IMPOLITENESS STRATEGIES IN THE HATE COMMENTS OF YOUTUBE VIDEO: "THE LITTLE MERMAID TEASER TRAILER"

THESIS

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THESIS

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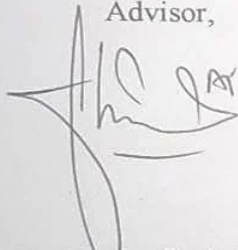Hidayatun Nafiah
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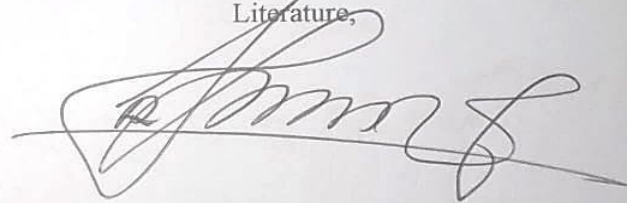
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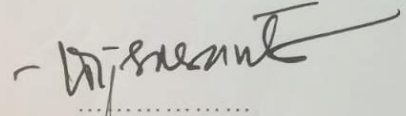
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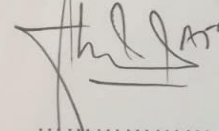The Board of Examiners   Signatures
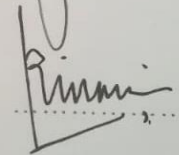
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MOTTO

مَنْ كَانَ يُؤْمِنُ بِاللهِ وَالْيَوْمِ الْآخِرِ فَلْيَقُلْ خَيْرًا أَوْ لِيَصْمُتْ

Whoever believes in Allah and the Last Day, let him say good things or keep silent.

- Al-Hadits -

DEDICATION

I fully dedicate this thesis to two angels in my life, my father and my mother.

Thank you for all the support, sacrifices, advices, motivations and good prayers

which made me able to stand on this step.

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Alhamdulillah, all praises be to Allah SWT who always gives guidance, compassion, and strength in this life. Both times, *Sholawat* and greetings are always bestowed upon the Prophet Muhammad SAW, who has become a role model for a happy life in this world and the hereafter. The worship that he taught became the researcher's stronghold to finish his thesis entitled "Impoliteness Strategies in the Hate Comments of YouTube video: "The Little Mermaid Teaser Trailer" well.

This thesis was written to fulfill the requirements for the degree of *Sarjana Sastra (S.S)* at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. The researcher is also aware that the contributions made by others at each level of the writing process were essential to his ability to finish this thesis.

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ABSTRACT

Nafiah, Hidayatun (2023) *Impoliteness Strategies in the Hate Comments of YouTube Video: The Little Mermaid Teaser Trailer*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Hj. Syafiyah, M.A.

Keywords: Impoliteness strategies, YouTube video, comment section, The Little Mermaid.

The impoliteness strategy is a strategy used to carry out FTA (Face Threatening Act) or the act of attacking the face, in this case the face of the other person. There were many comments using impolite strategies uttered by netizens in the comments column for the YouTube video: The Little Mermaid Teaser Trailer which was released on September 10, 2022. This study aims to find the impoliteness strategies in the comments column of the YouTube video The Little Mermaid Teaser Trailer. This research is included in the descriptive qualitative research with a pragmatic approach used to describe linguistic data related to the form and function of language impoliteness strategies in the comments column of the YouTube video The Little Mermaid Teaser Trailer. The data from this study were taken from the comments of netizens in the comments column. The theory used is Culpeper's language impoliteness theory (Culpeper, 1996) to analyze the forms of impoliteness strategies and their functions (Culpeper, 2011). This study found two results. First, the most widely used language impoliteness strategy is sarcasm impoliteness strategy, followed by bald on-record impoliteness, positive impoliteness and negative impoliteness. Second, the most frequently used impoliteness strategy function is the entertainment function because netizens express disapproval with sarcastic humor, followed by the affective function because they depict netizens' anger sharply, and the coercive function which aims to discriminate against targets. Further research is suggested to find the impoliteness strategy function in the context of CMC (Computer Mediated Communication) considering that there are many language impoliteness that appear on the internet.

مستخلص البحث

نافيه ، هداية (2023) استراتيجيات الوقاحة في تعليقات الكراهية على يوتيوب فيديو: مقطورة دعابة حورية البحر الصغيرة. أُطرُوحة. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة الدولة الإسلامية مولانا مالك إبراهيم مالانج. المستشارون: د. هجرية **Syafiyah ، M.A.**

الكلمات المفتاحية: *إستراتيجيات قلة اللغة ، مقاطع فيديو يوتيوب ، عمود التعليقات ، حورية البحر الصغيرة*

إستراتيجية الوقاحة هي الإستراتيجية المستخدمة للقيام بفعل مهاجمة الوجه ، وفي هذه الحالة يكون وجه الشخص الآخر. كان هناك العديد من التعليقات التي تستخدم استراتيجيات غير مهذبة قالها مستخدمو الإنترنت في عمود التعليقات لمقطع فيديو **YouTube: The Little Mermaid Teaser Trailer** الذي صدر في 10 سبتمبر 2022. تهدف هذه الدراسة إلى العثور على استراتيجيات عدم اللياقة الواردة في عمود التعليقات في فيديو **YouTube The Little Mermaid Teaser Trailer**. تم تضمين هذا البحث في البحث النوعي الوصفي بنهج عملي يستخدم لوصف البيانات اللغوية المتعلقة بشكل ووظيفة استراتيجيات عدم التأمل اللغوي في عمود التعليقات في فيديو **YouTube The Little Mermaid Teaser Trailer**. البيانات من هذه الدراسة مأخوذة من تعليقات مستخدمي الإنترنت في عمود التعليقات. النظرية المستخدمة هي نظرية اللامبالاة اللغوية **Culpeper (1996)** لتحليل أشكال استراتيجيات اللامبالاة ووظائفها **Culpeper** (2011). ووجدت هذه الدراسة نتيجتين. أولاً ، استراتيجية عدم الأدب اللغوي الأكثر استخدامًا هي إستراتيجية السخرية اللاأدبية ، تليها عدم أدب أصلع في السجلات ، وقلة أدبية إيجابية ، وقلة أدبية سلبية. ثانيًا ، وظيفة إستراتيجية اللامبالاة الأكثر استخدامًا هي وظيفة الترفيه لأن مستخدمي الإنترنت يعبرون عن رفضهم بروح الدعابة الساخرة ، تليها الوظيفة العاطفية لأنها تصور غضب مستخدمي الإنترنت بشكل حاد ، والوظيفة القسرية التي تهدف إلى التمييز ضد الأهداف. يُقترح إجراء مزيد من البحث للعثور على وظيفة استراتيجية اللامبالاة في سياق الاتصال بوساطة الكمبيوتر مع الأخذ في الاعتبار أن هناك العديد من اللامبالاة اللغوية التي تظهر على الإنترنت.

ABSTRAK

Strategi ketidaksantunan adalah strategi yang digunakan untuk melakukan FTA (*Face Threatening Act*) atau Perbuatan Menyerang Wajah, dalam hal ini adalah wajah lawan bicara. Terdapat banyak komentar menggunakan strategi ketidaksantunan yang dituturkan oleh para netizen dalam kolom komentar video YouTube: The Little Mermaid Teaser Trailer yang dirilis pada tanggal 10 September 2022 lalu. Kajian ini bertujuan untuk menemukan strategi ketidaksantunan yang terdapat pada kolom komentar video YouTube The Little Mermaid Teaser Trailer. Penelitian ini termasuk dalam penelitian deskriptif kualitatif dengan pendekatan pragmatik yang digunakan untuk mendeskripsikan data kebahasaan terkait bentuk dan fungsi dari strategi ketidaksantunan berbahasa pada kolom komentar video YouTube The Little Mermaid Teaser Trailer. Data dari penelitian ini diambil dari komentar para netizen yang terdapat di kolom komentar. Teori yang digunakan adalah teori ketidaksantunan berbahasa milik Culpeper (1996) untuk menganalisis bentuk strategi ketidaksantunan beserta fungsinya (Culpeper, 2011). Penelitian ini menemukan dua hasil. Pertama, strategi ketidaksantunan berbahasa yang banyak digunakan adalah strategi ketidaksantunan sarkasme, diikuti dengan *bald on-record impoliteness, positive impoliteness serta negative impoliteness*. Kedua, fungsi strategi ketidaksantunan yang paling sering digunakan adalah *entertainment function* atau fungsi hiburan karena netizen mengungkapkan ketidaksetujuannya dengan humor yang sarkastik, diikuti dengan fungsi afektif kaena menggambarkan kemarahan netizen secara tajam, serta fungsi koersif yang bertujuan untuk mendiskriminasi target. Penelitian selanjutnya disarankan untuk menemukan fungsi impoliteness strategy dalam konteks CMC *(Computer Mediated Communication)* mengingat terdapat banyak ketidaksantunan berbahasa yang muncul di internet.

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CHAPTER I

INTRODUCTION

This chapter focuses on the introduction, which includes the background of the study, research question, scope and limitation, and the definition of the key terms.

A. Background of the Study

Disney's decision to change the character of Princess Ariel from the original version to the live action version caused negative response from Disney animation fans worldwide. The official trailer video of The Little Mermaid live action was released in September 2022 and it was filled with hate comments and controversy. This protest was uttered because Disney changed the Princess Ariel's race from white skinned, red haired, and blue eyed mermaid to black skinned, dreadlocks haired, and black eyed mermaid which is very distinct from the original version (Begum, 2022). This change disappointed fans, who expressed it in the comment section using various responses. The response has a unique language pattern and implicit meanings which is interesting to be studied.

Many comments in the video contain sarcasm and comedic elements that have hidden meanings and specific purposes (Pratama, 2021). Therefore, hate comments with a linguistic pattern consisting of an impoliteness strategy are used by netizens as a response to the changes in character image made by Disney. This problem is sensitive because they are related to the race of a particular group. The

theory of impoliteness strategy was put forward by Jonathan Culpeper (Culpeper, 2011). Until now, the theory is still relevant to study of commentary utterances, especially those found on social media. Culpeper has divided language impoliteness strategies into five types: bald on-record impoliteness, positive impoliteness, negative impoliteness, pseudo or mock politeness, and withhold impoliteness.

Research on the use of impoliteness strategies in the YouTube comments column is not new. Many studies have been carried out using a pragmatic approach, such as those conducted by Alias and Yahaya (2019) and Faisal (2021). They analyzed the impoliteness strategies of netizens in the comments section as a form of disapproval of the YouTube video contents because they contain sensitive elements to religious, political, and social phenomena. They found that impoliteness strategies are used in the comment section as the protest against the negative content of the video. However, the researcher needs to explain in more detail about the actress in the video and their effects in social life, especially in their country.

The YouTube videos of public figures are also studied using impoliteness strategies with the same objectives. The study is done by Purwati et al. (2022) and Novalia and Ambalegin (2021). The difference between the two studies is that Purwati et al. (2022) analyzed netizens' comments, while Novalia and Ambalegin (2021) analyzed the speakers' speeches in the video. It is found that positive impoliteness and bald-on-record impoliteness are the impoliteness strategies that frequently occur because the netizens' utterances explicitly attack the video. Haris

et al. (2020) analyzed the comments on government advertising videos containing the 2nd campaign of President Jokowi. He uses three theories of the impoliteness of different figures such as Mils, Brown, Levinson (1987), and Culpeper (1996), supported by the theory of Hymes (1972), Criper (1986), and Widdowson (1998). The research found that the impoliteness strategy used by netizens is intended to show mocks, advices, reminders, critics, and disagreements toward the government's decision.

In addition to YouTube, the Tiktok, Facebook, and Instagram comment section are also the objects of research on Impoliteness strategies, as the study done by Samsulhadi and Sabardillla (2022) which studied netizen comments on Facebook posts to find the impoliteness strategy used by netizens. While Sinkevicuite (2018) investigates the Facebook comments containing sensitive speech for the Australian using impoliteness strategies analysis to find violations committed by the authors of posts on Facebook.

Not only social media and entertainment, impoliteness analysis is also carried out in the comments section of online news platforms. Saric (2022) states that research on impoliteness is essential to be carried out on news platforms because news presents interesting topics around politics and other national issues that often get people's responses from various circles such as gender, age, education, and the commentators' involvement in the comments. The object under study is the state-owned news platforms of Croatia and Serbia. The impoliteness strategies used by netizens have a close relationship with the separation of identities, which results in a negative stigma for specific groupings, namely the

presence of the words "*us*" and "*them*," which indicates that the two countries both feel dominant dominant over the other. Yulidar et al. (2017) analyzed the well-known entertainment news platform in the UK, the Daily Mail. Although the news presented is not political, it also influences people's social life because these celebrities are famous public figures.

Several studies have also analyzed a form of impoliteness using a discourse approach with Grice's cooperative principles theory. As done by Pasa and Lail (2021) and Subyantoro (2020). Pasa and Lail use the Cooperative Principles theory to analyze the violation of the maxims in the comments posted on Just Jared's Instagram account, a popular gossip news account. Subyantoro (2020) use the object of Instagram account belonging to a government member, and underline its political element.

The Grice's cooperative principles theory is also used with Pateda's (2001) theory of meaning. The theory is used in the research conducted by Azka et al. (2022) and Fitriyah (2021). Fitriyah (2021) and In her research, Fitiyah found three meanings of sarcasm, namely connotative, denotative, and contextual, in the comments section of government members' Instagram accounts of the 26 meanings of sarcasm proposed by Pateda (2001).

Unlike previous research, Subyantoro's (2020) research aims to analyze netizen comments using a forensic linguistic approach. This research was conducted because the hate speech expressed by netizens has two meanings: literal and non-literal. The researcher uses three meaning analyzes (lexical-

semantic, grammatical semantic, pragmatic). Meanwhile, Azka et al. (2020) used Pateda's theory in analyzing irony and sarcasm in the Tempodotco news commentary column (Azka, et al., 2022). There are 47 data of sarcasm and irony found in the comment section which are implemented in the school subject of Indonesian language. However, there is no certain theory used since the research's objective is to describe the form and the function of sarcasm. In addition, the sarcasm being implemented is not provided in detail explanation.

There is also the Impoliteness research that is different from others. The study is done by Supa'at et al. (2021) which develops the theory of impoliteness Strategies by analyzing the combination of impoliteness strategies that Culpeper has proposed. The analysis is done because the researcher found a dual purpose of using the impoliteness strategy, negative or positive impoliteness, and elements of both. The researcher uses Miles and Huberman's interactive model theory to analyze the research data. The combination is divided into a combination of 2 strategies (direct-positive, direct-negative, positive-negative, positive-sarcasm, negative-sarcasm) and three strategies (direct-positive-negative, positive-negative-sarcasm).

The research that is relevant to the current research is the study of Impoliteness which contains hate comments and their relation to online bullying or cyberbullying. First, McCambridge (2022) and Anderson (2021) analyzed the same object. Those are netizen's comments in Greta Thunberg's video speech at the UN climate change action forum. The difference is in the function of impoliteness used by netizens in the comments section. McCambridge analyzes

Impoliteness as a form of online bullying that can be seen from the sentence structure.

Anderson examines impoliteness as a form of homophily used by netizens with the same background of knowledge and ideology. However, the two researchers agreed that this impoliteness strategy contained the threat of cyberbullying against Greta as an environmental activist. Greta is bullied due to her speech which seen as unrealistic solution from a little girl's mind. Unlike others, Lingam and Aripin (2017) examined aggressive comments in the 5 Youtube videos most frequently accessed by Malaysians using gratification theory and content analysis. Researchers found 12 sub-categories of comments from two types of comment categories that often appear, namely political and racial attacks. The purpose of this study is also relevant to the current research which is to educate social media users to be more careful in using words when commenting by avoiding offensive words.

Existing research emphasizes the analysis of language impoliteness strategies proposed by Culpeper using a pragmatic approach and discourse analysis. These studies aimed to describe the types of impoliteness contained in the comments section and their impact on social aspects, especially on cyber-bullying. The existence of hate speech is certainly not justified because it offends other groups and impacts the victim's psychological condition (Edwards, et al., 2016). In addition, it can trigger severe conflicts between groups in a larger realm.

This study describes the types of Impoliteness in hate comments and detects the general reason for the comments that contain bullying against the actor Ariel, Halle Bailey. Even if there are similar studies related to impoliteness strategy and comments on social media, this study still needs to be carried out because social media will constantly develop, the researcher must warn the social media users to be more careful before using their fingers in the comment section.

The uniqueness of the linguistic aspect of this object is the content of comments from netizens with an exciting pattern of impoliteness. One of them is sarcasm, a strategy that often appears. The pattern takes a sentence from another film and assumes it is part of the film The Little Mermaid. The phrase "*A part when Ariel said ...... really touch my heart"* even though it is a fragment from the film Iron-man, Spiderman, Harry Potter, and others. Comments of this type are also fascinating to study because people with specific background knowledge can only understand the context.

Besides the novelty of the object, another thing that attracted the attention of researchers from this object was that the object of anger and satire from netizens worldwide was not only Disney. However, they also attack the actress of The Little Mermaid itself, Halle Bailey. The audience used impolite language strategies in the comments column to protest against Disney, which was considered unable to fulfill fans' expectations of the character Princess Ariel created in their imagination since childhood.

The concept of *All can be a Princess* that Disney wants to carry cannot be accepted by all fans. The slogan is an excellent concept to campaign for racial equality worldwide, especially for the black race, which has often been marginalized in America. If we sift through it, the teaser trailer video contains deep meanings and messages, especially the lyric fragments of the song "*I wish I could be a part of that world*."

The object of the current study is very warm and interesting because Walt Disney has just race-swapped the Princess Ariel in live action which caused the impolite responses. Furthermore, the movie was just released on 8th May 2023 and still hyped among the movie lovers worldwide. Many people believe that Disney deliberately race-swapped the character because the company wants to raise the campaign of Black Live Matters. Unfortunately, they are exaggerating it by changing the race of princess Ariel which is very different from the original version created by Hans Chritsian Anderson. Instead of changing the race of existing princess, it is better for the company to make new black princess with new storyline. The blackwash issue has been very popular nowadays because not only Ariel changed into black race princess, but the Cleopatra which is historically described as Greek woman is also changed into black by Netflix.

Therefore, research on impoliteness in this Teaser Trailer video's comments is vital to study. The analysis of the comments can determine whether the change in the Princess Ariel figure is acceptable to the public or not. Given that almost all citizens in the world grew up with Walt Disney (Ulea, 2023).

Furthermore, the comment section on a video also accommodates film critics' opinions and assessments, especially Disney films.

The current research assumes that the hate comments in the object contain social issues that are very suitable to be studied using Culpeper's language impoliteness strategy. Therefore, this study has three main objectives: to analyze the types of impoliteness strategies that occur in the comments section, and to investigate the use of the impoliteness strategy in the comment section of the teaser video—the Little Mermaid Live Action Trailer on Youtube.

B. Research Questions

The research questions are explicitly formulated based on the background as follows:

1. What are the types of impoliteness strategies found in the comments section of the YouTube video "The Little Mermaid Trailer"?
2. What are the functions of the impoliteness strategy found in the comments section of the YouTube video "The Little Mermaid Trailer"?

C. Significance of the Study

The benefits of this study are practical. The researcher expects this study to benefit teachers and students, especially those studying linguistics. It is expected to help the students understand the impoliteness strategy, including its types, and to make them more aware of the language chosen to avoid

discrimination toward others. In addition, the researcher expects this study to inspire other researchers in the field of linguistics, especially in the study of impoliteness strategy. Therefore, the findings of this study are recommended for lecturers, students, and those studying linguistics.

D. Scope and Limitation

This study uses a pragmatic approach to analyze netizens' utterances in the comment section of the YouTube Teaser Trailer for the Little Mermaid Live Action video, which contains impoliteness strategies with the theory of language impoliteness (Impoliteness strategies) proposed by Culpeper (1996). The object under study is limited to negative comments from netizens from September 15 – October 15, 2022, and does not analyze positive comments because the topic to be studied is hate comments.

An area not included in the research data is the analysis of the commentators' age, gender, and nationality, although these can be factors in the impoliteness strategy. The social context associated is also limited to the effect of the impoliteness strategy on hate comments. In addition, the comments also contain implicit purpose.

E. Definition of Key Term

Bellow, the keyterms are provided with their definiton to make it easier for the readers in understanding the terms that will frequently occur in the research:

1. **Impoliteness strategy** is the impoliteness of language spoken by the interlocutor in a particular context. The theory of language politeness strategies proposed by Culpeper is divided into five types: bald on-record politeness, positive politeness, negative politeness, pseudo or mock politeness, and withhold politeness.

2. **Hate comments** – **hate speech** is hate speech consisting of discrimination, bullying, or negative things from certain groups to others.

3. **Teaser trailer** is a short trailer of a film that is made before the original trailer appears, intending to promote the film or music video to the audience and arouse anticipation with the appearance of some parts of the film.

4. **All can be a princess** is a concept that Disney wants to promote to state that everyone from different races or ethnicities has the right to be a princess, not just women with white skin or blue eyes. This concept was depicted in the Disney Princess song Volume 2, released in 2005.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher reviews the related literature consisting of some theories such as pragmatics, speech act theory, impoliteness strategy, the types of impoliteness strategy, and the usage of impoliteness strategy in online-based communication.

A. Speech Act Theory

In conversation, a speaker and listener use specific strategies to avoid FTA or face-threatening acts and maximize themselves to carry out FSA (Face Saving Act). Therefore, one must comply with the cooperative principle to avoid Impoliteness in language. Grice put forward this theory in 1989 with his famous statement, namely: "*Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.*" (Grice, 1989). In cooperative principles, four strategies must adhere to the Maxim of Quality, Quantity, Relation, and Maxim of Manner.

If the principle of cooperation has been fulfilled, a language politeness strategy will be created. Politeness is included in speech act theory (Leech, 2014). For example, when someone asks for help, but the direct sentence "Take me the book" contains an FTA because it is considered impolite, the speaker must add a polite word, "*Please take me the book.*" The words in politeness included: "*Please, I beg your pardon, thank you, my good fellow, I am sorry.*" Meanwhile,

words that indicate impoliteness are spoken in a harsh language, such as swearing, for example: *"You nasty stuck-up twit, you mother-f-ker, you great poofy poolagger"* (Culpeper & Santucci, 2021).

B. Impoliteness Strategy

The impoliteness strategy theory originally appeared as a response and in-depth study of the politeness strategy theory that Brown and Levinson had put forward. Both argue that language impoliteness arises because it begins with the FTA (Face Threatening Act), divided into positive and negative FTA. Not only done directly, but language impoliteness can also occur in indirect communication, primarily through social media (Haris, Salahuddin, & Oya, 2020).

1. The Theory of Impoliteness Strategy

One of the linguists who reviewed Brown and Levinson's (1987) politeness theory was Mills. He argues that impolite behavior can only be analyzed using a pragmatic approach if it is related to the social context, namely the group's understanding of an utterance (Mills, 2003). Language impoliteness is not enough if it is only seen from the structure of the language; it is also necessary to understand the context and intentions of the speakers formed by the culture surrounding them.

Mills also revealed that there are two motives for language impoliteness: motivated Impoliteness and unmotivated Impoliteness. Motivated means the speaker intentionally uses impoliteness strategies to perform FTA. Conversely,

unmotivated Impoliteness means that the speaker actually has no intention of FTA towards the other person. The FTA is caused by the speaker's need to understand the things he conveys, both co-textually and contextually.

In response to language politeness, another theory emerges, namely language impoliteness, because what appears a lot in the world of language are not only politeness strategies. Many people use impoliteness theory to create specific effects in communication. The effects are created to intentionally attack the face wants o the hearer.

2. Impoliteness Strategy by Culpeper

Among the widely known theories of Impoliteness is the idea of impoliteness strategy by Jonathan Culpeper. The language impoliteness strategy of Culpeper is a criticism of the language politeness category by Brown and Levinson (Culpeper, 2011). In this case, Culpeper criticizes the category of type politeness. Brown and Levinson's language politeness is criticized because not all utterances are supposed to be polite. In some cases, speaker expresses impolite utterance intentionally to achiever certain purposes and it is designed to attack face (Culpeper, 2005).

According to Culpeper, Impoliteness is not inherited from certain linguistic and non-linguistic aspects but rather from impolite interpretation bias. This instability indicates that Impoliteness arises from the interaction between linguistic aspects through context (Culpeper, 2005). Not only that, but Culpeper also added that Impoliteness occurs because of three things: (1) when the speaker intentionally makes a face attack on his interlocutor, (2) when the listener

perceives or constructs the speaker's action as a face-attack action, and or (3) which is caused by a combination of the two things.

1. **Types of Impoliteness Strategy**

The following are various impoliteness strategies Jonathan Culpeper put forward (Culpeper, 1996). This theory is used to answer the first research question of : *What are the impoliteness strategies found in the comment section of the YouTube video the Little Mermaid Teaser Trailer?* The researcher chooses the Impoliteness Strategy by Jonathan Culpeper because it suits the research data since the data contain a lot of impolite utterances. Besides, the theory was ctiticizing the politeness strategy proposed by Brown and Levinson (1987). Culpeper divides the Impoliteness of strategy into five types, namely:

a) **Bald on-record Impoliteness**

Bald-on-record politeness is a language impoliteness strategy used to express opinions directly, clearly, and precisely in a polite manner. This strategy discloses FTAs in a direct, clear, and unambiguous way. In the conversation, the strategy is usually used with the harsh tone, while in the text, the utterance is performed in a very explicit way. When the politeness strategy is used to maximize the FSA (Face Saving Act), the bald on-record impoliteness strategy is intentionally used to attack the hearer. The meaning of the utterance is immediately understandable by the interlocutor and there is no hidden meaning in it.

Example:

- *This video sucks*

- *I don't like your shirt*

- *You look fat*

- *What a garbage looking*

- *I don't want to eat that. Your food looks disgusting*

b) Positive Impoliteness

Positive Impoliteness is a strategy used to destroy the positive face wants of the hearer. Positive face is defined as someone's want to be treated well such as being understood, approved, or admired (Culpeper, 2011). Positive Impoliteness has several characteristics: ignoring the other person, not involving the other person in the conversation, not showing interest, not sympathy, using inappropriate speech, using taboo language, make others uncomfortable, and calling names.

This strategy is used to attack the positive face wants of the hearer by rejecting, showing disagreement, using obscure language, ignoring the other, not showing interest, not showing sympathy, using inappropriate identity markers, taboo language, making others uncomfortable, and calling names.

According to Yule (1996), a positive face is a person's need to be accepted and liked by others and to be treated equally as a member of a particular group. In short, the negative face is the need to be independent, while the positive face is the need to be connected.

Examples:

- *Yeah… can't wait not to watch this* (shows rejection)

- *I cannot accept your opinion* (shows disagreement)

- *It is not Ariel* (shows disagreement)

- *You are garbage* (shows inappropriate identity marker)

c) Negative Impoliteness

Negative Impoliteness is an impoliteness strategy used to destroy the negative face wants of listeners. Negative face wants means every person's want to be freed by others (Culpeper, 2011). This understanding is the opposite of positive Impoliteness. The characteristics of negative Impoliteness are fear, harassing, playing games, degrading, insulting, taking it as a joke, not taking it as something serious, invading other people's space, and using the pronouns *I* and *You* in negative aspect.

While positive impoliteness is attacking the positife face, negative impoliteness is an impoliteness strategy used to attack negative face wants of listeners. It involves giving fear, scorning, harassing, playing games, degrading, insulting, taking it as a joke, and invading other people's space. A negative face refers to a person's need to be independent and have the freedom to express his opinion without being limited by others (Yule. 1996).

Examples:

- *If you keep doing this, I will hit you!* (Giving fear)

- *Do you have another disgusting meal?* (insulting)

- *You better off to your disabled mother* (degrading)

d) Sarcasm or Mock Politeness

Sarcasm or mock politeness is a strategy that is carried out by using satirical sentences or indirect sentences which, even though they have a comedic tone, aim to make FTA to the other person. Using satirical lines, disingenuous rhetorical questions, or indirect sentences—even when they have a humorous tone—are ways to use sarcasm or mock politeness in communication. The words seem courteous, but the true intention is concealed.

Sarcasm is also used to make fun or to entertain the speaker and those who share the same background knowledge about the content. The effect of sarcasm is usually laughter or to make people laugh. Therefore, if someone does not share the same knowledge, he/she could not understand the context of the utterance.

For example:

- *The space between her eyebrows can be used to land a plane.*

- *Do you remember that Disney used to make cartoon? I don't remember too* (rhetorical question)

- *I work 40 hours a week for me to be this poor.*

e) Withhold Impoliteness

Withhold politeness is a condition when politeness strategies are not used as expected. It means that the impoliteness is done accidentally without the intention from the speaker. However, this strategy is usually performed in the face to face communication where the expression and the action can be seen clearly and directly. The previous researchers who applied the Culpeper's impoliteness

strategy to study the impoliteness in social media would not find the withhold impoliteness in their research. Except those who studied the video where the interaction of the object can also be seen. For example, when we fail to thank others for gifts that have been given, our response shows that we intentionally practice Impoliteness.

Another example is when a man helps a woman in doing the task. After the task is being done, the woman immediately goes home and forgot to thank the man. Hence, the action is also considered as withhold impoliteness.

C. The Functions of Impoliteness

Impoliteness strategy also has outputs as politeness strategy. The impoliteness outputs can be seen clearly in the face-to-face communication. Besides revising the impoliteness strategy, Culpeper (2011) also states that impoliteness has three approaches. This theory is used to answer the first research question of : *What are the function of impoliteness strategies found in the comment section of the YouTube video the Little Mermaid Teaser Trailer?* There are three functions of impoliteness strategies, they are:

1. Affective Function

Impoliteness has an affective function which typically means rudeness tactics that serve to subvert particular identities, interpersonal dynamics, social conventions, etc. In inappropriate and prohibited situations, like laughing at a funeral, this function causes someone to experience overwhelming emotions. Emotional expression can vary from being more spontaneous and reflexive to

being more strategic and useful (Culpeper, 2011). The more instrumental role stirs up more intense emotions, frequently distressing a person and encouraging them to assign blame for the listener's unpleasant feeling.

For example, when someone says "*I hate you!*" with high tone, points to the listener, and crying. The bald on-record impoliteness here is used to show an overwhelming or strong emotion of the speaker. Here, the utterance also indicates that the speaker blames the hearer for his/her unpleasant feeling. Another example is when someone is laughing during the ceremony or taking it as a joke because he/she does it on purpose. Laughing at serius moment is inappropriate knowing that it related to someone's manner and respect.

2. Coercive Function

Coercive function is the function in which speaker and listener values will be rearranged. It seems as though the impostor's (speaker's) existing profit is exaggerated or safeguarded. The benefits can be tangible, such as when the speaker uses tact to get the listener to give him something, or they can be symbolic, such when the speaker employs a demeaning insult to make the listener less valuable and the speaker more valuable. In instances of social rank and power imbalance, this function may be present. Stronger influencers like parents, bosses, and instructors will arbitrarily discriminate against those who are viewed as beneath them. Additionally, it can be utilized in an equal partnership with other, more powerful tools. Although coercive has an effective short term impact, Culpeper (2011) states that the impolite coercion is dangerous for a long term effect.

There are some examples that can be found in the face-to-face communication where there is social class in the group. For example when a boss says to his employee: "*If you keep doing the mistake, I will fire you from this office.*" This utterance is powerful for the boss to control the people beneath him, in this case is the employee. However, the employee has less power to answer or to interrupt his boss' demand otherwise he would get fired from the job. The impoliteness is used to make benefit from the employee that he must work harder and the company will get more profit.

Another example is when a mother finds her daughter made mistake in the kitchen by overcooking the food. Since the mother knows that his daughter is terrible at cooking, she says: "*Well done, honey. The food that you are cooking is enough to make us poisoned.*" Here, the mother gives compliment but in the wrong situation. Usually compliment is given when someone really did a good job. Here, the daughter is making mistake and should not be given a compliment. In other words, the compliment is used to warn the daughter that she must stop cooking.

2. Entertaining Function

Culpeper claims that in order to fulfill the entertainment function, potential targets for impoliteness must be amused. The phrase "possible target" can also refer to a potential victim. In these circumstances, the target is aware of the entertainer even if the target's true identity is unknown, although the victims are frequently clueless of the rudeness of others. In contrast to weblogs or graffiti,

where the true identity is frequently unknown or ambiguous, real identification is more reliable.

The target is able to comprehend how the impact of the predicted rudeness of the target will affect others as well. It will find the rudeness humorous as a result. The essence of rudeness, in Culpeper's view, is in people's propensity to find humor in the symbolic transgression of their social and identity rights. Therefore, the speaker's disrespectful behavior toward the hearer might amuse others despite being a symbolic violation.

Entertaining fuction is frequently used to make fun of the target who does not share the same background knowledge with the speaker/speakers. For example when a group of popular kids gather beside the group of a nerd student. They use sarcastic language to each other by saying: "*Wow, they are so not stylish. I bet they never go out to the Mall and spend their time living in Maths book."* People in the group are laughing because they have the same habit such as wearing stylish clothes, hanging out in the clubs, and never read. The popular group is amused by making fun of the nerd group who possibly feel offended by the utterance.

D. Impoliteness in Computer Mediated Communication

Apart from showing various things on social media by posting them, social media also offers a feature called the comment column. In any social media, for example, Facebook, Instagram, Twitter, and YouTube, users can use a comment column to provide responses and opinions or comment on it. However,

the comments were not all negative. Most comments are negative, especially if the content displayed contradicts what social media users believe.

In his book, Linguistic Policy in Online Communication, Primary argues that language politeness strategies should be carried out to give appreciation to the content by responding in the comments column using a positive response (Pratama, 2019). Not only aimed at content; lately, there has been much use of Impoliteness aimed at fellow commentators in their respective comments.

Nowadays, the use of impoliteness has not only limited face to face communication, but also happens in CMC (Computer Mediated Communication). But, there are the differences between the use of impoliteness in f-t-f and digital communication (Graham & Hardaker, 2017). The communication in social media tends to be more impolite than face to face communication because of many factors, such as anonymity and longevity (Graham & Hardaker, 2017).

1. Asynchronous

The synchronous of the platform has a big impact in the emergence of impoliteness. Graham (2007a) notes that if the platform used is more asynchronous the platform, the communication tends to be more impolite. This happens because synchronous platforms require individuals to have a direct discussion toward the audio or audiovisual while in asynchronous platforms participants can join the discussion every time as long as the forum is opened and do not require direct communication.

2. Public-Oriented Network

To whom the information served also affects the impoliteness in CMC. In private messages, only the interlocutors know the context of the message, no other participants can join or comment on their 'secret' messages. It is different if the information is given to the public. A public blog for instance, when someone writes information in their personal blog, he/she will never know who participated in the comment section of the blog. Different media's levels of privacy will unavoidably influence how (Im) politeness is judged.

3. Declaration Focused

Diverse digital media have various expectations for the kinds and levels of recipient interaction, in addition to catering to various aims. Platforms like Pinterest, for instance, are geared toward making a statement, while other models put more of an emphasis on creating relationships between participants. On message boards, there is an expectation that users engage in a discourse with one another about their ideas and emotions. While some media lend themselves more readily to a concentration on either interaction or statement, there can also be variance in how people use a given media platform. Deumert notes that some people use Twitter to express their opinions to a worldwide audience, while others use it to foster a sense of community and belonging (2007a). However, the tactics that people may employ to carry out relational work in these contexts are still impacted by the reality that some platforms are more readily used for declaration or interaction.

3. Anonymity

In the early years of CMC, there were rumors that anonymity would cause mayhem and harassment. However, Lea et al. (2001) claimed that anonymity in CMC environments could have a freeing impact and make players less-inhibited and/or lessen emotions of accountability. This can be expanded to digital formats where people's behavior will be influenced by the relative levels of privacy and anonymity. For example, when asked to participate in a web poll about their job happiness, employees are likely to be more honest if they are guaranteed anonymity.

4. Longevity

F-t-f communication and CMC are two forms of digital communication, and the ability to retrieve previous communication varies across platforms. Some discussion boards are archived indefinitely, while others purge content when a fixed period or number of messages is reached. In 2015, Hillary Clinton came under scrutiny due to archived personal emails that were sent from a State Department email server. Some platforms have recently been developed to counter the problem of 'permanent-ness', such as Snapchat, which automatically erases posted pictures after a few seconds or minutes have passed, and services that offer to delete old tweets from a user's Twitter accounts or erase all posts on a user's Facebook profile. The knowledge that our previous behaviors may be resurrected and evaluated at some future point in time can have an impact on how we choose to behave in digital formats (Graham & Hardaker, 2017).

5. **Computer Mediated Communication**

The majority of studies agree that f-t-f communication and CMC are not as dissimilar as previously believed. But there are several things about digital communication that set it apart. One of these is the prevalence of tools like spam filters, Terms of Service, bans, and "report abuse" buttons that can be used to track down (im) politeness. This provides the subtext that, in digital connection, civility can be continuously assessed and expressed. However, there is an expectation of propriety when interacting face-to-face, and clicking a button to express a position by "liking," "blocking," or in any other way announcing an assessment of another's online personas or behaviors gives those assessments a weight that may not be present in F-T-f environments (Graham & Hardaker, 2017).

E. The Little Mermaid Teaser Trailer

The YouTube video of "The Little Mermaid Live Action: Official Teaser Trailer" was released on September 10, 2022 by official Walt Disney Studios on their YouTube Channel. Five months ago, by the time this research was written, the comments section was being turned off by Disney in case of the hate comments that they got. A month after the release, the comment section has pulled out the public's attention where it has more than five thousands comments. Now, when the original trailer is released, this teaser trailer has gained 28 million views with 1,2 million likes and 3,6 million dislikes (refer to the following link). https://www.youtube.com/watch?v=0-wPm99PF9U

Deskripsi ✕

The Little Mermaid | Official Teaser Trailer

1,2 jt	**28.455.822**	**10 Sep**
Suka	Penayangan	2022

Out of the sea, wish I could be... part of that world.

Disney's The Little Mermaid is coming to theaters May 26, 2023.

"The Little Mermaid," visionary filmmaker Rob Marshall's live-action reimagining of the studio's Oscar®-winning animated musical classic, opens exclusively in theaters nationwide May 26, 2023. "The Little Mermaid" is the beloved story of Ariel, a beautiful and spirited young mermaid with a thirst for adventure. The youngest of King Triton's daughters, and the most defiant, Ariel longs to find out more about the world beyond the sea, and while visiting the surface, falls for the dashing Prince Eric. While mermaids are forbidden to interact with humans, Ariel must follow her heart. She makes a

CHAPTER III

RESEARCH METHOD

The research method is discussed in this chapter, including the research design, instrument, data and data sources, data collecting, and data analysis.

A. Research Design

The study is descriptive qualitative because it collected data in words, phrases, and sentences. This research aims to describe, analyze, and investigate the utterances that use impoliteness strategies in the YouTube video "The Little Mermaid Trailer" comment section.

Qualitative descriptive methods allow the researcher to get a clear picture in analyzing the data in the current study. The researcher attempts to analyze the original data factually and systematically. The data in this research are in the form of comments written by the netizens (male and female) that contain the impoliteness strategy.

B. Research Instrument

Since this research is the study of social science and is a part of qualitative research, the study uses the human instrument (Rahardjo, 2021). The instrument is the researcher herself who is responsible for observing, investigating, and analyzing the netizens' comments on the Little Mermaid YouTube video. The researcher is the primary instrument that obtains, collects, analyzes the data and findings, and ensures the credibility of research results.

As a human instrument, the researcher gives advantages in research procedures and how they present their intellect in the field. It is a must for a researcher to be critical in understanding the phenomena around them and their meaning.

C. Data and Data Source

The data in this research are in the form of words or sentences from the comment section, which contains various impoliteness strategies. The data source is taken from the YouTube video entitled: The Little Mermaid Teaser Trailer which upload by Official Walt Disney Studios on their YouTube channel on September 10, 2022. The teaser trailer has gained 28 million views with 1,2 million likes and 3,6 million dislikes. From the five thousands comments, the researcher only takes 70 comments from the comment section which contain impolite utterances. The commentators of the video are people from around the world with different culture, nationality, and ethnicity.

The researcher chose the Little Mermaid Trailer video as the data source because impoliteness utterances dominate the comment section in this video.The teaser trailer video was chosen by the researcher because it meets the requirements for the study. The study examines the impoliteness strategy and function of impoliteness with the theory of Impoliteness Strategy by Culpeper's (1996) and Culpeper's function of the impoliteness strategy as well (2011). This study's data source is a teaser trailer for The Little Mermaid that receives a lot of unfavorable feedback.

Netizens' comments in the comment section have unique characteristics such as sarcasm, mocking, or even insulting. Most of the comments also uttered in sarcasm which has hidden meaning that can only be understood by people who has the same background knowledge.

D. Data Collection

The steps in collecting the data for this study are as follows: The researcher watched the video of the Little Mermaid Teaser Trailer on YouTube. Then, while watching, the researcher read the netizens' comment in the comment section and found a lot of negative and hate comments. Afterwards, the researcher studied the theory that analyzed impoliteness utterances. The researcher used the theory of impoliteness strategy by Jonathan Culpeper (1996) to match the impolite utterances.

Then, the researcher reread the comments and chose the comments that had impolite phrases and sentences. To make it easier, the researcher recopied and screenshoted the comments as documentation (in case the comment section would be inactivated by the video maker). Then, the researcher wrote the data in the Microsoft word to make it easier for the researcher in analyzing it.

E. Data Analysis

The data analysis technique used in this research is descriptive analysis. The researcher used qualitative data analysis techniques because the data was obtained

from the written text by the netizens' comments in the comment section of the YouTube video.

The steps of data analysis are as follows: first, Categorizing the data using Culpeper's (1996) theory which divided the impoliteness strategy into five strategies (bald-on-record politeness, positive politeness, negative politeness, sarcasm or mock politeness, and withhold politeness). Thus, the analysis provides the picture to make it easier for the researcher to analyze the data.

From the result, the researcher analyzed the function of the impoliteness used by netizens with the theory of impoliteness function by Culpeper (2011). Next, to make it more objective and detailed, the researcher analyzed and looked for similarities and things that often appear to be written in the conclusions. Therefore, the researcher focuses on paying attention to the comments in the comment section of the YouTube video. Last, the research reviewed the overall result and drew the conclusion.

CHAPTER IV

FINDINGS AND DISCUSSIONS

This section discusses the results of the impoliteness analysis performed using Culpeper's Impoliteness Strategy on the comments area of the teaser trailer for The Little Mermaid.

A. Findings

This chapter presents the findings from the research. The format of the discussion in Chapter IV is to give facts in the form of research findings on the tactic and purpose of rudeness used by online users in the comment section of the teaser trailer for The Little Mermaid that Walt Disney released. The comments on the post totaled 561,000, and the researcher suspects that 80% of the comments contained impoliteness. The researcher found 70 data related to impoliteness strategies, but the researcher only presents some data to avoid the same data, and other data can be seen in the appendix.

Figure 4.1 The Little Mermaid Teaser Trailer

The life action video was uploaded on September 10, 2022. The video shows the cultural change of the mermaid, Ariel from white skinned-red haired princess to black skinned-dreadlocked hair. In addition, the coloring in the trailer looks dull and not as colorful as the cartoon version. However, this video reaped a lot of controversy, hate speech, harsh language, and even rejection.

The refusal occurred because the netizens who are mostly Disney's fans are disappointed by Disney's decision of race-swapping the main character which does not fit in their expectation and imagination even when they were children. Netizens strongly opposed the video post because netizens thought that Disney is only looking for money since their company is going bankrupt. Netizen also state that instead of race-swapping the character, it is better for Disney to make another new character of black princess. Therefore, the researcher found much impoliteness in this post.

The results of the data analysis are as follows

1. Impoliteness Strategy in the Comment Section of the Little Mermaid Teaser Trailer

All the data bellow are taken from the comment section of the YouTube Video: The Little Mermaid Teaser Trailer which was released on September 10, 2022 in the Walt Disney Official Chanel. Bellows are the impoliteness strategies found in the comment section:

a. Bald-on Record Impoliteness

The following data show the form of bald-on record impoliteness.

Datum 1

Lanky streak of piss: people need to realize how <u>hypocritical and disgustingly woke they really are</u> instead of spewing hate towards people who dislike what these big TV, comic book, movies studios and streaming services etc are actually doing. Think, would you watch an original, old, beloved African or Asian folklore or mythology (yes they do exist but these woke companies refuse to use them) remake based on a centuries old story if they race swapped the beloved character to a European? I know the answer it's a rhetorical question.

The underlined comment is considered as bald on-record impoliteness because netizens directly state that Disney is "*Hypocritical and disgusting*" (Dt.1). The speaker also warns the other netizens to be more concerned toward Disney's movies, TV shows, etc. Disney is assumed to be hypocritical which means the company conducts in a way that contradicts their professed or assumed views about what is morally right. In this case, Disney race-swapped Ariel from the white mermaid in its original version to black mermaid and assumed that it is the right way to fight racism. On the contrary, what Disney has done indeed makes the racism more obvious.

In addition, in this sentence: "*Think, would you watch an original, old, beloved African or Asian folklore or mythology (yes they do exist but these woke companies refuse to use them) remake based on a centuries old story if they race swapped the beloved character to a European?*" the commentator makes a bold warning by making examples from the different race movies such as Asian or African folklore. The original version will be more preferred and accepted rather than the race-swapped one because it will completely change the value of the movie. In the last sentence, the commentator emphasizes his question as a rhetorical question by saying "*I know the answer it's a rhetorical question*."

Datum 2

> ***Lord Ronn****: Disney you <u>hypocrite</u>*

This comment is similar to the previous comment where netizens directly attacks Disney by saying that they are "*Hypocrite*" (Dt. 2). Instead of being loved and accepted regardless the race, race-swapping the original character in movies indeed regenerates new racism issue. Therefore, Disney is being called hypocrite.

Datum 3

> ***Mss.Shadows****: The CGI getting <u>worse and worse</u> in disney movie*s

The netizens straightforwardly attack Disney by saying that their CGI is terrible and is worse from time to time. There was no doubt at all that Disney have been producing amazing CGI movies back then. Let's say Aladdin, Jungle Book, Alice in Wonderland, etc. But, according to fans, the CGI in The Little Mermaid movie is no longer as great as before. It happens because the color of the mermaid that should be bright and colorful turns to grey and dull which makes the movie looks like a horror movie.

Datum 4

> ***FracturedButWhole****: Oh my the CGI <u>looks terrible</u>*

Similar to the previous comment, this comment is also considered as bald on-record impoliteness because it boldly states that Disney's CGI is terrible which means very bad.

Datum 5

Tossamas Apijatabutra: Im a fan of Ariel, this live action <u>make me disappointed</u>, <u>her hair looks ugly</u>.

In this datum, the netizen expresses his disappointment directly. Although he loves the princess, the new version has disappointed and destroyed his expectations. He also attacks the character's appearance (Ariel's hair) "*her hair looks ugly*" which becomes dark orange dreadlocks and not red as they expected like the original version.

Datum 6

Keepinitreal: This movie <u>needs to flop</u>. <u>These live-action remakes are pathetic</u>, and Disney will never stop making them as long as they make money.

In this comment, the netizen clearly expects the movie to fail. It happens because he assumes that the remakes of the movie are pathetic. From his statement, it can be seen that the live version of "The Little Mermaid" has been so bad until the movie really disappointed the fans. He also added in the next sentence that currently, Disney cares more about the royalty of the company rather than paying attention to the quality of their movie.

Datum 7

Almond Milk Tea: No just no!!

This comment directly shows a serious disagreement with double '*no*' and double exclamation mark that indicates a bold hit to the movie. However, the repetition of a certain words shows emphasis to the message that is going to be delivered which in rhetoric is known as *Epizeuxis*.

Datum 8

Reuben Isaac: DISNEY! GO BACK TO MAKING GREAT ANIMATION. THANK YOU!

The comment is written in caps-lock style which indicates a strong emotion (anger) and sounds as shouting (McCullogh, 2019). However, the writing style in CMC indicates certain emotions. The caps-locked sentence also contains suggestions to Disney to make great animation as they used to do in the past.

Datum 9

Magnus Harrison: Probably <u>the worst movie ever</u>

The comment directly states that the movie is *the worst movie ever*. The usage of degree of comparison to a superlative degree indicates that the movie is more than bad, it is really bad. The adverb *ever* emphasizes the negative word *worst* which clearly states that the movie is extremely bad.

Datum 10

Crackerman R: Ew

This utterance is an interjection which represents a disgusting expression. This kind of expression appears where an interlocutor saw something disgusting, displeasing and terrible. It indicates that the movie is really bad until it makes the netizen feel disgusted.

Datum 11

Sandra Ramos: <u>I'am not racist</u> but is <u>horrible</u> this version

Horrible and the vomiting emoticon also indicate the disgusting expression. It explicitly shows that the netizen does not like the movie. The word *horrible* also indicates that the movie does not give a pleasant look. In this comment, Sandra clearly said that she is not racist, she respects all races. But she just can't accept the live action version of this movie.

Datum 12

Brobi V2*: Looks depressing*

The comment explicitly attacks Disney by stating that the movie is depressing. It happens because the color grading of the movie is gloomy and not colorful as it should be. Moreover, the character of princess Ariel is not suitable as the cartoon and original version.

b. Positive Impoliteness

Some data that indicate positive impoliteness are found below:

Datum 13

X.*: YEAH! Raceswapped Arielle… can't wait <u>not to</u> <u>watch this</u>*

This comment contains disagreement. Normally, people will use "I can't wait to …." with a positive sentence. e.g. "*I can't wait to see you.*" – "*I can't wait to ride a car.*" However, the comment above is in the form of a negative sentence. "*I can't wait **not** to watch this.*" It means that the netizen refuses to watch this movie after seeing the trailer because the character is race-swapped and disappointed in him.

Datum 14

Sir Anding: Disney is going to go broke going woke. I an my family will NOT be seeing this film. It's the 23rd film we have ignored by Disney

The comment contains obscure language. It said: "*go broke going woke*" (Dt.14). If seen literally, the comment means that Disney is broke, so that they are trying to wake up from that condition by making the new version of The Little Mermaid. Since *woke* is the past simple of *wake*. The next sentence, Sir Anding emphasizes the negation *"I will **NOT**…"*(Dt. 14) by using Caps-lock style in the word "*not*". This word indicates a strong emotion that the netizen rejects to accept this movie, even to watch it.

Datum 15

AA: Who don't support WOKE have my respect. This is ridiculous.

The word *woke* is also being capitalized in datum 15 (WOKE). However, if we look closer at the pattern of the word, we can see that the word *woke* refers to a term that is popular in this year. The term is defined by Miriam Webster as: "Aware of and actively attentive to important facts and issues (especially issues of racial and social justice)" (Shennan, 2021). Fans assumed that Disney raised *woke* issue only as a gimmick to attract more public attention as a result of their bankruptcy.

Datum 16

Mayuko: I don't like it, the actress was picked up as unlike Ariel as possible ((

The comment shows disagreement with 3 different sentences. "*I don't like it,*" and "*Unlike*" (Dt. 16). The pronoun "*it*" refers to the movie which clearly states the netizen's rejection. There, the commentator gives the reason for his rejection that the actress who plays the role as princess Ariel really does not look like the original version of the mermaid.

Datum 17

> *Genger: <u>I dislike this actress for this role</u> based on her ethnicity*

The expression: "*I dislike"* (Dt. 17) in datum 17 states the rejection to the role of the actress who played princess Ariel. Her ethnicity is a black African, but she plays a role as white European princess which of course does not fit the character. Furthermore, the sentence ended with this mark "*((*" which is the representation of affectionate sadness and disappointment.

Datum 18

> *Kusona: <u>As A Black Person</u>, I just don't understand the point of making old characters from our childhood black. Like honestly, just create <u>NEW</u> black characters for NEW TV shows. <u>This isn't making anyone happy</u>. It's just a <u>waste of time</u>.*

The comment contains disagreement and obscure words. Kusona (the commentator) admits her ethnicity as a black person. But, even if Kusona's ethnicity is African, he does not agree with the race-swapped princess Ariel. The utterance "*This isn't making anyone happy"* indicates the disagreement of the movie. The writer believes that anyone won't be happy with the new live action version of the Little Mermaid being race-swapped. The netizen emphasizes it with

the next sentence "*It's just a waste of time*" which means that the movie is not worth watching.

Datum 19

> *Paintangel13: Tell me, Disney, <u>don't you know that your fictional characters look like?</u> You invent characters that everyone loves and then you're surprised when you change them so drastically for a real version that everyone hates you. You do realize that she has bright read hair and <u>not such an ugly colour like here.</u> And <u>why is the CGI so incredibly bad for a 200 million dollar film.</u> And <u>where is the colour in the film.</u> <u>Don't call it Ariel</u>, just call it the mermaid and it would be good.*

The rhetorical question in the first sentence of the comment indicates rejection. The speaker also attacks Disney by rejecting Princess Ariel's new appearances. As we know, the original version of the mermaid Ariel has red hair not a dreadlock dark orange hair. It is funny for a rich company to make low quality CGI films. The more budget, the better the quality should be made, not the worse. The speaker cannot accept the new look of the princess. In addition, the speaker also stated that the film has no color.

Datum 20

> *Vilen Solodkiy: It is <u>not</u> Ariel!*

This expression is also similar to the interrogative version from the previous data where the speaker slightly rejects the new version of Ariel. The statement means that the recent Ariel is not the princess that they used to know. It is also emphasized with the exclamation mark and crying emoticon.

Datum 21

> *Linda Roper: Why did they not use the little mermaid they first had? I guess racest issue. <u>I don't like that .</u>*

The user questioned Disney's decision in race-swapping the character. Linda assumes that probably, the company's reason in race-swapping is to fight racism in the world. Racist issues have made some ethnicities being marginalized and seen as the low ethnic. However, Disney's first intention is good, but it indeed makes them look racist by changing the race of the character that is supposed to be white. The rejection is also emphasized by the next statement "*I don't like that*" which clearly shows disagreement with the company.

Datum 22

> ***Ariel Zhang***: *Ariel was my favourite character of disney from childhood, <u>this is not the mermaid in my mind</u>. (emot sedih)*

This comment is also in the form of rejection. The speaker firstly states that the Little Mermaid is his favorite movie from childhood. He must have pictured the princess as white skinned and red haired mermaid. While the appearance is changed into different colors and ethnicity, he will be disappointed because that is not what he pictured in his mind his lifetime. That is the reason why the speaker rejects the movie by saying: "…*this is not the mermaid in my mind.*" It also emphasizes sad emoticons that indicate sadness.

Datum 23

> ***Andrea Shore***: <u>WE CANT</u> WE HAVE OUR OWN PRINCESS DISNEY <u>NOT A RECOLORED ONE</u> PLEASE I LOVE HALLE BUT DUDE <u>I WANT OUR OWN</u>

The comment above clearly rejects the new appearance of princess Ariel. It is shown by capitalizing all the words. The phrases like "*I can't*", "*Our own*", and "*Not a recolored one*" indicate strong rejection. It seems like the speaker and the

other fans have the same thoughts about the princess (homophily). They love the
original princess more than the new version. Therefore, she uses the word "*Our*"
instead of "*Mine*." The statement is emphasized with the repetition of the phrase
"*Our own*".

Datum 24

Just your average Joe*: I don't care about her skin color, <u>but wouldn't it have</u>
<u>been better to just create a new black </u>character instead of changing the skin color of an
already existing one?*

This question is considered a rhetorical question too because even though
the speaker requires an answer from Disney, that company will never answer this
question in the comment section. The speaker deeply regretted Disney's decision.
He believes that it would be better to make a new black character than changing
the race of the existing character. Instead of fighting racism, the decision makes
Disney more racist.

Datum 25

Willie York: *Garbage*

Inappropriate identity markers are used here as the rejection. The comment
likened the video as garbage which means rubbish, or trash.

Datum 26

Funerav*: garbage data*

Similar to the previous comment, this comment uses an inappropriate
identity marker. It is directly responding to the movie and likened it as garbage.
The netizen marks the video as "*garbage data*" which means rubbish, or trash.
We all know that trash is a dirty thing produced from the waste. Calling this video

garbage indicates impoliteness and rudeness because it makes the other uncomfortable.

Datum 27

Olivia & Tate: Over 2.5 million dislikes- ☠

This comment has an obscure meaning that will be understood by those who have watched the trailer. The teaser trailer has been watched by over 4 million people by the time this comment is written. It means that more than half viewers dislike the video even before the official trailer and official movie is released. The huge amount of dislike indicates that there are so many fans who cannot accept the new version of The Little Mermaid.

c. Negative Impoliteness

The data found below show the use of negative impoliteness in the comment section

Datum 28

Matthew W: The CGI looks terrible, <u>didn't Disney buy Pixar and ILM</u>? They used to hire someone who knows how to do special effects

This comment is considered as negative impoliteness. Here, the speaker uttered a rhetorical question whether Disney buys Pixar, its rival or ILM because Disney's CGI effect is applied terribly in this movie (Dt. 1). The CGI is worse until Matthew (the commentator) states that Disney used to hire a CGI expert who produced great animation back then.

Datum 29

> ***Tom M****: Why is the CG so garbage looking?... <u>come on Disney</u>. You're a billion dollar company.*

This comment is similar to the previous one because it contains rhetorical question which commenting the CGI. "Garbage looking" can be understood as very bad looking. These two comments are included as negative politeness because it contains scorning and belittling others. They have similar comment that talked about Disney's CGI effect. If they could make a great CGI in the past, why could not they make better CGI movie since they are a multibillion dollar company? What a non-sense.

Datum 30

> ***ey b0ss****: These remakes are great reminder that all of the master animators who hand made Disney's original movies <u>are all either dead or retired</u>, with the company now <u>being run by a creatively bankrupt group of people</u> trying to make a quick buck under the same name*

This comment includes scorning and ridiculing because it makes fun of Disney's animators and the company's bankruptcy. It stated that the reason why the Little Mermaid Live action fails is because Disney has lost their great animators in case of death and retirement. In addition, more companies similar to Disney spread widely recently which makes Disney bankrupt. With the limited amount of money, Disney tries hard to maintain the company by sacrificing the quality of their recent movies.

Datum 31

> ***I quinoa****: The little mermaid is so loved because of the fantasy, the bright colours. It's just dumb to try to make it realistic, with a dark and dull sea.*

The underlined comment is also scornful because it contains the harsh word "*Dumb*" which means stupid. When Disney attempts to make this movie as realistic as possible, it indeed makes the movie look dull and no more a fantasy movie. The remake has destroyed fan's expectations.

Datum 32

> ***MrMrMrCaf:*** *Do they have lgbt mermaids too?*

This comment is considered as ridiculing or making fun. Since all the recent Disney movies have raised the public sensitive issues such as racism, gender, and body shaming, it is no doubt that Disney deliberately put forward these topics in their movie to gain more attention. Not only these topics, Disney also has made their new LGBT animated movie (Strange World) that is banned in some religious countries, including Indonesia and is causing controversy worldwide. Another Disney's latest animated movie that brings controversy is its short movie entitled Reflect which tells about the overweight ballerina girl. Fans assumed that instead of motivating people to eat healthy and avoid obesity, Disney indeed spread the concept of "*Love your body*" in a wrong manner.

Datum 33

> ***Tomas Karban****: The ocean seems a lot "darker" than I remembered as a kid.*

This is another ridiculing comment which responds to the color of the movie. Tomas stated that the ocean is darker than the ocean he used to see as a child in the original film. He even puts quotation marks in the word "*dark*" to emphasize what he means. Again, it happens because of the bad CGI.

Datum 34

Tiwood Patprom: HAHAHA so darkkkkkkkkkkkkkkkkkkk I can't see anythinggggg

This comment is considered a ridiculing comment. Tiwood laughed so hard that he capitalized the laugh as if it was really funny. Furthermore, the word dark has a lot of letters ``*k*'' which also emphasizes the darkness as well as the word anything which has 6 letters "*g*". The comment is also denotative. We can assume that what Tiwood means dark is the tone of the video as the previous comments, or the mermaid's skin color. The darkness is extremely dark until he cannot see anything. If the comment has both meanings, then it also indicates scorn.

Datum 35

SAMER NA: This type of videos is the main reason why <u>they should bring the dislike button back.</u>

This comment contains a ridicule tone which describes the reason why YouTube must put back the dislike button. Before the dislike button was hidden, YouTube viewers can see the quality of the video based on the amount of likes and dislikes of the video. If the dislikes are dominant, it can be concluded that the video is not that good, and vice versa. Well, since the dislike button is hidden, people cannot see whether the video is responded positively or negatively by the public. Since the teaser trailer video is disappointing, many fans hit the dislike

button. And since they cannot see how many dislikes the video gets, they could

not rate it.

Datum 36

> ***Bouds****: Wow, looking like ariel from wish now. Bruh, <u>the distance between her eyes is as long at the sahara dessert.</u>*

The utterance is considered as negative impoliteness because it ridicules the

actress' appearance (the forehead). "*The <u>distance</u> between her eyes is as long at*

the <u>sahara dessert</u>." The Sahara desert is the largest desert on earth. The tone of

the comment contains hyperbole figurative language. This statement is offensive

since a person cannot change the appearance that he/she got since they were born.

Datum 37

> ***Audaudin****: The <u>distance between her eyes is bigger than the distance of two divorced parents</u>*

This comment is similar to the previous comment which ridicules the

appearance of the actress. However, here, the netizen uses "*two divorced parents*"

to picture the actress' forehead. As we know, divorced parents are living separated

from each other and barely impossible to reunite.

Datum 38

> ***jUST ZipP0s****: holy moly! <u>a aircraft carrier can land between that woke mermaid's eyes!</u>*

These three comments are considered as negative impoliteness because they

attack the actress' appearance, Halle Bailey who plays the role as Ariel. The three

comments have the same pattern and purpose. They talk about the distance

between the actress' eyes. It is clearly rude, scorning, and ridiculing. They use hyperbole figurative language to describe the Halle's glabella (small depression in the middle of the frontal bone (forehead)). They exaggerate the glabella by stating that the distance is very long as the Sahara desert and divorce parents. In addition, they also rudely state that the distance could be used to land an aircraft.

Datum 39

Elier Roman: I rather stare at wall for 6 hours <u>than watch this</u>

This comment is considered as ridiculing others because the speaker said that he would rather stare at the wall for 6 hours than watch this movie. Logically, who are strong enough to stare at the wall for 6 hours? Most of us are impossible to do that. But, this expression is a metaphor to show how bad the movie is until it makes someone sacrifice his eyes to watch the wall rather than the movie.

Datum 40

K K: "Grilled mermaid:

Being grilled means being overcooked. An overcooked food has dark or black color because of overheating. Saying that the mermaid is grilled certainly shows that what is meant by grilled mermaid is a black mermaid. Indeed, Halle Bailey is a black actress who plays the role of Ariel. However, the word *grilled* has a negative connotation that indicates scorning and making fun of others.

d. Sarcasm or Mock Politeness

Most comments have this strategy with the similar sentence pattern until it dominates the comment section. The data are below:

Datum 41

> **EFun5273**: The <u>part</u> where Ariel says "<u>Because I'm Batman!</u>" <u>gives me goosebumps</u> every time. <u>Truly soul touching experience</u>.

The scene in the quotation mark is not available in the little mermaid. Also, how are they supposed to know the scenes while the full movie is not released yet? By reading the phrase, everyone will easily notice that the underlined sentence is the line from the Batman movie stated by the main character, Bruce Wayne as The Dark Knight. The utterances used in this comment are polite such as "*goosebumps*" and "*Truly soul touching experience*" is polite because it shows a positive tone or connotation. However, the goosebumps and soul touching experience is not caused by the Little Mermaid movie, it is caused by the batman movie that the speaker quoted. It means that the speaker is insincere.

Datum 42

> **jethful mercado**: I love that part when Ariel said, "<u>holy cricket, youre Harry Potter!</u>". It is a life changing moment.

Similar to the previous comment, this comment is also considered sarcasm because it is polite but the meaning is not true. The line *"Holy cricket, youre Harry Potter!"* is taken from the famous movie, Harry Potter stated by Hermione Granger when they first met in the train heading to Hoghwarts. We can see it

directly from the mentioned name. But, Ariel mermaid never said that line in the movie. The speaker's utterance is polite by saying "*I love the part*" and "*It is a life hanging moment*". Unfortunately, it is not The Little Mermaid, a film that they love and that changes their life.

Datum 43

Munisana: That part where the little mermaid said "<u>KILL THANOS</u>" sent shivers down my spine

The underlined phrase is taken from the famous movie, Avengers where the superheroes are assembling together to kill their enemy, Thanos. As the previous explanation says, Ariel never says that line in the movie. In addition, the speaker's utterance is polite, such as "*sent shivers down my spine*". Only a good movie can make you shiver. But, again… that movie is not the Little Mermaid.

Datum 44

Little Heck: I loved the part when she said: "<u>That's one small step for a mermaid, one giant leap dor merkind</u>". <u>Inspirational</u>

Unlike the previous lines in the comments which are taken from various movies, this line is taken from Neil Armstrong's famous quotes when he succeeded to step on the moon. Of course, this is very inspirational, but not the line in the Little Mermaid movie. The original quote is: "*That's one small step for man, a giant leap for mankind.*" The speakers changed the word *mankind* with *markind*. Man-kind is the human race, while mer-kind is the mermaid race.

Datum 45

CruiseControl: <u>I love</u> the part whern Ariel sings "<u>Gangsta's Paradise.</u>" Gave me chills

Gangsta's Paradise is a title of the pop song by Coolio and Kylian Mash which was very famous in the beginning of 2000's. Yep! Ariel never says this line because it has never been in the movie.

Datum 46

Nagumo: I love the part where Ariel said, "Waku waku." Fantastic.

Waku-waku is a Japanese phrase meaning "*Pleasing*". This line is uttered by Anya Forger in the very famous anime, Spy X Family. Hence, it is impossible for the mermaid to say this phrase in the movie.

Datum 47

Aji Chirere: I love the part where Ariel says: "Oh…. Who lives in a pineapple under the sea?"

The underlined utterance is very familiar in our ear because it is the line of the opening scene of SpongeBob SquarePants. The speaker says that he loves that part, but this line is not available in the Little Mermaid movie because it is not part of the movie.

Datum 48

Rob Van Pothead: I love the part where Ariel says, "Wakanda forever!!!"

The underlined phrase is the iconic phrase uttered by King T'Challa in Black Panther movie. Everyone who follows the Marvel Cinematic Universe will notice that this comment is a sarcastic comment. Ariel will never say this phrase in the Little Mermaid movie.

Datum 49

> ***ThatOneAnimeGirlWithTheMask****: I loved the part where Ariel says "<u>I am Iron Man</u>" It truly brought me to tears*

This comment also indicates insincere because the speaker says that he loves the part when Ariel says something. Unfortunately, the line is never being said by Ariel because it is the line which is taken from another movie, Iron Man. The line *"I am Iron Man"* is the part of the Iron Man movie stated by the main character, Tony Stark. The speaker also said that the part has really brought him to tears because the part is very good. However, since the line is not in the Little Mermaid movie, it clearly shows that it is not intended for the movie.

Datum 50

> ***ArkEvolver12****: I liked the part where ariel sings "<u>never gonna give you up, never gonna let you down</u>" literally <u>goosebumps</u> everytime!*

The line is taken from a popular song in the 90's sung by Rick Astley entitled "Never Gonna Give You Up." The song is hyped until many people make it as a meme and still replay it nowadays. The song is very good until it gives goosebumps to whoever listens to it.

Datum 51

> ***The Paladin****: POV:Ur looking dor a comment which does not say "I love the part where Ariel says" Sorry to disappoint you but I also loved the part where Areil says "<u>Avengers, assemble</u>"truly an iconic line which will go down the history.*

This is another comment that takes the iconic lines from another movie. "*Avengers, assemble*" is taken from a superhero movie, the Avengers. This line is stated by Steve Rogers, or Captain America.

Datum 52

> **Jas Nevas:** *The part where Ursula tells Ariel "You merely adopted the dark, I was born in it", sent shivers down my spine.*

Similar to the previous data, this comment contains an iconic line from a famous movie. The quoted line is never said by Ursula because it is not in the Little Mermaid movie. It is stated by Bane in the movie: Batman the Dark Knight Rises. The expression: "*Sent shivers down my spine*" is used when someone feels amazed by something (in this case is the movie). However, the netizen is amazed by the Batman movie, not by the Little Mermaid live action movie.

Datum 53

> **Battyman**: *When Ariel said "Bond, James Bond" truly made me realize how many whole paper towel rolls I've wasted for janking off during my life.*

This data is also similar to the previous data. The quoted line is taken from a James Bond movie. In addition, the sarcastic tone is expressed in the sentence afterwards where the speaker says that he has wasted many paper towel rolls in his life because of the movie.

Datum 54

> **Nperium**: *The part where Triton tells Ariel "with great power comes great responsibility", gave me goosebumps.*

The comment above is also similar to the previous comments. Here, the quoted line is taken from the superhero movie, Spider-Man.

Datum 55

fos: The way the little mermaid said "Scooby Doobie Doooo!" really shows the amount of blood sweat and tears put into this film

As the line in datum 55 is the iconic line stated by Scooby doo, a dog from Scooby-doo animation.

Datum 56

Sephon var: The part where Disney race swaps an character after years of preaching how cultural appropriation is really helping me keeping my money in my wallet. I can't wait to never see this movie. Amazing.

This comment contains a sarcasm element because the speaker can keep his money by not watching the Little Mermaid movie. He closed the statement by saying "*Amazing*" which has a polite tone. In fact, the expression is satirical to attack Disney for making a bad movie.

Datum 57

The Wolf Who is a Mister: I love the part where people commented about the part that doesn't exist

This comment is different from other sarcastic comments because instead of putting the line from famous lines out of the movie, the speaker loves the part when people comment about the part that does not exist in the movie.

Datum 58

Terrance Wu: Guys, I'm from the future, I watched this movie at the premiere show in Disneyland. At first, people say hates about the movie. After the show, they all changed their mind, it was such an epic movie, people screamed in joy when Ariel say

"It's Mermaid time" and attack Ursula. <u>Some kids cried alot</u> in happiness <u>and fainted</u> not for long after that, <u>some old men and ladies did front flip around the stage,</u> a whole theater applaused for 20 minutes long

The sarcasm used in this comment is unique. Unlike the other comments which talk about "*the part*", the speaker is creating a fictional story as if it really happens. Since the movie is not officially released yet, the speaker makes the scenario as if the movie has its premiere in Disneyland. "*…At first, people say hates about the movie. After the show, they all changed their mind,…*" Of course, this story is not real. Furthermore, he exaggerates the response of the people who have been watching it.

He said that some kids cried out loud in joy and fainted afterwards, the old men and women were doing a front flip around the stage, and the theater applauded for 20 minutes straight. These acts sound impossible and funny at the same time. The exaggeration indicates that the movie is not good and all the impossible expressions are used to describe the contrasting expressions made by fans right now.

Datum 59

Sidney Fung: *Where is my Ariel?*

This rhetorical question is considered as sarcasm which is proposed as rejection because the new Ariel does not suit the fan's expectation. They questioned "*their*" Ariel, assumed that the original Ariel is "*their*" Ariel and refused to admit Ariel from the new version.

Datum 60

> ***Lina****: Where is the emerald blue sea? Where is Ariel's aesthetic hideout/place? And where is Ariel's beautiful red hair?*

These rhetorical questions indicate a sarcastic tone and are used for rejecting the new looks of princess Ariel. A serious disappointment has made fans question the original mermaid multiple times. These questions are deliberately asked as a rejection to the latest version of the mermaid princess. The emerald blue sea in the original version looks grey, the hideout place is no longer aesthetic, and the beautiful straight, soft red hair is becoming dark orange dreadlocks.

Datum 61

> ***Y James****: ??? What happened to Mermaid? Why this genre changed as a horror movie?*

The comment contains sarcastic tone because James asks a rhetorical question of whether the movie is a horror movie because (as described before) the movie looks dark and dull. It is quite the opposite with the original version which is colorful.

Datum 62

> ***Rox Triptych****: Do you remember that Disney used to make cartoons?*
> *I don't remember too*

The type of question in this comment is also in a form of rhetorical question that needles an answer because it is uttered as an irony or satirical language. However, the commentator answers his own question.

Datum 63

> ***Golden Eyes****: Tolerance reached insane mode*

Basically, tolerance has a very good impact in human life. But, there has been a misconception about this term until they fight for their own importance in the name of tolerance. The word *insane* means crazy which emphasizes that Disney's tolerance is not what it is supposed to be.

2. The Functions of Impoliteness

The impoliteness strategies are used to create certain function that may be profitable for certain people. Below are the impoliteness functions that are performed in the comment section of the YouTube Video The Little Mermaid Teaser Trailer:

a. Affective Function

Impoliteness has an affective function that causes people to experience overwhelming emotions in inappropriate and prohibited situations. Emotional expression can range from spontaneous and reflexive to strategic and useful, often distressing a person and encouraging them to assign blame.

Datum 64

> ***Anton Makarov****: No! NO GOD! PLEASE NO!!! NOOOOOOOOOOOO.*

The impoliteness strategy in this comment has an affective function because it contains overwhelming emotion. The speaker really emphasizes his rejection by the use of capital letters and the repetition of the word "*no*" and a lot of letter '*o*' in the end of the word. The tone is so strong that his anger can be seen

from the comment. From his utterance, we can feel that Anton is very irritating because he cannot accept the new version of the movie.

Datum 65

> ***Javi Yoga***: *failure!!!!!*

The comment above is emotionally damaging. It has 5 exclamation marks which show a strong anger that was caused by the video. Therefore, this kind of impoliteness comment has an affective function.

Datum 66

> ***H J***: *NO BLACK*

This comment has an effective function because it is stated boldly that the commentator rejects black, in this case is black race and black people (Halle Bailey who plays the role of princess Ariel). Of course, this is inappropriate because it offends and pertains to other ethnicities (racist). A disappointment to the movie has made the speaker utter this word.

    b.   **Coercive Function**

Coercive function is a function in which speaker and listener values are rearranged. It can be tangible or symbolic, and can be used in instances of social rank and power imbalance. Stronger influencers like parents, bosses, and instructors will arbitrarily discriminate against those who are viewed as beneath them. However, Culpeper (2011) states that impolite coercion is dangerous for a long term effect. This function can be utilized in an equal partnership with other powerful tools, but it has an effective short term impact.

Datum 67

> ***Zygma**: <u>Well done Disney</u>. You broke your personal record for the most disliked Disney video in history with over 3 million dislikes*

This comment has a coercive function, not because the commentator has more power than the one who makes the movie (Disney), but because the tone of the comment indicates rearranged values. The word "*Well done Disney.*" is like the proud-ironic word stated by parents to their children when they make a mistake. Therefore, the comment is also discriminate Disney in the next utterance: "…*the most disliked Disney video…*"

Datum 68

> ***Anya Legend**: <u>Honest question</u>, is it really difficult to follow the original?*

Unlike the previous comment, this comment contains a coercive function in the form of a question. The phrase "*Honest question*" is usually used by speakers to interrogate the other to get a clear clarification.

Datum 69

> ***Remy k**: <u>You did good making ariel black</u>… you did good*

This comment has coercive function because it contains praise to Disney but actually the praise has contrast meaning to show disappointment. It is emphasized with the use of a crying-but-smiling emoticon after the utterance.

c. Entertaining Function

Entertaining impoliteness involves entertainment at the expense of the target or potential target, and is exploitative to a degree. It is important for others

to understand the probable impoliteness effects for the target. Impoliteness can be creative and complex, which can strengthen the entertainment.

Datum 70

> ***Milan Nikolic****: I am not a racist. I love black people as much as anyone else. But, <u>they destroyed the main character with a black girl</u>, because, mainly, <u>Arial is a white girl</u>. ༄*

This comment is considered as entertainment function because the target of the impoliteness is the new version of Princess Ariel. From the comment above, we can see that the commentator also gives explanation of the history of The Little Mermaid tale. The character of Princess Ariel is fictional and comes from Sir Andersen's imagination since the mermaid is also fictional, in some places it is a legend. Although it is a fictional character, the author had described the mermaid as white skinned princess. The problem is that Disney changed her ethnicity by turning it to black skinned princess with dreadlocks. Disney's fans will understand that the impoliteness comments in the video is purposed to reject that new version which destroys their expectation from the original version.

B. Discussion

In this section, the researcher discusses the research findings. From the analysis of the data, the researcher found the answer of the two research questions.

Firstly, four impoliteness strategies are found in the comment section of The Little Mermaid teaser trailer video, they are: (1) Bald-on record impoliteness, (2) positive impoliteness, (3) negative impoliteness, and (4) sarcasm or mock politeness. Secondly, the impoliteness strategy in the comment section serves as

three functions, they are: (1) affective function, (2) coercive function, and (3) entertainment function. In analyzing the data, the researcher uses Impoliteness Strategy theory proposed by Jonathan Culpeper (Culpeper, 1996) and the function of impoliteness by the same researcher (Culpeper, 2011).

1. **Impoliteness Strategy in the Comment Section of YouTube Video: "The Little Mermaid Teaser Trailer"**

According to the findings above, it can be concluded that netizens use impoliteness strategies in the comment section of the YouTube video The Little Mermaid teaser trailer. This study answered the researcher's questions using Culpeper's (1996) Impoliteness Strategy theory.

There are four strategies that are used by netizens, they are: bald-on record impoliteness (when the impoliteness strategy are performed in an explicit and clear way), positive impoliteness (used to destroy the positive face wants of the hearer by rejecting, showing disagreement, using obscure language, ignoring the other, not showing interest, not showing sympathy, using inappropriate identity markers, etc.), negative impoliteness (used to destroy negative face wants of listeners which involves giving fear, scorning, harassing, playing games, degrading, insulting, taking it as a joke, and invading other people's space), and sarcasm or mock politeness (Using satirical lines, disingenuous rhetorical questions, secretive language, or indirect sentences).

The withhold impoliteness is not found because, in particular, the strategy only happens in face-to-face communication. The forms of impoliteness

comments that have been found are 70 data. From the 70 impoliteness comments, the netizens use bald-on record impoliteness for 14 times (20%) and positive impoliteness 17 times (24%). Then, negative impoliteness appears for 13 times (19%) (the minor strategy), and sarcasm of mock politeness for 26 times (37%) which becomes the major strategy found.

From the calculation presented above, it can be concluded that sarcasm or mock politeness is the most used strategy in the comment section. This happens because netizens love to make fun of the video using sarcastic tone with some iconic lines that cannot be understood if they do not share the same background understanding. Instead of directly attacking Disney, the netizens prefer to use insincere language.

> ***The Paladin****: POV:Ur looking dor a comment which does not say "I love the part where Ariel says" Sorry to disappoint you but I also loved the part where Areil says "*<u>*Avengers, assemble*</u>*"truly an iconic line which will go down the history.*
>
> **(The Little Mermaid Video, September 10, 2022)**

From the comment above, Paladin (the commentator) makes a point of view of the viewer who tries to read a comment *"I love the part where Ariel says"*. His utterance indicates that there have been a lot of comments with the same patterns fulfilling the comment section. No matter how long the viewer scroll, they will find the similar comments. Moreover, the scenes stated in the comment are not the real scene of the little mermaid. They are taken from the iconic lines of other movies to show that they don't like the movie even by seeing the teaser trailer. It is clear that the speaker mocks Disney and its new movie. When they said "*I love*

the part" while that part doesn't exist in the movie, implicitly indicates that the movie is not acceptable.

Positive impoliteness is the next strategy that being used more by netizens because many people disagree with Disney's decision in making the new version of the mermaid. The disagreements are expressed explicitly by negation words and exclamation marks. There are also inappropriate identity markers and secretive language.

While the least strategies used by netizens are bald on-record impoliteness and negative impoliteness. The bald on-record impoliteness is least used because most of the netizens did not attack the video direcly and explicitly when expressing their anger. Instead, they used secretive languages in the form of humour. However, the negative impoliteness is rarely used because the comments are not giving fear, harassing, or invading space as the main characteristics of negative impoliteness strategy.

In addition, people tend to be more impolite in social media, especially in the YouTube comment section. This is in line with the study done by Graham and Hardaker (2017). The theory is evidenced by this research. The netiens in the comment section of the YouTube Video: The Little Mermaid Teaser Trailer are impolite because of many factors such as: there is no synchronous communication, (which means that the communication happens without any interactive communication between the video makers and the commentators), public-oriented network (which means that the content of the video is provided for

the public where people from around the world can access and can understand the content or the context), declaration focused (which means that the information or the content of the video is in to declare and not to make relationship among online users), anonymity (means that most of the netizens in the comment section are using fake names for their accounts. The more the are unrecognizable, the more impolite they may speak), computer mediated communication (means that the comment is posted on the internet which is mediated by the computer system).

2. The function of Impoliteness in the Comment Section of YouTube Video: "The Little Mermaid Teaser Trailer"

From the findings, the researcher concludes that all the impoliteness strategies used by netizens in the comment section of The Little Mermaid Teaser Trailer has three linguistic functions (impoliteness function), they are: (1) Affective function, (2) coercive function, and (3) entertainment function. This study answered the researcher's questions using Culpeper's (2011) the function of impoliteness strategy.

As presented in the finding section, most of the impolite comments contain entertainment function. In other words, impoliteness strategies are used to make fun of the target. This is evidenced by the impoliteness strategy that dominantly occurs in the comment section, sarcasm or mock politeness. According to Culpeper (Culpeper, 2011), sarcastic and comedic tone is used to perform FTA. The sarcastic comments are also being responded by the same funny comments

that criticize Disney for making the terrible live action version of the Little Mermaid. Netizens express their disagreement toward the movie implicitly.

These expressions are used to express the disappointment toward the new version of the movie. The bad quality and race-swapping of the movie have made the netizens mad and causes them to express it both in direct and indirect ways. The sarcasm impoliteness strategy contains unique funny patterns that only certain people with the same background knowledge could understand or also known as homophly (Andersson, 2021). Quotes from famous movies, songs, and TV shows are included in the comments and if one hasn't watched the movie yet, they won't be able to find the humor in the comment section.

The entertaining function was followed by affective function which serves strong emotion, in this case is anger emotion. It can be shown from the commentator's utterances. Someone's expression can be shown in the written form. For example, the use of caps-lock, double word, exclamation mark indicates anger and sharp statement (McCullogh, 2019). That kind of expressions can be easily found in the comment section of The Little Mermaid Teaser Trailer.

H J: NO BLACK

(**The Little Mermaid Video, September 10, 2022)**

While people raise the campaign "Black Lives Matter", this comment shows the opposite. The HJ refuses "*black*" which refers to black people. As Disney changed the character of princess Ariel from white to black, many people disagree and attack Disney for their controversial decision. Unfortunately, the

attack is also done to the actress, Halle Bailey. Additionally, the comments that contain discrimination also serve as coercive function because the utterance is attacking other people.

Meanwhile, the function of impoliteness that is used the least by netizens is coercive function because thee social rank or power imbalance are not found in the comments since the netizens are just civil people. However, there are some comments that serve coercive function because it contains discrimination toward the target.

The results and analysis revealed distinctions and parallels between the earlier researchers. Comparing with the study which is done by Alias and Yahaya (2019) who also analyzed the comment section of the YouTube video (Drag queen as LGBT band), there are similarities that people express their anger and their disappointment in the comment section to show disagreement with the content of the video because it is sensitive to social aspect. The difference is that Alias and Yahaya (2019) found more negative impoliteness as the most used strategy in the comment section because Malaysian people tend to scorning, degrading, and harassing the object of the video. They were mad at the band who brought LGBT values that opposite to the Malaysian religious and cultural values. While the current research found that the sarcasm or mock politeness is the most used strategies in the comment section because people express their disagreement to the content of the video with humorous ways.

As the researcher noted in the introduction, there are also distinctions from the previous studies, including variations in the platforms used, research objects, and the findings. The previous study which uses different platforms and has different findings from the current study is the study done by Novalia and Ambalegin (2021). Both study use different object with different result. The current research analyze the comment section with the result that sarcasm or mock politeness is the most used strategies in the comment section, while Novalia and Ambalegin (2021) analyzed the utterance in the podcast video and found that bald on-record impoliteness is the most used strategy in the conversation. This happens because the speakers of the video is a direct person when expressing something.

Readers are anticipated to comprehend pragmatics and (im)politeness as a result of this study, which is one of its advantages. So that issues relating to mistakes in the use of language in context can be eliminated by paying attention to pragmatic politeness, and so that every speaker will recognize how important language use is by comprehending the principles of pragmatics (im)politeness. The advantages that are even more specific are that this study is anticipated, the community, especially netizens, can sort out their language once more so they understand where, when, and for whom the utterance is intended, so they become more polite users in social media, to avoid the prejudice that results in bullying. Of course, speaking more politely will improve interactions with others and make communication easier.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter highlights the research's findings as well as ideas for additional research on the same theme and subject. While suggestions are meant to inform other researchers who are interested in conducting the associated studies, conclusions are responses to research problems.

A. Conclusion

The researcher draws conclusions from all the data in the comment area of the YouTube video "The Little Mermaid Teaser Trailer" based on the findings and discussion in the preceding chapter. The researcher applies the five strategies in Culpeper's (1996) theory of impoliteness strategy. The researcher found 70 impoliteness strategies in the comment section. 14 data are categorized as bald-on record impoliteness, 17 data are categorized as positive impoliteness, 13 data are considered as negative impoliteness, 26 data are considered as sarcasm or mock politeness, and no data of withhold impoliteness.

Both male and female internet users frequently utilize the impoliteness strategies to react to the live-action Little Mermaid video. Culpeper's theory of forms of impoliteness includes five impoliteness function, they are: (1) affective function, (2) coercive function, (3) and entertainment function. From the three functions, it can be inferred that online users frequently express their displeasure to the video using the entertainment function to make fun of the target. Internet

users or critics frequently employ the tactic of humor to dissuade video producers or uploader from harming the video's viewers and to amuse other commentators.

The findings of impolite utterances used by the netizens in the comment section evidenced the findings from Graham and Hardaker (2017) who stated that people tend to be more impolite in digital communication than in face-to-face/real life communication and it is affected by some factors such as anonymity, asynchronous, public oriented, and declaration focused communication.

B. Suggestion

As a result of the study's limitations and weaknesses, the researcher has provided some of them for consideration for future research. The researcher found a lot of unpleasant remarks that had the same structure. Second, it might be rather challenging to apply the function of impoliteness in CMC because the function of impoliteness is usually applied maximally in face-to-face communication. More studies need to be done to find more instances of impolite speech, particularly in the context of social media, which has now taken over our lives. The study of impolite language can expand its bounds with the identification of impoliteness strategy and its function in social media.

The researcher goes on to suggest the future researchers who are interested in the same subject to use various ideas regarding impoliteness in CMC (Computer Mediated Communication). To produce a far better study, it is better for the future researchers to not only concentrate on one theory, instead the theory must be integrated with several theories as well. The researcher advises the future

researcher to perform impoliteness research in the different platforms of social media such as in YouTube, Facebook, Instagram, Tik Tok, E-mail, Twitter, Reddit, Telegram, Whatsapp, Line, etc (especially in the popular social media platform). Additionally, it is anticipated that this study will serve as a resource for the students or researchers in the area of pragmatic impoliteness. It is also hoped that this study will help the future scholars to do in-depth research on the language of impoliteness.

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CURICULUM VITAE

Hidayatun Nafiah was born in a small district OKU Timur, on September 11, 1999. The author is the first child of Mr. Samirin and Mrs. Rojiyah. You can contact the author via instagram at rosaputrii764. She graduated from Nurussalam Modern Islamic Boarding School, Belitang, OKU Timur South Sumatera. The author chose State Islamic University of Maulana Malik Ibrahim Malang to complete her undergraduate degree in the Department of English Literature because it fits her passion in study. Finally, the author expects this thesis to contribute in the world of education, the writer is also grateful for completing her thesis entitled "*Impoliteness Strategies in the Hate Comments of YouTube Video: The Little Mermaid Teaser Trailer*."

APPENDIX

TABLE OF THE IMPOLITENESS STRATEGIES

NOTES:

1. **Bald-on record impoliteness**

2. **Positive impoliteness**

3. **Negative impoliteness**

4. **Sarcasm or mock politeness**

5. **Withhold impoliteness**

N O	NETIZEN'S COMMENTS	IMPOLITENESS STRATEGIES				
		1	2	3	4	5
1.	**Lanky streak of piss**: people need to realize how hypocritical and disgustingly woke they really are instead of spewing hate towards people who dislike what these big TV, comic book, movies studios and streaming services etc are actually doing. Think, would you watch an original, old, beloved African or Asian folklore or mythology (yes they do exist but these woke companies refuse to use them) remake based on a centuries old story if they race swapped the beloved character to a European? I know the answer it's a rhetorical question.	√				
2.	**Lord Ronn**: Disney you hypocrite	√				
3.	**Mss.Shadows**: The CGI getting worse and worse in disney movies	√				
4.	**FracturedButWhole**: Oh my the CGI looks terrible	√				

N O	NETIZEN'S COMMENTS	IMPOLITENESS STRATEGIES				
		1	2	3	4	5
5.	**Tossamas Apijatabutra**: Im a fan of Ariel, this live action make me <u>disappointed, her hair looks ugly.</u>	√				
6.	**Keepinitreal:** This movie needs to flop. <u>These live-action remakes are pathetic</u>, and Disney will never stop making them as long as they make money.	√				
7.	**Almond Milk Tea:** No just no!!	√				
8.	**Reuben Isaac**: DISNEY! GO BACK TO MAKING GREAT ANIMATION. THANK YOU!	√				
9.	**Magnus Harrison**: Probably <u>the worst movie ever</u>	√				
10.	**Crackerman R**: Ew	√				
11.	**Sandra Ramos**: I'am not racist but <u>is horrible this version</u>	√				
12.	**Brobi V2**: Looks depressing	√				
13.	**X**.: YEAH! Raceswapped Arielle… <u>can't wait not to watch this</u>		√			
14.	**Sir Anding**: Disney is going to go broke going woke. I an my <u>family will NOT be seeing this film</u>. It's the 23rd film we have ignored by Disney		√			
15.	**AA**: Who don't support WOKE have my respect. <u>This is ridiculous</u>		√			
16.	**Mayuko**: <u>I don't like it</u>, the actress was picked up as unlike Ariel as possible ((		√			
1	**Genger**: I dislike this actress for this role		√			

N O	NETIZEN'S COMMENTS	IMPOLITENESS STRATEGIES				
		1	2	3	4	5
7.	based on her ethnicity					
1 8.	**Kusona**: As A Black Person, I just don't understand the point of making old characters from our childhood black. Like honestly, just create NEW black characters for NEW TV shows. This isn't making anyone happy. It's just a waste of time.		√			
1 9.	**Paintangel13**: Tell me, Disney, don't you know that your fictional characters look like? You invent characters that everyone loves and then you're surprised when you change them so drastically for a real version that everyone hates you. You do realize that she has bright read hair and not such an ugly colour like here. And why is the CGI so incredibly bad for a 200 million dollar film. And where is the colour in the film. Don't call it Ariel, just call it the mermaid and it would be good.		√			
2 0.	**Vilen Solodkiy**: It is not Ariel! (emot nangis)		√			
2 1.	**Linda Roper**: Why did they not use the little mermaid they first had? I guess racest issue. I don't like that .		√			
2 2.	**Ariel Zhang**: Ariel was my favourite character of disney from childhood, this is not the mermaid in my mind.		√			
2 3.	**Andrea Shore**: WE CANT WE HAVE OUR OWN PRINCESS DISNEY NOT A RECOLORED ONE PLEASE I LOVE HALLE BUT DUDE I WANT OUR OWN		√			
2 4.	**Just your average Joe**: I don't care about her skin color, but wouldn't it have been better to just create a new black character instead of changing the skin color of an already existing		√			

NO	NETIZEN'S COMMENTS	IMPOLITENESS STRATEGIES				
		1	2	3	4	5
	one?					
25.	**Willie York:** Garbage		√			
26.	**Funerav**: garbage data		√			
27.	**Olivia & Tate**: Over 2.5 million dislikes-		√			
28.	**Matthew W**: The CGI looks terrible, <u>didn't Disney buy Pixar and ILM</u>? They used to hire someone who knows how to do special effects			√		
29.	**Tom M**: Why is the CG so garbage looking?... <u>come on Disney</u>. You're a billion dollar company.			√		
30.	**ey b0ss**: These remakes are great reminder that all of the master animators who hand made Disney's original movies <u>are all either dead or retired,</u> with the company now <u>being run by a creatively bankrupt group of people</u> trying to make a quick buck under the same name			√		
31.	**I quinoa**: The little mermaid is so loved because of the fantasy, the bright colours. <u>It's just dumb to try to make it realistic, with a dark and dull sea.</u>			√		
32.	**MrMrMrCaf:** Do they have <u>lgbt mermaids</u> too?			√		
33.	**Tomas Karban**: The ocean seems a lot "<u>darker</u>" than I remembered as a kid			√		
34.	**Tiwood Patprom**: HAHAHA so darkkkkkkkkkkkkkkkkkkkk I can't see anythinggggggg			√		

NO	NETIZEN'S COMMENTS	IMPOLITENESS STRATEGIES				
		1	2	3	4	5
35.	**SAMER NA**: This type of videos is the main reason why they should bring the dislike button back.			√		
36.	**Bouds**: Wow, looking like ariel from wish now. Bruh, the distance between her eyes is as long at the sahara dessert.			√		
37.	**Audaudin**: The distance between her eyes is bigger than the distance of two divorced parents			√		
38.	**jUST ZipP0s**: holy moly! a aircraft carrier can land between that woke mermaid's eyes!			√		
39.	**Elier Roman**: I rather stare at wall for 6 hours than watch this			√		
40.	**K K**: "Grilled mermaid:			√		
41.	**EFun5273**: The part where Ariel says "Because I'm Batman!" gives me goosebumps every time. Truly soul touching experience.				√	
42.	**jethful mercado**: I love that part when Ariel said, "holy cricket, youre Harry Potter!". It is a life changing moment.				√	
43.	**Munisana**: That part where the little mermaid said "KILL THANOS" sent shivers down my spine				√	
44.	**Little Heck**: I loved the part when she said: "That's one small step for a mermaid, one giant leap dor merkind". Inspirational				√	
45.	**CruiseControl**: I love the part whern Ariel sings "Gangsta's Paradise." Gave me chills				√	
46.	**Nagumo**: I love the part where Ariel said, "Waku waku." Fantastic.				√	

N O	NETIZEN'S COMMENTS	IMPOLITENESS STRATEGIES				
		1	2	3	4	5
4 7.	**Aji Chirere**: I love the part where Ariel says: "Oh…. Who lives in a pineapple under the sea?"				√	
4 8.	**Rob Van Pothead**: I love the part where Ariel says, "Wakanda forever!!!"				√	
4 9.	**ThatOneAnimeGirlWithTheMask**: I loved the part where Ariel says "I am Iron Man" It truly brought me to tears				√	
5 0.	**ArkEvolver12**: I liked the part where ariel sings "never gonna give you up, never gonna let you down" literally goosebumps everytime!				√	
5 1.	**The Paladin**: POV:Ur looking dor a comment which does not say "I love the part where Ariel says" Sorry to disappoint you but I also loved the part where Areil says "Avengers, assemble"truly an iconic line which will go down the history.				√	
5 2.	**Jas Nevas:** The part where Ursula tells Ariel "You merely adopted the dark, I was born in it", sent shivers down my spine.				√	
5 3.	**Battyman**: When Ariel said "Bond, James Bond" truly made me realize how many whole paper towel rolls I've wasted for janking off during my life.				√	
5 4.	**Nperium**: The part where Triton tells Ariel "with great power comes great responsibility", gave me goosebumps.				√	
5 5.	**fos**: The way the little mermaid said "Scooby Doobie Doooo!" really shows the amount of blood sweat and tears put into this film				√	
5 6.	**Sephon var**: The part where Disney race swaps an character after years of preaching				√	

N O	NETIZEN'S COMMENTS	IMPOLITENESS STRATEGIES				
		1	2	3	4	5
	how cultural appropriation is really helping me keeping my money in my wallet. I can't wait to never see this movie. Amazing.					
5 7.	**The Wolf Who is a Mister**: I love the part where people commented about the part that doesn't exist				√	
5 8.	**Terrance Wu**: Guys, I'm from the future, I watched this movie at the premiere show in Disneyland. At first, people say hates about the movie. After the show, they all changed their mind, it was such an epic movie, people screamed in joy when Ariel say "It's Mermaid time" and attack Ursula. Some kids cried alot in happiness and fainted not for long after that, some old men and ladies did front flip around the stage, a whole theater applaused for 20 minutes long				√	
5 9.	**Sidney Fung**: Where is my Ariel?				√	
6 0.	**Lina**: Where is the emerald blue sea? Where is Ariel's aesthetic hideout/place? And where is Ariel's beautiful red hair?				√	
6 1.	**Y James**: ??? What happened to Mermaid? Why this genre changed as a horror movie?				√	
6 3.	**Rox Triptych**: Do you remember that Disney used to make cartoons? I don't remember too				√	
6 3.	**Golden Eyes**: Tolerance reached insane mode				√	
6 4.	**Anton Makarov**: No! NO GOD! PLEASE NO!!! NOOOOOOOOOOOO.		√			
6	**Javi Yoga**: failure!!!!!	√				

N O	NETIZEN'S COMMENTS	IMPOLITENESS STRATEGIES				
		1	2	3	4	5
5.						
6 6.	**H J**: NO BLACK		√			
6 7.	**Zygma**: Well done Disney. You broke your personal record for the most disliked Disney video in history with over 3 million dislikes				√	
6 8.	**Anya Legend**: Honest question, is it really difficult to follow the original?				√	
6 9.	**Remy k**: You did good making ariel black… you did good (emot menangis tapi senyum)				√	
7 0.	**Milan Nikolic**: I am not a racist. I love black people as much as anyone else. But, they destroyed the main character with a black girl, because, mainly, Arial is a white girl. ༀ	√				

TABLE OF THE IMPOLITENESS TYPES

NOTES:

1. **A: Impoliteness as Affective Function**

2. **C: Impoliteness as Coercive Function**

3. **E: Impoliteness as Entertainment Function**

NO	NETIZEN'S COMMENTS	IMPOLITENESS FUNCTIONS		
		A	C	E
1.	**Lanky streak of piss:** people need to realize how hypocritical and disgustingly woke they really are instead of spewing hate towards people who dislike what these big TV, comic book, movies	√		

NO	NETIZEN'S COMMENTS	IMPOLITENESS FUNCTIONS		
		A	C	E
	studios and streaming services etc are actually doing. Think, would you watch an original, old, beloved African or Asian folklore or mythology (yes they do exist but these woke companies refuse to use them) remake based on a centuries old story if they race swapped the beloved character to a European? I know the answer it's a rhetorical question.			
2.	**Lord Ronn**: Disney <u>you hypocrite</u>	√		
3.	**Mss.Shadows**: The CGI getting <u>worse and worse</u> in disney movies	√		
4.	**FracturedButWhole**: Oh my the <u>CGI looks terrible</u>	√		
5.	**Tossamas Apijatabutra**: Im a fan of Ariel, this live action make me <u>disappointed, her hair looks ugly.</u>		√	
6.	**Keepinitreal:** This movie needs to flop. <u>These live-action remakes are pathetic</u>, and Disney will never stop making them as long as they make money.	√		
7.	**Almond Milk Tea:** No just no!!	√		
8.	**Reuben Isaac**: DISNEY! GO BACK TO MAKING GREAT ANIMATION. THANK YOU!		√	
9.	**Magnus Harrison**: Probably <u>the worst movie ever</u>	√		
10.	**Crackerman R**: Ew	√		
11.	**Sandra Ramos**: I'am not racist but <u>is horrible this version</u>	√		

NO	NETIZEN'S COMMENTS	IMPOLITENESS FUNCTIONS		
		A	C	E
12.	**Brobi V2**: Looks depressing	√		
13.	**X.**: YEAH! Raceswapped Arielle… <u>can't wait not to watch this</u>		√	
14.	**Sir Anding**: Disney is going to go broke going woke. I an my <u>family will NOT be seeing this film</u>. It's the 23rd film we have ignored by Disney		√	
15.	**AA**: Who don't support WOKE have my respect. <u>This is ridiculous</u>	√		
16.	**Mayuko**: <u>I don't like it</u>, the actress was picked up as unlike Ariel as possible ((	√		
17.	**Genger**: I dislike this actress for this role based on her ethnicity	√		
18.	**Kusona**: As A Black Person, I just don't understand the point of making old characters from our childhood black. Like honestly, just create NEW black characters for NEW TV shows. <u>This isn't making anyone happy. It's just a waste of time.</u>	√		
19.	**Paintangel13**: Tell me, Disney, <u>don't you know that your fictional characters look like?</u> You invent characters that everyone loves and then you're surprised when you change them so drastically for a real version that everyone hates you. You do realize that she has bright read hair and not such an ugly colour like here. <u>And why is the CGI so incredibly bad for a 200 million dollar film</u>. And where is the colour in the film. Don't call it Ariel, just call it the mermaid and it would be good.			√
20.	**Vilen Solodkiy**: It is <u>not</u> Ariel! (emot nangis)	√		
21.	**Linda Roper**: Why did they not use the little mermaid they first had? I guess racest issue<u>. I</u>	√		

NO	NETIZEN'S COMMENTS	IMPOLITENESS FUNCTIONS		
		A	C	E
	don't like that .			
22.	**Ariel Zhang**: Ariel was my favourite character of disney from childhood, <u>this is not the mermaid in my mind.</u>			√
23.	**Andrea Shore**: <u>WE CANT</u> WE HAVE OUR OWN PRINCESS <u>DISNEY NOT A RECOLORED ONE</u> PLEASE I LOVE HALLE BUT DUDE <u>I WANT OUR OWN</u>	√		
24.	**Just your average Joe**: I don't care about her skin color, <u>but wouldn't it have been better to just create a new black</u> character instead of changing the skin color of an already existing one?		√	
25.	**Willie York:** Garbage	√		
26.	**Funerav**: garbage data	√		
27.	**Olivia & Tate**: Over 2.5 million dislikes-		√	
28.	**Matthew W**: The CGI looks terrible, <u>didn't Disney buy Pixar and ILM</u>? They used to hire someone who knows how to do special effects			√
29.	**Tom M**: Why is the CG so garbage looking?... <u>come on Disney</u>. You're a billion dollar company.	√		
30.	**ey b0ss**: These remakes are great reminder that all of the master animators who hand made Disney's original movies <u>are all either dead or retired,</u> with the company now <u>being run by a creatively bankrupt group of people</u> trying to make a quick buck under the same name			√
31.	**I quinoa**: The little mermaid is so loved because of the fantasy, the bright colours. <u>It's just dumb to try to make it realistic, with a dark and dull sea.</u>			√
32.	**MrMrMrCaf:** Do they have <u>lgbt mermaids</u> too?			√

NO	NETIZEN'S COMMENTS	IMPOLITENESS FUNCTIONS		
		A	C	E
33.	**Tomas Karban**: The ocean seems a lot "<u>darker</u>" than I remembered as a kid			√
34.	**Tiwood Patprom**: HAHAHA so darkkkkkkkkkkkkkkkkkk I can't see anythingggggg			√
35.	**SAMER NA**: This type of videos is the main reason why <u>they should bring the dislike button back.</u>		√	
36.	**Bouds**: Wow, looking like ariel from wish now. Bruh, <u>the distance between her eyes is as long at the sahara dessert.</u>			√
37.	**Audaudin**: The distance between her eyes is bigger than the distance of two divorced parents			√
38.	**jUST ZipP0s**: holy moly! a aircraft carrier can land between that woke mermaid's eyes!			√
39.	**Elier Roman**: I rather stare at wall for 6 hours than watch this			√
40.	**K K**: "Grilled mermaid:			√
41.	**EFun5273**: The part where Ariel says "Because I'm Batman!" gives me goosebumps every time. Truly soul touching experience.			√
42.	**jethful mercado**: I love that part when Ariel said, "holy cricket, youre Harry Potter!". It is a life changing moment.			√
43.	**Munisana**: That part where the little mermaid said "KILL THANOS" sent shivers down my spine			√
44.	**Little Heck**: I loved the part when she said: "That's one small step for a mermaid, one giant leap dor merkind". Inspirational			√
45.	**CruiseControl**: I love the part whern Ariel sings "Gangsta's Paradise." Gave me chills			√

NO	NETIZEN'S COMMENTS	IMPOLITENESS FUNCTIONS		
		A	C	E
46.	**Nagumo**: I love the part where Ariel said, "Waku waku." Fantastic.			√
47.	**Aji Chirere**: I love the part where Ariel says: "Oh…. Who lives in a pineapple under the sea?"			√
48.	**Rob Van Pothead**: I love the part where Ariel says, "Wakanda forever!!!"			√
49.	**ThatOneAnimeGirlWithTheMask**: I loved the part where Ariel says "I am Iron Man" It truly brought me to tears			√
50.	**ArkEvolver12**: I liked the part where ariel sings "never gonna give you up, never gonna let you down" literally goosebumps everytime!			√
51.	**The Paladin**: POV:Ur looking dor a comment which does not say "I love the part where Ariel says" Sorry to disappoint you but I also loved the part where Areil says "Avengers, assemble"truly an iconic line which will go down the history.			√
52.	**Jas Nevas:** The part where Ursula tells Ariel "You merely adopted the dark, I was born in it", sent shivers down my spine.			√
53.	**Battyman**: When Ariel said "Bond, James Bond" truly made me realize how many whole paper towel rolls I've wasted for janking off during my life.			√
54.	**Nperium**: The part where Triton tells Ariel "with great power comes great responsibility", gave me goosebumps.			√
55.	**fos**: The way the little mermaid said "Scooby Doobie Doooo!" really shows the amount of blood sweat and tears put into this film			√
56.	**Sephon var**: The part where Disney race swaps an character after years of preaching how cultural appropriation is really helping me keeping my			√

NO	NETIZEN'S COMMENTS	IMPOLITENESS FUNCTIONS		
		A	C	E
	money in my wallet. I can't wait to never see this movie. Amazing.			
57.	**The Wolf Who is a Mister**: I love the part where people commented about the part that doesn't exist			√
58.	**Terrance Wu**: Guys, I'm from the future, I watched this movie at the premiere show in Disneyland. At first, people say hates about the movie. After the show, they all changed their mind, it was such an epic movie, people screamed in joy when Ariel say "It's Mermaid time" and attack Ursula. Some kids cried alot in happiness and fainted not for long after that, some old men and ladies did front flip around the stage, a whole theater applaused for 20 minutes long			√
59.	**Sidney Fung**: Where is my Ariel?		√	
60.	**Lina**: Where is the emerald blue sea? Where is Ariel's aesthetic hideout/place? And where is Ariel's beautiful red hair?		√	
61.	**Y James**: ??? What happened to Mermaid? Why this genre changed as a horror movie?			√
63.	**Rox Triptych**: Do you remember that Disney used to make cartoons? I don't remember too			√
64.	**Golden Eyes**: Tolerance reached insane mode	√		
65.	**Anton Makarov**: No! NO GOD! PLEASE NO!!! NOOOOOOOOOOOO.	√		
66.	**Javi Yoga**: failure!!!!!	√		
67.	**H J**: NO BLACK	√		

NO	NETIZEN'S COMMENTS	IMPOLITENESS FUNCTIONS		
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68.	**Zygma**: Well done Disney. You broke your personal record for the most disliked Disney video in history with over 3 million dislikes		√	
69.	**Anya Legend**: Honest question, is it really difficult to follow the original?		√	
70.	**Remy k**: You did good making ariel black… you did good (emot menangis tapi senyum)	√		
	Milan Nikolic: I am not a racist. I love black people as much as anyone else. But, they destroyed the main character with a black girl, because, mainly, Arial is a white girl. ৬◉	24	11	35

No	Impoliteness Strategy	Number	Frequently
1.	Bald-On Record Impoliteness	14	20 %
2.	Positive Impoliteness	17	24 %
3.	Negative Impoliteness	13	19 %
4.	Sarcasm or Mock Politeness	26	37 %
5.	Witthold Impoliteness	0	
	TOTAL	**70**	**100%**