

**IMPOLITENESS STRATEGIES USED IN HATER'S COMMENT ON  
PHOTO POST MASON GREENWOOD'S INSTAGRAM**

**THESIS**

**By:**

**Wardatun Nafisah**

NIM 18320037



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

**IMPOLITENESS STRATEGIES USED IN HATER’S COMMENTS ON  
PHOTO POST MASON GREENWOOD’S INSTAGRAM**

**THESIS**

Presented to

Universitas Islam negeri Maulana Malik Ibrahim Malang

In Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra (S.S)*

By:

**Wardatun Nafisah**

NIM 18320037

**Advisor:**

**Zainur Rofiq, M.A**

NIDT 19861018201802011180



**DEPARTMENT OF ENGLISH LITERATURE**

**FACULTY OF HUMANITIES**

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG**

**2023**

## STATEMENT OF AUTHORSHIP

I stated that the thesis entitled “ **Impoliteness Strategies Used in Hater’s Comments On Photo post Mason Greenwood’s Instagram**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the references. Hereby if there is any objection or claim, I am the only person who is responsible for that.

Malang, 12 Juni 2023



Wardatun Nafisah

NIM 18320037

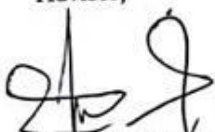
## APPROVAL SHEET

This is to certify that Wardatun Nafisah's thesis entitled "**Impoliteness Strategies Used in Hater's Comments on Photo Post Mason Greenwood's Instagram**" has been approved for thesis examination at Faculty of Humanities, Universities Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra (S.S)*.

Malang, 12 Juni 2023

Approved by

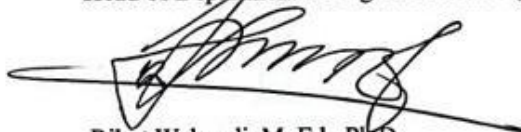
Advisor,



Zainur Rofiq, M.A.

NIDT 19861018201802011180

Head of Department of English Literature,



Ribut Wahyudi, M. Ed., Ph.D.

NIP 198112052011011007

Acknowledged by

Dean,



Dr. M. Farsol, M. Ag.

NIP 197411012003121003

## LEGITIMATION SHEET

This is to certify that Wardatun Nafisah's thesis entitled "Impoliteness Strategies Used in Hater's Comments on Photo Post Mason Greenwood's Instagram" has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra* (S.S) in Department of English Literature.

Malang, 12 Juni 2023

### Board of Examiners

1. Deny Efita Nur Rakhmawati, M.Pd.

NIP 198505302009122006

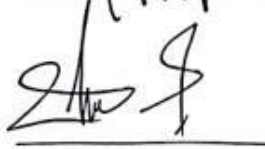
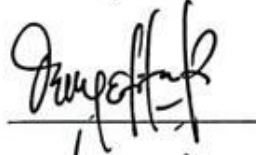
2. Zainur Rofiq, M.A.

NIDT 19861018201802011180

3. Dr. Agus Eko Cahyono, M. Pd.

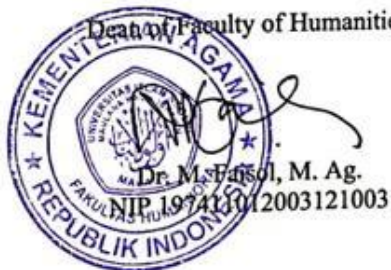
NIP 198208112011011008

### Signatures



Approved by

Dean of Faculty of Humanities



## **MOTTO**

“And do not do mischief on the earth after it was created well”

(Q.S. Al-A'raf : 56)

## **DEDICATION**

I dedicate this thesis to my parents, Samsul Anam and Anik Zulia Farida, who always pray for, support and love me with all their heart. To my two younger brothers Moh Idris and Moh Idrus and all the family who always pray for and support my journey until I finish my education this time. Thank you for supporting all the processes that I have gone through so far. And for my supervisor Mr. Zainur Rofiq, M.A. who has guided me well.

## ACKNOWLEDGEMENT

*Bismillahirrahmaanirrahim*

*Alhamdulillah 'alakullihal*, I thank God for the presence of Allah SWT, the ruler of the universe, who has given me good health, endless support so that I can complete my final project entitled "Impoliteness Strategies Used in Hater's Comments on Photo Post Mason Greenwood's Instagram" as a requirement for the degree of Sarjana Sastra (S.S). *Sholawat* and greetings we extend to the greatest prophet Muhammad SAW who has given direction to us so that we are under the blessing of Allah SWT.

I would like to express my gratitude to some people who help me to finish my study. My appreciation and thank goes to Dr. M. Faisol, M.Ag. as the Dean of Faculty of Humanities, Ribut Wahyudi, M. Ed., Ph.D., as the Head of the Department of English Literature, and my supervisor, Zainur Rofiq, M.A. , who took his time to help me complete my thesis.

I also don't forget to thank my beloved parents, brother and sisters who have prayed for and supported me every step of the way. Furthermore, special thanks to my future beloved husband Yuza Abror S.Pd and my best friends Azizah, Vina, Gina, Rani, Isroul, Farah, Endira and Liza who have accompanied and encouraged me to complete this thesis as soon as possible. Finally, thank you profusely to all parties who cannot be mentioned one by one for their help.



This thesis is far from perfect because there are many shortcomings in several aspects.  
Hopefully this thesis can provide benefits, especially for writers and readers.

The Researcher,

A handwritten signature in black ink, appearing to read 'Wardatun Nafisah', with a stylized flourish at the end.

Wardatun Nafisah

NIM 18320037

## ABSTRACT

**Nafisah, Wardatun** (2023). *Impoliteness Strategies Used in Hater's Comments on Photo Post Mason Greenwood Instagram* Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Zainur Rofiq, M.A.

**Keywords:** *Pragmatics, Impoliteness Strategies, Mason Will John Greenwood, Haters, Instagram*

---

This study aims to know the kinds and functions of impoliteness strategies used by haters on Mason Greenwood's Instagram, this study used qualitative methods in descriptive design to analyze the data. This study used utterances uttered by haters in commenting on Mason Greenwood's Instagram and analyzed them using Culpeper's theory (1996). Based on the data finding the this study only found three types from five kinds of impoliteness strategy, with the totals of each type reaching twenty (20) data, including bald and record impoliteness was 4 (20%) data, positive impoliteness was 8 (40%) data, and the last one is negative impoliteness were 8 (40%) data. The results highlight that the dominant impoliteness strategies used by haters in Mason Greenwood's Instagram are negative and positive impoliteness strategies that has the same percentage of 8(40%) data. Further, this study analyzed the function of each impoliteness strategy by the haters. Based on 20 data, the researcher found most of the impoliteness strategies used by the haters aim to have an entertaining function with a totals of 8 data, after that affective data with 7 data, and the last coercive function with a total of 5 data.

## ABSTRAK

**Nafisah, Wardatun** (2023). *Strategi Ketidaksopanan yang Digunakan dalam Komentar Pembenci di Postingan Foto Instagram Mason Greenwood*. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Zainur Rofiq, M.A.

***Kata kunci:*** Pragmatik, Ketidaksopanan, Mason Will John Greenwood, Pembenci, Instagram

---

Tujuan dari penelitian ini adalah untuk mengetahui jenis dan fungsi dari strategi ketidaksopanan yang digunakan oleh haters di Instagram Mason Greenwood, penelitian ini menggunakan metode kualitatif dengan desain deskriptif untuk menganalisis data. Penelitian ini menggunakan ujaran-ujaran yang dihasilkan oleh haters' dalam mengomentari Instagram Mason Greenwood dan dianalisis dengan menggunakan teori Culpeper (1996). Berdasarkan temuan data penelitian ini hanya menemukan tiga jenis dari Lima macam strategi ketidaksopanan, dengan total masing-masing jenis sebagai berikut terkumpul 20 data bald dan mencatat ketidaksopanan sebanyak 4 (20%) data, selanjutnya ketidaksopanan positif sebanyak 8 (40%) data, dan yang terakhir adalah ketidaksopanan negatif sebanyak 8 (40%) data. Strategi ketidaksopanan yang dominan digunakan oleh para pembenci di Instagram Mason Greenwood ada dua macam sebagai berikut strategi ketidaksopanan negatif dan positif yang memiliki persentase yang sama negatif. ketidaksantunan 8(40%) data, dan strategi ketidaksopanan positif sebanyak 8(40%) data. Juga menganalisis fungsi dari masing-masing strategi ketidaksopanan yang digunakan oleh para pembenci, berdasarkan 20 data peneliti menemukan sebagian besar strategi ketidaksopanan yang digunakan oleh para pembenci meliputi fungsi hiburan dengan jumlah 8 data, setelah itu data afektif sebanyak 7 data, dan terakhir fungsi koersif dengan jumlah 5 data.

## مستخلص البحث

نفيسة، وردة. ٢٠٢٣م. استراتيجيات الفظاظة المستخدمة في تعليقات الكارهية على منشور صور ماسون غرينوود على إنستغرام. البحث الجامعي. قسم اللغة الإنجليزية وآدابها. كلية علوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

المشرف: زين الراقق الماجستير

**الكلمات المفتاحية:** البراغماتية، الفظاظة، ميسون ويل جون غرينوود، الكارهية، إنستغرام

كانت الأهداف من هذا البحث هي معرفة نوع ووظيفة استراتيجيات الفظاظة المستخدمة في تعليقات الكارهية على منشور صور ماسون غرينوود على إنستغرام، واستخدام هذا البحث طرقاً نوعية ذات تصميم وصفي لتحليل البيانات. استخدم هذا البحث الأقوال الناتجة عن تعليقات الكارهية على إنستغرام لماسون غرينوود وتم تحليلها باستخدام نظرية كولبيير (1996).

بناء على نتائج البيانات، وجد هذا البحث ثلاثة أنواع فقط من خمسة أنواع من استراتيجيات الفظاظة، مع إجمالي كل نوع على النحو التالي: تم جمع 20 بيانات صلعاء وسجلت 4 (20%) بيانات عن الوقاحة، ثم قلة الأدب الإيجابية بقدر 8 (40%) بيانات، والأخير كان قلة أدب سلبية بقدر 8 (40%) بيانات.

استراتيجيات الفظاظة المستخدمة في تعليقات الكارهية على منشور صور ماسون غرينوود على إنستغرام هي من نوعين: استراتيجيات الفظاظة السلبية والإيجابية التالية التي تحتوي على نسبة متساوية من السلبية. بيانات الفظاظة 8 (40%)، واستراتيجيات الفظاظة الإيجابية 8 (40%) بيانات. أيضاً تحليل وظيفة كل استراتيجية الفظاظة يستخدمها الكارهون، استناداً إلى 20 بيانات وجدت الباحثة أن معظم استراتيجيات الفظاظة التي يستخدمها الكارهون تشمل وظيفة الترفيه مع 8 بيانات، وبعد ذلك البيانات العاطفية مع 7 بيانات، وأخيراً الوظيفة القسرية مع 5 بيانات.

## TABLE OF CONTENT

<b>COVER.....</b>	<b>i</b>
<b>STATEMENT OF AUTHORSHIP .....</b>	<b>Error! Bookmark not defined.</b>
<b>APPROVAL SHEET .....</b>	<b>Error! Bookmark not defined.</b>
<b>LEGITIMATION SHEET.....</b>	<b>Error! Bookmark not defined.</b>
<b>MOTTO.....</b>	<b>v</b>
<b>DEDICATION .....</b>	<b>vi</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>vii</b>
<b>ABSTRACT.....</b>	<b>ix</b>
<b>TABLE OF CONTENT .....</b>	<b>xi</b>
<b>CHAPTER I .....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
A. Background of the study.....	1
B. Research Questions.....	5
C. Significances of the Study.....	5
D. Scope and limitation.....	6
E. Definition of a key term.....	7
<b>CHAPTER II.....</b>	<b>8</b>
<b>REVIEW OF RELATED LITERATURE .....</b>	<b>8</b>
A. Pragmatics.....	8
C. Impoliteness.....	9
D. Concept of Impoliteness.....	10
E. Culpeper Impoliteness Strategies.....	11
F. Types of Impoliteness Strategies.....	12
G. Functions of Impoliteness.....	15
<b>CHAPTER III.....</b>	<b>19</b>
<b>RESEARCH METHOD.....</b>	<b>19</b>
A. Research design.....	19
B. Data and data source.....	19
C. Data collection.....	20
D. Data analysis.....	20

<b>CHAPTER IV .....</b>	<b>21</b>
<b>FINDINGS AND DISCUSSION.....</b>	<b>21</b>
A. Findings.....	21
B. Discussions.....	47
<b>CHAPTER V.....</b>	<b>51</b>
<b>CONCLUSION AND SUGGESTION.....</b>	<b>51</b>
A. Conclusion.....	51
B. Suggestions.....	52
<b>REFERENCES.....</b>	<b>53</b>
<b>CURRICULUM VITAE .....</b>	<b>55</b>
<b>APPENDIX.....</b>	<b>56</b>

# **CHAPTER I**

## **INTRODUCTION**

This chapter examines the introduction, which includes a background of the study, the research question and objectives of the study, significance, the scope and limitations, and the definition of the key term.

### **A. Background of the study**

Nowadays, communication can be through any source, not only in direct conversation or utterance. One form of communication is social media, such as Twitter, Facebook, Instagram, Path, Snapchat, etc. As technology has rapidly developed in recent decades, the internet has had a huge impact on developing a way of communication among people. It has a certain ability to erode barriers between nations while in another hand has provided personal space for expression. The opportunity to express oneself is provided in social media. These social media have various features that can fulfill these users' needs to express themselves. However, the users of social media have a certain obligation not only to obey the national law but also to the rules of the platform where they choose to express themselves (Yohana, 2020).

One of the social media platforms that has many users is Instagram. In Instagram's photos or videos, users can give comments and like to show their expressions about these. Most public figures use Instagram to communicate with their followers, including artists, politicians, and even presidents. Comments made by other Instagram users can be categorized as written verbal communication because of the use of indirect language.

In daily life, language has a significant role in communication, especially in social media. As social beings, almost every day people use language to communicate with any style of meaning. In conversation, certain rules must be learned to avoid misunderstandings; one of which is politeness. In addition to politeness, there is a phenomenon known as impoliteness. Impoliteness includes all of the negative actions that can lean toward negative behavior in a certain context of social interaction. Therefore, impoliteness concerns how individuals behave in a certain context and is defined as a negative act that is considered offensive in a given situation (Ratana, 2018).

In social media itself, there is a designation for social media users who are called haters. Haters are social media users who react to everything that is shared by other users by giving symbols of likes, comments, and so on. However, the current phenomenon is that many social media users make comments that are impoliteness, namely by using vocabulary that can offend someone's emotions, harming one side, especially on social media Instagram (Fernandez, 2021).

As public figures, artists usually share some photos or videos on Instagram. But, not all of them are liked by many people. Sometimes, they have haters. Some people usually try to see their mistakes. They become haters on Social media. These people leave bad or impolite comments for the artists. The phenomenon is that impolite people with Instagram accounts can easily access on of the world's stars, namely Mason Greenwood, who is one of the famous foot players from the main English league at the international level from the Manchester United football club. On online social media, especially Instagram, there are no filters or rules for using media, so people around the world can



respond directly to photos or videos uploaded by the president's Instagram account, for example, people are free to give positive or negative comments or use polite and impolite language. Most of them choose profanity to show their feelings of haltered or dislike. Bad comments or negative comments are written in the comments section so that people around the world can see them.

Therefore, the reason the researcher chooses Mason Greenwood as the subject is the first, Mason Greenwood is a player football of Manchester United, the biggest football club in Europe. Second, Mason Greenwood get some trouble or made a mistake, and his fans worldwide knew it. The case involved raping a girl until the greater Manchester police arrested him, which resulted in injuries due to assault and coercion carried out by Mason in his country. This case was a spotlight for the public and an opportunity for anyone to comment to express their frustration and disappointment with the behavior carried out by Mason Greenwood, not a few commented on impoliteness in every post on his personal Instagram page. There are some hate speeches posted in several photos on Mason's account. This research focuses on knowing the types and functions of impoliteness strategies that haters post on their social media accounts.

This study focuses on rudeness in critics' remarks on Instagram photos posted by an English football player. To identify the many varieties of impoliteness and to characterize the function of impoliteness, the researcher will employ Culpeper's impoliteness theory from 1996 and 2011. Because Culpeper's theory is founded on real-world facts or is based on real life, researchers prefer to employ it over other ways. The researcher employs Culpeper's unfriendly strategy theory since it is widely used by other

researchers to evaluate data that is comparable to the data I will be looking at. The information I'll read comes from negative comments left on Mason Greenwood's Instagram account, one of the football players. The theory applied is Culpeper's theory, which was listed among all the earlier investigations by the researcher. Culpeper disseminated his theory and made it available to academics who wanted to learn more about rudeness.

Several previous studies discuss impoliteness strategies that have differences and similarities with this research. First, Rungkuti (2020) analyzes the hater's comment column on Lady Gaga's Instagram, while this research analyzes Mason Greenwood's Instagram as a research object. Furthermore, Erza and Hamzah (2018) and Ningsih (2018) both analyze social media users or haters on Instagram of someone who has a profession in the entertainment world, while this research analyzes one of the football players from the Manchester United club.

Furthermore, this study retrieved written data in the Instagram comments column. Meanwhile, several studies have taken oral data such as Muazzaro and Dewanti (2020) who analyzed Donald Trump's speech. Then, El Falaky (2019) analyzes Egyptian political campaign discourse.

Finally, some of these previous studies have similarities and differences in the use of haters' comments on social media. However, the social media used by several previous studies is different from this research. This study uses social media Instagram as a data source. Meanwhile, Pangaribuan (2021) and Cahyono (2018) use Twitter. Then, Yulidar (2017) used Dailymail in his research. Furthermore, Zhong Wenjun (2018) uses Sina Weibo comments. Finally, Ayu (2020) uses outta compilation movies in her research.

Both similarities and differences exist between this study and earlier ones. This study also looks at the phenomenon of rudeness in language, particularly the different forms of rude language usage. However, this study focuses on the many kinds of impoliteness language tactics and how they are utilized by haters when commenting on "Mason Greenwood" Instagram posts. The functions of impoliteness methods in the language employed by haters in commenting on "Mason Greenwood" on Instagram and a comparative study of impoliteness tactics in language can be used to fill this gap in the literature. Because of the diverse research methods and objects used, it is thought to be distinct from earlier investigations. Researchers also look at and contrast the rudeness tactics employed by haters when leaving comments on "Mason Greenwood" Instagram posts. In line with the aforementioned research topic, the goal of this study is to detect the language tactics employed by haters to belittle others by saying things like "Mason Greenwood uses Culpeper's theory" on Instagram.

## **B. Research Questions**

1. What types of impoliteness strategies are used by haters in commenters on Mason Greenwood's Instagram?
2. What is the function of impoliteness strategies found in commenters on Mason Greenwood's Instagram?

## **C. Significances of the Study**

Followed the question above, this study examined impoliteness there was some significances of this research as followed:

In addition, this research provided information and references related to impoliteness to make it easier for other researchers to understand.

The results of this research presented to lecturers, especially in linguistics. This allowed individuals to recognize the theories and techniques of impoliteness that are closely related to life on social media. For example, the researcher explained the impoliteness of haters commenting on the Instagram account of Manchester United soccer player Mason Greenwood.

The researcher hoped this research can help other researchers to get another reference and understand the disrespect of the language spoken by haters to comment on social media, especially Instagram.

#### **D. Scope and limitation**

The scope of this research was a research discussion that focused on the language impoliteness used by haters to comment on Instagram posts belonging to a football player named Mason Greenwood. Languages meaning include in the pragmatic study because pragmatics is a general form of the science of signs or semiotics. Pragmatics is the study of how people use language in communicating and how it affects the use of that language

The limitation of this research is Mason Greenwood's photo posts on his Instagram account. Researchers chose comments written in English by haters. Therefore, this study will only analyze the problem of impoliteness by reading, observing, and analyzing every statement made by haters in photo posts on Mason Greenwood's Instagram account. There are no interview sessions to collect data in this study because this research considered a limitation of the study.

## **E. Definition of a key term**

- 1. Impoliteness:** a bad mindset toward certain behavior that arises in certain contexts. Expectancies, dreams, and ideals support this social corporation, such as, specifically, how a person's or organization's identity is mediated through other humans inside the shape of interactions.
- 2. Mason Will John Greenwood:** is an English footballer who plays as a head for Manchester United and the Britain national beneath-21 football group. Mason started his profession inside the Manchester United academy crew. He was born on October 1, 2001 (age two decades) in Wissey, Bradford, UK.
- 3. Haters:** is a term used to explain folks that use negative phrases and complaints of remarks and conduct bring down others by making them appear or experience bad.
- 4. Instagram:** is a social media utility for posting images and videos, in which others are loose to provide feedback or remarks on pics or motion pictures uploaded to their account. Instagram was created by Kevin Systrom and Mike Krieger and launched in October 2010.
- 5. Haters' comments:** negative comments that aim to humiliate or bring down other individuals or groups.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

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

#### A. Pragmatics

Charles Morris is a philosophy that introduced the term pragmatics in 1938. According to him, pragmatics is a general form of the science of signs or semiotics. Pragmatics is the study of how people use language in communicating and how it affects the use of that language. Pragmatics itself can be defined as the study of language use in human communication influenced by the surrounding community's conditions. We must assess the context of communication when one person speaks to another. This indicates that the surrounding conditions affect the speaker's meaning of touch. Until now, the notion of pragmatics itself has undergone many developments.

In communicating with someone, we will find several languages whose meaning is not only word for word. This research is included in the study of pragmatics because it relates to the meaning of one's language or speech. The principles of pragmatics include the synthesis between analysis, intent, and speech. At the same time, the aspects involved in pragmatics are elements of language, language speakers, and language estimators. In this study, the focus is on someone's impoliteness in speaking. According to Culpeper, 1996 impoliteness is a parasite of modesty. This research requires an interpretation of what people say to others in a given situation and how that situation affects what they have said. According to Yule 1996, pragmatics is the study of the relationship between linguistic forms and the users of these forms and between the three parts of the difference, only

pragmatics allows humans to enter into an analysis or study that is more transmitted than expressed, we can learn about impoliteness through the study of pragmatics.

## **B. Politeness**

Politeness generally involves taking account of others' feelings that find a response Holmes (2001). In other words, polite people make others feel comfortable. However, speaking politely does not necessarily mean to please the hearers all the time as well. Politeness, hence, involves speaking to hearers appropriately in the light of their relationships to the speakers. According to Brown and Levinson (1987) there are four politeness strategies, namely Bald-On Record, Positive Politeness, Negative Politeness, and Off-Record (p. 92). The main characters' utterances described as a part of politeness strategies are then analyzed as the main concern of this study. Therefore, this study presents utterances concerning politeness employed by the main characters of *Bride Wars* movie.

## **C. Impoliteness**

Impoliteness is a strategy designed to attack a person and causing in harmony and social conflict. Derek Bousfield stated that impoliteness is contradictory to politeness (2008: 72) but impoliteness is not the only opposite term of politeness works. Even in the 21st century impoliteness is one of the most researched fields in pragmatics claims Indelicate (2015: 317). Impoliteness is a negative emotion that is recognized by the participant and involved in behaviors. Impoliteness comes when the speaker consciously communicates a face attack or recognition by the hearer and builds intentionally face-attacking actions stated Culpeper (2005). Impoliteness theory arises after the theory of politeness by Brown and Levinson (1987). There are varied controversial definitions of

impoliteness itself. Polite is behavior that aims to support the face of the addressee and impolite is behavior that is offensive to the face of the addressee (Aydınoğlu, 2013, p.473). Sara Mills argues and offers to call a new brand of impoliteness community in practice. She stated if many factors judge someone as impolite, the factors include gender stereotypes, race, and ethnicity (Mills, 2003, p.149).

#### **D. Concept of Impoliteness**

Disrespect is something that has a fundamental concept that is inversely proportional to politeness. Disrespect is carried out as behavior that can cause conflict or social inequality. Research on impoliteness was pioneered by Culpeper (1996), Bousfield (2008), and Locher (2008). Researchers and linguists define the concept of impoliteness in language from different points of view. In general, the idea of impoliteness is distinguished according to how it is used. So it can be concluded that impoliteness is a language activity that aims to damage interpersonal relationships or deliberately attack the faces of others (Archer, 2008; Bousfield, 2008; Culpeper, 1996; Limberg, 2009).

The concept of disrespectful copy is related to culture. It occurs because the speaker does not follow the cultural context in a particular area, so it is considered impolite (Terkourafi, 2008). Although impoliteness can threaten the interlocutor, in this concept, impoliteness is not done intentionally by the speaker to attack the other person's face because of cultural factors that affect impoliteness in their conversation. The idea of impoliteness is considered negative, and the assumption given by the speaker about the speech partner's language behavior is that it does not follow the appropriate social context (Locher & Watts, 2008).



Culpeper (2008:36) explains that impoliteness is communication between behaviors that intend to attack someone's face or cause that person to feel uncomfortable and hurt. This illustrates that the act of impoliteness depends on the speaker's intent and the interlocutor's or listener's understanding of the speaker's intentions and relationships. In other words, an act can be classified as impolite if the listener perceives the speaker as attacking by threatening actions.

From the explanation above, it can be concluded that impoliteness is not something that is contained in certain sentences, utterances, or expressions. But impoliteness occurs because of the inappropriate use of speech with certain social norms or contexts. So basically, there is no impolite utterance.

#### **E. Culpeper Impoliteness Strategies**

The rudeness methodology proposed by Culpeper 1996 is described as an act that means attacking people's faces. Culpeper's strategy is more complete than the others because it has five politeness strategies contradicting the four friendliness procedures. Furthermore, it was revealed that several elements were behind the use of impolite language. The main factor is the relationship between social distance and problems. The closer they are, the more the possibility of impertinence is highlighted. Another factor is the relationship between social distancing and the likelihood of being unpleasant when someone approaches. Speakers with a more dominant social will be more likely to be rude to those who lack social power or do not consider their peers who have weak social control. The third factor is the speaker's desire to deliberately hide the other person's face because there are many conflicts of interest. Culpeper's impoliteness strategies include bald

impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

## **F. Types of Impoliteness Strategies**

### **1. Bald on Record Impoliteness**

The face-threatening act or threats to the individual's face in the case of an impoliteness strategy is carried out directly, clearly, unambiguously, and concisely under conditions where looks are not excessive or limited (Brown & Levinson, 1987: 69). This is the most obvious and lacks immediate consideration because of the use of hostility and mockery of sentences or proclamations. In all these situations, few faces are on the line, and the speaker does not want to attack the listener's face (Culpeper, 1996, p. 356).

Example: Her hair is awful. Based on the utterance it can be seen that the sentences included in bald on record impoliteness because the sentences contain words of ridicule against a person's body parts, namely his hair. So this utterance is included in the category of bald on-record impoliteness because the author focuses on mocking someone's body parts by throwing bad sentences, namely "awful".

### **2. Positive Impoliteness**

Positive impoliteness is a system that is detrimental to the positive nature of nature between the audience and the accomplice of someone who is speaking. Things that include positive impoliteness are including ignoring, expecting non-existent discourse supporters, alienating, being unwise, abusing personality or responsibilities, using secret language that cannot be understood by others, using taboo language, bullying, committing insulting someone's nickname, distancing themselves from others, making others uncomfortable, etc. (Culpeper 1996,p.358)

For example: she is not going to get into a fight against May weather so she needs to **shut up with all that talk**. Based on these utterances it can be seen that the writer used positive impoliteness as follows "Shut up with all that talk". This sentence refers to speech that demeans someone's personality by intimidating and using unkind words. So this will give a bad impression to the intended person.

### **3. Negative Impoliteness**

Negative impoliteness is something that is usually used by someone who has the intention of attacking the listener's negative face. This strategy aims to frighten, demean or harass, ridicule or mock, insult, not treat others seriously, belittle others, attack other people's rights or space, and identify others openly with bad aspects (Culpeper 2003).

For example: The English ladies are boring to look at. Based on this utterances it can be seen that the sentence included in negative impoliteness by using "The English ladies are boring to look at" this sentences insulting language: The use of the word "boring" implies that the English ladies lack attractiveness or visual appeal. This can be perceived as an insult, as it devalues their appearance. Generalization: By referring to "the English ladies" as a group, the sentence makes a sweeping generalization, disregarding the individuality and diverse characteristics of the women in question. Such generalizations can be seen as disrespectful. Cultural bias: The sentence implies a negative stereotype about English women, suggesting that they are uninteresting to look at. Stereotyping a particular culture or nationality can be offensive and disrespectful. Lack of empathy: The sentence lacks empathy or consideration for the feelings of the English ladies. It dismisses their value based solely on their appearance, disregarding their other qualities, accomplishments, or personal attributes.

#### **4. Sarcasm or Mock Politeness**

This disrespect is manifested through the use of words that openly express the opposite of what they are said and done to hurt someone's feelings or criticize something seriously or humorously. Sarcasm can be defined as an utterance made to mock or do some stupidity to the interlocutor. Sarcasm can be very rude or be said with a seductive joke (Culpeper, 2003).

For example: Is that clothing? Wow. Are you sure is it pretty? Based on the utterance it can be seen that the writer used sarcasm or mock impoliteness because the meaning of the sentences as follows "Is that clotting? Wow are you sure is it pretty ?" declares to give impolite comments with a certain tone someone uses language that is more subtle but can still hurt someone.

#### **5. Withhold Politeness**

This is a form of impoliteness that is anticipated in certain settings but not used for any reason. Unfortunately, in some cases, enduring rudeness requires a lack of the general politeness that everyone in a gathering usually needs to say goodbye.

Example: "Falling to thank someone for a present may be taken as deliberate impoliteness. Based on these utterances it can be seen that the sentences included withholding politeness because the writer does something that impresses, but on the one hand with a politeness that can still be said to be not too bad because there are events that are not carried out in carrying out certain actions.

## G. Functions of Impoliteness

The impoliteness approach, according to Culpeper, has three objectives, namely:

### 1. Affective Function

All impoliteness generally reinforces or opposes certain identities, interpersonal relationships, social norms, and ideologies. However, one can identify a more specific function. Affective disrespect can easily involve displaying uncontrollable emotions in contexts where they are prohibited or abnormal (e.g. laughing at funerals). However, as discussed in Emotions, there are times when the emotional expression is more impulsive, more reflexive, and sometimes more strategic, more instrumental. More instrumental affective disrespect involves a targeted display of heightened emotion, usually anger, with the implication that the target is to blame for producing the negative emotional state (Abuarqoub, 2019).

Below shows an example of an impolite strategy that occurred between a seller and a buyer.

***Seller : How do you can cancel this cake order! I was working overtime to work on your order, and you canceled it suddenly even though the cake was ready to be sent!***

*Buyer : Sorry, for the sudden cancelation of the event.*

Speeches that are printed in bold in conversations between sellers and buyers indicate the function of affective impoliteness. There the conversation uses an exclamation mark indicating a high or firm intonation. This has something to do with the meaning of the cake seller's words that he looked angry and disappointed at the buyer for cancelling the order for the cake which was finished and was about to be sent and the seller explained

that he had been working overtime to work on the cake order. In simple terms, this function of conveying anger towards the actions or behavior of the other party which makes the speaker feel very disappointed.

## 2. Coercive Function

Coercive impoliteness seeks a realignment of values between speaker and listener in such a way that impolite speakers benefit when they are strengthened or protected. The benefits can be material (e.g. rudeness used to force someone to give us something) or symbolic (e.g. disrespectful insults to reduce the value of another person and thereby increase one's worth). Coercive disrespect is more likely to occur when there is an imbalance of social structural power. However, it can also be used in more equal relationships to engineer gains in social strength (Arumningtyas, 2017).

Coercive impoliteness can be a relatively expensive or inexpensive means of getting things done. However, just as robbery is not an acceptable way to earn money in the eyes of many, immodest coercion is often not seen as a proper way to achieve a realignment of values. Furthermore, coercive impoliteness is risky because it can reach a favorable value alignment in the short term, but there is a significant risk of future costs from target retaliation. Therefore, as highlighted in Culture and Context, in some cultural or institutional contexts, rudeness is considered "ok" or even viewed as a positive thing (Abuarqoub, 2019).

Below is an example of forceful impoliteness that occurred between a lecturers and students.

*Lecturer : I want your assignment to be on my desk at 12.00*

*Student : Ehmmm. Alright sir, but now its break time and we will rest, pray and eat first. Is it alright if we collect them after this?*

*Lecturer : I hope you guys know what to do, I don't care. I wait until 12.00 if I want to pass my course.*

Speeches that are printed on bold in conversations between lecturers and students include the function of coercive impoliteness. In this case, the lecturer seems impolite or arbitrary because he uses a course graduation graduate if students don't submit assignments on time. The lecturer told his students were on break. There the lecturer said that he didn't care what his students were doing at that time and forced him to keep doing his orders. The point is when the speaker (who tends to have more power) wants to coercion to achieve the purpose of the agreement which is called the coercive impoliteness function.

### **3. Entertaining Function**

Entertaining incivility involves entertainment at the expense of the target of disrespect and is thus always exploitative to some degree. Like other types of functional rudeness, it consists of the victim or potential victim. However, this is not the case, and the target is not always aware of the impoliteness. Without this, impoliteness would not be comforting. The fact that people can be entertained with symbolic violations of identity and social rights is disrespectful. It's also worth remembering that rudeness can be creative and complex, something that can amplify entertainment.

Here is an example illustrating the entertaining impoliteness between Fahri and his friend Raja, who makes fun of Zaidan's clothes.

*Fahri : Your clothes are very nice Zaidan*

*Zaidan : Is it true that I sewed it myself*

*Raja : **Wow seriously? But may I ask, I want to make it as a floor mat***

The speech in bold in the conversation above is a function of entertaining impoliteness. In that situation, Raja spoke which could make anyone who heard it entertained and even laugh. Raja also creatively slipped in digressive words to convey his irreverent jokes. In this regard, Raja's words were considered impolite because they indirectly insulted the clothes that had been sewn by Zaidan himself. In essence, the function of entertaining impoliteness is when the speaker inserts distorted creative words or jokes to entertain the reader or listener.



## **CHAPTER III**

### **RESEARCH METHOD**

The research method contains the research design, data, data source, data collection, and data analysis that the researcher used in this study

#### **A. Research design**

This research analyzed impoliteness strategies used by haters on social Instagram of Mason Greenwood as a public figure and football player. Pragmatism is a hallmark of this research. A tradition known as pragmatics holds that words and ideas can be used as tools for problem-solving, prediction, and action. Due to its emphasis on comprehending social conduct in conversation and examination of the practical meaning of language, this research is classed as pragmatism. Qualitative research is described by Vanderstoep and Johnston (2009: 310) in Archia (2014) as a sort of research that generates descriptive texts about phenomena and iterates about these phenomena. They added that descriptive qualitative research tries to comprehend how hateful people use impoliteness methods. Words, sentences, and speech all make up data. Because the information used in this study comes from comments left by haters on Mason Greenwood's Instagram account that utilize rude language. This study adopted Culpeper's (1996) pragmatic methodology.

#### **B. Data and data source**

The data in this study are the sentences, words and phrases that consisted of impoliteness which are taken from the comments column generated by haters on Mason Greenwood's social media Instagram, especially on 9th, December 2021, because the photo posted on that date has a lot of comments compared to the comments posted on other photos. The data of this study was the utterance of comments by haters on Mason

Greenwood's social media. The data used in this study are words, phrases, and clauses. The researcher only chose Mason Greenwood in one picture because the post contained negative comments from haters analyzed in this study. Another reason is that in the comments column, all the comments are in English, and also the languages produced by haters have the unruly meaning. Here the researcher used words, phrases, or sentences written by twenty comments by hater's commentators.

### **C. Data collection**

In this study, the researcher has steps to collect data. First, the researcher chose a photo post on Mason Greenwood's Instagram account as a data source. Second, the researcher saw and understood the photo post on 9<sup>th</sup>, December 2021. Third, the researcher read each part of the photo comment column to find words or phrases and sentences that contain impolite strategies. Finally, highlight the data.

### **D. Data analysis**

Meanwhile, after collecting data from Greenwood's photo comment column, the researcher began to analyze the data: First, classifying the data according to the type of impoliteness strategy according to Culpeper's theory (1996). Next, state and explain the function of impoliteness according to Culpeper's theory (2011). Finally, make conclusions from the data that has been analyzed.

## CHAPTER IV

### FINDINGS AND DISCUSSION

This chapter deals with the findings of the research and discussion of the research and discussion of research findings. It enterally covers the description of the result of the data analysis. In the discussion session, further explanation and interpretation of findings are given.

#### A. Findings

The findings discussed the result of the research based on the research questions. The research questions are what are the impoliteness strategies used by the haters in Mason Greenwood's social media, especially in the commenting feature on Instagram, and the function of each impoliteness used by used Culpeper theory, which consisted of five types of impoliteness strategies used as follows; bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

The researcher found twenty pieces of data from Mason Greenwood the post on his Instagram which was published on December 9, 2021, in the post there are 2 poses shown by the football player, on the next slide Mason is hugging his playmate with the last name Elanga. In this post, there were 63,949 thousand comments submitted by various Instagram social media users from all over the world, the reason the researcher only chose these 20 comments column on Mason Greenwood's Instagram account was closed because maybe he was disturbed by the impolite comments use by haters about the scandal he had committed to his girlfriend. But in this study, the focus was on comments that contained impoliteness strategies conveyed by haters. Based on the data analysis, the researcher

found 20 data from that comments that consisted of impoliteness strategies. The data findings were described below:

**Table 4.1**  
**Types of Impoliteness Strategies**

<b>No</b>	<b>Types of Impoliteness Strategies</b>	<b>Frequency</b>	<b>Percentage</b>
1	Bald on record impoliteness	5	20%
2	Positive impoliteness	7	40%
3	Negative impoliteness	6	30%
4	Sarcasm or mock politeness	2	10%
5	Withhold politeness	0	0%
	Totals	20	100%

Sources: Data findings, (2023)

The following is the data presentation towards impoliteness strategies used by the haters in commenters on Mason Greenwood's Instagram. Based on the data findings the researcher only found the three Impoliteness strategies used by the haters as follows; bald and record impoliteness was 4 (20%) data, next positive impoliteness was 8 (40%) data, and the last one is negative impoliteness were 8 (40%) data. The researcher described the data in each type.

## 1. Types of Impoliteness

### a. Bald on record impoliteness

Bald on-record impoliteness is seen as typically being deployed where there is an intention on the part of the speaker to attack the face of the hearer. The utterances are deployed in a direct, clear, unambiguous, and concise way in situations where the face is not irrelevant or minimized. In this research, bald on-record impoliteness is employed by the haters in commenters on Mason Greenwood's Instagram. The followings are the description of each:

#### Datum 1

*“Rapist (@jaydondillon)”*



Based on the data above it can be seen that the haters write some words in the Bald on record impoliteness strategies, by using *Rapist*. According to (John 1994) *Rapist* means is someone who has a sexual disorder or crime in which he commits a dishonorable act by using someone to fulfill his desires. Based on this data, it can be seen that haters wrote inappropriate sentences or words to comment on Greenwood's, which was carrying out its sentence regarding the problem of Greenwood's who committed an act that was not commendable by forcing someone to fulfill their desires by injuring and also failing. Causing harm to one party, so it can be concluded that he uses the word *rapist* to express his frustration and disappointment toward the other.

## Datum 2

*“Stup\*d (@wishing.risen)”*



Based on the data it can be seen that the haters used the bald impoliteness strategies, by using the word *Stupid* in the first sentences, it was clear that the haters produced bad words in the comment. The word was said by haters on Greenwood's Instagram to express the hater's frustration and disappointment at Greenwood's behavior in the last 1 year. The meaning of stupid is an utterance directed at something that is wrong and in this case the word stupid is used clearly without any intermediaries so that the taste is included in the category of on-bald record impoliteness.

## Datum 3

*“disgusting!! (@rubyxrose.x)”*

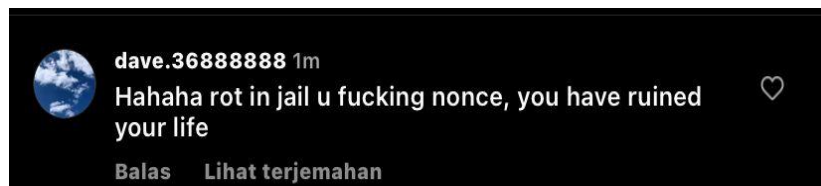


Based on the data, it can be seen that haters with the account name @rubyxrose.x produce words that are included in the bald record of impoliteness because the meaning of these words influences Mason Greenwood's mentality. Haters use one word, namely Disgusting, which means

disgusting, or disliking the actions taken by Mason Greenwood to his lover, causing haters to write the word to express their hatred and disappointment towards Mason Greenwood. Meanwhile, haters use these words openly and without using implied words, which can affect the emotions and psychology of the account owner and can even hurt the heart of the reader, so this word is included in the impolite strategy.

#### **Datum 4**

*"Hahaha rot in jail u fucking nonce, you have ruined your life*  
(@dave.36888888)

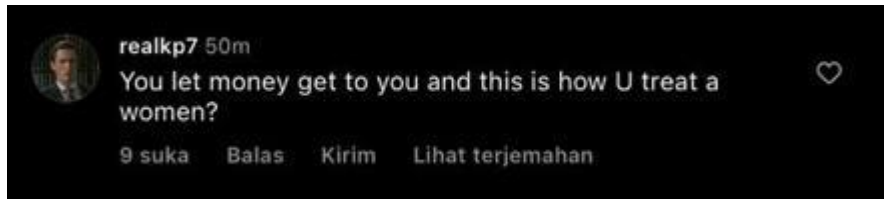


Based on this data it can be seen that haters with the domain @dave.36888888 give comments that have a bad meaning *"rot in jail u fucking nonce, you have ruined your life"* In this case the haters show their hatred with the meaning implied by the word *"rot in jail"* in this sentence haters use bad words and negative meanings but are still wrapped in ordinary sentences. In this case, the researcher explains that the meaning of this sentence is to express hatred and resentment towards Mason Greenwood. These utterances have a function of affective because haters used emotion in writing these comments that can affect the reader or the object. The term "nonce" is a slang term that is used in the UK to refer to someone who has been convicted or suspected of

sexual offenses against children. Using this term as an insult is extremely disrespectful and hurtful to survivors of sexual abuse, and can contribute to the normalization and trivialization of such crimes. In addition to that, the statement "Hahaha rot in jail u fucking nonce, you have ruined your life" is a highly impolite expression that is intended to insult, offend, and humiliate the person it is directed towards. It is an aggressive and abusive statement that suggests that the person deserves to be in jail and that their life is ruined. It uses humor to make light of a serious situation, which can be hurtful and insensitive.

#### **Datum 5**

*"You let money get to you and this is how U treat a women?"(realkp7)"*



Based on this statement, the hater with the account @realkp7 expressed his frustration with using the word "how u treat women" This sentence leads to bald on record impolite because this sentence was said directly by the hater to express his disappointment with Greenwood's treatment of his girlfriend so that made the hater think Greenwood too rough in treating women.

#### **b. Positive Impoliteness**

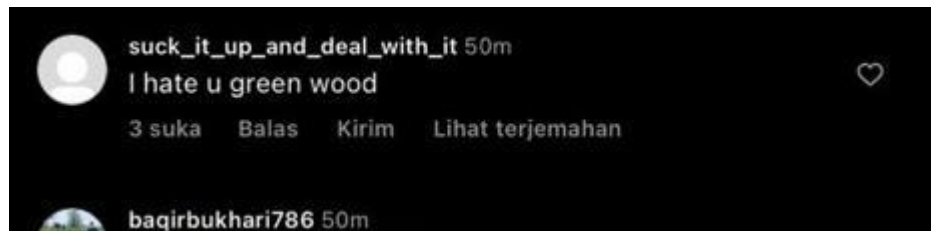
The use of strategies was designed to damage the addressee's positive face. The strategy includes ignorance of the other addressees, excluding the other from an activity, being disinterested, unconcerned, and unsympathetic, using inappropriate identity



markers, using obscure or secretive language, seeking disagreement, using taboo words, using derogatory remarks (Culpeper, 1996). The researcher found that positive impoliteness was employed by the haters with a total of eight data as described below:

### Datum 6

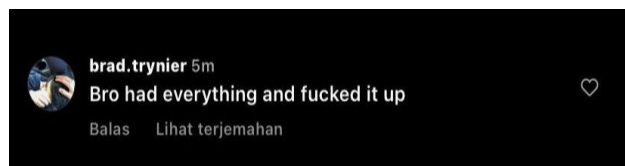
*"I hate u green wood (@suck\_it\_up\_and\_deal\_with\_it)"*



The context of this comment is an expression of someone's disappointment with Mason Greenwood because of the scandal he committed against his girlfriend, and the person did not expect what Greenwood did so the speaker attacks the target's positive face by using the word "hate you" to describe his disappointment. Comments include positive disrespect because the speaker uses the word hate to convey how he feels.

### Datum 7

*"Bro had everything and fucked it up. (@brad.trynier)"*

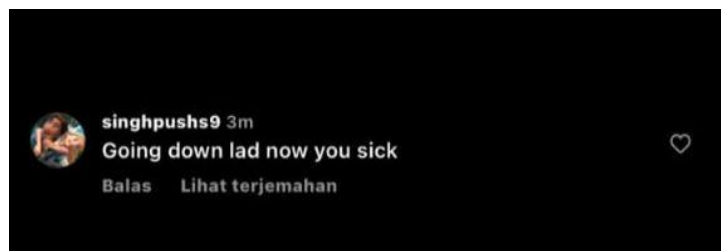


Based on the data it can be seen that the haters with the domain @brad.trynier used the impoliteness strategy by writing sentences *bro had*

*everything and fucked it up* that had implicit meaning, the reason the writers produced that word is to give information for the reader and Mason Greenwood about his achievements but he broke up all because one thing. The word that has a bad meaning is fucked it up, which is a word that shows disappointment in an achievement that has been made by a famous soccer player who has great abilities. But unfortunately, Mason Greenwood gave disappointment his fans. The meaning of using this sentence is to convey his frustration and disappointment but still use words that look good, even though the meaning of these words is quite taboo and can have an impact on the psychology of the account.

## **Datum 8**

*“Going down lad now you sick (@singhpushs9)”*



Based on this sentence, it can be seen that haters with the domain @singhpushs9 commented by writing the sentence "going down lad now you are sick" which has a negative meaning to express the feeling of disappointment expressed by a fan at Mason Greenwood. In this case, the sentence is included in positive impoliteness strategies because it has a bad goal, namely wanting Mason Greenwood to get off his job because he has bad behavior, in this case,

haters use the word "sick" which means sick, and is aimed at the Mason Greenwood actions.

### Datum 9

*“Enjoy your time in prison you fool!!! you had the world on your feet and your ruined it!! (@blacktatoworks)”*



Based on the data finding it can be seen that the haters with the domain @blacktatoworks wrote some impoliteness words in the sentences of the commenters. The sentences that were used were "Enjoy your time in prison you fool!! 1 you had the world on your feet and you ruined it!!" based on these sentences the haters used the unrolled word that has a negative meaning such as "you had the world on your feet and you've ruined it" the meaning of that sentences is negative because the haters expressing a sense of disappointment towards Mason Greenwood who was previously trusted and successful with the world he got but took actions that could destroy his career instantly,

### Datum 10

*“Nice transfer to jail FC, Scumwood (@ericof.photography)”*



Based on the sentences it can be seen that the haters with the domain @oericof.photography wrote some impoliteness strategies that included positive impoliteness strategies because this sentences "*Nice transfer to jail FC, Scumwood*" has implicit meaning and negative for the reader and the Mason Greenwood.

### **Datum 11**

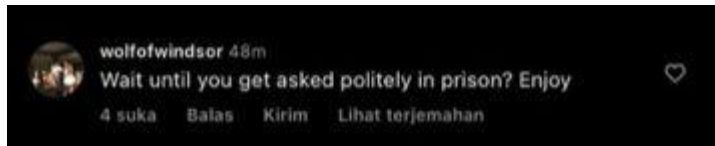
*"Why you are still free, come on Jail is the only place for you (@almond.krislim)"*



Based on the sentence it can be seen that haters use the claim of impoliteness strategy with a negative meaning and an implied meaning, in this case, the hater conveys his wish that Mason Greenwood remains in prison and undergoes an appropriate sentence for his actions and mistakes. In this case, haters use implied or positive sentences with negative meanings or corner one party. So in this case this sentence enters into positive impoliteness.

### **Datum 12**

*"Wait until you get asked politely in prison? Enjoy (@wolofwindors)"*



From these data, it can be seen that haters use positive impoliteness by expressing sentences that have implied meaning are concerning. The statement *“Wait until you get asked politely in prison? Enjoy”* is an impolite and insulting expression that is intended to humiliate and belittle the person it is directed towards. It suggests that the person is likely to face sexual assault or other forms of violence while in prison, and that they should “enjoy” their punishment.

### c. Negative Impoliteness

The use of the negative politeness strategy is designed to damage the addressee's negative facial wants. A negative face refers to the need not to be imposed upon or intruded on by others. It attacks the addressee's negative face, which is the basic claim to territories, personal preserves, and rights to non-distraction (Culpeper, 1996). The followings are the extracts on negative impoliteness that appeared in the commenters of Mason Greenwood the data that were found were 10 described below here:

#### **Datum 13**

*“You could have just went out chatted and had sex with any other girl you were fucking MASON GREENWOOD FSS its shame. I am not even a united fan but you were so promising such a natural talent (@supasvgep)”*



Based on this sentence, it can be seen that haters with this domain explain their frustration through the sentence, namely "You could have just gone out chatted and had sex with any other girl you were fucking MASON GREENWOOD FSS its shame. I am not even a unified fan but you were so promoting such a natural talent" which enters into negative impoliteness because the author refers to the person of Mason Greenwood by cornering and satirizing to voice emotion and a sense of disappointment with the case experienced by Mason Greenwood. Besides that haters use the sentence "You could jibe just went put chatted and had sex with any other girl you were fucking" It means that haters describe the personality of a mason who is selfish and only concerned with his own needs and desires without thinking about the feelings of the woman he hurt.

#### **Datum 14**

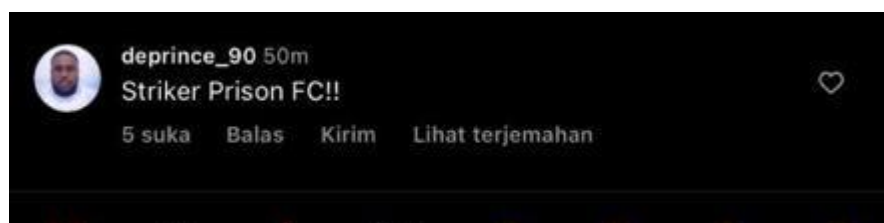
*"I hope they drag your case for long and then jail you and when you came out, you are left with no career. People like you should not be walking amongst us (@idontsnowhere)"*



Based on the data it can be seen that the haters with the domain @idontsnowhere produced some impoliteness strategy that included negative impoliteness because the haters used the sentences "*I hope they drag your case for long and then jail you and when you came out, you are left with no career. people like you should not be walking amongst us*" From this sentence, it can be seen that the haters discussed the behavior and actions taken by Mason Greenwood, which were actions that were not good and had a bad impact on the future of the woman who was injured and for her football club. In this case, the haters use sentences that corner Mason Greenwood by conveying the hope that Mason Greenwood can last a long time in prison, and when he comes out the haters hope that Greenwood does not have any career or meaning and wants Mason Greenwood to be destroyed and not have success anywhere. In this case, it enters into negative impoliteness.

### **Datum 15**

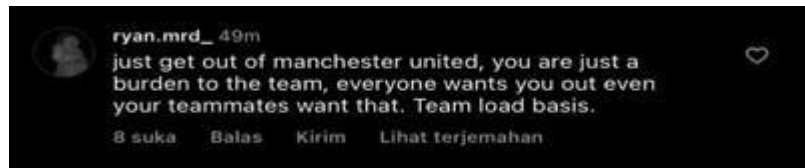
*"Striker person FC!!" (deprince\_90)*



Based on this statement, haters with the account @deprice\_90 express their guilt by writing sentences that lead to negative impoliteness, this is by using the sentence "Prison FC Striker" This sentence there is a negative meaning, namely the attacker where Mason Greenwood is the striker at his club and he has made a mistake, namely attacking and committing acts of violence against her lover.

### **Datum 16**

*“Just get out of Manchester United, you are just a burden to the team, everyone wants you out even your teammates want that. Team load basis (@ryan.mrd\_)”*

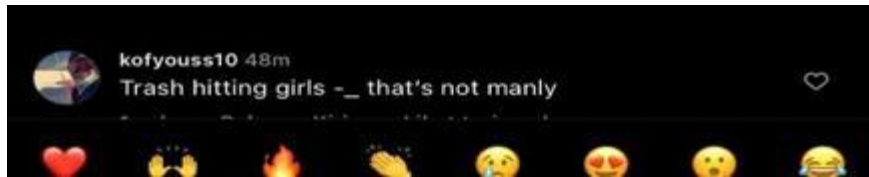


Based on this statement, it can be seen that the hater with the @ryan.mrd\_ account uses negative impoliteness to express his emotions at Instagram post commenter Mason Greenwood. By using sentences with implied meaning but negative meaning, in this case, the researcher analyzed the meaning of the sentence while the haters used the sentence "you are just a burden to the team" which is in the middle of the hater's sentence using words that are unstructured and have a negative meaning namely wanting Greenwood to leave his club immediately so as not to become a burden at Manchester United.

### **Datum 17**

*“Trash hitting girls- \_that’s not manly (@kofyouss10)”*





Based on this statement, it can be seen that the hater with the account @kofyouss10 uses negative impoliteness to express his emotions at Instagram post commenter Mason Greenwood. By using sentences that contain implied meaning but have a negative meaning, in this case, the researcher analyzes the meaning of the sentence while the haters use the sentence "beater woman" which is in the middle of a sentence of haters by using words that are unstructured and have a negative meaning, namely saying Greenwood as a cowardly beater or womanizer.

### **Datum 18**

*“Broski know you sugared putting bodyguards and a security system at your house but why if you think are a man, come on man a man never hit a woman, you should be a shame of yourself , you came from a woman little do. I hope you get sentence 20 year in prison so you can learn how to be a good person! (@soldierbriam77)”*



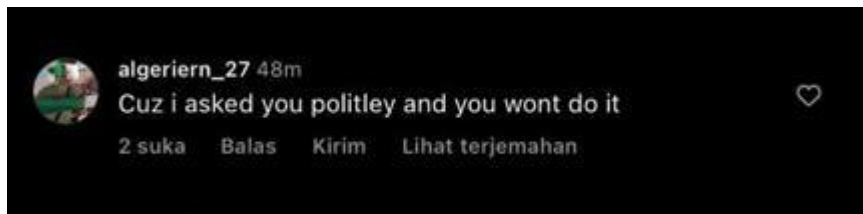
Based on this data, haters make statements that fall into negative impoliteness strategies because haters express the personal affairs of Mason Greenwood, namely by explaining the behavior of Mason Greenwood with the hater's statement, "Broski know you have put bodyguards and security system at your house but why if you think are a man, come on man a man never hit a woman, you should be a shame from you, you came from a woman little do. And personal affairs even though Mason also comes from a woman.

#### d. Sarcasm or Mock Politeness

In this study, data was found on 2 out of 20 comments that used this strategy. In the following, the researcher presents an analysis 4 of 5 findings data for an explanation:

##### **Datum 19**

*"Cuz I asked you politley and you wont do it (@algeriern\_27)"*

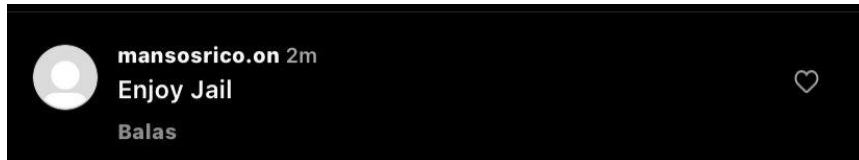


Context of the comment on the Greenwood's photo post User @algeriern used the strategy of sarcasm or feigned politeness in his comment. The speaker makes a sarcastic or feigned comment by telling Greenwood to be polite and respectful to his girlfriend and not to do that again. Therefore, the speaker uses

sarcasm or feigned politeness to convey either the superficial impression or the pretense that he or she is disappointed by Greenwood's actions.

**Datum 20**

*“Enjoy Jail (@mansosrico.on)*



Context of the comment on the Greenwoos photo post User @mansosrico.on used the strategy of sarcasm or feigned politeness in his comments. The speaker made a sarcastic or pretended comment by saying that for Greenwood to relax while in prison he said this sentence to express his disappointment with the football player. Therefore, the speaker uses sarcasm or feigned politeness to convey either the superficial impression or the pretense that he or she is disappointed by Greenwood's actions.

**Table 4.2**

**Functions of Impoliteness Strategies**

No	Functions of Impoliteness Strategies	Frequency	Percentage
1	Affective Function	8	50%
2	Coercive Function	6	25%
3	Entertaining Function	6	25%
	Totals	20	100%

**2. Function of Impoliteness**

According to Culpeper (2011) that the function of impoliteness is divided into three parts, namely affective, coercive, and entertaining. In this study, only 2 functions of impoliteness were found and 1 function was not found, namely the function of coercive impoliteness.

**e. Affective Function**

**Datum 1**

*“Rapist (@jaydondillon)”*

In this comment, user @jaydondillon provided a response that was disrespectful and functioned as affective disrespect. The speaker conveyed his emotions and expressed his disappointment with Mason Greenwood. The expression 'rapist' in this comment is meant to be in the context of sexual assault. So, this speech includes an affective function because the speech shows the speaker's emotions as his reaction to the scandal that Greenwood has done to his girlfriend.

## **Datum 2**

*“Stup\*d (@wishing.risen)”*

In this comment, user @wishing.risen provided a response that was disrespectful and functioned as affective disrespect. The speaker conveyed his emotions by saying that Greenwood was stupid because he had committed an act that traumatized his girlfriend, thus making haters express their anger through these comments and hoping that Greenwood would feel mentally devastated by these Instagram comments. So, this speech includes an affective function because the speech shows the speaker's emotions as his reaction to the scandal that Greenwood has done to his girlfriend.

## **Datum 3**

*“disgusting!! (@rubyxrose.x)”*

In this comment, user @rubyxrose.x provided a response that was disrespectful and functioned as affective disrespect. The speaker conveyed his emotions and expressed his disappointment with Mason Greenwood. The expression 'disgusting' or did not like the actions Greenwood had taken against his girlfriend. So, this speech includes an affective function because the speech shows the speaker's emotions as his reaction to the scandal that Greenwood has done to his girlfriend.

## **Datum 4**

*“Hahaha rot in jail u fucking nonce, you have ruined your life ( @dave.36888888)”*

These utterances have a function of affective because haters used emotion in writing these comments that can affect the reader or the object. The term "nonce" is a slang term that is used in the UK to refer to someone who has been convicted or

suspected of sexual offenses against children. Using this term as an insult is extremely disrespectful and hurtful to survivors of sexual abuse, and can contribute to the normalization and trivialization of such crimes. In addition to that, the statement "Hahaha rot in jail u fucking nonce, you have ruined your life" is a highly impolite expression that is intended to insult, offend, and humiliate the person it is directed towards. It is an aggressive and abusive statement that suggests that the person deserves to be in jail and that their life is ruined. It uses humor to make light of a serious situation, which can be hurtful and insensitive.

#### **Datum 5**

*"You let money get to you and this is how U treat a women?"(realkp7)"*

In this comment, user @realkp7 provided a response that was disrespectful and functioned as affective disrespect. The speaker conveyed his emotions and showed his disappointment to Mason Greenwood. The phrase that Greenwood has money and everything but why does he treat women like that, things like that shouldn't be done because it will make his life in football will be ruined because of his scandal. So, this speech includes an affective function because the speech shows the speaker's emotions as his reaction to the scandal that Greenwood has done to his girlfriend.

#### **Datum 6**

*"I hate u green wood (@suck\_it\_up\_and\_ deal\_with\_it)"*

In this comment, user @suck\_it\_up\_and\_ deal\_with\_it provided a response that was disrespectful and served as affective disrespect. The speaker conveyed his emotions and expressed his disappointment with Mason Greenwood. The statement that he hates Greenwood for what he did to his girlfriend makes her boyfriend feel

traumatized by what has happened. So, this speech includes an affective function because the utterance shows the speaker's emotions as his reaction to the scandal that Greenwood committed against his girlfriend.

### **Datum 7**

*“Broski know you sugared putting bodyguards and a security system at your house but why if you think are a man, come on man a man never hit a woman, you should be a shame of yourself, you came from a woman little do. I hope you get sentence 20 year in prison so you can learn how to be a good person! (@soldierbriam77)”*

In this comment, user @soldierbriam77 provided a response that was disrespectful and served as affective disrespect. The speaker conveyed his emotions and expressed his disappointment with Mason Greenwood. The statement that Greenwood had kept himself and his house secure after carrying out the scandal, and haters hoped that if Greenwood felt he was brave then he would face the problem instead of avoiding the problems that had occurred, the hater also said that Greenwood also came from a woman. So, this speech includes an affective function because the utterance shows the speaker's emotions as his reaction to the scandal that Greenwood committed against his girlfriend.

### **Datum 8**

*“Enjoy Jail (@mansosrico.on)”*

In the another side, with this impoliteness strategies has an affective function, because the hater used the hate speech by saying "Enjoy the jail" That has meaning Hopefully Mason enjoys the difficulties that are felt due to his actions so that this affective function will cause other readers to be emotional and come to hate the

subject. "Enjoy jail" is a phrase that is used as a derogatory or insulting comment to someone who has committed an offense or a crime. The phrase suggests that the person deserves to be in jail and should enjoy their punishment. In the context of Mason Greenwood's social media, it could be used as an insult towards him or his fans.

**f. Coercive Function**

**Datum 9**

*"Bro had everything and fucked it up. (@brad.trynier)"*

This utterance has a coercive function because, a hater writes some word that reduces the value of another person or Mason Greenwood but he broke all of it, it means a realignment of values between speaker and listener in such a way that impolite speakers benefit when they are strengthened or protected. The benefits can be material.

**Datum 10**

*"You could have just went out chatted and had sex with any other girl you were fucking MASON GREENWOOD FSS its shame. I am not even a united fan but you were so promising such a natural talent (@supasvgep)"*

These utterances are included in the coercive function because the haters give some information to the object about his achievement but in a situation, he also broke it up. Coercive disrespect is more likely to occur when there is an imbalance of social structural power. However, it can also be used in more equal relationships to engineer gains in social strength.



### **Datum 11**

*“I hope they drag your case for long and then jail you and when you came out, you are left with no career. People like you should not be walking amongst us (@idontsnowhere)”*

These utterances include coercive function because the haters wrote the sentences to interpret meaning but had the negative for the object, Coercive impoliteness can be a relatively expensive or inexpensive means of getting things done. However, just as robbery is not an acceptable way to earn money in the eyes of many, immodest coercion is often not seen as a proper way to achieve a realignment of values.

### **Datum 12**

*“Just get out of Manchester United, you are just a burden to the team, everyone wants you out even your teammates want that. Team load basis (@ryan.mrd\_)”*

This utterance belongs to the function of coercion because the detractor gives some information to the object about its attainment but in a situation, it also disperses it. Hater said that Greenwood was just a burden to his club, and wanted him to leave Manchester United instead of being a burden to his team. Coercive disrespect is more likely when there is an imbalance of social structural power. However, it can also be used in more equal relationships to engineer gains in social power.

### **Datum 13**

*“Trash hitting girls- \_that’s not manly (@kofyouss10)”*

This utterance includes the coercion function because the detractor gives some information to the object about his achievement but in a situation, he also disperses it. Haters say that Greenwood is just trash that can only hit women. Forceful disrespect is more likely when there is an imbalance of social structural power. However, it can also be used in more equal relationships to engineer gains in social power.

**Datum 14**

*“Cuz I asked you polittley and you wont do it (@algeriern\_27)”*

This utterance includes the coercion function because the detractor gives some information to the object about his achievement but in a situation, he also disperses it. Haters say that Greenwood should respect women more especially his girlfriend, not treat women with violence. Forceful disrespect is more likely when there is an imbalance of social structural power. However, it can also be used in more equal relationships to engineer gains in social power.

**g. Entertaining Function**

**Datum 15**

*“Going down lad now you sick (@singhpushs9)”*

These utterances included an entertaining function, because the haters used sentences that have meaning aside to corner one party but other parties may not understand the meaning behind the sentence such as "going down lad now you are sick" is to show that the previous object had unrivaled advantages but was destroyed by its behavior.

**Datum 16**

*“Enjoy your time in prison you fool!!! I you had the world on your feet and your ruined it!! (@blacktatoworks)”*

Besides, this utterance has the entertaining function, because in this case haters use the phrase "enjoy your time in prison you fool!!" accompanied by an exclamation point symbol that expresses errors and emphasizes the sentence. So that it enters into positive impoliteness because haters convey mistakes with indirect sentences.

**Datum 17**

*“Nice transfer to jail FC, Scum wood (@ericof.photography)”*

This utterance has an entertaining function, because haters use sentences that corner objects with implied meaning, and in this case, it still has a negative meaning. So, this sentence has an entertaining function. The statement "Nice transfer to jail FC, Scum wood" is a derogatory and impolite expression that uses sarcasm and insult to demean and humiliate the person or team it is directed towards. It suggests that the person or team deserves to be in jail and is associated with criminal or unethical behavior. The use of the term "Scum wood" is also an impoliteness strategy that involves using a derogatory nickname or label to insult and dehumanize the person or team it is directed towards. This label is intended to suggest that the person or team is of low character or is involved in unethical behavior. Overall, this statement is intended to insult and degrade the person or team it is directed towards and uses derogatory language and labels to achieve that goal. It is important to remember that such language and strategies are not

acceptable and can have serious consequences. It is important to communicate in a respectful and constructive manner, even when expressing strong emotions or opinions.

**Datum 18**

*“Why you are still free, come on Jail is the only place for you (@almond. Krislim)”*

In another side, these utterances include an entertaining function, because haters used sentences that have implicated meaning, and not all of the readers understand it, but in reality, the meaning is negative for the object.

**Datum 19**

*“Wait until you get asked politely in prison? Enjoy (@wolofwindors)”*

These utterances include an entertaining function, because haters use sentences that look entertaining but have meanings that corner objects, namely Mason Greenwood by throwing impolite sentences. The use of this statement as an impoliteness strategy involves the use of fear and intimidation to insult and threaten the person it is directed towards. It is a derogatory expression that is intended to shame and demean the person, and it uses language that is violent and offensive. It is important to remember that using such language and strategies is not acceptable behavior and can have serious consequences, both online and offline. It is important to communicate in a respectful and constructive manner, even when expressing strong emotions or opinions. Using insulting and violent language can be hurtful and contribute to a negative online environment.

**Datum 20**

*“Striker person FC!!”(deprince\_90)”*

The utterance in this sentence includes an entertaining function, because haters use the sentence prison attacker which contains meaning, and not all readers understand the sentence but in fact, the meaning is negative for Greenwood

## **B. Discussions**

Based on the data finding it can be seen that the researcher collected twenty (20) data that consisted of the utterance of impoliteness strategy. This research used the Culpeper theory to analyze the types and functions of each impoliteness strategy used by the haters on Mason Greenwood's Instagram. Based on the data finding this research only found the three Impoliteness strategies used by the haters as follows; bald and record impoliteness was 5 (20%) data, next positive impoliteness was 7 (40%) data, and the next one is negative impoliteness were 6 (30%) data the last sarcasm was 2 (10%) data dominant of impoliteness strategies that used by haters in Mason Greenwood Instagram positive impoliteness strategies that have 7 (40%) data. In line with the research questions the researcher also analyzed the function of impoliteness strategy produced by haters based on the Culpeper theory there are three kinds of impoliteness function as follows affective function, coercive function, and entertaining function. Based on the data finding mostly the impoliteness strategy that used by the haters includes in entertaining function with a total of 6 (25%) data, the affective data with 8 (50%) data, and the last coercive function with a total of 6 (25%) data.

In line with the relevant research by Erza and Hamzah (2018) titled "Impoliteness used by haters on Instagram comments of Male and Female Entertainers" , but this research focuses on the impoliteness strategies used by haters on Mason Greenwood's Instagram. The research collected 20 data and found four types of impoliteness strategies, namely bald

record impoliteness, positive impoliteness, negative impoliteness and sarcasm or mock politeness. The dominant impoliteness strategies used by the haters is positive impoliteness strategies, with the percentage of 40%. The researcher also analyzed the function of impoliteness strategy produced by haters based on the Culpeper theory, which includes affective, coercive, and entertaining functions. The research found that mostly the impoliteness strategy used by the haters includes in affective function. On the other hand, the relevant research by Erza and Hamzah (2018) titled "Impoliteness used by haters on Instagram comments of Male and Female Entertainers" also focused on the impoliteness strategies used by haters on Instagram comments. The research analyzed 200 comments of male and female artists and found five strategies of impoliteness, namely bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

In another relevant research conducted by Rangkuti (2020) entitled "Impoliteness Strategies Used by Haters of Lady Gaga in Her Instagram Comments: A Pragmatic Analysis" and the relevant by Ayu (2020) entitled "impoliteness strategies in straight outta comption movie"

The research by Rangkuti (2020) focused on the impoliteness strategies used by haters of Lady Gaga in her Instagram comments. The study identified several impoliteness strategies, including name-calling, sarcasm, and insults, which were used to insult and belittle Lady Gaga. Similarly, the research by Ayu (2020) focused on impoliteness strategies in the Straight Outta Compton movie. The study identified several impoliteness strategies used in the movie, including swearing, sarcasm, and name-calling.

In the case of the impoliteness strategies used by haters in Mason Greenwood's social media, we can also observe similar impoliteness strategies being used. The examples you provided include insults, name-calling, and derogatory language. These strategies are all intended to insult, belittle, and humiliate the person or team it is directed towards

All of the relevant researches have similarities in terms of their focus on the impoliteness strategies used by haters on social media, particularly Instagram. However, they differ in terms of the number of data collected and the specific impoliteness strategies found. Additionally, the first research analyzed the functions of impoliteness strategies, while the second research did not include the analysis of impoliteness functions.

There could be several reasons for the different findings between the two studies. Firstly, the samples of the studies were different. The first study analyzed the impoliteness strategies used by haters on Mason Greenwood's Instagram, while the second study analyzed the impoliteness used by haters on Instagram comments of male and female entertainers. Therefore, the difference in the subjects of the studies could result in different findings. Secondly, the criteria used to select the data could have been different. In the first study, the researcher collected 20 data that consisted of the utterance of impoliteness strategy, whereas in the second study, the researchers analyzed 200 comments of male and female artists. The difference in the number of data and the way the data was collected could have affected the results. Thirdly, the researchers used different theories to analyze the data. The first study used Culpeper theory to analyze the types and functions of each impoliteness strategy, while the second study did not mention any specific theory used for analysis. The difference in the theories used could have affected the identification and

categorization of impoliteness strategies. Lastly, cultural and contextual differences could also play a role in the different findings of the studies. The first study was conducted in the context of hating on a professional footballer's Instagram account, while the second study was conducted on Instagram comments of male and female entertainers. These differences in the context and culture could have resulted in different impoliteness strategies being used and identified.



## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter presents some conclusions and suggestions based on the findings and discussions of the data analysis.

#### A. Conclusion

Based on the findings discussed in the prior chapter, some conclusions could be drawn. The followings are the descriptions of the findings based on each problem statement explained in Chapter I.

The researcher revealed the impoliteness strategies to know the kinds of each utterance that are used by haters in commenters on Mason Greenwood's Instagram, based on the data analysis the researcher only found three types from five kinds of impoliteness strategy, with a total of each type as follows collected the twenty (20) data and record impoliteness were 4 (20%) data, next positive impoliteness were 8 (40%) data, and the last one is negative impoliteness were 8 (40%) data the dominant of impoliteness strategies that used by haters in Mason Greenwood Instagram are two kinds as follows negative and positive impoliteness strategies that have the same percentage were negative impoliteness 8(40%) data, and positive impoliteness strategy were 8(40%) data.

The researcher also analyzed the function of each impoliteness strategies that used by the haters, based on 20 data the researcher found mostly the impoliteness strategy that used by the haters include the entertaining function with a total of 8 data, after that affective data with 7 data, and the last coercive function with the totals 5 data.

## **B. Suggestions**

It is worth suggesting for all Instagram users to can be wiser in using social media, remember again that social media was created to make it easier for users to access and share information with whomever they want without having to bring it down and harm other people. So there needs to be boundaries and training to be able to improve this understanding.

As a student from the English education department, it is expected to be able to evaluate and be sensitive to the style and development of English on social media because the world is currently using technology to be able to get all the information so that prospective teachers are expected to be able to master and provide learning related good sentences to students.

## REFERENCES

- Abuarqoub, I. A. (2019). Language barriers to effective communication. Esta obra está bajo una Licencia Creative Commons Atribución-NoComercialCompartirIgual 3.0 Internacional., 1-3
- Arumningtyas, P. (2017). A Descriptive Study of Impoliteness Utterances in the Teacher-Students Interaction in English Teaching and Learning Process at the Seventh Grade of SMP Al-Islam Kartasura in the Academic Year of 2016/2017. Surakarta: The State Islamic Institute of Surakarta. Downloaded from: <https://www.google.com/url?q=http://eprints.iainsurakarta.ac.id>
- Austin, J. L. (1962). How to Do Things with Words. (2nd ed.). Clarendon Press. In Yule, G. (1996). Pragmatics. Oxford: Oxford University Press. Bousfield, D. (2008). Impoliteness in Interaction. Amsterdam: John Benjamins Publishing Company.
- Bousfield, D. & Locher, M., A. (2008). Impoliteness in Language. Studies on its Interplay with Power in Theory and Practice. Berlin: Mouton de Gruyter.
- Brown, P. and S.C. Levinson. (1987). Politeness: Some universals in language usage. Cambridge: Cambridge University Press.
- Cahyono, D. (2018). Impoliteness Strategies and Power Performed by President Donald Trump on Twitter. English Letters Department Faculty of Humanities Universitas Islam Negri Maulana Malik Ibrahim Malang.
- Culpeper, J.(2005). Impoliteness and entertainment in the television quiz show: The Weakest Link. Journal of Politeness Research: Language, Behavior, Culture 1:35-72.

- Culpeper, J., Derek B., and Anne W. (2003). Impoliteness re-visited: With special reference to dynamic and prosodic aspects. *Journal of Pragmatics* 35: 1545-1579.  
Department of Language Studies: Universitas Muhammadiyah Surakarta
- Culpeper, J. (1996). Toward an Anatomy of Impoliteness. *Journal of Pragmatics* 25, 356-358.
- Erza, S. & Hamzah. (2018). Impoliteness Used by Haters on Instagram Comments of Male-Female Entertainers. *E-Journal of English Language & Literature*, 7 (1), 184. Downloaded from:  
<https://www.google.com/url?q=http://ejournal.unp.ac.id>
- Limberg, H. (2009). Impoliteness and threat responses. *Journal of pragmatics*, 41(7), 1376-1394.
- Locher, M. A., & Bousfield, D. (2008). Introduction: Impoliteness and power in language (No. 21, pp. 1-13). Mouton de Gruyter. Locher, M. A., & Watts, R. J. (2008). Relational work and impoliteness: Negotiating norms of linguistic behaviour (No. 21, pp. 77-99). Mouton de Gruyter.
- Ningsih, Tria widya. (2018). Impoliteness Realized by Social Media Users in Celebrities' Instagram. Faculty of Teacher Training and Education University of Muhammadiyah Sumatera Utara Medan.
- Rosanti, I. R. (2017). Impoliteness in Criticism in Vlog. Unpublished master's thesis. Surakarta: Pascasarjana Universitas Muhammadiyah Surakarta
- Zhong, Wenjun. (2018). Linguistic Impoliteness Strategies in Sina Weibo Comments. *International Journal of Linguistics and Communication*, 6(2), 35-46. From <https://doi.org/10.15640/ijlc.v6n2a4>

## **CURRICULUM VITAE**



Wardatun Nafisah was born in Malang on September 09, 1999. She was graduated from MA Al- Ittihad Belung Poncokusumo in 2018. She started her study at the Department of English Literature Universitas Islam Negeri Maulana Malik Ibrahim Malang in 2018. During her study at the university, she live in her home in Belung Poncokusumo Malang.

## APPENDIX

No	Data	Types of Impoliteness					Function of Impoliteness		
		BRI	PI	NI	SMP	WP	AF	CF	EF
1.	Enjoy jail	V					v		
2.	Rapist	V					v		
3.	Stupid Greenwood	V					v		
4.	Fucking Disgusting	V					v		
5.	Sick pervert go hell		v						v
6.	Bro had everything and fucked it up		v					v	
7.	Going down lad now you sick		v						v
8.	Hahaha rot in jail u fucking nonce, you have ruined your life		v				v		
9.	Enjoy your time in prison you fool!!! You had the world on your feet and your ruined it!!		v						
10.	Nice transfer to jail FC, Scumwood		v						v

11.	Why you are still free, come on Jail is the only place for you		v						v
12.	Wait until you get asked politely in prison? Enjoy the jail		v						v
13.	You could have just went out chatted and had sex with any other girl you were fucking MASON GREENWOOD FSS its shame. I am not even a united fan but you were so promising such a natural talent			V				v	
14.	I hope they drag case for long and then jail you and when you came out, you are left with no career. People like you should not be walking amongst us			V				v	

15.	Remanded now, scousers will love a nonce in jail			V					v
16.	Bro jail gonna be lonely place maybe you should don't have thought with you deck you nonce pedo daddy deck lol			V					v
17.	How the fuck can so many of you actually be defending this guy? He literally raped someone			V			v		
18.	You don't deserved to be Manchester united Player			V			v		
19.	Broski know you sugared putting bodyguards and a security system at your house but why if you think are a man, come on man a man never hit a woman, you should be a shame of yourself , you came from a woman little do. I hope			V				v	



	you get sentence 20 year in prison so you can learn how to be a good person!								
20.	Shame on you man! You are not a man either a player!			V			v		

**Note:**

**Types of Impoliteness:**

**BRI : Bald on Record Impoliteness**

**PI : Positive Impoliteness**

**NI : Negative Impoliteness**

**SMP : Sarcasm or Mock Politeness**

**WP : Withhold Politeness**

**Function of Impoliteness:**

**AF : Affective Function**

**CF : Coercive Function**

**EF : Entertaining Function**