A Locher (2008 in Rahardi 2012) argues that impoliteness in language can be understood as face-aggravating behavior in a particular context. Locher intends that impoliteness in language refers to the behavior of 'harassing' faces (face-aggravate). Face-harassing behavior is more than 'face-threaten,' as offered in many definitions of classical politeness by Leech (1983), Brown and Levinson (1987), or previously in 1978, which tends to be influenced by Erving Goffman's concept of face (cf. Rahardi, 2009). The following is an example of speech that contains impoliteness, according to Locher (2008) :

Sister: "Just write like that for a long time!" (while looking at his sister's writing) "It is no wonder you write batik-like that."
 Little Sister: "Let it be."

Based on this example, one can see an older brother who 'harasses the face' of his younger sibling. From the conversation above, it can be seen that the older brother intends to ridicule his younger sibling's writing. This can be seen from the older brother's speech, "*it is old, how come you write batik*" this sentence indicates that there is an impolite speech, even though it was delivered to his younger sibling and the delivery the speech was delivered in a joking tone. However, the speech should not be delivered because it would offend the partner's feelings.

Based on the illustrations presented, it can be concluded that the theory of language impoliteness, in Locher's view, focuses on the form of use of speech impoliteness by speakers who intend to harassing and insulting their speech partners.

E. Gender and Language

Robin Tolmach Lakoff (2004) pioneered a linguistics study that focused on the relationship between language and gender. He proposed a notion concerning the existence of women's speech in his book *Language and Women's Place* (1975). According to Lakoff, many variables contribute to language disparities between men and women. According to the author, men's language is aggressive, and men prefer to express themselves honestly and with the appropriate phrases. On the other hand, women's speech is not bold, does not expressly intend (figurative language), is cautious while communicating, and frequently uses more acceptable phrases or clues. Furthermore, according to Lakoff (2004), if a woman is confused about a problem, she will talk to herself and ask questions rather than trust others. As a result, various issues occur when using a question mark (Lakoff, 2004).

Men and women use language in different ways, according to popular belief. Linguists believe that differences in men's and women's language traits can be recognized and distinguished. In people's lives, it is regarded to be indestructible. Intersexuality is a rare occurrence in society. It is natural for men and women to speak differently (Coulmas, 2005, p. 36).

In particular, Wardhaugh (1998) noticed that men and women speak differently. This distinction spans numerous levels of linguistics, as evidenced by some instances from the language. Several linguistic distinctions exist between men and women, particularly in abilities and qualities. Limb movement, facial emotions, voice, and intonation can contribute to linguistic knowledge differences. The different language does not imply that the two languages are wholly different and distinct but that they are still one. It is only that male and female languages have other qualities in terms of usage. Men are more imaginative and renewable, whereas women are more prone to preserve the language.

The above explanation shows that language phenomena are linked to gender differences. Impoliteness, for example, is a linguistic phenomenon that focuses on what drives people to communicate in an unfriendly manner. Gender disparities are one of the reasons for inter-speaker contempt. As a result, the researcher in this study of Impoliteness used gender theory as a framework.

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher explored research methodologies. The term "research methodology" refers to approaches for systematically solving research problems. In addition, numerous research procedures in this study are separated into several components, including research design, research instrument, data and data source, data collection, and data analysis.

A. Research Design

In this study, the researcher uses a qualitative descriptive method. The qualitative descriptive research method is very suitable for this research because the researcher tries to describe and interpret objects according to reality. Then the data obtained are words and phrases, and the material used is images. Then, the data analysis in this study was presented descriptively.

B. Research Instrument

In this research, the researcher becomes the primary instrument in this study by reading and analyzing comments on Kamala Harris's Instagram post. Due to this, the essential aspect of this research is the researcher, who can focus on the subject matter, evaluate quality, conduct a study's methodology, and identify essential findings based on the data.

C. Data and Data Source

The data in this research will be obtained from the comment column on the Instagram Reels post, especially on Kamala Harris's reels video post. The data in this research comprises words, phrases, or articles haters used in the Instagram comments section, especially on Kamala Harris's Instagram reels post.

The data sources in this study were obtained from comments expressed by haters in the comments column on several Instagram reels posts and videos, especially on Instagram Reels Vice President Kamala Harris. In searching for data, the researcher saw all Instagram Reels posts uploaded on August 13, 2022, about the inflation reduction act of the American people; August 15, 2022, about a historic week of administration. August 23, 2022, about The inflation reduction act of American people again, and the last data posted on August 27, 2022, about women's Equality day. The researcher examined several comments containing the impoliteness of the strategy made by haters, both male, and female. The researcher chose research data on Kamala Harris' personal Instagram via the following link:

<https://instagram.com/vp?igshid=YmMyMTA2M2Y=>



D. Data Collection

In the process of collecting data, researchers do several steps. First, the researcher saw several Instagram Reels posts by Kamala Harris, which were posted from August 13-23, 2022. Then chose several posts that contained the administration of the United States. In the third step, choose some posts with more negative comments than others. Then choose 40 comments containing an impoliteness strategy based on Culpeper's theory (1996).

The researchers chose 40 comments as a data source because they think comments are quite used for the source of the data, given that some of the data taken are a hater's response that illustrates his voice about administration in the United States. Therefore the researcher thinks that the data taken is relevant to the topic and the phenomenon occurring at this time.

E. Data Analysis

The researcher took a variety of procedures for retrieving data after collecting it. Firstly, classifying the data based on the theory of impoliteness strategies proposed by Jonathan Culpeper (1996) and classifying data based on gender. Secondly, data analysis uses the theory of impoliteness strategies based on Culpeper's theory (1996). Then describes the data based on the impoliteness strategies that have been classified into several points. In the last step, the researcher concludes his findings.

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of the study. In this chapter, the researcher conducted some analysis and discussion to answer the questions of the study. There are two major parts to this chapter. The first part is the research findings, and the second is the discussion.

A. Research Findings

As a monumental step forward. The researcher analyzed by using Culpeper's theory that classified impoliteness such as; Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or mock politeness, and Withhold politeness. Based on the data collection results through the vice president's Instagram account, Kamala Harris, 40 data were collected, grouped by gender, namely comments from male accounts and comments from female accounts. The researcher classified forty data into 20 males and 20 females from three different Kamala Harris Instagram reels. The researcher identified the words they used, then classified them into the right category. The first explanation is about how male user act in Commenting on Kamala Harris's Instagram reels and continues to describe how female account comment. Not only that, but the researcher also explained in detail forty negative comments that have been selected according to their type.

1. Impoliteness Strategies Used by Male Accounts

In this section, the researcher explained the data from the first question.

The first question discussed how male accounts comment on Kamala Harris's Instagram reels. This research found four types of Impoliteness Strategies: Negative Impoliteness, Positive Impoliteness, Sarcasm or Mock Impoliteness, and Withhold Politeness. Their most frequently used strategy is Negative Impoliteness, with 9 data found. The second position is Sarcasm or Mock Impoliteness with 5 data. The third is Positive Impoliteness, with a total of 4 data.

Moreover, the type that was rarely found is Withhold Politeness which only 2 data were found. In this case, male users often make hate comments in the form of short comments that are not facts included. Male users prefer to see something visible. They do not connect their comments with something that involves feelings. So most of their sentences are categorized as ridicule. Also, some comments contained harassing words which, in general, can be directed to anyone.

The researcher explains why these sentences can be included as impoliteness strategies in this part. As additional information, one sentence can contain more than one type of impoliteness strategy. The explanation will be summarized in the section below:

a. Negative Impoliteness

Datum 1



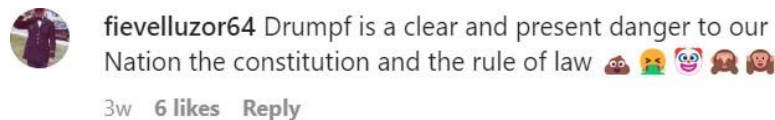
jjt1142 Can not imagine a dumber person in office other than Biden.

4w 11 likes Reply

Datum 1 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

From the data above, it showed that an account named @jjt1142. Not only Kamala Harris but he also underestimated Joe Biden by saying, "...a dumber person in officer other than Biden". "a dumber person" refers to Kamala Harris and her staff. We know that the word 'dumber' is usually used to describe someone with a stupid character. However, in this case, the man mocked 'dumb' for hate reasons without giving the facts to his words. So, the data can be classified as **Negative Impoliteness** since it is under Culpeper's theory, in which he used insulting nicknames in greeting to ridicule or scorn others, underestimating the other, belittling, and attacking others.

Datum 2

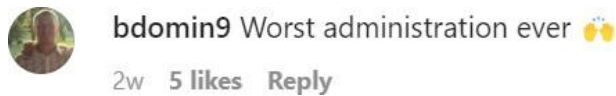


Datum 2 occurs in Kamala Harris' Instagram reels posted on August 15, 2022, about a historic week for their administration.

There is a hate comment from an account named @fievelluzor64. It showed us that he does not like Kamala Harris as Vice President. In the sentence ".....present danger to our nation.." he said that statement without showing the facts. He also made an assumption and invited hatred from others. This aims to attack Kamala Harris and ridicule others explicitly so that this comment cause social disharmony. The researcher considers this one of the Impoliteness

Strategies, which is called **Negative Impoliteness**, because, in her words, there is a short phrase mocking or ridicule, insulting, underestimating the other, belittling, and attacking others.

Datum 3



Datum 3 occurs in Kamala Harris' Instagram reels posted on August 23, 2022, about the progress of inflation reduction for the American people.

From the data above, an account named @bdomin9 responded to Kamala Harris' Instagram reels about their administration progress. As we can see, the expression he gave can be called Impoliteness Strategies. The sentence "Worst administration ever" is a mocking and demeaning statement conveyed without any facts, which is not necessarily true. In this case, Kamala Harris and her staff were harmed because they were considered to have lousy administration. Therefore, the researcher classified his comment as Impoliteness Strategies, **Negative Impoliteness**, since it follows Culpeper's theory in which this comment includes scaring (creating fear that his actions will be harmful), demeaning/harassing, ridiculing or mocking, insulting, underestimating the talking partner, belittling the talking partner, attacking others.

Datum 4

nord.357 BULLSHIT

1w Reply ...

Datum 4 occurs in Kamala Harris' Instagram reels posted on August 23, 2022, about the progress of inflation reduction for the American people.

An account named @nord.357, operated by a man, gave a shot comment on Kamala Harris' Instagram reels regarding their administrative progress. In his comment, it is clear that the phrase "BULLSHIT" is a scornful word intended to ridicule others. In addition, the word 'bullshit' means nonsense and can also be interpreted as a buffalo animal. According to Culpeper's theory, it can be called Impoliteness Strategies, **Negative Impoliteness**. These comments include scaring (creating fear that his actions will be harmful), demeaning/harassing, ridiculing or mocking, insulting, underestimating the talking partner, belittling the talking partner, and attacking others.

Datum 5

tmcnam4725 Harris is a joke.

3w 1 like Reply

Datum 5 occurs in Kamala Harris' Instagram reels posted on August 15, 2022, about a historic week for their administration.

From his comment, @tmcnam4725 showed his distaste for Kamala Harris. His comment said, "Harris is a joke," while "Harris" is Kamala's family surname. It could be argued that the word "joke" was intended for Kamala and her family because the man did not specify who it was. It showed us

Impoliteness Strategies called **Negative Impoliteness** since the comment includes ridiculing or mocking, insulting, underestimating the talking partner, belittling the talking partner, and attacking others.

Datum 6



danipampuri Bullshit this bill keeps funding gas companies
you guys are trash

4w 7 likes Reply

Datum 6 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

An account named @danipampuri commented on Kamala Harris' post about the inflation progress in America. The ridiculous sentence that said "... you guys are trash" was intended for Kamala Harris and her administrator, which was very disrespectful to give a rude nickname to other people. It showed us Impoliteness Strategies called **Negative Impoliteness** since the comment includes ridiculing or mocking, insulting, underestimating the talking partner, belittling the talking partner, and attacking others.

Datum 7



fishing0077 You suck! Go away already

2w 1 like Reply

Datum 7 occurs in Kamala Harris' Instagram reels posted on August 27, 2022, about Women's Equality Day as a monumental step forward.

An account named @fishing0077 commented on Kamala Harris' post about Women's Equality Day in America. He said, "You suck! Go away already" we can compare this case to Data (15). This account gave a mocking nickname to Kamala Harris. Moreover, he also added another condescending sentence by saying, "... Go away already". We can conclude this behavior as Impoliteness Strategies called **Negative Impoliteness** since the comment includes ridiculing or mocking, insulting, underestimating the talking partner, belittling the talking partner, and attacking others.

Datum 8



scottysutton61 But the whole government is corrupt

2w Reply

Datum 8 occurs in Kamala Harris' Instagram reels posted on August 27, 2022, about Women's Equality Day as a monumental step forward.

An account named @scottysutton61 commented on Kamala Harris' Instagram post about Women's Equality Day in America. He said, "But the whole government is corrupt," which implied the meaning. The sentence says that on women's day, which is touted as significant progress in America, this account refuted that in the process of 'advancement,' governments continue to commit corruption. We can conclude this behavior as Impoliteness Strategies called **Negative Impoliteness** since the comment includes ridiculing or mocking, insulting, underestimating the talking partner, belittling the talking partner, and attacking others.

Datum 9

forza813tpa You are the absolute drizzling shits

2w Reply

Datum 9 occurs in Kamala Harris' Instagram reels posted on August 27, 2022, about Women's Equality Day as a monumental step forward in America.

There is a rude comment from an account named @forza813tpa. The comment contains inappropriate meaning if you convey it to others without a reasonable reason. In the phrase "... absolute drizzling shits," there are a word "shits," which is a swear word commonly used to show anger or disappointment about a lie. However, it does not include an apparent reason. No evidence shows the vice president's lie. So, the researcher classified this case as Impoliteness Strategies, which is called **Negative Impoliteness**, since he used wrong people pronouns to insult others, including abusive words.

b. Positive Impoliteness**Datum 10**

hutt_butt114 Wakanda Forever. Paid for by Kamala Harris

2w Reply

Datum 10 occurs in Kamala Harris' Instagram reels posted on August 23, 2022, about the progress of inflation reduction for the American people.

A comment from an account named @hutt_butt114 mentioned the phrase "Wakanda forever....". Wakanda is a country that appears in comics. The country is considered a developed and prosperous country. Many people

think of Wakanda as another country to avoid getting into trouble. However, not many people know what Wakanda is, so many likely do not understand his comment's meaning. So, it can be classified as **Positive Impoliteness** Strategies since he commented in secret (used a code) for the phrase "Wakanda" or in a language the partner does not understand.

Datum 11



marlon_abraham_rosasen I want my children to come home now

3w Reply

Datum 11 occurs in Kamala Harris' Instagram reels posted on August 15, 2022, about a historic week for their administration.

The researcher found a comment from an account named @marlon_abraham_rosasen. He wrote a comment unrelated to the topic Kamala Harris presented. The phrase has many meanings and can be directed to anyone, so it does not have a specific purpose. According to Culpeper's theory, the researcher classified this case as Impoliteness Strategies, which is called **Positive Impoliteness**, since his comment contained other things, ignoring, assuming the speech speaker does not exist, separating, being uncaring, and using inappropriate expression.

Datum 12



stoney_bridge What losing more people? You are all clowns and should be working at Burger King!

3w Reply

Datum 12 occurs in Kamala Harris' Instagram reels posted on August

15, 2022, about a historic week for their administration.

A comment from an account named @stoney_bridge mentioned the phrase “...clowns...” in the middle of his sentence. That nickname was addressed to Kamala Harris and her administrators. The word “clown” had a different meaning when it was discussed in slang. A group usually calls an organization or individual a “clown” if their actions are always bad or not as expected. Even though people assume as a joke, it is still disrespectful behavior. So, the researcher classified this case as Impoliteness Strategies, which is called **Positive Impoliteness**, since he used inappropriate nicknames to insult others and used secret language as a code so that the person in the situation did not understand.

Datum 13



mackpriest I'd let this stuff go now

3w Reply

Datum 13 occurs in Kamala Harris' Instagram reels posted on August 23, 2022, about the progress of inflation reduction for the American people.

A comment from an account named @mackpriest showed us his distaste for Kamala Harris by saying an incomprehensible sentence, saying, “I would let stuff go now,” when we do not know what ‘stuff’ he means. It does not have a specific meaning. Nobody knows the exact, even the interlocutor. This can lead to a lot of speculation because the word ‘stuff’ can represent many things. Is it for a person or things? However, from his comment, it does not contain any harsh words. So, the researcher classified this case as Impoliteness Strategies,

which is called **Positive Impoliteness**, since he used an inappropriate nickname to insult others and used a secret language as a code so that the person in the situation does not understand.

c. Sarcasm of Mock Impoliteness

Datum 14



jbeldner Another historic week of you doing nothing but taking pictures for Instagram slayyyyy

3w 6 likes Reply Send

Datum 14 occurs in Kamala Harris' Instagram reels posted on August 15, 2022, about a historic week for their administration.

From his comment, @jbeldner showed his distaste for Kamala Harris by making jokes with inappropriate words, which gave a negative impression of Kamala Harris. He inserts slang words when saying sarcasm, such as 'slay.' In real meaning, the word 'slay' means to kill or a call/order to kill. However, among Tiktok's users, the word 'slay' can compliment someone's clothes, speaking style, appearance, etc. So, the researcher classifies these expressions as Impoliteness Strategies, namely **Sarcasm or Mock Impoliteness**. The word "Another historic week of you doing nothing." is contrary to the fact that he expressed an offensive word implicitly. He used sarcasm to express his negative feelings, which are opposite from the real meaning.

Datum 15



gary.graffeo Criminals are in the Whitehouse

2w Reply

Datum 15 occurs in Kamala Harris' Instagram reels posted on August 23, 2022, about the progress of inflation reduction for the American people.

The researcher found a comment from an account named @gary.graffeo. In his comment, the man mentioned "Criminals..." as if a crime had occurred in the Whitehouse building. He also did not mention who was meant by "criminals," so we can say that @gary.graffeo wanted to convey something implicitly. So, the researcher classifies these expressions as Impoliteness Strategies, namely **Sarcasm or Mock Impoliteness**. He uses sarcasm to express his negative feelings, which is not the true meaning of what he says.

Datum 16

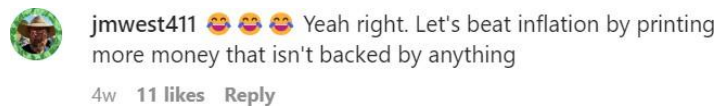


raising.2.boys Can she just talk without acting?

2w Reply

Datum 16 occurs in Kamala Harris' Instagram reels posted on August 23, 2022, about the progress of inflation reduction for the American People.

A comment from an account named @raising.2.boys occurs in Kamala Harris' Instagram reels about the progress of inflation reduction for the American people. He said, "Can she just talk without acting?" the word "acting" conveys many meanings that do not represent Kamala Harris' job as vice president. Actors in performing art or film usually do acting, but he said it was for a vice president. So, we can categorize the sentence as Impoliteness Strategies called **Sarcams or Mock Impoliteness** because he uses sarcasm to express his negative feelings, which is not the true meaning of what he says.

Datum 17

Datum 17 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

An account named @jmwest411 commented on Kamala Harris' post about the inflation progress in America. His utterance, "... Let us beat inflation by printing more money that is not backed by anything," is a satirical sentence with implicit meaning. The man quipped by saying as if they could reduce inflation by 'printing money' for which no one is responsible in the case. So, the researcher categorizes the sentence as Impoliteness Strategies called **Sarcasm or Mock Impoliteness** because he uses sarcasm to express his negative feelings, which is not the true meaning of what he says.

Datum 18

Datum 18 occurs in Kamala Harris' Instagram reels posted on August 27, 2022, about Women's Equality Day as a monumental step forward.

There is a satirical sentence given by an account named @tankboden. It said, "Now do men being allowed in women's locker rooms..." by adding a clown emoji as if mocking the other person. However, we can see that his sarcasm indicates his opposition to Kamala Harris. So, the researcher categorizes the sentence as Impoliteness Strategies called **Sarcasm or Mock**

Impoliteness because he uses sarcasm to express his negative feelings, which is not the true meaning of what he says.

d. Withhold Politeness

Datum 19



Datum 19 occurred in Kamala Harris' Instagram reels posted on August 15, 2022, about a historic week for their administration.

A comment from an account named @my.pronoun.is.freedom appeared after the response from account @leoo.martins2 gave a sentence of praise to Kamala Harris. @my.pronoun.is.freedom showed his distaste for the US vice president. By saying, "What has she done" as if belittling what Kamala has done, Kamala Harris is also treated for doing nothing. On the other hand, he should give appreciation, not even give a bad response. So, we can classify it as impoliteness strategies in the **Withhold Politeness** since the response offers a different reaction and the absence of politeness where it would be expected, for example, not saying thanks when someone has done something good for us.

Datum 20



Datum 20 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

The researcher found a response from an account named @davisonmoorejackson in Kamala Harris's comment section. The comments show his distaste for the US vice president. He shows doubt toward others by giving a "hmmm" response. On the other hand, he should provide appreciation, not even give a bad reaction. So, we can classify it as impoliteness strategies in the **Withhold Politeness** since the response offers a different reaction and the absence of politeness where it would be expected, for example, not saying thanks when someone has done something good for us.

2. Impoliteness Strategies Used by Female Accounts

Having identified and described the impoliteness strategies by male accounts, the researcher continued to explain the comments from the female account in Kamala Harris' Instagram reels. In contrast with comments from male accounts, the researcher has difficulty finding hate speech from female accounts. However, that does not mean it does not exist. In this case, the researcher found four types of Impoliteness Strategies: Negative Impoliteness, Positive Impoliteness, Sarcasm or Mock Impoliteness, and Withhold Politeness. Their most frequently used strategy is Negative Impoliteness, with 10 data found. The second position is Positive Impoliteness, with a total of 4 data. The third position is followed by Sarcasm or Mock Impoliteness with 4 data.

Furthermore, the last type that is rarely found is Withhold Politeness, with only 1 data found. When giving comments, female users often use long

sentences. Usually, they will explain the topic of conversation, then followed by their criticism. Their utterances are usually in the form of satire that is delivered indirectly.

The researcher explains why these sentences can be included as impoliteness strategies in this part. As additional information, one sentence can contain more than one type of impoliteness strategy. The explanation will be summarized in the section below:

a. Negative Impoliteness

Datum 21



jessicafernandez4865 Gurl bye w this phony stuff do something real and helpful while in office for the people !!!

4w 3 likes Reply

Datum 21 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

A comment from an account named @jessicafernandez4865 showed us his opposition to Kamala Harris by saying inappropriate utterances. The snippet "Gurl bye with this phony stuff..." proved that the woman was given a protest to stop giving false or untrue things. She also inserted the slang "Gurl" and "phony stuff." The word 'phony' is usually used informally for someone pretending to be someone else. The researcher considers this as one of the Impoliteness Strategies, which is called **Negative Impoliteness**, because in her words, there are short phrases that are mocking or ridicule, insulting, underestimating the other, belittling, and attacking others.

Datum 22

alexandramillersvoboda Dude, wash your hair.

4w 2 likes Reply

Datum 22 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

The researcher found a rude comment from an account named @alexandramillersvoboda. The comment is out of context with the topic being discussed. Even her phrase gave the impression of mocking Kamala Harris. The sentence "... wash your hair." was suddenly said by her without anything related to the topic on Kamala Harris' Instagram post. Not only that, but her sentence also contained expressions that offended the interlocutor. The researcher considers this as one of the Impoliteness Strategies, which is called **Negative Impoliteness**, because in her words, there are short phrases that are mocking or ridicule, insulting, underestimating the other, belittling, and attacking others.

Datum 23

blessedtobeamommy Worst most corrupt administration in History. You all need to be in prison

4w 1 like Reply

Datum 23 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

An account named @blessedtobeamommy gave an impolite comment: "Worst, most corrupt administration in History. You all need to be in prison." this comment contained an insulting rant. The sentence "Worst most corrupt

administration in History..." is not included evidence that says their administration is the worst in history. So, the researcher classified his comment as Impoliteness Strategies, namely **Negative Impoliteness**, under Culpeper's theory, in which this comment includes threatening, mocking or ridiculing, insulting the other, underestimating the talking partner, belittling, and attacking others.

Datum 24



foxytomokoparl You are lazy

4w Reply

Datum 24 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

From the data above, we can see that an account named @foxytomokoparl made a rude comment, mocking others by saying, "You are lazy," to make fun of and demean Kamala Harris. The sentence is a harsh sentence that does not include the facts. The comment is used to spread misinformation to cause hatred. So, the researcher classified his comment as Impoliteness Strategies, namely **Negative Impoliteness**, by Culpeper's theory, in which this comment includes threatening, mocking or ridiculing, insulting the other, underestimating the talking partner, belittling, and attacking others.

Datum 25



staciaone_andonly No you dumbass. Nothing is historic about this administration 🙄 🙄 😏 😏 😏 😏 😏 😏

4w Reply

Datum 25 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

From the data above, an account named @staciaone_andonly gave her comment to Kamala Harris's Instagram post about inflation in America. However, her comment contained hate speech in the form of ridicule toward Kamala Harris. The word 'dumbass' is slang and is usually used to mock a stupid or idiot person. In this case, the word 'dumbass' is intended for a vice president, which is very disrespectful. So, the researcher classified his comment as Impoliteness Strategies, namely **Negative Impoliteness**, by Culpeper's theory, in which this comment includes threatening, mocking or ridiculing, insulting the other, underestimating the talking partner, belittling, and attacking others.

Datum 26



kaitlyn_655 This will only hurt AMERICANS more!!!! FJBususus

4w 5 likes Reply

— View replies (2)



kaitlyn_655 No it's really not historic at all seems how we are already suffering day to day and regardless of what the name of this bill is it's NOT GOING to help Americans with inflation right now!!!! We will be taxed!! Don't be fooled by these people

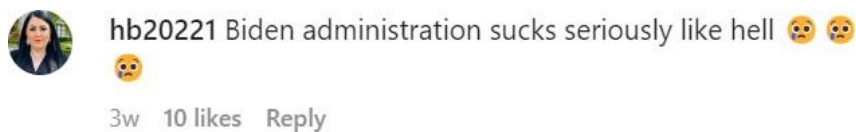
4w 3 likes Reply

Datum 26 occurs in Kamala Harris' Instagram reels posted on August 15, 2022, about a historic week for their administration.

We can see someone expressed her protest through an account named @kaitlyn_655. This expression showed her dislike of what Kamala Harris said in her Instagram post. She noted that many Americans still suffer from inflation, which contrasts with what Kamala Harris said about inflation, which has decreased and shown good progress. A harsh sentence said, "... do not be fooled by these

people!” the sentence invited others to hate Kamala Harris and her people. So, the researcher considers this as one of the Impoliteness Strategies, which is called **Negative Impoliteness**, because in her words, there are short phrases mocking or ridicule, insulting, underestimating the other, belittling, and attacking others.

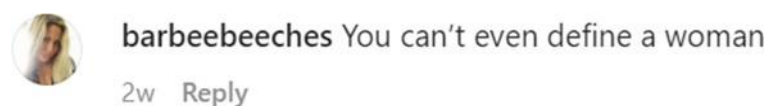
Datum 27



Datum 27 occurs in Kamala Harris' Instagram reels posted on August 23, 2022, about the progress of inflation reduction for the American people.

From the data above, an account named @hb202221 gave her comment on Kamala Harris's Instagram post about inflation in America. However, her comment contained hate speech in the form of ridicule toward Kamala Harris. There is a phrase '... like hell," which is Impoliteness and usually used to make fun of and demean Kamala Harris. The sentence is harsh and does not include the facts. The comment is used to spread misinformation to cause hatred. So, the researcher classified his comment as Impoliteness Strategies, namely **Negative Impoliteness**, by Culpeper's theory, in which this comment includes threatening, mocking or ridiculing, insulting the other, and underestimating the other talking partner, belittling, and attacking others.

Datum 28



Datum 28 occurs in Kamala Harris' Instagram reels posted on August 27, 2022, about Women's Equality Day as a monumental step forward.

An account named @barbeebeeches wrote, "You cannot even define a woman." Therefore, it can be concluded that the @barbeebeeches account said Kamala Harris does not understand the true meaning of 'women,' on which topic the vice president explained is about the historic progress for women. This account wants to show her dislike, which makes the discussion atmosphere less attractive. So, the researcher classified her comment as Impoliteness Strategies, namely **Negative Impoliteness**, since it is to Culpeper's theory in which this comment includes sharing an untrue statement, threatening, mocking or ridiculing, insulting the other, underestimating the talking partner, belittling, and attacking others.

Datum 29



jenstagram2014 Is everyone who actually voted for this laughing hyena 🤪 enjoying their retirement saving going down the 📉

2w Reply ...

Datum 29 occurs in Kamala Harris' Instagram reels posted on August 27, 2022, about Women's Equality Day as a monumental step forward.

There is a comment from an account named @jenstagram2014. In her comment, harsh words cause discomfort if a person, group, or institution reads that sentence. She called Kamala Harris a "laughing hyena," the offending call that makes the other person feel uncomfortable, and the aggrieved person can report the speech alleging an unpleasant act. So, the data can be classified as **Negative**

Impoliteness since it is by Culpeper's theory in which he used insulting nicknames in greeting to ridicule or scorn others, demeaning/harassing, underestimating the talking partner, belittling the talking partner, and attacking others.

Datum 30



gingermarieare Ya passing the green new deal in disguise and hiring 87000 new IRS agents to target Americans. But no border protection or anything to keep Americans safe in crime ridden cities. Worst administration in history

5w 1 like Reply

Datum 30 occurs in Kamala Harris' Instagram reels posted on August 15, 2022, about a historic week for their administration.

The comment above comes from an account named @gingermarieare, which believes that many new policies still ignore the safeguards to protect America's crime-prone cities and cause American citizens to feel threatened. At the beginning of her criticism, she uses acceptable general language, but at the end of the sentence, she says, "... worst administration in history". Kamala's side was disadvantaged because she was claimed to have bad administration, while some other comments considered that they had received good treatment as citizens. So, the data can be classified as **Negative Impoliteness** since it is by Culpeper's theory in which he used demeaning/harassing words, underestimated others, belittled the talking partner, attacked others, and utilized insulting nicknames in greeting to ridicule or scorn others.

Based on the data above, we can see that both male and female haters used impolite expressions to mock and demean Kamala Harris. In some comments, they also mocked the administrator inside the Whitehouse. This behavior is similar to

the theory proposed by Locher (2008) that Impoliteness does not always contain harsh words. Still, this strategy is intended to reverse adverse facts threatening listeners.

b. Positive Impoliteness

Datum 31



lioor50 Why r u talking about this? How is it possible to talk about something else than abortion right now?

4w 1 like Reply

Datum 31 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

From this data, an account named @lioor50 gave her comment on Kamala Harris's Instagram post about inflation reduction in America. There is a snippet that says, "Why are you talking about this?..." it shows us that the woman ignored what Kamala Harris said as if she did not have anything to say and arbitrarily changed the topic that was being discussed by saying, "... How is it possible to talk about something else than abortion right now?". However, her comment does not contain any harsh words. Nevertheless, we can classify this case as Impoliteness Strategies, **Positive Impoliteness** since her words included ignoring what other people said, being uncaring by diverting from the topic discussed, and being uninterested.

Datum 32



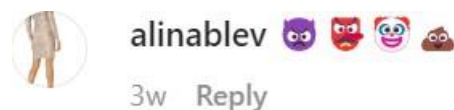
shannon.anderson.pink Trump had the medication affordable until you'll now your acting like your doing ppl a favor by doing what was done from the get-go

2w Reply

Datum 32 occurs in Kamala Harris' Instagram reels posted on August 23, 2022, about the progress of inflation reduction for the American people.

The researcher found a comment from an account named @ahannon.anderson.pink. The snippet of the sentence "...now your acting like your doing people a favor by doing what was done from the get-go" contained hate speech, where she, as an ordinary person, feels that the vice president and her staff are just playing with the poor people. In addition, that sentence's use shows impoliteness to the vice president. So, we can classify this case as Impoliteness Strategies, **Positive Impoliteness** since her words include ignoring what other people said, being uncaring by diverting from the topic discussed, and being uninterested.

Datum 33



Datum 33 occurs in Kamala Harris' Instagram reels posted on August 23, 2022, about the progress of inflation reduction for the American people.

An account named @alivablev gave her a comment on Kamala Harris's Instagram post. Her comment is just emojis without the words included. However, the emoji that she shared give an implied meaning of ridicule and dislike for Kamala Harris. The form of the posted speech is an indirect speech act. So, it can be classified as Impoliteness Strategies named **Positive Impoliteness** since she is commented secretly using a code or emoji or in a language the partner does not understand, which aims not to give blatant Impoliteness. Even though there are no

harsh words, it includes an Impoliteness comment since her comment intended to humiliate others.

Datum 34



Datum 34 occurs in Kamala Harris' Instagram reels posted on August 27, 2022, about Women's Equality Day as a monumental step forward.

An account named @amyfmac80 commented on the post uploaded by the Kamala Harris account about Women's Day. The above utterance means to underestimate the one addressed to Kamala Harris. A dismissive sentence is "fight for what?" when Kamala Harris explained the progress of Women's Equality Day. So, in this case, the woman deliberately ignored the content of the message that Kamala Harris conveyed. According to Culpeper's theory, the researcher classified this case as Impoliteness Strategies, which is called **Positive Impoliteness**, since his comment contained other things, ignoring, assuming the speech speaker does not exist, separating, being uncaring, and using inappropriate expressions to humiliate others.

Datum 35



Datum 35 occurs in Kamala Harris' Instagram reels posted on August 15, 2022, about a historic week for their administration.

An account named @linda.bonetti.1's comment appeared when Kamala Harris's Instagram account posted a statement about the historic week for their

administration in which American administrators have been fighting to guard the border. However, @linda.bonetti.1's comment shows that she doubts Kamala Harris and her people's actions. Besides that, she also inserts a 'clown' emoticon with contradictory meanings in life, namely tragedy and comedy. So, we can classify this case as Impoliteness Strategies, **Positive Impoliteness** since her words include ignoring what other people said, not being uncaring by diverting the topic discussed, and being uninterested.

Based on the data above, male and female haters' comments are intended to ignore and do not consider the conversation to be there, so they do not seem to care. Also, some of them used special codes to convey their hate speech. This behavior is similar to the theory proposed by Bousfield and Locher (2008) that the use of strategies intended to attack and thus lead to conflict and social disharmony, usually the person they wish to be accepted.

c. Sarcasm or Mock Impoliteness

Datum 36



naomi_podei69 Can you please Tell me a little about yourself what do you do for a living?

4w 1 like Reply

Datum 36 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

In this case, an account named @naomi_podei69 gave a sarcastic comment on Kamala Harris' Instagram post. A phrase from her comment said, "... what do you do for a living?" the woman indirectly thought that Kamala Harris had not done

anything, even though in the post, it was clear that Kamala Harris had conveyed about the programs she was working on with President Joe Biden. After analyzing the word she said, the researcher classified the sentence as Impoliteness Strategies called **Sarcasm or Mock Impoliteness** because she used sarcasm to express her negative feelings, which is not the true meaning of what she said.

Datum 37



katechankalian Of running our country into the ground. 🙄

4w 5 likes Reply

Datum 37 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

As we can see, an account named @katechankalian gave her satirical comment on Kamala Harris' Instagram post, the words "Of running our country into the ground" and added peace emoji at the end of her sentence. The word 'ground' has another meaning from its original meaning. We know that 'ground' is earth material, but in this context, she used the word 'ground' to express their country's land that already fell because of the administrator. In this case, Kamala Harris and her staff were harmed because they were considered to have bad administration. So, the researcher decided to classify her sentence as Impoliteness Strategies, called **Sarcasm or Mock Impoliteness**, because she used sarcasm to express her negative feelings, which is not the true meaning of what she says.

Datum 38



sevgi.demirhan.9461 Please tell the country and deceitfulnesses. There is a rule for cutting mobbing tell the names of animals.

4w 1 like Reply

Datum 38 occurs in Kamala Harris' Instagram reels posted on August 15, 2022, about a historic week for their administration.

In this case, an account named @sevgi.demirhan.9461 gave her satirical comment on Kamala Harris' Instagram post. She said, "Please tell the country and deceitfulness. There is a rule for cutting mobbing tell the names of animals.", There is a word 'animals,' we know that animals are creatures like mice, goats, cats, etc. However, the word 'animals' in this context is not meant for animals but for American Government that is set to deal with fraud laws. So, the researcher decided to classify her sentence as Impoliteness Strategies called **Sarcasm or Mock Impoliteness** and **Negative Impoliteness** because she used sarcasm to express her negative feelings, which is not the true meaning of what she said. He used ridicule nicknames that demeaned others and included harsh words.

Datum 39



eileenbarisi EVERYTHING is a "fight."

3w 6 likes Reply

Datum 39 occurs in Kamala Harris' Instagram reels were posted on August 27, 2022, about Women's Equality Day as a monumental step forward.

In a comment by @eileenbarisi in a post published by Kamala Harris on her Instagram, the phrase "Everything is a fight" said that progress in the women's movement is called a fight by emphasizing the word "fight" showed that the woman, in contrast to what Kamala Harris said. However, her speech did not contain harsh words but satire, which was contrary to what was conveyed by Kamala Harris. So,

the researcher categorizes the sentence as Impoliteness Strategies called **Sarcams** or **Mock Impoliteness** because she uses sarcasm to express her negative feelings, which is not the true meaning of what she says.

Based on the data above, we can see that both males and females behind those accounts hate Kamala Harris. Some comments insert slang words such as 'slay' when saying sarcasm. In real meaning, the word 'slay' means to kill or a call/order to kill. This behavior is similar to the theory proposed by Thielemann dan Kosta (2013) and Culpeper (1996) that sarcasm means using one or two logically reasonable and acceptable phrases that profoundly have the opposite meaning from what was said.

d. Withhold Politeness

Datum 40



Datum 40 occurs in Kamala Harris' Instagram reels posted on August 13, 2022, about the historical progress of inflation reduction in America.

As we can see, an account named @sharon__murphy gives a short comment, "Lol," followed by a laughing emoji at the end of the sentence. 'Lol' is an abbreviation of Laugh out loud. This word is included in slang. In this case, the expected response is praise or gratitude. However, what was given was the opposite, as if on purpose, not providing a good response. So, we can classify it as impoliteness strategies in the **Withhold Politeness** since his response offers a

different reaction and the absence of politeness where it would be expected, for example, not saying thanks when someone has done something good for us.

After identification, men tend to use the same words, while women prefer to combine them, for example, the words "oh god," and "omg," etc., which men do not care to use this phrase. This phrase arises from combining words with the surrounding environment, usually created by accident on certain occasions. In addition, women avoid saying obscene words in their comments. However, men who have a more daring nature are not worried about dirty terms that are considered taboo to say, such as "damn," "bastard," "fuck" and so on. Besides that, men are more open and do not care about their views and other people. Therefore, men seem more confident in conveying their comments.

B. Discussion

The researcher found more hate comments from male accounts in this study. Many comments are in the form of ridicule, innuendo, or the insertion of inappropriate emoticons. Support comments dominate even the comments given by female accounts. However, many hate comments were also found aimed at Kamala Harris and her staff. Not only that but there are also comments in the form of promotions of merchandise unrelated to the topic and some comments from other citizens outside America.

Based on the research above, the researcher found four types of Impoliteness Strategies: Negative Impoliteness, Positive Impoliteness, Sarcasm or Mock Impoliteness, and Withhold Politeness. Among all the types, there is one type

that has yet to be found by the researcher, namely Bald on Record Impoliteness. Based on Culpeper's (1996) theory, Bald on Record Impoliteness is a direct or face-to-face attack on the interlocutor. It can be a threat or ridicule. Meanwhile, this study did not examine the case directly but based on written comments, so that type was not found in the comment section. From the forty data, the Negative Impoliteness type dominates the other types since many comments contained harsh words, demeaning Kamala Harris and her administrator, and the researcher also found an impolite nickname that mocked the interlocutor.

Moreover, the type found the least was Withhold Politeness, which was found in both genders. Culpeper explained that Withhold Politeness occurs when someone gives a response that is not under expectations. For example, when someone helps or gives something good, they hope the person will say "thank you," but in this case, Withhold Politeness is the opposite, not a gratitude response but an inappropriate response.

To clarify each type, the four types of Impoliteness Strategies found will be described as follows:

1. Negative Impoliteness by Male and Female Haters

According to Culpeper (1996), Negative Impoliteness is a behavior that damages the conversation or situation. The action is intended to threaten, frighten, humiliate, and ridicule or mock the interlocutor. Usually, their speech contained harsh words that offended others. Negative Impoliteness can also occur when someone uses informal language, such as "I" and "you," to someone in a high position or older.

In this study, the researcher found 19 Impoliteness Strategies for the Negative Impoliteness type, nine from male accounts and ten from female accounts. The following are impolite sentences that the researcher has collected from male accounts: Datum 1, Datum 2, Datum 3, Datum 4, Datum 5, Datum 6, Datum 7, Datum 8, and Datum 9.

The following are Negative Impoliteness sentences that the researcher has collected from female accounts: Datum 21, Datum 22, Datum 23, Datum 24, Datum 25, Datum 26, Datum 27, Datum 28, Datum 28, Datum 29, and Datum 30.

Based on the data above, we can see that both male and female haters used impolite expressions to mock and demean Kamala Harris. In some comments, they also mocked the administrator inside the Whitehouse. This behavior is similar to the theory proposed by Locher (2008) that impoliteness does not always contain harsh words. Still, this strategy is intended to reverse adverse facts threatening listeners. However, this theory has differentiated from this finding. At the same time, in this study, negative impoliteness was found in the form of harsh language that was deliberately spoken to create hatred for others. Most of them are male users.

2. Positive Impoliteness by Male and Female Haters

According to Culpeper (1996), positive impoliteness is a behavior that does not acknowledge the presence or conversation of other people. It can also ignore the behavior, so there is a sense of uncaring, unsympathetic, and uninterestedness. For example, they refuse to gather or be equated with others and refuse to sit together. In addition, positive impoliteness also occurs when someone intentionally

uses a code or language that the other person does not understand. This is done on sensitive topics so the speaker does not get into trouble.

In this study, the researcher found 9 Impoliteness Strategies for the Positive Impoliteness type, four from male accounts and five from female accounts. The following are impolite sentences that the researcher has collected from male accounts: Datum 10, Datum 11, Datum 12, and Datum 13. The following are Positive Impoliteness sentences that the researcher has collected from female accounts: Datum 31, Datum 32, Datum 33, Datum 34, and Datum 35

Based on the data above, male and female haters' comments are intended to ignore and do not consider the conversation to be there, so they do not seem to care. Also, some of them used special codes to convey their hate speech. This behavior is similar to the theory proposed by Bousfield and Locher (2008) that the use of strategies intended to attack and thus lead to conflict and social disharmony, usually the person they wish to be accepted.

Nevertheless, this theory also has differentiated from this finding, where the researcher found that most of them express it in everyday language but are included with various secret words that some people do not understand. This is slightly different from the previous theory, which explains that this possibility is done in other languages.

3. Sarcasm or Mock Impoliteness by Male and Female Haters

In this behaviour, the speaker makes satire by using insincere politeness words. In other words, sarcasm means using one or two logically reasonable and

acceptable phrases that profoundly have the opposite meaning from what was said. The satire contained words with harsh connotations. Sarcasm is a covert attempt to disguise feelings of anger, hurt, or fear toward a person or situation.

In this study, the researcher found 9 Impoliteness Strategies for the Sarcasm or Mock Impoliteness type, five from male accounts and four from female accounts. The following are impolite sentences that the researcher has collected from male accounts: Datum 14, Datum 15, Datum 16, Datum 17, and Datum 18. The following are Sarcasm or Mock Impoliteness sentences that the researcher has collected from female accounts: Datum 36, Datum 37, Datum 38, and Datum 39.

Based on the data above, we can see that both males and females behind those accounts hate Kamala Harris. One comment insert slang words such as 'slay' when saying sarcasm. In real meaning, the word 'slay' means to kill or a call/order to kill. This behaviour is similar to the theory proposed by Culpeper (1996) that sarcasm means using one or two logically reasonable and acceptable phrases but profoundly have the opposite meaning from what was said. Besides that, it has differentiated from this finding. In this study, most of the sarcastic word used is not conveyed with certain figures of speech but in everyday language and have various meanings.

4. Withhold Politeness by Male and Female Haters

Culpeper's theory (1996) explains that Withhold Politeness occurs when someone responds without following expectations. For example, when someone helps or gives something good, they hope the person will say "thank you," but in

this case, Withhold Politeness is the opposite, not a gratitude response but an inappropriate response.

In this study, the researcher found 3 Impoliteness Strategies for the Withhold Politeness type, two from male accounts and one from female accounts. The following are impolite sentences that the researcher has collected from male accounts: Datum 19 and Datum 20. The following are Withhold Politeness sentences that the researcher has collected from female accounts: Datum 40.

Based on the data above, we can see that both males and females behind those accounts hate Kamala Harris. Those comments showed that they are reluctant to give praise for what Kamala Harris does. In @sharon__murphy's comment, it can be seen that the laughing emoticon can be interpreted as happiness; in other contexts, it can be interpreted as ridicule or mocking. This behavior is similar to the theory proposed by Culpeper (1996). Withhold Politeness occurs when someone does not provide politeness strategies as expected. They could be silent without responding to the interlocutor. This analysis shows they are uncomfortable with what the other person is saying. In some theories, it is said that Withhold Politeness can only occur in direct conversation. However, in this study, the researcher found that commenters deliberately refrained from giving the proper response.

The weakness of this research is the lack of identification in determining gender. The researcher must be severe in distinguishing real or fake accounts so they can differentiate based on gender. One way researchers can distinguish gender is based on profile pictures and posts uploaded to their accounts, whether the time

frame for uploading is sequential or within a certain time frame. Besides that, researchers can also see from the number of photo posts uploaded by commenters. In other ways, the profile features on Instagram also did not describe the gender of the users, so the researchers drew the conclusion that identifying whether it is male or female only through user profile photos and posts photos uploaded by someone who commented on Kamala Harris's Instagram account.

The finding of this research is in line with the research carried out by Suhandoko (2021) entitled *"Impolitenes and Gender Differences in the Edge of Seventeen Movie"*. His research reveals the impoliteness strategies performed by the main female character and her male interlocutors in Edge's seventeen movies. As a result, females prefer to use positive impoliteness, while males use negative impoliteness. This is different from my present research. The researcher has found no differences between male and female while using impoliteness strategies, and the dominant type that used both genders are opposing impoliteness. The study's object differs from my present research in the previous research used a movie as the object. My present research used Instagram reels as the object of the study.

Another previous study was conducted by Fani (2018) entitled *"Impoliteness strategy in Instagram cyberbullying: A case study of Jennifer Dunn posted by @lambe_turah."* This research aims to investigate the comments which contain cyberbullying by using the impoliteness strategy proposed by Culpeper. The result of this study suggests that negative impoliteness was the most common impoliteness strategy to be used in cyberbullying. This finding is the same as my research finding in this study also found that negative impoliteness was the most

common impoliteness strategy to be used in the comment column of Kamala Harris's Instagram reels post. The differences with my current research indicate that gender can also influence the use of the impoliteness strategy.

Next, the research was conducted by Pangaribuan (2021). Entitled *"Impoliteness Strategies and power performed by a netizen on Twitter."* This research aims to determine the impoliteness strategy used by netizens in commenting on actors' tweets and the form of tweet comments made by netizens. This research is the same as mine in finding the comments containing impoliteness strategies but different in an object from the previous study. The object is Twitter comments and tweet posts.

In this study, Instagram reels the post comments column as the object of the study. The differences between the previous study with my present research are also in theory. The theory used by the previous study is Culpeper's theory, and the theory of Beebe's (1995), and Bousfield (2008) supporting theory. My present research only used Culpeper theory also indicates that gender can influence the use of the impoliteness strategy.

Social media freedom is why male and female users are not afraid to give their hate speech in a post or news. Many people give blasphemy under the guise of being critical. They argue that conveying a message refutes something considered wrong by others. The impact of hate speech on the victims is very dangerous, especially for important world figures or celebrities. The anonymity provided by social media also causes many people to feel safe to say anything, even leaving insults, curses, and insults without being identified by many people.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter describes the conclusions and suggestions for the research. The conclusion is drawn after the researcher analyzes the data and gets the results. In the suggestion part, the researcher provides for readers and future researchers.

A. Conclusions

In connection with the research objectives described in the first chapter, the conclusions are summarized based on the study's objective. Based on the data analysis, how male commenters on Vice president of USA Kamala Harris's Instagram reels used impoliteness strategies. Their most frequently used strategy is Negative Impoliteness. With a total of 9 data, many male Instagram users do not hesitate to convey their rude words in the comments column of Kamala Harris's Instagram. They were followed by Sarcasm or Mock Impoliteness in the second position with a total of 5 data, mainly used terms that had different meanings from the actual meaning. In the third position, there is Positive Impoliteness with a total of 4 data where many expressions ignore or are uncaring about the topic of discussion. Furthermore, the type that was rarely found is Withhold Politeness which only 2 data were found. The researcher also found that male users are more likely to give bad comments than female users.

How is female commenters on Vice president of USA Kamala Harris's Instagram reels used impoliteness strategies. It is difficult to find hate comments from female accounts in this case. Many female accounts provide supportive comments for Kamala Harris. These comments could be in the form of thanks and

encouragement. This contrasts with male users, who dominate in giving bad comments. So, here is the data found for female accounts. The most frequently used strategy by them is Negative Impoliteness, with a total of 10 data, the utterance appeared in the form of ridicule or mocking others, underestimating, and attacking the interlocutor. The second position is Positive Impoliteness, with a total of 4 data, where there needs to be more ignorance and disinterest in the topic being discussed—followed by Sarcasm or Mock Impoliteness, with a total of 4 data in the third position. The use of sarcasm is in the form of sharp satire with a wrap of humor. Furthermore, the last type that is rarely found is Withhold Politeness, with only 1 data found.

B. Suggestion

Based on the result of the research and considering the previous conclusion, the researcher would like to propose some suggestions. The researcher suggests to the following researchers interested in linguistics, especially an analysis of social media comments, to conduct different methods to get more complete data and discussion. The researcher also hopes that the following research can study this analysis with different theories. So, further research can provide a better comprehension. Besides, you may be interested in analyzing the reasons behind using impoliteness speech on Instagram users, also for the readers. The readers must study more about the type of Impoliteness Strategies from another theory that may be found. Therefore, the researcher hopes this research can provide sufficient information about

Impoliteness Strategies. The theories given are quite diverse, so it is expected that this research can build an understanding of Impoliteness Strategies.

The last is for English teachers that Instagram can facilitate them in teaching and learning as teaching media to their students. Many vocabularies in English can be taken from social media platforms. It can also help students who lack vocabulary by analyzing these comments.

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APPENDIXES

A. Table of Gender

Datum	Comment	Male/Female
1.	@jtt1142: I cannot imagine a dumber person in officemore than Biden	M
2.	@fievelluzor64: Drumpf is a clear and present danger toour Nation, the constitution, and the rule of law	M
3.	@bdomin9: Worst administration ever	M
4.	@nord.357: BULLSHIT	M
5.	@tmcnam4725: Harris is a joke	M
6.	@danipampuri: Bullshit, this bill keeps funding gas companies. You guys are trash	M
7.	@fishing0077: You suck! Go away already	M
8.	@scottysutton61: But the whole government is corrupt	M
9.	@forza813tpa: You are the absolute drizzling shits	M
10.	@hutt_buttt114: Wakanda Forever. Paid for by Kamala Harris	M
11.	@marlon_abraham_rosasen: I want my children to come home now	M
12.	@stoney_bridge: What about losing more people? You are all clowns and should be working at Burger King!	M
13.	@mackpriest: I'd let this stuff go now	M
14.	@jbeldner: Another historic week of you doing nothing but taking pictures for Instagram slay	M
15.	@gary.graffeo: Criminals are in the Whitehouse	M
16.	@raising.2.boys: Can she just talk without acting?	M
17.	@jmwest411: Yeah, right. Let's beat inflation byprinting money that isn't backed by anything	M
18.	@tankboden: Now do men being allowed in women'slocker rooms	M
19.	@my.pronoun.is.freedom: What has she done?	M
20.	@davisonmoorejackson: hmmm	M
21.	@jessicafernandez4865: Gurl, bye with this phony stuff.Do something real and helpful while in the office for the people!!!	F
22.	@alexandramillersvoboda: Dude, wash your hair	F

23.	@blessedtobeamommy: Worst, most corrupt administration in History. You all need to be in prison	F
24.	@foxytomokopearl: You are lazy	F
25.	@staciaone_andonly: No, you dumbass. Nothing is historic about this administration	F
26.	@kaitlyn_655: Not it's really not historic seems how we are already suffering day to day and regardless of what the name of this bill is it's NOT GOING to help Americans with inflation right now!! We will be taxed!! Don't be fooled by these people	F
27.	@hb202221: Biden administration sucks seriously like Hell	F
28.	@barbeebeches: You can't even define a woman	F
29.	@jenstagram2014: Is everyone who actually voted for this laughing hyena, enjoying their retirement saving going down	F
30.	@gingermarieare: Ya passing the green new deal in disguise and hiring 87000 new IRS agents to target Americans. But no border protection or anything to keep Americans safe in crime-ridden cities. Worst administration in history	F
31.	@lioor50: Are you talking about this? How is it possible to talk about something else than abortion now?	F
32.	@ahannon.anderson.pink: Trump had the medication affordable until you'll now you're acting like you're doing people a favor by doing what was done from the get-go	F
33.	@alinallev: (emoticons)	F
34.	@amyfmac80: FIGHT FOR WHHAT!?!? EVERY US CITIZEN CAN VOTE!	F
35.	@linda.bonetti.1: Take care of the border (clown emoticon)	F
36.	@naomi_podei69: Can you tell me a little about yourself what do you do for a living?	F
37.	@katechankalian: Of running our country into the Ground	F
38.	@sevgi.demirhan.9461: Please tell the country and deceitfulness. There is a rule of cutting mobbing, tell the names of animals	F
39.	@eileenbarsi: EVERYTHING is a "fight."	F
40.	@sharon__murphy: Lol (laugh emoticons)	F

B. Table of Impoliteness Strategy Proposed by Culpeper (1996)

Datum	Comment	Male/Female	Strategies				
			1	2	3	4	5
1.	@jtt1142: I cannot imagine a dumber person in office more than Biden	M		√			
2.	@fievelluzor64: Drumpf is a clear and present danger to our Nation, the constitution, and the rule of Law	M		√			
3.	@bdomin9: Worst dministration ever	M		√			
4.	@nord.357: BULLSHIT	M		√			
5.	@tmcnam4725: Harris is a joke	M		√			
6.	@danipampuri: Bullshit, this bill keeps funding gas companies. You guys are trash	M		√			
7.	@fishing0077: You suck! Go away already	M		√			
8.	@scottysutton61: But the whole government is corrupt	M		√			
9.	@forza813tpa: You are the absolute drizzling shits	M		√			
10.	@hutt_buttt114: Wakanda Forever. Paid for by Kamala Harris	M			√		
11.	@marlon_abraham_rosasen: I want my children to come home now	M			√		
12.	@stoney_bridge: What about losing more people? You are all clowns and should be working at Burger King!	M			√		
13.	@mackpriest: I'd let this stuff go now	M			√		
14.	@jbeldner: Another historic week of you doing nothing but taking pictures for Instagram slay	M				√	
15.	@gary.graffeo: Criminals are in the Whitehouse	M				√	
16.	@raising.2.boys: Can she just talk	M				√	

	without acting?						
17.	@jmwest411: Yeah, right. Let's beat inflation by printing money that isn't backed by anything	M				√	
18.	@tankboden: Now do men being allowed in women's locker rooms	M				√	
19.	@my.pronoun.is.freedom: What has she done?	M					√
20.	@davisonmoorejackson: hmmmmmmmm	M					√
21.	@jessicafernandez4865: Gurl, bye with this phony stuff. Do something real and helpful while in the office for the people!!!	F		√			
22.	@alexandramillersvoboda: Dude, wash your hair	F		√			
23.	@blessedtobeamommy: Worst, most corrupt administration in History. You all need to be in Prison	F		√			
24.	@foxytomokoparl: You are lazy	F		√			
25.	@staciaone_andonly: No, you dumbass. Nothing is historic about this administration	F		√			
26.	@kaitlyn_655: Not it's really not historic seems how we are already suffering day to day and regardless o what the name of this bill is it's NOT GOING to help Americans with inflation right now!! We will be taxed!! Don't be fooled by these People	F		√			
27.	@hb202221: Biden administration sucks seriously like hell	F		√			
28.	@barbeebeeches: You can't even define a woman	F		√			
29.	@jenstagram2014: Is everyone who actually voted for this laughing hyena, enjoying their retirement saving going down	F		√			
30.	@gingermarieare: Ya passing the green new deal in disguise	F		√			

	and hiring 87000 new IRS agents to target Americans. But no border protection or anything to keep Americans safe in crime-ridden cities. Worst administration in History						
31.	@lioor50: Are you talking about this? How is it possible to talk about something else than abortion now?	F			√		
32.	@ahannon.anderson.pink: Trump had the medication affordable until you'll now your acting like your doing people a favor by doing what was done from the get-go	F			√		
33.	@alinablev: (emoticons)	F			√		
34.	@amyfmac80: FIGHT FOR WHHAT!?!? EVERY US CITIZEN CAN VOTE!	F			√		
35.	@linda.bonetti.1: Take care of the border (clown emoticon)	F			√		
36.	@naomi_podei69: Can you tell me a little about yourself what do you do for a living?	F				√	
37.	@katechankalian: Of running our country into the ground	F				√	
38.	@sevgi.demirhan.9461: Please tell the country and deceitfulness. There is a rule of cutting mobbing, tell the names of animals	F				√	
39.	@eileenbarisi: EVERYTHING is a "fight."	F				√	
40.	@sharon__murphy: Lol (laugh emoticons)	F					√

Note :

1. Bald on Record Impoliteness
2. Negative Impoliteness

3. Positive Impoliteness
4. Sarcasm or Mock Impoliteness
5. Withhold Impoliteness

CURRICULUM VITAE



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