

**AN ANALYSIS OF IMPOLITENESS FOUND IN THE COLUMN
COMMENT OF JOE BIDEN IN X (TWITTER)**

THESIS

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2024**

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THESIS

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2024**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “An Analysis of Impoliteness Found in the Column Comment of Joe Biden in X (Twitter)” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, April 2024

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APPROVAL SHEET

This to certify that Nuris Naini Karimah's thesis entitled **An Analysis of Impoliteness Found in the Column Comment of Joe Biden in X (Twitter)** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra (S.S.)*.

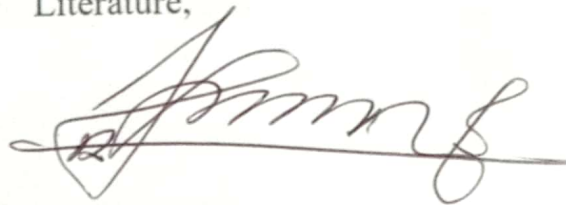
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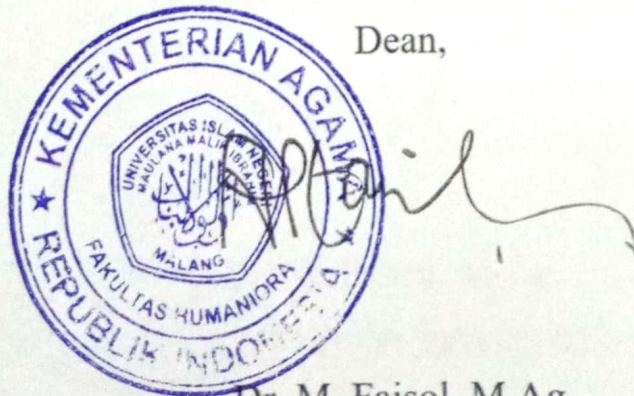
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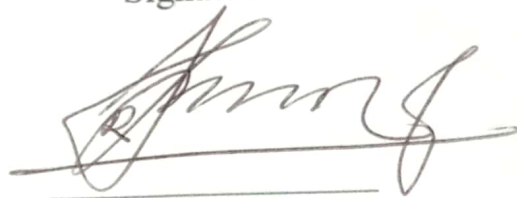
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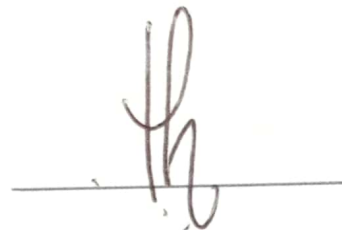
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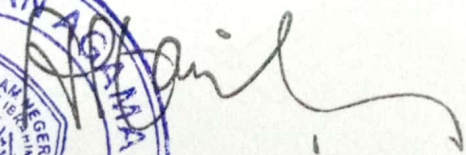


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MOTTO

"Allah does not require of any soul more than what it can afford"

(Al Baqarah: 286)

DEDICATION

I dedicate this thesis to my two parents

And my beloved brothers, my older brothers and my younger sisters, my friends
who I am proud of you.

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The author prays all thanks to the presence of Allah SWT who has bestowed His mercy and grace. May prayers and greetings continue to be poured out upon His Majesty the Prophet Muhammad SAW, so that the author can complete this thesis entitled "**An Analysis of Impoliteness Found in the Column Comment of Joe Biden in X (Twitter)**".

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The author hopes that this thesis will be useful for writers in particular, readers in general and can contribute to the progress of the world of education, especially the learning of Indonesian.

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ABSTRACT

Karimah, Nuris Naini (2024) *An Analysis of Impoliteness Found in the Column Comment of Joe Biden in X (Twitter)*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Habiba Al Umami, M.Hum.

Key word: twitter, impoliteness, netizen comment

Impoliteness usually occurs in everyday life, not only in the real world but also in the virtual world (social media); where there are still many people today taking advantage of this in doing inappropriate behavior such as bullying, insults, racism, hate speech, and so on. Based on this phenomenon, this research examines the impoliteness found in comments on Joe Biden's X account. In addition, this study also examines how gender affects the level of impoliteness in these comments. The researcher used the theory of impoliteness formulated by Culpeper (1996). The result of this study is that all types of impoliteness from Culpeper (1996) were found. Among them are direct, positive, negative impoliteness, feigned sarcasm, and withholding politeness. In addition, the researcher also found that after analyzing the comments by gender, 20 data points were presented, 10 for men and 10 for women. Based on the researcher's observation, among the male comments, they tended to express their disagreement by using strategies aimed at lowering Joe Biden's self-esteem, mainly through impoliteness and positive comments that denigrated Biden as president but were more aimed at intimidating and demeaning Biden. As for the female gender category, the comments tended to express disapproval by threatening to undermine Joe Biden's self-esteem as President. For future research, the researcher suggests expanding the scope of research from other contexts, such as television shows, movies, YouTube, and other social media platforms such as Facebook and Instagram. Future research is also expected to explore the use of illocution in impoliteness.

مستخلص البحث

الأدب قسم. الأطروحة. تويتر على جو بايدن تعليقات في التحريض تحليل (2024) نايني نوريس كريمة، مالانج إبراهيم مالك مولانا نيجيري إسلام جامعة الإنسانية، والعلوم الآداب كلية الإنجليزي، الإنسانية العلوم في الآداب ماجستير العمامي، حبيبة: المشرف

الكلمات الأساسية: تويتر، وقلة أدب، وتعليقات مستخدمي الإنترنت

الافتراضي العالم في أيضًا ولكن الحقيقي العالم في فقط ليس. اليومية الحياة في اللفظة تحدث ما عادة بسلوك القيام في ذلك يستغلون اليوم الأشخاص من العديد هناك يزال لا حيث. (الاجتماعي التواصل وسائل) يدرس الظاهرة، هذه من وانطلاقًا. ذلك إلى وما الكراهية وخطاب والعنصرية والشائعات التتم مثل لائق غير الغرض فإن ولذلك، X. موقع على بايدن جو حساب منشورات في الموجود اللائق غير السلوك البحث هذا حساب على التعليق في الإنترنت مستخدمو يستخدمه الذي التحريض نوع على العثور هو الدراسة هذه من على الاجتماعي النوع تأثير كيفية في أيضًا الدراسة هذه تبحث ذلك، إلى بالإضافة X. موقع على بايدن جو (1996) كولبير صاغها التي اللباقة عدم نظرية الباحثة استخدمت. التعليقات هذه في التحريض مستوى ومن (1996) كولبير صاغها التي اللباقة عدم أنواع جميع على العثور تم أنه الدراسة هذه نتيجة وكانت والتهديب المصطنع، والتهكم المصطنعة، والسخرية والسلبية، والإيجابية المباشرة اللباقة عدم بينها نقطة 20 تقديم تم الجنس، حسب التعليقات تحليل بعد أنه أيضًا الباحثة وجدت ذلك، إلى بالإضافة. المحجوب إلى مالوا الرجال، تعليقات بين من فإن الباحثة ملاحظة إلى واستنادًا للنساء 10 وللرجال 10 بيانات، من وذلك لذاته، بايدن جو احترام من التقليل إلى تهدف استراتيجيات باستخدام موافقتهم عدم عن التعبير بشكل تهدف كانت ولكنها كرئيس، بايدن سمعة تشوه التي الإيجابية والتعليقات المهذبة غير التعليقات خلال قدره من والحط بايدن تخويف إلى أكبر

ABSTRAK

Karimah, Nuris Naini (2024) *Analisis Ketidaksopanan yang di Temukan di Kolom Komentar Joe Biden di X (Twitter)*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Habiba Al Umami, M.Hum.

Kata Kunci: twitter, ketidaksopanan, komentar netizen

Ketidaksopanan biasanya terjadi dalam kehidupan sehari-hari. Tidak hanya dalam dunia nyata namun juga dalam dunia maya (media sosial). Dimana masih banyak orang saat ini memanfaatkan hal ini dalam melakukan perlakuan yang tidak pantas seperti perundungan, penghinaan, rasisme, ujaran kebencian, dan sebagainya. Berdasarkan fenomena ini, maka penelitian ini meneliti tentang ketidaksopanan yang terdapat pada postingan akun X milik Joe Biden. Oleh karena itu tujuan dari penelitian ini adalah untuk mencari tipe ketidaksopanan yang digunakan netizen dalam memberi komentar Joe Biden di X. Selain itu, penelitian ini juga mengkaji bagaimana gender mempengaruhi tingkat ketidaksopanan dalam komentar-komentar tersebut. Peneliti menggunakan teori ketidaksopanan yang dirumuskan Culpeper (1996). Hasil dari penelitian ini adalah ditemukan semua tipe ketidaksopanan dari Culpeper (1996). Diantaranya adalah ketidaksopanan langsung, positif, negatif, sarkasme pura-pura, dan menahan kesopanan. Selain itu, peneliti juga menemukan bahwa setelah menganalisis komentar berdasarkan gender, disajikan 20 poin data, 10 untuk laki-laki dan 10 untuk perempuan. Berdasarkan pengamatan peneliti, di antara komentar laki-laki, mereka cenderung berekspresi ketidaksepakatan mereka dengan menggunakan strategi yang bertujuan untuk menurunkan harga diri Joe Biden, terutama melalui ketidaksopanan dan komentar positif yang merendahkan Biden sebagai presiden namun lebih ditujukan untuk mengintimidasi dan merendahkan Biden. Sedangkan untuk kategori gender perempuan, komentar-komentarnya cenderung mengungkapkan ketidaksetujuan dengan mengancam akan merendahkan harga diri Joe Biden sebagai Presiden. Untuk penelitian selanjutnya, peneliti menyarankan untuk memperluas cakupan penelitian dari konteks lain seperti acara televisi, film, youtube, dan platform media sosial lain seperti facebook dan instagram. Penelitian selanjutnya juga diharapkan dapat mengeksplorasi penggunaan ilokasi dalam ketidaksopanan.

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CHAPTER 1

INTRODUCTION

A. Background of the study

In this modern era, social media has transformed the way people communicate and interact with each other with its ability to overcome geographical constraints. Social media enables people to interact and share information quickly and easily, regardless of distances and time zones (Azzakiyah, 2023). Social media is an online media, where users can easily interact, participate, and create social networks. According to Sibarani (2022), with the advancement of internet technology, social media has also progressed. Social media offers various communication tools such as WhatsApp (WA), Facebook (FB), Twitter (X), Line, Instagram, and others. In these social media, it's possible for humans to communicate with each other wherever and whenever they are, no matter day or night. Due to the rapid access of internet users to social media, the flow of information is also increasingly swift, allowing social media to shift the role from conventional mass media to news distribution. (Mulyono, 2021).

In this study, the social media being examined is X (Twitter). Jack Dorsey founded X, a social media platform, in 2006. X has become one of the most popular social media sites among young people because it is easy to access, and anyone can access X without registering as a user. X is a social media network that allows users to send, receive, and read text-based messages known as tweets. Not only can tweets be written, but they can also serve as a means of expression. On this X platform, what is known is a text-based application where

all posts are more focused on writing. This means that people can easily upload content onto this platform, enabling them to evaluate the communication used. Therefore, platform X can easily conduct an evaluation in terms of language, and people can freely use language in their comments, whether polite or impolite. This social media platform provides tools for interacting with others by sending messages, uploading information or news in the form of text, sharing links, photos, or videos, known as tweets. X also includes other features such as trending topics, mentions, direct messages, retweets, and more, making it easy for users to communicate and find information (Liani, 2020). Additionally, on X, there is a feature called verified accounts, which are specific to certain users, such as celebrities, politicians, weather forecasters, government agencies, and others with influence on the platform (Bara et al., 2022).

Based on the website ratings stated in statistical data, as well as the demographic fact that 80% of X users in 2024 use X activity on mobile devices, X has more than 225 million active daily users in 2023. However, this number has fallen by 11.6% since Elon Musk acquired the company X. (Ahlgren, 2024).

This research selects Joe Biden's official X account on Twitter because social media plays a dualistic role as both a personal and political account. As the President of the United States, Joe Biden wields significant political influence, making his X account one of the platforms capable of supporting and expanding the promotion of his policies online (Alam, 2023). Through social media accounts such as the X platform, Biden can highlight the desired image, as seen during the 2020 US presidential election between Trump and Biden, where Biden garnered more votes than Trump (Kristianto, 2021). In every

administration, there are inevitably pros and cons, and the same goes for Joe Biden. Many Americans express their disagreements through the comment feature on the X platform, which provides a space for strong opinions and is thus highly susceptible to impolite and sarcastic comments (Hannan, 2018). Therefore, the impoliteness found in the comments section of Joe Biden's X account can be analyzed using Jonathan Culpeper's theory of impoliteness strategies.

Joe Biden is the oldest person in American history who will be inaugurated as president. He comes from the Democrat Party. In his January 2024 campaign speeches, Joe Biden prioritized the defense, protection and preservation of American democracy as he looked to continue the work he had designed, such as gun violence and medical care laws that protect millions of Americans with pre-existing conditions. condition and cannot receive medical treatment. Affordable insurance is commonly called Obamacare. However, more Americans disapprove of Democrat Party policies than Republicans.

Based on Jonathan Culpeper's Pragmatic Journal (1996), on the theories of impoliteness in communication strategies, according to his theory, impoliteness has five strategies, namely Bold on-record impoliteness, Positive impoliteness, Negative impoliteness, Sarcasm or mock politeness, and Withhold the FTA (Culpeper, 1996). Impoliteness has several definitions; it is believed to be a negative attitude towards certain behaviors that occur in context and are classified as impolite linguistic behavior. In this case, it is supported by desires, expectations, or beliefs about social organizations and how a person's or group's identity is mediated by others for interaction. They are considered negative

because they attack a person's identity or rights and cause emotional reactions such as hurt and anger (Culpeper, 2005). According to Eelen (2001), some people commit impoliteness by not returning greetings or preferring silence. There are also people who often prefer to remain silent, and people often anticipate who will respond to other people's greetings when they deliver them. Polite communication is not just a desire to express but also to build social and emotional relationships with others (Culpeper, 1996).

The Impoliteness theory is one of the developments of the politeness theory discovered by Brown and Levinson in 1987. Culpeper defines impoliteness as appearing in two parts: 1) when the listener deliberately attacks the speaker's behavior, and 2) when the speaker communicates by using deliberate facial attacks. In short, impoliteness is not considered a marginal activity but rather an important part of the communication process. Culpeper's theory of impoliteness proposes five strategies: Bold on-record impoliteness, Positive impoliteness, Negative impoliteness, Sarcasm or mock politeness, and Withhold the FTA. This theory yields interesting discussion results when applied to analyze comments considered impolite on Joe Biden's account by categorizing the comments found (Culpeper, 1996).

Impoliteness is prevalent in both real and virtual life, often leading to inappropriate behavior like bullying, insults, racism, and hate speech. Platform X, where comments on Joe Biden's account are often influenced by social context, is the focus of this research. The study evaluates the communication strategy related to impoliteness theory on platform X, specifically focusing on comments on Biden's account. The research uses a descriptive qualitative

approach to explore the theory of impoliteness within these comments. The study identifies five types of impoliteness: direct impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. The dominant types of impoliteness are identified and applied to Culpeper's theory of impoliteness.

One statement that has become well-known is the difference between positive and negative face. For example, positive impoliteness strategies have implications secondary to positive face (the speaker is not interested in the listener's gaze), and the implication of face can cause more damage than negative face does. In analyses of negative impoliteness (blocking their conversational path) and obstructing listeners' freedom (Brown, 1987). Research on the analysis of impoliteness has been carried out by several researchers before and became an inspiration for researchers to discuss one form of impoliteness.

Gender is a series of language styles such as, measured actions, efficient actions, which reflect the interaction of various gender. Men and women have different level of language impoliteness and are able to make observation (Rochntiningsih, 2017). However, it can be stated that women tend to use more appropriate language when speaking, thus making them more polite (Brown, 1980). In addition, women's speech is seen as more formal than men's speech, which is less important in society. However, men often speak louder and are considered unfriendly.

From previous studies that serve as references for research on impoliteness, there are differences and similarities with this research. In this section, here are 12 previous study in evidence related to prior research on the analysis of impoliteness theory are highlighted. First, Salman (2017) conducted a thesis titled "Impoliteness Strategies in English and Arabic Facebook Comments." Salman utilized Culpeper's theory (1996) to identify and compare offensive comments in Arabic and English in Facebook posts by various individuals in Iraq. The research method employed to gather data was qualitative research, involving the collection of authentic data on Facebook in Arabic or English, which was then analyzed according to Culpeper's impoliteness theory (1996). This research indicates that the impoliteness model used has been successfully applied in both English and Arabic on the Facebook platform. It turns out that the topics discussed on the Facebook page influence how often impoliteness is used in both languages. In English Facebook contexts, the medical topic becomes the most complex in the use of impoliteness, primarily by using positive and negative Culpeper's impoliteness strategies. In Arabic contexts, the entertainment page dominates the most complex impoliteness. Again, the most commonly used strategies on this page are negative and positive impoliteness. In general, positive and negative Culpeper's impoliteness strategies are the most used in both languages. The withdrawal politeness strategy never appears in the Facebook community. Also, Facebook users tend to use complex impoliteness. Moreover, English contexts show more complexity in the use of Culpeper's strategies than Arabic contexts.

Secondly, previous research based on the journal by Mirhosseini et al. (2017) titled "Impoliteness Strategy Based on Culpeper's Model: An Analysis of Gender Differences between Two Characters in the Movie Mother". This research employed a qualitative research method. The analysis was focused on examining impoliteness strategies based on Culpeper's theory (1996). The journal selected eight excerpts from the film "Mother" by Ali Hatami, and after obtaining the data, it identified Culpeper's impoliteness strategies used by the male and female characters in their interactions in the film, the results of which would be utilized to depict differences in impoliteness usage between genders. The research findings indicate that the male character employs more impoliteness strategies than the female character in their interactions in the film. It was found that the male character utilizes all of Culpeper's super-strategies of impoliteness, totaling 58 occurrences. Positive impoliteness emerges as the most frequently used strategy. However, the research also demonstrates an overlap between Culpeper's super-strategies of impoliteness and highlights the overlooked impacts of intonation and self-insulting within the model. This implies that Culpeper's model may not be comprehensive enough. Additionally, the research suggests that the differences in impoliteness strategies between male and female characters in the film may stem from social norms in Iran, particularly in a male-dominated society where women have lower status and power. Therefore, impoliteness can be seen as closely related to power dynamics in language use. The implications of this research span various fields, including sociology, literature, film analysis, and feminist studies.

Thirdly, based on Bousfield's (2003) research titled "Impoliteness revisited: with special reference to dynamic and prosodic aspects," employing a qualitative research method utilizing documentary television recordings of parking attendants and car owners. The article examines Culpeper's impoliteness strategies and communication tactics used to directly attack, thus causing social conflict and disharmony in society. The research findings indicate that in the context of car parking disputes, people tend to resort to impoliteness strategies to expedite conflict resolution. These strategies differ from politeness, which aims to maintain relationships. Additionally, the study reaffirms that many impoliteness strategies identified previously are also present in car parking disputes, indicating similar patterns in face attacks. However, it's important to note that the degree of impoliteness and its impact can vary depending on the context. The research also highlights the complexity of understanding the positive and negative implications of impoliteness in social interactions.

The fourth previous study, based on Sibarani's (2022) research titled "Impoliteness Strategies on Anies Baswedan's Twitter Comments," employed a descriptive qualitative research method. The study utilized data found in comments on Anies Baswedan's Twitter account, indicating impoliteness strategies consistent with Culpeper's theory (1996). The research aimed to analyze the types of comments displaying impoliteness from netizens towards Anies Baswedan on his Twitter account. The findings revealed that the impoliteness strategies used by the Governor of Jakarta include (1) bald-on-record impoliteness, (2) positive impoliteness, (3) negative impoliteness, and (4) sarcasm or mock politeness. However, (5) withholding politeness was not found

in netizens' comments on Anies Baswedan's Twitter account. Negative impoliteness was the most dominant type, with 40 tweets, or 37.0%. Positive impoliteness ranked second with 34 tweets, or 31.4%. Bald-on-record impoliteness followed with 18 tweets, or 16.6%. Lastly, sarcasm or mock politeness had only 16 tweets, or 14.8%. The findings suggest that netizens tend to use negative impoliteness by employing words that degrade, ridicule, mock, or belittle Anies Baswedan.

Fifth, the previous study by Adrianis (2020) titled "The Impoliteness Strategies of Netizens Comments on Trump and Jokowi's Tweets about COVID-19,". This research using a qualitative research study that analyzed the results using Culpeper's (1996) impoliteness strategies. This research discusses the role and impact of social media use, particularly platform X, in disseminating news to the public. The analysis focused on netizen comments on platform X, specifically on the accounts of Trump and Jokowi regarding COVID-19. The findings of this research indicate widespread dissatisfaction and skepticism towards the handling of the COVID-19 pandemic by both President Trump and President Jokowi. In the case of Trump, netizens expressed disagreement with his approach to isolating China, questioned the credibility of information from the Chinese government, and criticized Trump's prioritization of economic concerns over public health. Furthermore, there was extensive criticism of Trump's actions and decisions during the pandemic, with netizens accusing him of mismanaging the crisis and prioritizing his own political image and interests. Additionally, significant use of mockery and sarcasm was observed in response to Trump's statements and actions, reflecting a lack of

confidence and trust in his leadership. Similarly, regarding President Jokowi, netizens criticized government policies and responses to the pandemic, questioning the effectiveness of measures such as airport screenings and advocating for stricter actions like lockdowns. There was also skepticism about the allocation of government resources and the overall approach to addressing the crisis. Netizens used satire and sarcasm to highlight perceived shortcomings or inconsistencies in government actions, reflecting a general sense of frustration and disappointment with the government's handling of the pandemic.

The research by Husein et al. (2021), titled "Impoliteness Strategies in Twitter Comments," employs a qualitative data analysis method. The study utilizes the theory of impoliteness, which intentionally attacks the faces of others. Impoliteness can be executed through various strategies, and the violation of politeness maxims can lead to impolite speech acts. The aim of this research is to investigate which impoliteness strategy is used more frequently than others. Additionally, the study examines whether impolite retweets are more produced by males compared to females. It is found that the "bald on record" impoliteness strategy is used more frequently than other impoliteness strategies. Data for the study is collected from retweets on selected posts by the U.S. Secretary of State, Michael Pompeo. To achieve the research objectives, Culpeper's model of impoliteness strategies (1996) is utilized. The study reveals that in Twitter comments, strategies such as being bald on record, off-record, and withholding politeness are more frequently used. This indicates that people tend to freely express impolite comments on online platforms because their real identities can be hidden. Moreover, impolite retweets are more commonly

produced by males than females on Twitter, attributed to the courage of men in voicing their opinions. Impolite comments are also influenced by the context of the tweet itself.

The seventh one is the research conducted by Andreyeshta et al. (2022) titled "Sentiment Analysis of the #dirumahaja Hashtag on Twitter (X) in Indonesia." This research employs a quantitative method to analyze the sentiment of the community, aiming to identify various positive and negative opinions and understand the public's perception of the hashtag. Although the specific theory of sentiment analysis used in this research is not explicitly mentioned, it attempts to analyze the sentiment of Indonesian-language tweets using the #dirumahaja hashtag on Twitter. One possible method used is lexicon-based sentiment analysis, where words in the text are analyzed to determine whether they express positive, negative, or neutral sentiment. The findings of this study indicate that many Twitter users provide positive opinions through tweets with the #dirumahaja hashtag in response to the COVID-19 pandemic in Indonesia, as evidenced by a positive score of 49 on the right side of the table and histogram. Most users tend to be neutral, as indicated by the high number of zeros in the `twit$score` table and histogram, although the score of negative tweets almost equals that of positive tweets with a score of 48. The high percentage of anticipation emotion at 40% also influences negative tweets, which nearly balance out the positive ones, reflecting users' concerns about the COVID-19 pandemic expressed through tweets with the #dirumahaja hashtag.

The eighth research, conducted by Nuria Lorenz-Dus (2011), titled "Online Polylogues and Impoliteness: The Case of Posting Sent in Response to the

Obama Reggaeton YouTube Video," employs a qualitative methodology. Culpeper's (1996) theory of impoliteness is utilized to analyze and interpret data related to impoliteness in YouTube postings triggered by the 'Obama Reggaeton' video. The research findings reveal several key points. Firstly, impoliteness strategies observed in YouTube comments exhibit patterns similar to previous studies in online contexts, indicating a systematic usage of impoliteness. Secondly, impoliteness strategies tend to target the positive needs of others, aligning with the SIDE model in deindividuated contexts. This highlights the significance of prominently positive impoliteness strategies in polarized online environments. Thirdly, our analysis identifies significant similarities between participant and analyst assessments of impoliteness, as well as their relation to norms of civility in public discourse. In conclusion, the use of impoliteness in online environments not only influences individual behavior but also shapes broader societal interpretations and responses.

The ninth is Bousfield et al. (2012), with the title "Mock Impoliteness, Jocular mockery, and jocular abuse in Australian and British English." This study uses qualitative research methods that employ Culpeper's basic theory of sarcasm or mock politeness. This article concludes that 'mock impoliteness' often leads to evaluations of behavior showing rudeness, focusing on two specific interaction practices of 'banter', namely jocular mockery and jocular abuse. The research results show that in social interactions among men in the northwest regions of the United Kingdom and Australia, practices such as humorous mockery and humorous abuse often result in evaluations of simulated impoliteness. These evaluations refer to potentially rude behavior as not rude

behavior, but rather as politeness or rudeness itself. This indicates the presence of a shared ethos that values "not taking oneself too seriously." Such evaluations are also presumed to be cumulative and distributed differently in multiparty interactions. Therefore, the research concludes that simulated impoliteness is a standalone social evaluation, not a derivative form of either politeness or impoliteness.

Tenth, Altahmazi (2022) with the title "Impoliteness in Twitter diplomacy: offense giving and taking in Middle East diplomatic crises" using qualitative data analysis methods. This article discusses the use of impoliteness strategies in diplomacy on Platform X in the Middle East using the basis of linguistic impoliteness theory. The research data used includes all tweet posts uploaded by the Iranian Foreign Minister's account for 10 years. The research results show that in Twitter diplomacy, explicit offense-giving is used to indicate disagreement with the values held by the target. The use of offense-giving aims to strengthen self-image by attacking the identity or values of the opponent, while offense-taking is utilized to highlight moral aspects or legal violations of opponents in international politics. Thus, offense giving in Twitter diplomacy is used to manage public opinion and gain moral support, with the platform's ability to disseminate affective and moral attitudes related to offense giving and taking to online and offline audiences.

Eleventh, research by Akbar et al. (2024) titled "Impoliteness in President Jokowi's Instagram Post @Jokowi". The eleventh is a study by Akbar et al. (2024) entitled "Impoliteness Comments on President Jokowi's Instagram Post @Jokowi." This research employs a descriptive qualitative research

method, utilizing Culpeper's impoliteness theory (1996) as the theoretical basis to analyze the impoliteness present in Instagram comments on Jokowi's account. The article identifies impoliteness in YouTube postings triggered by the 'Obama Reggaeton' video during the 2008 United States presidential election. The study combines qualitative and quantitative approaches supported by impoliteness strategies to examine the realization and interpretation of impoliteness in the postings. The findings of the research indicate an increased usage of impoliteness strategies in the comments posted in the context of the Kanjuruhan tragedy in the sports world disseminated on social media. Out of 35 analyzed comments, four dominant impoliteness strategies were identified: positive impoliteness at 43%, negative impoliteness at 51%, bald-on-record impoliteness at 3%, and politeness with sarcasm or mockery at 3%. These findings illustrate that in sensitive or controversial situations, social media users tend to employ various impoliteness strategies in expression, both positively and negatively, with a significant portion of comments containing impoliteness elements.

The last related previous research is conducted by Salimi & Mortazavi (2024), titled "impoliteness on twitter discourse: a case study of replies to Donald trump and Greta Thunberg". They examine how some Twitter users reacted to one of Donald Trump's (DT) tweets mockingly addressing Greta Thunberg (GT), a 16-year-old climate activist, and another by GT mockingly addressing DT, both of which seem to have provoked some of the replies on both fronts. The study focused on the tweets that came in reply to two original tweets: one by DT telling GT to 'chill' on December 12, 2019, and another by GT telling DT to 'chill' on November 5, 2020. The impolite replies that had

taken offense at the original tweets were collected and analyzed using MAXQDA, a qualitative data analysis software. Cupper's framework on impoliteness (2011) was used to filter out those tweets that were not impolite. The results show that the replies invoked moral order expectations in three overarching categories in the responses to both parties: age-appropriate behavior, respect and manners, and concern for the common good. As far as the pragmatic functions were concerned, criticism of personal characteristics, criticism of supporters, criticism of relatives (to Trump only), praise of the opposing party, directing, mockery, and ideology denial (to Thunberg only) were performed.

There are similarities and differences between this research and previous studies. This research also examines phenomena in language rudeness, particularly different forms of rude language use. However, this study focuses on the various types of polite and impolite language tactics used by netizens when commenting on X's post about "Joe Biden." The function of impoliteness methods in language used by netizens in commenting on "Joe Biden" on X, and the comparative study of impoliteness tactics in language, can be used to fill gaps in the literature. Due to the variety of research methods and objects used, it is expected to differ from previous investigations. The researcher also examines and categorizes the impoliteness tactics used by netizens when commenting on Joe Biden's X posts. The tweet posts can be observed in the trending (viral) Joe Biden posts on X. The data was collected from January 1, 2024, to February 14, 2024. Additionally, the purpose of this study is to identify the language tactics

used by netizens, such as referencing "Joe Biden's use of Culpeper's theory of impoliteness" on X.

B. Research Questions

Researchers analyzed several elements of trun taking based on background. Therefore, the researcher asked the following research questions:

- 1.) What are the types of impoliteness netizens use in commenting on Joe Biden on X?
- 2.) How do gender affect the level of impoliteness in Joe Biden's column comments on X ?

C. Significance of The Study

This research aims to provide benefits in the practical field. Theoretically, this study could add more insight into impoliteness Culpeper's theory used to identify a variety of netizens' responses to public figures on social media. This research can make the netizen more thoughtful and cautious when commenting, because if this discrepancy can cause dishonesty in society, it is hoped that this research could also be a source of research related to the future of the subject of linguistic research.

D. Scope and Limitation

The scope of this research focuses on pragmatic studies, as impoliteness is a topic relevant to pragmatic studies. In a pragmatic context, impoliteness is studied as one aspect of the way language is used to influence, hurt, or damage the relationship between the speaker and the listener. This study includes the analysis of behaviours, expressions, and verbal actions that are considered impolite in certain cultural and social contexts. The author focuses on netizen

comments about Joe Biden's Twitter comments that can be analysed with Culpeper's (1996) theory of impoliteness.

The limitation of this research is the uploads contained in Joe Biden's X account on January 1, 2024 to February 14, 2024 which has many commenters on each post. The netizen comments will be selected based on the theories that will be used for this research, namely Levinson (1987) and Culpeper (2005). The posts can be seen in Joe Biden's trending posts on X.

E. Definition of Key Terms

The author provides several definitions to clarify the key terms used in this research:

- 1. Impoliteness:** a pattern of bad attitudes towards certain behavior that occurs in a certain context. The hopes, desires, and beliefs that support this about this social corporation, for example how the identity of a person or group is mediated by other people in the form of interactions.
- 2. Netizen:** refers to someone who is active in virtual communities or the internet in general who is social. Comments that aim to embarrass or bring down other individuals or groups.
- 3. Joe Biden:** an American political figure who took office after defeating his opponent in the general election, he became the 46th president of the union. Inaugurated as the country's 46th president in July 2023. Joined the democratic party and from 2009 to 2017, served as the 47th vice president of the United States.
- 4. X:** application for social media users to send, receive and read text-based messages as tweets. Not just writing ordinary tweets, tweets can also be used as a means of expression. On Twitter, we know that it is a text-based application where all posts focus more on writing.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher will explain the research theory. Includes: pragmatic explanation, and impoliteness explanation found on Twitter.

A. Pragmatic

Pragmatics deals with the limitations of language chosen by an author and accepted as the norm by the general public. It defines pragmatics as the study of how people engage in social interaction through the use of language as social actors. The research not only focuses on interaction and the meaning of words used, but also deals with the use of language, whether written or spoken, that becomes coherent text. The research aims not only to understand how people communicate with each other, but also to identify potential problems that may arise as a result. The study of such utterances in speech acts falls within the field of pragmatics. In other words, one must have not only strong grammatical competence but also the ability to create utterances that are socioculturally appropriate (Leech, 1983).

Pragmatics is the study of the relationship between the utterances of a speaker and the interpretations made by the listener. Until now, pragmatics has been in a developmental era. There are four scopes that encompass pragmatics: the first is the study of speakers, the second is the study of context, the third is the study of how meaning is conveyed, and the last is pragmatics, which examines the interpretation of speech partners based on familiarity distance, including physical, social, and conceptual aspects, implying the existence of common experiences

(Sulistyo, 2003). Within the scope of pragmatics, there are two important points that need to be observed: first, the use of language, and second, the context of the utterance. Regarding the use of language, it pertains to the function of language, while context is closely related to the cultural environment, indicating the diversity within society (Panggalo, 2022).

Speech acts are statements that function in communication as well as in social interactions in cyberspace. Additionally, pragmatics is the study of meaning in speech acts and the speaker's intended meaning. In the pragmatic approach, impoliteness can be summarized as an examination of the meaning that the speaker or writer intends to convey and how that meaning is received by the listener or reader. Therefore, interpreting what people mean in a particular context and how that context affects what they say is an important aspect of this research. Furthermore, the research explores non-verbal communication such as conferring or making apologies, complaints, etc. The speaker requests the listener to recognize them. Speakers expect listeners to acknowledge the speech they produce and respond accordingly. This aspect of expression was studied in the context of impoliteness on Twitter (Yule, 1996).

B. Politeness Theory

In general, being polite means being considerate of other people's feelings and significant phenomena (Holmes, 2001). In other words, it is important because many people often ignore language etiquette, especially on social media. The listener may not always be pleased if you speak nicely. Therefore, being polite means addressing the listener in a way that is acceptable to their relationship with the speaker and their point of view. There are four politeness tactics which include

on-record, positive, negative, and off-record politeness. Given that nowadays people are encouraged not to meet in person (Levinson, 1987), the focus for this study is the analysis of the main character's speech characterized by a politeness approach.

As a result, this study offers quotations from the main character that are about politeness. Many studies in the field of gender and linguistic politeness have found the same fact: that men and women actually have different language politeness. In linguistics, men can be recognized as using a different language style compared to women. This finding is supported by Trudgill in Brown, who suggests that women are more polite because they are hypercorrect in using grammar when speaking (Brown, 1980). With this, it seems reasonable to expect that women generally speak more formally and politely because they are culturally relegated to a secondary status compared to men due to higher levels of politeness (Brown, 1980).

Many individuals hold the misconception that politeness solely pertains to language usage, but this notion is inaccurate. The term 'polite' denotes someone whose conduct is respectful regardless of their verbal and written expression. Moreover, politeness varies across cultures; for instance, bowing respectfully is considered polite in Japan, whereas in Samoan culture, it is associated with social hierarchy and political influence. Thus, politeness encompasses both verbal and non-verbal behaviors. It serves as a fundamental aspect of language, drawing the attention not only of pragmatics but also of sociolinguistics.

While Boyer (1702) defines linguistic politeness as the adept management of words and actions to cultivate favorable impressions of oneself and others, Lakoff

(1975) focuses on politeness as a mechanism developed within societies to mitigate interpersonal friction. Fraser and Nolen view politeness as a result of a conversational agreement aimed at sustaining smooth verbal interaction. Hill sees politeness as a constraint on human interaction aimed at considering others' feelings, fostering mutual comfort, and establishing rapport. Throughout history and across various scholarly perspectives, politeness is consistently understood as a linguistic tool employed by communities to mitigate social conflict, refine interpersonal relationships, and facilitate smooth social interactions.

The face-saving theory, proposed by Brown and Levinson (1987), stands as the most renowned theory of politeness. Brown and Levinson consider politeness phenomena to be a 'universal principle of human interaction' (Malmkjar, 2004). Their theory of politeness rests on two primary assumptions:

1. The first assumption pertains to the concept of the model person (MP). Brown and Levinson perceive conversationalists as rational agents who strategically evaluate available language choices of which they are conscious.
2. The second assumption is linked to Goffman's (1967) notion of face, which serves as the foundation of Brown and Levinson's theory, subsequently becoming its central component (Locher, 2004)

Brown and Levinson's characterization of face is as follows: "the public self-image that every member desires to assert for themselves." They posit that face is "something that is emotionally invested, that can be lost, maintained, or enhanced, and that must constantly be attended to in interaction" (cited in Friess, 2008).

They identify two facets of the face:

1. Negative face: It signifies an individual's inclination toward independence and freedom from the impositions of others.
2. Positive face: It signifies an individual's inclination toward being liked and appreciated by others (Brown & Levinson, 1987)

Although agreeing with Goffman's notion that participants act to preserve and honor face, Brown and Levinson's conceptualization of negative face diverges from Goffman's understanding of face. While Goffman's perspective emphasizes the interactional aspect of face, Brown and Levinson's perspective centers on the rational aspect (Haslett, 2012). It is established that when a verbal or non-verbal act challenges the hearer's or speaker's face, it is termed a "face-threatening act" (FTA). For instance, a request is perceived as an FTA to the hearer's negative face because the speaker impedes the hearer from doing what they desire. Conversely, a contradiction is viewed as an FTA to the hearer's positive face, potentially resulting in a misunderstanding of the speaker's opinion. FTAs, as noted, can also pose a threat to the speaker's negative or positive face. For instance, an apology threatens the speaker's positive face, while an offer threatens the speaker's negative face (Longcope, 1995).

Brown and Levinson's perspective centers on speech acts. They introduce the term "face-threatening act" (FTA) to encompass any linguistic act that carries relational implications. They propose that every FTA should be counterbalanced with a certain degree of politeness (Walkinshaw, 2008). In their work, "Politeness: Some Universals in Language Usage" (1987), Brown and Levinson assert: "Unless S's desire to perform an FTA with maximum efficiency (termed as bald on record) outweighs S's desire to preserve H's (or S's) face to any extent, then S

will seek to minimize the face threat of the FTA." According to their theory, both the speaker and the hearer typically aim to uphold each other's face, but instances of FTAs can occur between them. These FTAs endanger the independence aspect of the hearer's face and the involvement aspect of both the hearer's and the speaker's faces. In line with Brown and Levinson's framework, the speaker employs a set of strategies to address FTAs, taking into account the perceived risk of face loss when selecting a strategy (Locher, 2004). Brown and Levinson (1987) propose three sociological variables to explain the risk of face loss:

1. The 'social distance' (D) between a speaker and a hearer (a symmetrical relation).
2. The relative 'power' (P) of the speaker and the hearer (an asymmetrical relation).
3. The absolute ranking (R) of imposition in a particular culture.

When encountering FTAs, Brown and Levinson suggest five types of politeness strategies to mitigate face loss:

1. Bald on record: This strategy involves adhering to Gricean maxims of the cooperative principle, treating it as speaking in accordance with Grice's maxims (1987). This strategy does not reduce the threat to the hearer's face; it is employed when the speaker's desire to efficiently perform the FTA outweighs their desire to consider the hearer's face .
2. Positive Politeness: This strategy aims to minimize the threat to the hearer's face. When using this strategy, the speaker prioritizes the satisfaction and conviction of the hearer over their own desire to perform the FTA. This

strategy not only addresses the FTA but also fosters a social and intimate relationship between the speaker and the hearer

3. Negative Politeness: This strategy is the most commonly employed among the various strategies. Brown and Levinson (1987) describe it as "self-effacement, formality, and restraint, with attention to the hearer's self-image, centered on their desire to remain unimpeded." This strategy aims to minimize the threat to the hearer's face and seeks to satisfy their negative face.
4. Off Record: This approach is deemed the most suppressive of face. Following this tactic, the speaker maintains multiple possible intentions, making it difficult to adhere to a specific intent (Friess, 2008). Indirect communication is recognized as the most veiled form of speech acts, involving unconventional indirect expressions such as hints, metaphors, and ironies (Cheng and Kong, 2009).
5. Don't do the face -Threatening Acts: This strategy is employed when the risk of face threat is substantial, prompting the speaker to remain silent without engaging in any speech act (Ibid.). Despite its significance, Brown and Levinson's theory faced criticism from numerous linguists due to various reasons. Primarily, it was deemed individualistic, focusing solely on the speaker, who, according to this theory, is considered a relational agent. Consequently, its applicability in non-Western cultures, such as Igbo and Japanese cultures, where group norms prevail over individual behaviors, was questioned (Brasdefer, 2008). Additionally, Slugoski and Turnbull (1988) criticized Brown and Levinson's theory for confining itself to specific

variables (social distance, power, and absolute ranking). Similarly, Watts (1992) remarked that the theory of politeness failed to elucidate the relationship between these variables. Lastly, Meier (1997) contested the absence of a clear definition of impoliteness within Brown and Levinson's theory (Jordà, 2005).

C. Impoliteness Theory

Impoliteness is a common issue in social interactions, often displaying elements of hatred and dislike towards the recipient. In Indonesia, three factors affect impoliteness: hoaxes and fraud, hate speech, and discrimination. The highest factor is hoaxes and fraud, which rose by 13 points to 56%. Hate speech increased by 20 points to 45%, while discrimination decreased by 5 points to 15%. Impoliteness is often characterized by telling jokes at the expense of others, initiating confrontation, using explicit profanity, and deceiving others. When using social media, it is crucial to pay attention to language politeness to make interactions more thoughtful. Many people are less considerate and comment freely without paying attention to language politeness. There are two common types of impoliteness: negative impoliteness and false impoliteness or sarcasm with a direct approach. This indirectly reflects one's character and personality towards the recipient, contradicting politeness (Bousfield, 2003).

The impoliteness in the 21st century, one of the most researched aspects lies within the scope of pragmatics. Impoliteness distinguishes itself in its usage. Therefore, this discussion concludes that impoliteness is a language activity aimed at damaging international relations by undermining the dignity of others. Impoliteness occurs when the speaker fails to adhere to the cultural context of a

particular region, resulting in an attack on the interlocutor's dignity. However, when speech is used in contexts or social norms that are inappropriate, impoliteness will occur (Culpeper, 1996).

According to the rudeness approach (Culpeper 1996), being rude is the same as attacking someone in the face. With five politeness tactic contrasting with four cordial procedures, Culpeper's strategy is more comprehensive than the others. It was also found that the use of harsh words in this language was the work of many people. In the likelihood that abusive behavior is revealed increases with distance. In the correlation factor between social distance and the likelihood of unpleasantness in the presence of approaching people with other consideration. With other factors, social distancing is not possible and makes it unpleasant for someone to approach. Speakers of higher social status tend to be impolite towards individual of lower status or demean their colleagues who have higher social status. From this definition, the act of impoliteness depend on the speaker's intentions and the listener's understanding of the speaker's intention with their relationship. In other words, an action that might be qualified as an impolite act is that the listener has concluded that the speaker attacks the face of the listener or partner showing a threatening action.

Five strategies have been identified as impolite, which seem to contradict the four principles of hospitality. In terms of criminal behavior, several factors underlie the use of impolite language, with the main factor being the relationship between friendly speakers and close or personal friends in discourse. In cases of closeness, impoliteness develops when the tone or context of the speaker is inappropriate. Therefore, there is essentially no unpleasant communication. It is

essential to ensure that our words do not cause harm to those who hear or read them. Cultivating a positive outlook towards others, especially those we do not know directly, helps us avoid negative behavior (Culpeper, 1996).

So, language politeness is essential in communication, and its forms can be observed in everyday life, whether in social media or in face-to-face interactions. Other factors with stronger social qualities usually disregard inferior discourse partners. In contrast, Culpeper observes that impoliteness manifests in five forms: direct impoliteness, positive impoliteness, negative impoliteness, sarcasm or mocking politeness, and withhold politeness. These five forms of impoliteness identified by Culpeper will be explained one by one, along with examples (Culpeper, 1996).

1. Bald on Record impoliteness

In face threatening behavior (FTA) or threats to someone's face are carried out immediately, clearly, firmly and concisely in circumstances where the face is relevant or not minimized (Brown and Levinson, 1987: 69). The consequences of using sentences or proclamation that are hostile or mocking are the most visible. With a small portion of the face at risk for each scenario or speaker trying to face the listener (Culpeper, 1996, p.356).

Example :

Donald: just tie him to an electric pole, depraved human (Mara, 2018)

Donald : you eat dirt (Chintiabela,2017)

His speech can be used to determine whether a sentence is bald because it is rude, because it makes fun of someone's body skin. Since the author contracts

making fun of someone's body parts with the term “horrible” this question falls under the type of impoliteness characterized by baldness.

2. Positive impoliteness

Positive impoliteness is tending to attack other people's faces such as giving up the face of someone who has a close relationship with them to show disapproval, carrying out intimidation, using insulting nicknames for someone and making other people uncomfortable. Things of positive impoliteness such as self-indulgence, abusing one's personality, ignoring, expecting no discourse support, being tactless, using unclear and secretive language, using taboo language, bullying etc. (Culpeper 1996,p.358)

Example :

Donald: Have you finished, Nia, come here.

Beartice : Why is it always me, mam? (Dani, 2017).

Shut up with all that talk” is a positive impoliteness used by the author based on this question. This phrase describes remarks used to intimidate and belittle someone's personality. Thus, this will make the intended recipient think badly about you.

3. Negative Impoliteness

This strategy is usually used by someone to attack the listener negative face and is designed to damage the recipient's negative face. Such as demeaning, ridiculing, ridiculing, or insulting, not taking other people seriously (Culpeper, 1996).

Example :

Donald: Watch out you're fat. You can only cheat.

Donald: Just 1, Bill.

The offensive use of the phrase “you fat are boring to look at” in this question conveys negative impoliteness, as can be demonstrated by the following remark: the term “boring” conveys the idea that you fat are unattractive.

4. Sarcasm or Mocking Impoliteness

This insult is demonstrated by the use of expressions that clearly contradict what they are saying with the aim of offending someone or criticizing something seriously or ironically. Speech that makes fun of or harm other people is sarcasm. Sarcasm can be rude or delivered as a joke. FTA is the spread of insincere impoliteness. Thus it can also be said to promote disharmony, insult or act openly. In impoliteness that manifests through the use of words that imply someone's feelings and criticize someone seriously (Culpeper, 2003).

Example :

Bertice: Wow. Are you sure it's beautiful?

Based on these remarks, it can be seen that the author used sarcasm or mockery of impoliteness because the meaning of the sentence was as follows "What is collecting? Wow, are you sure it's beautiful?" stated to make disrespectful comments.

5. Withhold politeness

In a form of impoliteness that is anticipated in a particular situation but is not used in that situation for whatever reason. In some cases, enduring rudeness requires a lack of politeness that is usually required of everyone in a meeting. In the absence of politeness in working in a place that is expected, such as not expressing gratitude for what someone has given (Culpeper, 1996). This

impoliteness occurs when someone restrains the other person's behavior and does not behave as expected.

Example :

Denise : This ... Flowers every day, for a year

Deddy : *Hmm*

It is defined as deliberate rudeness if one fails to express gratitude to someone for a gift. From this question, it is clear that the author is able to facilitate actions that are not completely inappropriate. Some events that do not result in the implementation of certain actions are keep secret.

D. Social Media X (Twitter), Facebook, Instagram

1. Definition

Social media is a general term that covers various online platforms with diverse attributes, communication formats and socialization functions, there are certain characteristics that are basically shared by all social media applications. Mayfield (2008) identified five specific characteristics that underlie the operation of all social media: participation, openness, conversation, community, and connectedness.

Social media is likely the most major application, with exponential growth in various segments of the population (Barnes, 2009; Bernoff, Pflaum, & Bowen 2008; Korbet 2009; Miller, 2009). According to Nielsen (2009), social networking sites have surpassed personal email and now rank fourth in popularity. Internet activity involving searches, portals, and PC software programs. In October 2012, there were one billion Facebook accounts (The Huffington Post, 2012). It has been proposed that, rather than replacing face-to-face communication or

interaction, social media creates new chances to develop relationships and improve one's social relationships with others by sharing knowledge (Pilch 2009; Waters, Nuttall, & Gelles 2009). In summary, social media is no longer the realm of the younger generation or technology-savvy customers; it has entered "mainstream" culture with promise social benefit (Stephen and Galak, 2009).

- a. Platform X is a text-based application where all posts focus more on writing.
- b. Facebook is a social network where any user can use Facebook at any time, such as having the option to friend known and unknown individuals. On social media, Facebook is attractive to its users because it provides complete facilities such as photo albums, videos, chat, profile photos, and other users can comment and like with their thumbs.
- c. Instagram is one of the most popular and modern lifestyles which is highlighted in every post that has many followers such as images, information, audio, video, and so on. There are lots of Instagram accounts that follow the modern lifestyle on Instagram because there is a lot of creative content displayed in each post. Tragically this also creates a dislike of the place where they know complaints and reactions will be seen.

The social media above have different characteristics: X (Twitter), which has limited letter characters, creates clear content for the audience so that users cannot read it until the end. Apart from that, netizens commented on rude language behavior and using slang language. On the other hand, Facebook characteristics are based on friendship and the presence of missionary activists so that users can see, learn, increase scientific insight and information about the

Islamic world, for example. Moreover, Facebook users could find friends they haven't seen in a while to stay in touch. Lastly, the users of Facebook commented more politely and do not use slang. Different with the two previous social media, Instagram produces more aesthetic video or photo content which becomes a trending phenomenon and can become cultural. In branded fashion, this is common with luxury products, where the fashion and lifestyle phenomenon has become a commodity. In addition, netizens use more polite language and their words are more polite without using slang, as in Adam's research (2021). So of the three social media X, Facebook, Instagram, the one that uses the most impolite language and uses slang is X. Meanwhile on Facebook and Instagram, the language is more polite and do not use slang.

E. The Characteristics of Male and Female Language

Gender is a topic that focuses on the relationship between language and the history of sociolinguistics and gender pioneered by Robin Tolmach Lakoff (2004). There are many reason for the development of language differences between men and women. In a man's language that is open with appropriate words and has a stronger language. On the other hand, women tend to use softer sign language by using explicit or figurative language and communicating carefully. In addition, women tend to use softer language or body movements. In a woman will talk to herself and not trust others if she is unsure about a subject with a question mark according to Lakoff (2004). There are many problems with the common idea that men and women use language in different ways. For linguists, women's language can be distinguished from men's language by having different masculine characteristics. It has been said to be completely unbreakable in human life. In

society, intersexuality is an abnormal thing that is a characteristic of men and women speaking in different ways (Coulmas, 2005: 36).

In addition, Wardhaugh (1998) notes that men and women speak in different ways. These differences include examples of circumstances that can be found in languages that cover various linguistic levels. A particular area where men and women are very different, especially in terms of different characteristics, skills and traits. Differences caused include tone, voice, facial expressions, intonation, and limb movements. Two languages are still one, even though there are differences in them, they are now still each other. Men's and women's language has different characteristics. Research shows that women are better at maintaining language, while men excel at innovation and sustainability.

In the explanation above, the gender gap is directly related to the phenomenon of language which is very closely related to gender differences. From the explanation, the gender gap is directly related to language phenomena. Language phenomena such as impoliteness pay attention to the causes of impoliteness in speaking. Differences are one of the causes of mutual insults between speakers. However, one of the causes of disrespect between speakers can be found, namely gender differences. Therefore, this research uses a gender problem formulation as a framework for this incivility research.

CHAPTER III

RESEARCH METHOD

This research will be carried out using a methodology appropriate to research which includes planning, design, data, and data analysis, instruments, data sources, data collection, all of which must be used in this research.

A. Research Design

This research used qualitative approach method because its aim is to understand the impoliteness strategies present in Joe Biden's comment column. The purpose of this research is to describe social phenomena in detail (Rahardjo, 2010). Additionally, this study utilizes Culpeper's theory for analysis, constructing a representation of how netizens comment on Joe Biden on X. Furthermore, the research is supported by data analysis methods.

Moreover, this research is supported by the discussion data analysis method, which involves reporting research results and explaining the data according to the analysis method. This method facilitates readers' understanding of the analytical approach used, specifically describing the results of the data obtained and classifying the data based on Culpeper's (1996) types of impoliteness strategies.

B. Research Instrument

The research instrument in this study is the researcher, who conducts research by searching and viewing text uploads on Joe Biden's account. In qualitative research, the researcher is considered the main research tool (Rahardjo, 2020). This research utilizes written text posts on Twitter. The researcher endeavors to

find answers to research questions. Thus, the researcher serves as the primary research tool.

C. Data and Data Sources

The data source for this research comes from social media platform X. This platform offers several features, such as commenting, liking, and X users, which are crucial points of the data selected by the researchers. The primary research selected comprises posts from the official account of the President of the United States, Joe Biden. These posts are related to the MAGA event, which is a presidential campaign event. The selected posts have more than 1 million X users, taken from January, for a total of three posts. The channels were released from January 1, 2024, to February 14. Specifically, the three posts were released on January 1, 2024, for the first post, February 10, 2024, for the second post, and February 14, 2024, for the last post. Additionally, the data consists of words, phrases, clauses, and sentences written by netizens in the comment section of the three posts on Joe Biden's account.

D. Data Collection

The steps in collecting the data, the researcher took the written post method using viewing and reading techniques because the data provided the most interactive data from written posts, namely impoliteness in X. In understanding the process behind the observed results and assessing changes in public perception (Kabir, 2016). The data collection method used in this research is the descriptive-qualitative method, which includes document analysis, case studies, and visual data collection. In this research, there are steps used to collect data. For research question 1, the first step in collecting data is to search for three posts on Joe

Biden's account on Platform X with users of 1 million. Second, the researcher searches for comments that contain elements of impoliteness in the posts, then takes screenshots. The third or final step is to analyze the comments from Joe Biden's posts. The reason for selecting posts with over 1 million users is that the researcher wants to analyze the interest of X account users in Joe Biden's posts, especially because the event chosen by the researcher is a presidential event. For research question 2, the researcher compiles the data by the gender of the users.

E. Data Analysis

The next step after completing the data collection is to analyze the data obtained based on the theory of impoliteness strategies by Jonathan Culpeper (1996), who is a prominent figure in impoliteness theory, developed from Brown and Levinson's politeness theory. Therefore, Culpeper's theory (1996) is applicable for this study. Since the objective of this study is to examine the types of impoliteness on Joe Biden's X account comments. In this research, there are several stages of data analysis, as follows: First, the obtained data is evaluated and classified into types of Culpeper's impoliteness theories. Second, after data classification, an analysis is conducted for each data finding. Third, describe the data in detail. Finally, draw conclusions from the conducted research. For example, it may be argued that impoliteness theories are generally well-equipped, conceptually or descriptively, to account for impoliteness.

CHAPTER IV

FINDING AND DISCUSSION

This chapter consists of the findings and the discussion based on the review of related literature from the previous chapter. The finding contains the analysis of data to answer the research problem. The discussion of the analysis data from the findings is conducted in a discussion. In this section, the researcher attempts to show the result of the analysis impoliteness in Joe Biden's comment on Platform X based on Jonathan Culpeper's theory of impoliteness (1996).

A. Findings

1. Types of Impoliteness comments on Joe Biden account on X

In this section of the research findings, the researcher has collected several pieces of data taken from selected comments on Joe Biden's account, selected from January to February. Researchers conducted data analysis on the comments based on Culpeper's (1996) theory of impoliteness strategies to classify their types and analyze how impoliteness comments vary according to gender. Thus, the researchers presented 15 comment data from 3 Joe Biden posts for classifying the types of comments based on Culpeper's (1996) strategy theory and 20 comment data for analysis based on gender, namely male and female. Culpeper's impoliteness strategies include: Bald on record, Positive impoliteness, Negative impoliteness, Sarcasm or Mock politeness, Withhold Politeness. The data were extracted from Joe Biden's account on platform X.

a. Joe Biden's post on January 1st.

Below is Joe Biden's post, in which he wishes everyone a happy new year and declares readiness to serve the American people and combat MAGA. MAGA is an acronym for the "Make America Great Again" political slogan of Trump, who may be Biden's Republican opponent in the November 2024 election. Here is the data obtained about netizens' responses, which have been analyzed using Culpeper's strategy theory.

'Happy New Year, everyone. In 2024, we're ready to keep delivering for the American people and fight back against MAGA extremism. Let's finish the job'.

Below is the data obtained from netizen responses, which have been analyzed using **Culpeper's strategy theory**:

1) Data 1

Our only hope is that MAGA republicans can take us back from all the damage you have done these past 3 years (@real_defender).

The sentence belongs to the category of "**bald on record**" in Culpeper's theory of disobedience. In this theory, "**bald on record**" is the most straightforward and open-ended strategy of dishonesty, in which the speaker explicitly and without speech expresses disagreement or criticism of his target. In the sentence, the phrase "**Our only hope is that MAGA Republicans can take us back from all the damage you have done these past three years.**" directly blames the recipient (you) for the damage that has occurred over the last three years, without attempting to disguise or suppress the criticism. Biden's reign has harmed middle-class families by undermining the economy, rising their living

costs, and harming relationships with overseas allies. In addition, the American people are suffering as a result of President Biden's broken promises and ineffective leadership. The incivility identified by researchers was based on netizen comments made by female netizens.

2) Data 2

The concept of fighting against “MAGA” makes zero sense. **So if you don’t want to Make America Great Again, what do you want for America then?** (@MyGuyRiley).

The sentence belongs to the category of "**positive impoliteness**" in Culpeper's theory of disobedience. In this context, the speaker uses language that directly affirms his opinion without mediating or suppressing criticism directed at his target. In this sentence, the speaker explicitly expressed doubts or disagreements with the concept of "Make America Great Again" by stating that the concept was meaningless. The phrase "**So if you don’t want to Make America Great Again, what do you want for America then?**" emphasizes the speaker’s lack of understanding of the objectives or ideals put forward by the opponent of MAGA. By using **positive impoliteness**, the speaker directly demonstrates disagreement with the views or ideas he opposes, and challenges the other speaker to explain his different views in an explicit way.

The statement could be considered harsh as it asserts that opposing the concept of MAGA is irrational and implies that there are no other alternatives besides supporting it. In other words, the statement assumes that only one opinion is correct and belittles differing views or ideas by stating that if someone does not support MAGA, then they do not have a constructive

viewpoint. This undermines the diversity of opinions and experiences of other individuals and could potentially make people feel uncomfortable or unappreciated for their differing perspectives. The incivility identified by researchers was based on netizen comments made by male netizens.

3) Data 3

Serious question. **Who's running your social media platforms? We all know it's not you (@MayraFloresTX34).**

In the sentence "Serious question, who's running your social media platforms? We all know it's not you," there's an example of "**withhold impoliteness**". The explanation of "withhold impoliteness" here is that although the question directly asks who manages the social media platform, it also implies the assumption that the target does not play a direct role in its management. The words "**we all know it's not you**" indicate that the speaker and most likely a number of others believe that the target is not directly involved in managing his social media platform. In this way, the speaker conveys disagreement or suspicion indirectly, without having to directly accuse or blame the target. This allows messages to remain polite, while still expressing dissatisfaction or suspicion. Thus, the sentence can be considered as an example of "**withhold impoliteness**".

The question indicates underlying unfriendliness by implying doubt about the account owner's ability to manage their own social media platform. The expression "**Who's running your social media platforms? We all know it's not you.**" clearly casts doubt on the direct involvement of the account owner, suggesting the assumption that someone else manages it. This could be seen as a disrespectful taunt, undermining the integrity and capability of the account owner

to run their social media platform. With a tone of skepticism, the statement creates an atmosphere of distrust that could make the account owner feel unappreciated or looked down upon.

4) Data 4

Biden it took you 4 hours to get 900k views. Nigga you got no clout. It's so over for you. **TRUMP IS ABOUT DOMINATE YOU IN THE POLLS** (@dom_lucre).

The sentence belongs to the category of “**Negative Impoliteness**” in Culpeper's theory of disobedience. In this context, the speaker uses language that contains harsh criticism or extortion of the target. First of all, the expression “**Nigga, you got no clout**” uses inappropriate and humiliating words, as well as stating that the speaker doubts the popularity or influence of the recipient. Based on the context, ‘nigga’ means an offensive and derogatory word directed to Joe Biden. This is a direct example of the use of negative impoliteness. Furthermore, the statement “**Biden, it took you 4 hours to get 900k views**” also directly criticized Joe Biden's performance or achievement, indicating dissatisfaction with his achievements in terms of audience or online support. Finally, the statement “**TRUMP IS ABOUT TO DOMINATE YOU IN THE POLLS**” emphasized that the speaker predicted that Trump would outperform Biden in the election, which could also be seen as a form of extortion. In this context, Donald Trump belong to Republican Party, the opponent of Biden’s Party, Democratic Party. By using negative impoliteness, the speaker expressed dissatisfaction, criticism, and doubts about the ability or success of the target, in this case, Joe Biden. The

incivility identified by researchers was based on netizen comments made by male netizens.

5) Data 5

You wil **finish the job**' this year and hand it over to the MAGA boss himself (@osherfeldman).

The sentence belongs to the category of "**sarcasm**" in Culpeper's (1996) theory of disobedience. The statement 'You will 'finish the job' this year and hand it over to the MAGA boss himself' contains a clear condemnation to the recipient. The expression '**finish the job**' is likely to refer to a specific task or project that the recipient has to complete, but the use of quotation marks indicates that the speaker does not fully believe or may doubt the recipient's ability to complete the task. Furthermore, referring to the recipient as 'the MAGA boss himself' could be seen as an insult to the ideology or leadership represented by MAGA (Make America Great Again), with the intention of highlighting the speaker's disagreement with the views or policies associated with MAGA."

b. Joe Biden's post on February 10th.

'Extreme MAGA Republicans in congress have blocked efforts to lower health care costs. Trump is vowing to repeal the affordable care act, ripping away health care from millions. We will not go back'.

Based on the post, Joe Biden states and outlines the situation in which members of Congress from the extreme MAGA (Make America Great Again) faction obstruct efforts to lower healthcare costs. Furthermore, the statement also

highlights that Trump vows to repeal the Affordable Care Act, which would result in millions of people losing access to healthcare. Finally, the statement asserts that the party issuing it will not retreat in efforts to maintain access to affordable and essential healthcare for the public.

1) Data 1

Republicans **must not be allowed** to gut our healthcare or Social Security!
(@ArCandee).

The phrase "Republicans **must not be allowed** to gut out our healthcare or social security" belongs to the category of "**bald on record**" in Culpeper's theory of impoliteness. In this sentence, the speaker expresses their opinion or wishes directly and without disguise. They firmly stated that Republicans should not be given the power or opportunity to reduce or destroy (gut) the health or social security systems. This statement is an example of the use of the most direct and explicit strategy of impoliteness, in which speakers express their disagreement clearly and without hesitation. By using words like "must not be allowed," the speakers affirmed their position strongly. "**Must not be allowed**" is a phrase in English which means that something should not be permitted or allowed to happen. In the context of the sentence, "Republicans **must not be allowed** to gut our healthcare or Social Security!" it means that according to the speaker, the Republican Party should not be permitted or given the opportunity to reduce or harm our healthcare or Social Security systems. This demonstrates firmness and rejection towards actions perceived as detrimental by the speaker. The incivility identified by researchers was based on netizen comments made by female netizens

2) Data 2

Affordable? That is **laughable – I pay more now with you as President!**
(@princessacjar).

In Culpeper's theory of impoliteness, **positive impoliteness** is one of the four impoliteness strategies used by speakers to express disagreement or criticism towards a target in an explicit manner. In the case of the sentence "Affordable? That is laughable—I pay more now with you as president!" We can observe the use of positive impoliteness. Firstly, the word "**laughable**" is used to express skepticism or doubt towards the claim or situation being discussed, in this case, possibly related to the claim that something is affordable. The use of this word with a mocking or disdainful tone indicates a clear rejection or disagreement with the statement. Furthermore, the sentence ends with the statement "**I pay more now with you as president!**" which indicates dissatisfaction with the president or the policies implemented by them. The use of "**you as president**" directly highlights the president as the target of the criticism. Thus, through the use of positive impoliteness, the speaker explicitly expresses disagreement and criticism towards the policies or actions taken by the president. **Positive impoliteness** in this context aims to assert the speaker's stance or viewpoint in a manner that disregards norms of politeness or delicacy in communication. The incivility identified by researchers was based on netizen comments made by female netizens.

3) Data 3

The affordable care act actually drove up prices. Government involvement in health care is what makes it so expensive (@002timmyNFTs).

The sentence "the Affordable Care Act actually drove up prices. Government involvement in health care is what makes it so expensive" falls into the category of "**withhold impoliteness.**" Here's the explanation: Firstly, the speaker **expresses rejection of the Affordable Care Act (ACA)** by stating that the policy actually increased prices. The use of the word "**actually**" indicates that the speaker wants to highlight a fact that they believe is often overlooked or not acknowledged. However, the speaker refrains from expressing criticism directly by not using language that is too sharp or harsh. Then, the speaker hints that government involvement in healthcare is the main cause of its high cost. This implies that the speaker opposes government intervention in healthcare but conveys it in a more indirect manner. Thus, through the use of withhold impoliteness, the speaker expresses their critical view of the ACA and government involvement in healthcare without directly attacking or stating disapproval harshly. This allows the speaker to convey their opinion in a more subtle manner while still indicating disagreement with the policies discussed.

4) Data 4

The “Affordable Health Care Act” is affordable for nobody. It was a sham to force Americans into overpriced insurance plans. If you really care you’d be pushing for a public option. **Both parties are absolute sh*t on this issue (@MrStevenSteele).**

The sentence falls into the category of “**Negative Impoliteness**” in Culpeper's theory of impoliteness. In this theory, negative impoliteness involves the use of language that expresses disagreement or criticism indirectly or harshly. In the given sentence, the expression "**Both parties are absolute sh*t on this issue**" demonstrates negative impoliteness. In this context, the use of the coarse and negative language "**absolute sh*t**" expresses a strong dissatisfaction towards both political parties involved in the issue. This expression represents a very harsh and impolite criticism of both sides, indicating deep disapproval and dissatisfaction. In the sentence, the speaker criticizes the "Affordable Health Care Act" harshly by stating that the policy is unaffordable for anyone and is a sham. Furthermore, the speaker states that if there was genuine concern, the government should be advocating for a public option in healthcare. The statement also blames both political parties for their failure to address this issue. By using negative impoliteness, the speaker not only expresses disagreement with the existing policy but also blames and condemns those responsible for the policy, as well as showing strong displeasure towards the current condition.

5) Data 5.

OH WE ARE GOING BACK SLEEPY JOE... WAYYYYYYYY BACK. KEK (@QTHESTORMM).

The sentence falls into the category of "**sarcasm**" in Culpeper's theory of impoliteness. In this context, the speaker employs a language style containing irony or mockery towards someone, in this case, "**Sleepy Joe**" referring to Joe Biden. The expression "**OH, WE ARE GOING BACK SLEEPY JOE ... WAYYYYYYYY BACK. KEK**" portrays displeasure or disagreement towards Joe Biden and possibly his policies or actions. The exaggerated use of "**OH WE ARE GOING BACK**" followed by "**WAYYYYYYYY BACK**" indicates that the speaker does not respect or take seriously what would happen if Joe Biden were to return to power. Lastly, the use of "**KEK**" may be intended as an additional form of mockery or ridicule.

c. Joe Biden's Post on February 14th.

'Trump and his MAGA friends want to give another massive multibillion-dollar tax handout to the ultra-wealthy while cutting social security and medicare. I won't let it happen'.

Based on the post, it expresses disagreement with the plans associated with President Trump and his supporters group known as MAGA (Make America Great Again). The post states that Trump and the MAGA group want to give tax breaks amounting to billions of dollars to the wealthy while cutting social programs such as social security and medicare. The author of the post asserts

that they will not let this happen, showing their refusal towards policies deemed detrimental to the people.

1) Data 1

'No they dont' (@joenalex2).

In the theory of impoliteness, "**bald on record**" refers to a communication strategy that is direct, honest, and unrestrained in delivering a message regardless of the potential effects on the listener. Thus, the phrase "**no they don't**" can be seen as an example of the "**bald on record**" strategy. In the context of the sentence, the use of "**no they don't**" directly rejects a claim or assumption that may have been made earlier. There is no attempt to soften or obscure the message, but rather a direct and clear statement. This reflects an open and straightforward approach in expressing disagreement or rejection of an idea or statement. So, the sentence falls into the category of "**bald on record**" because it is direct, unrestrained, and honest in stating a rejection of a claim or assumption. The incivility identified by researchers was based on netizen comments made by male netizens.

2) Data 2

Prove it LIAR! You and your admin are full of sh*t (@TonySeruga).

The sentence "Prove it **LIAR!** you and your admin are **full of shit**" does not fall under the category of **positive politeness**. Instead, this sentence belongs to the category of negative politeness. In the context of the sentence, the use of harsh words like "**LIAR!**" and "**full of shit**" indicates the use of coarse and attacking language. This is not in line with the strategy of positive politeness, which tends to avoid confrontation and tries to consider the feelings of the interlocutor.

Instead, the sentence reflects the strategy of negative politeness, where the speaker uses coarse or demeaning language to express their disagreement or displeasure with the interlocutor. By using harsh and attacking words, the speaker tries to express their disagreement firmly, without regard for the feelings or politeness of the interlocutor.

3) Data 3

Didn't **this guy** say he'd be a president for all Americans?
(@jeremyRyanSlate).

The sentence "Didn't **this guy** say he'd be a president for all Americans?" falls into the category of **withhold impoliteness** because it contains elements of rhetoric that express dissatisfaction or doubt indirectly or not directly. In this context, the use of this rhetorical question implies disappointment or criticism of the actions or decisions made by the individual mentioned (in this case, a president) by presenting it in the form of an indirect question. This way, the sentence conceals impoliteness or dissatisfaction behind its rhetorical structure. In this sentence, the word that indicates withhold impoliteness is "**this guy**". The use of the phrase "**this guy**" with a somewhat informal tone can give the impression of rudeness or belittlement. By using this expression, the speaker may express dissatisfaction or doubt about the individual mentioned without directly mentioning their name or using the appropriate title. This provides an indirect sense of impoliteness. Jeremy Ryan Slate from Paitai Republik who is a male film producer.

4) Data 4

MAGA Friends are the worst.

Who agrees? (@AngelaBelcamino).

The sentence "MAGA friends are the worst. Who agrees?" falls under the category of **negative impoliteness**. In the context of the sentence, there is a sense of displeasure and condemnation towards the "MAGA friends" group by stating that they are the worst. The use of the phrase "**the worst**" indicates a very negative judgment towards the group. Additionally, the question "Who agrees?" invites others to agree with the negative statement, which can also be seen as a form of expressing displeasure or criticism towards the group. Therefore, the sentence can be categorized as negative impoliteness because it expresses sharp dissatisfaction or criticism towards the targeted group.

5) Data 5

LOL, the pandering is real! (@GuntherEagleman).

The sentence "LOL, the pandering is real!" falls under the category of **sarcasm or mock politeness**. In this sentence, the use of "**LOL**" (**abbreviation of "laugh out loud"**) indicates that the writer is laughing at or finding the situation funny or unserious. However, the following statement "the pandering is real!" implies that the writer actually does not appreciate or agree with what is referred to as "**pandering**" (effort to gain support or approval insincerely). Thus, the use of "LOL" followed by a statement that reflects disagreement or criticism indicates that the sentence is a form of **sarcasm or mock politeness**.

2. Classification Impoliteness comment by gender

a. Male Haters Gender

However, men who have differences express impoliteness, according to Kuntjara (2012), men tend to speak loudly and express non-standard language which can be interpreted as impolite.

1) Data 1

He's calling people who want to Make America Great Again **extremist**. And he wants to "**finish the job**" finish what? Finish destroying America? Finish destroying patriots? (@senatorbabet).

The sentence falls under the impoliteness theory by Culpeper, which is an example of "**Negative Impoliteness**". This is because the sentence demonstrates unfairness towards those who support the "Make America Great Again" movement by labeling them as extremists and using a critical and accusatory tone. The sentence exhibits negative impoliteness by expressing injustice and displeasure towards certain individuals or groups. Within it, the author uses harsh and mocking language to portray those who support the "Make America Great Again" movement as extremists. The choice of words such as "**extremists**" and the use of quotation marks to highlight the phrase "**finish the job**" imply a sharp rejection or disagreement with the views or goals expressed by the mentioned individuals or groups. In this context, the sentence disregards norms of politeness or respect for others' views, thus showing characteristics of negative impoliteness. This creates an unfriendly and belittling atmosphere towards people with certain political views, which can be seen as a form of communicative injustice.

2) Data 2

Delivering how exactly? From the basement to the beach?
(@MrCryptoOg).

The sentence demonstrates a type of impoliteness known as "**sarcasm or mock politeness**" as it uses sarcasm or sarcastic language to express disagreement or criticism towards something. In this case, the sentence ridicules or mocks the delivery or execution of something by suggesting an extreme or unlikely scenario, such as delivering something "from the basement to the beach". It is not a direct expression of hatred or aggression, but rather leans towards sarcasm or a tendency to mock. The sentence "**Delivering how exactly? From the basement to the beach?**" can be considered an example of "**sarcasm or mock politeness**" as it employs sarcasm or a subtle mocking tone. In the sentence, there is a casual-sounding question element that reflects disbelief or rejection of something mentioned earlier. The phrase "**From the basement to the beach?**" expresses disagreement or disbelief indirectly, depicting an extreme or improbable literal transition. This indicates that there is disagreement or confusion regarding the idea discussed earlier. Thus, this sentence can be regarded as a form of sarcasm as it conveys disbelief or disagreement towards something expressed earlier using indirect or sarcastic language. The incivility identified by researchers was based on netizen comments made by male netizens.

3) Data 3

Time to Resign Big Guy (@TheSouthGAJohn).

The phrase "**time to resign big guy**" falls under the impoliteness theory by Culpeper known as "**bald on record**". This is because the phrase is an example of direct, straightforward, and unambiguous expression of a desire or action expected from someone. In this case, the phrase clearly conveys a request for someone to step down from their position without using strategies or efforts to soften or embellish the request. There is no attempt to disguise the intention or convey the request in a more polite or diplomatic manner. For instance, the use of the phrase "**big guy**" may be seen as an attempt to give an informal or familiar impression, but the overall message still feels direct and without any cover-up. Therefore, the phrase falls under the category of "**bald on record**" because it expresses a desire or action directly without softening or hiding it.

4) Data 4

I don't care if you won't go back or no. **Will you please just go away?**
 (@bt43691).

The sentence falls under the category of impoliteness known as "**positive impoliteness**." In Culpeper's theory of impoliteness, "**positive impoliteness**" occurs when the speaker demonstrates rudeness by emphasizing dominance or superiority over the interlocutor. In the given sentence, the phrase "I don't care" indicates displeasure and a lack of concern for the interlocutor's wishes or feelings, reflecting a dominant and disrespectful behavior. Furthermore, the direct

request "**Will you please just go away?**" emphasizes dominance and the desire to end the interaction with the interlocutor without regard for their feelings.

5) Data 5

Let talk about inflation its wrecking the middle class Americans (@RiversGotBeesNC).

The sentence falls under the category of "**Negative Impoliteness**". In Culpeper's theory of impoliteness, "**Negative Impoliteness**" occurs when the speaker demonstrates rudeness by not paying attention to the needs, desires, or feelings of the interlocutor. In this sentence, the use of the phrase "**its wrecking the middle class Americans**" shows indifference towards a situation that may cause concern or discomfort for some listeners, which can be considered as behavior that is less appreciative or sensitive to others' feelings.

6) Data 6

You are full of shit (@VoteBidenOut).

The sentence falls under the category of "**positive impoliteness**". In Culpeper's theory of impoliteness, "**positive impoliteness**" occurs when the speaker demonstrates rudeness by emphasizing dominance or superiority over the interlocutor. In this sentence, the use of the rude and insulting phrase "**You are full of shit**" shows disregard and lack of appreciation for the interlocutor, reflecting dominant and disrespectful behavior.

7) Data 7

You're the worst president of all time. Hands down (@E_store).

The sentence falls under the category of “**Negative Impoliteness**”. In Culpeper's theory of impoliteness, “**Negative Impoliteness**” occurs when the speaker demonstrates rudeness by not paying attention to the needs, desires, or feelings of the interlocutor. In this sentence, the use of the phrase “**You're the worst president of all time**” shows dissatisfaction and a lack of appreciation for the president, which could cause pain or disappointment to the interlocutor. This reflects behavior that is less appreciative or sensitive to others' feelings

8) Data 8

You misspelled launder money (@JasonGalla52499).

The sentence falls under the category of “**withhold impoliteness**”. In Culpeper's theory of impoliteness, “**withhold impoliteness**” occurs when the speaker does not fully express their dissatisfaction or reluctance directly, but through implicit or hidden ways. In this sentence, the use of the phrase “**You misspelled launder money**” can be interpreted as hidden criticism of the actions or mistakes of the interlocutor without directly expressing displeasure or objection.

9) Data 9

Stop it already ! No one believes anything you say! (@PeterMusllja).

The sentence falls under the category of “**Negative Impoliteness**”. In Culpeper's theory of impoliteness, “**Negative Impoliteness**” occurs when the speaker demonstrates rudeness by not paying attention to the needs, desires, or feelings of the interlocutor. In this sentence, the use of the phrase “**Stop it already! No one believes anything you say!**” shows dissatisfaction and a lack of appreciation for the interlocutor, by rejecting or mocking what they say. This reflects behavior that is less appreciative or sensitive to others' feelings.

10) Data 10

No they don't. No one said that (@LifeNLasVegas).

The sentence falls under the category of “**Negative Impoliteness**”. In Culpeper's theory of impoliteness, “**Negative Impoliteness**” occurs when the speaker demonstrates rudeness by not paying attention to the needs, desires, or feelings of the interlocutor. In this sentence, the use of the phrase “**No they don't. No one said that.**” shows a firm rejection of the statement or opinion expressed by the interlocutor. This reflects behavior that is less appreciative or sensitive to others' feelings.

b. Female Haters Gender

Women expresses feelings that are reflected in the gentleness of women when speaking something. Apart from that, women are also claimed to be better speakers. they are more polite and less pushy according to Holmes (1995), saying that women communicate more tentatively.

1) Data 1

Wth? (@LR_Cadyz).

The phrase "**wth?**" can be considered an example of "**withhold impoliteness**". The abbreviation "**wth**" stands for "**What the hell?**" which is used to express surprise, disagreement, or confusion about something. In this context, "**withhold impoliteness**" arises because the expression does not fully convey direct violence or aggression, but implies dissatisfaction or disbelief towards the situation or event at hand. This abbreviation may be considered impolite as it contains the word "**hell**", yet it is not as strong as other forms of impoliteness. From the phrase "**wth?**" which is an abbreviation of "**What the hell?**", the woman might want to express her confusion or disagreement with something expressed or done by Joe Biden in his post. This abbreviation is often used to express surprise or disagreement in a rough or casual manner. So, the woman likely wants to indicate that she is surprised or disagrees with something Joe Biden has expressed or done in the post.

2) Data 2

‘Because it’s **extreme** to love your country

It’s **extreme** to want Americans to prosper

It’s **extreme** to understand a country without borders is no country at all

It’s **extreme** to support liberty and freedom.

It’s **extreme** to want to keep more of what we earn

You’re doing it wrong’ (@**PolitiBunny**).

The sentence indicates a type of impoliteness called "**positive impoliteness**". This is because the sentences use harsh rhetoric and mockery to express opposing views or condemn someone's opinion or actions. The speaker firmly states that the opinions or actions they previously referred to as "**extreme**"

are wrong or inappropriate, with a mocking or belittling tone. This creates an unfriendly and belittling atmosphere towards the views or actions they oppose, thus indicating the nature of **positive impoliteness**. From the post, it is evident that the woman wants to express that the views expressed above are extreme and inappropriate. She may want to emphasize that showing love for the country, desiring prosperity for American citizens, understanding the importance of national borders, supporting liberty and freedom, and wanting to keep more of what we earn are important and should not be considered extreme. In other words, the woman may want to show that these views are values that should be accepted and fought for, not as something "**extreme**" or wrong.

3) Data 3

Bobby Hur said you are too **senile** to stop anything from happening.

What say you? (@kimKBaltimore).

The sentence "Bobby Hur said you are too senile to stop anything from happening. What say you?" falls under the type of impoliteness theory by Culpeper called "**Negative Impoliteness**". In this context, the sentence expresses sharp injustice and dissatisfaction towards someone, in this case, Joe Biden. The woman, by quoting a statement made by Bobby Hur, accuses Joe Biden of being too senile to stop or control anything that happens. The emphasis on the word "**senile**" is derogatory, expressing a negative judgment about Joe Biden's mental ability. By asking "**What say you?**", the woman seems to challenge or request a response from Joe Biden regarding the statement made by Bobby Hur. Thus, the message of the woman's comment is to emphasize her disagreement and

dissatisfaction with Joe Biden, as well as highlighting the negative statements made about him.

4) Data 4

‘You do realize trump holds absolutely no political office, right? How can he give anything to anyone? Cut social security and medicare? HOW? He’s not in office. You sound **demented**’ (@kelmerica78).

The comment reflects the type of impoliteness theory by Culpeper called “**Negative Impoliteness**”. In this context, the woman shows sharp disagreement with Joe Biden by delivering several sharp criticisms against him. The woman expresses dissatisfaction with the way Joe Biden talks about Trump, highlighting that Trump no longer holds any political office. By emphasizing that Trump no longer holds any political office, the woman expresses her disagreement with the arguments or statements made by Joe Biden about Trump. She also shows disbelief in Joe Biden's ability to take certain actions, such as cutting social programs, because Trump is no longer in office. The use of the word "**demented**" at the end of the comment is an example of using derogatory language, indicating a strong negative attitude and dissatisfaction towards Joe Biden. Thus, the comment reflects a strong expression of disagreement and dissatisfaction, which are characteristic of **negative impoliteness**.

5) Data 5

Lie number 1,699,239 (@tootsie_mom).

The comment "**Lie number 1,699,239**" exemplifies the impoliteness theory by Culpeper known as "**sarcasm or mock politeness**". In this context, the woman employs sarcasm or a tendency to mock. By stating "**Lie number 1,699,239**", the woman expresses disbelief or disagreement with the statement made by the unspecified subject. The use of an extremely large number is hyperbolic, emphasizing the view that the subject frequently tells lies. Although it does not directly contain harsh or aggressive words, the comment implies disagreement and a skeptical attitude towards the honesty or reliability of the subject. Therefore, the comment falls under the category of "**sarcasm or mock politeness**".

6) Data 6

Oh... thought you were the uniter... you target oppositional political voters every day... slurring out the word **MAGA** like the N word. Resign... you are compromised and **incompetent** (@RicciGerl).

The woman's comment reflects a sharp and unpleasant **negative impoliteness** attitude towards Joe Biden. In her comment, the woman expresses dissatisfaction and disagreement with Joe Biden, judging him as someone who fails to meet the expectations as a unifier. She condemns Joe Biden for targeting opposition political voters every day and mocking the use of the phrase "**MAGA**" in a derogatory manner. The comment also contains the use of harsh language, stating that Joe Biden should resign because he is deemed "**influenced**" and "**incompetent**". Furthermore, the comment does not show respect towards Joe Biden, but rather expresses strong disagreement and dissatisfaction in a very sharp

and belittling manner. Thus, the woman's comment reflects a strong and unfriendly **negative impoliteness** attitude towards Joe Biden.

7) Data 7

You lying **corrupt and evil man...** This will be all America hears from now until November, Trump is a murderer, traitor, thief, liar, deceiver, etc... Biden's lies will skyrocket in the next 10 months tht will almost be unbelievabl (@KathyBrockDavis).

The woman's comment reflects a type of impoliteness called “**Negative Impoliteness**”. In this context, the woman expresses strong dissatisfaction and anger towards Joe Biden using very harsh and demeaning language. She portrays Joe Biden as **corrupt, evil, and dishonest**, including serious accusations such as "murderer", "traitor", and "thief". The use of harsh language and the utterance of serious accusations indicate a strong expression of anger and dissatisfaction towards Joe Biden. Additionally, the woman also states that accusations against Biden will dramatically increase in the next ten months, showing a very negative view of Biden's character and integrity and implying that she considers Biden untrustworthy and dishonest. Therefore, the comment reflects a strong and unfriendly **negative impoliteness** attitude towards Joe Biden.

8) Data 8

You want to give you friends another 60 bilion. That's the real reality (@insatiablevine).

The comment exhibits elements of the impoliteness theory by Culpeper known as “**Negative Impoliteness**”. In this context, the commenter expresses dissatisfaction and anger towards an unspecified subject by mentioning negative or detrimental desires. The expression "**You want to give your friends another 60 billion**" indicates a negative judgment towards the actions or decisions of the subject, reflecting a skeptical or critical attitude towards the motives or intentions of the subject. Thus, this comment falls under the category of **negative impoliteness** as it expresses strong disagreement and belittles the subject without using polite or softened language.

9) Data 9

Well you want to give everything we have to a country we have no business being involved with so there's that. Stop funding Ukraine with our money (@Malevolentcutle).

The comment reflects the theory of impoliteness by Culpeper called “**Negative Impoliteness**”. In this context, the commenter expresses strong disagreement and dissatisfaction towards an unspecified policy or action, likely related to financial support for Ukraine. The expression "**we have no business being involved with so there's that**", indicates a highly negative judgment and dissatisfaction towards the expenditure or financial support for Ukraine. The commenter asserts that it is not deemed appropriate or necessary and demands that

the spending be stopped. Therefore, this comment falls under the category of **negative impoliteness** as it expresses strong disagreement and belittles the opposed policy or action without using polite or softened language.

10) Data 10

The report says you're done, joe... Hang it up (@bluize_cryin).

The comment also reflects the theory of impoliteness by Culpeper called “**Negative Impoliteness**”. In this context, the commenter expresses disagreement and anger towards Joe Biden in a direct and unfriendly manner. The phrase “**The report says you're done, Joe..... Hang it up**” indicates negative judgment and rejection towards Joe Biden, suggesting that Biden should resign or step down from his role or position. The direct and straightforward delivery shows a sharp and disrespectful attitude towards the subject. Therefore, this comment can also be categorized as **negative impoliteness** because it expresses disagreement directly and belittles the subject without using polite or softened ways.

B. Discussion

This study investigates the types of impoliteness in netizens comments from Joe Biden X posts and how gender affect the impoliteness. After analyzing the comments using Culpeper (1996) theory of impoliteness, The analysis results are shown in accordance with the table below.

No	Types of Impoliteness	Gender		Total
		M	F	
1.	Bald on Record	2	2	4
2.	Positive	4	2	6
3.	Negative	6	9	15
4.	Sarcasme or Mocking	4	1	5
5.	Withhold	3	2	5

From the results of the research, researchers found that there were 2 types of direct impoliteness in women and 2 in men, secondly, there were 2 types of positive impoliteness in women, while in men there were 4, thirdly, there were 6 types of negative impoliteness in men and 9 for women. The fourth impoliteness is insinuating or pretending in women there is 1, while in men there are 4, the fifth impoliteness is withholding politeness in men there are 3, in women there are 2. Based on the results of the research above, there are 5 types of impoliteness in women and men use most. Netizens are a type of negative and positive impoliteness, this can happen because Twitter content discusses Joe Biden's campaign in old age and netizens who comment on X mostly disagree with this.

Here are relevant reason why positive and negative types of impoliteness are frequently used by netizens.

Moreover, the least types of impoliteness appeared in this study in men are the direct type of impoliteness. Then, it appears at least in women who maintain politeness, this could happen because most of them comment using this type of strategy only briefly, whereas in the netizen comments space many comment openly, such as mocking, ridiculing, degrading, even using derogatory comments.

This research highlights how the impoliteness used by men and women who hate Joe Biden appears in Joe Biden's X campaign comments. To clarify and answer this research question, a discussion needs to be held after the findings are presented based on the number of comments, researchers limited 35 comments to containing impolite strategies. In this case, the researcher used the impoliteness strategy proposed by Culpeper (1996). There are notes of bald impoliteness, positive impoliteness, negative impoliteness, sarcasm or mocking, and restrained impoliteness.

The findings of this study show in men and women who hate Joe Biden. They both use it negatively or positively as the most dominant impoliteness strategy. So both men use harsh words and women use more polite words but both use harsh words. This refutes the question raised by Robin Tolmach Lakoff (2004). In his book *Language and Women's Place* (1975), he put forward a theory about the existence of women's language. Many factors, according to Lakoff, contribute to this creation of linguistic differences between men and women. Women language is not aggressive, does not mean it explicitly (figurative language), is careful in conveying anything, and often uses softer words or initiates gestures. On the other

hand, men's language is strong, and they like to communicate honestly with the right words. Moreover, netizens in commenting on X bringing down the individual or group mostly disagree with this. So this is a relevant reason why positive and negative types of impoliteness are often used by netizens. With this research, netizens can think more and be careful when commenting because it can cause disharmony in society.

Several studies have research has also explored documents, case studies, and visual data collection in X. Mirhossein et.al (2017) and Husein (2021) highlight how to identify the most complex male and female comments in use. This present study supports these findings by impoliteness may depend heavily on netizens focusing only on the negative and positive in certain individuals. The research is in line with Mirhossein et.al (2017) and Husein (2021) findings by showing male and female characters who rely heavily on positive and negative which are often used by netizens in impoliteness. This potentially emphasizes the irreverence in Joe Biden's X.

Previous studies also have explored the concepts of positive and negative netizens on X. Bousfield (2003) and Salman (2017) discuss how impoliteness can identify contextual issues that give rise to certain meanings. They show how impoliteness may very well depend on the positive and negative or netizens' focus on the impoliteness of a particular individual. The current research aligns with Bousfield's (2003) and Salman's (2017) findings by showing how impoliteness relies heavily on positivity towards the face in the impact it causes on the negative face. This has the potential to create positive and negative dominance pressures in this impoliteness.

On the other hand, many studies use Culpeper's (1996) research to investigate the representation of impoliteness in X (Andrianis, 2020; Andreyeshta et al., 2022; Sibarani's, 2022, etc.). However, little of this research has focused on incivility. Apart from that, Culpeper's (1996) Systemic Linguistics of Impoliteness has also been used by Bousfield (2012) to analyze Joe Biden's X-paper impoliteness strategy. He focuses on the language used in the publisher's emails, examining the clauses as exchanges and representations. In contrast, this research succeeded in analyzing impoliteness in X to analyze clauses in written media texts as representations. This research applies incivility to examine the representation of the types involved in impoliteness.

While previous research (Bousfield et al., 2012; Nuria lorenz-dus, 2011) has explored the representation of impoliteness in written media texts regarding the types of impoliteness, there is a gap in examining the types of social media that shape these representations. These studies use a variety of approaches, including analysis of interaction practices (Bousfield et al., 2012), and analysis of identifying significant similarities (Nuria lorenz-dus, 2011). Therefore, this research has addressed this gap by using a detailed analysis of linguistics in impoliteness. focusing on incivility to analyze the types that influence social media representations of incivility in Joe Biden's X. Using this approach, this research shows how linguistic tactical choices build meaning and reflect societal perspectives. Thus, this exploration makes a contribution to the field of linguistics, particularly in the field of impoliteness analysis.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the research conclusions and suggestions for future research after the researcher analyzes and interprets the data provided from the previous chapter. The conclusion is in the form of a research problem formulation, while the suggestions are intended to provide information to further researchers who are interested in conducting similar research.

A. Conclusion

This study examines the process of impoliteness that represents the types of incivility used by netizens by male and female haters in X President Joe Biden. Apart from that, this research also describes how gender influences the types of levels of incivility reflected in Joe Biden's comments in X. In this research, researchers used qualitative content analysis using Culpeper (1996) with a focus on incivility. After conducting the analysis, the results showed that there were five impolitenesses used, namely bald impoliteness in notes, positive impoliteness, negative impoliteness, sarcasm or pretending, withholding and politeness.

Based on the findings, men and women have used similar impoliteness. The most dominant impoliteness used by them is negative impoliteness, followed by the second least used positive impoliteness is direct impoliteness. The most useful negative is women who hate Joe Biden, it appears (9) in their data while men (6) in their data. Next, female users of positive impoliteness appear (2) while males (4), the least used impoliteness bald in the records of

females appear (2) while males (2). The most likely reason could be that social media like X's comments aim to lower Joe Biden's self-concept.

The results of the study showed that there were differences in the level of incivility between comments posted by male and female users in Joe Biden's column. Male users tend to use the Positive Impoliteness strategy, namely expressing disagreement or criticism in a way that is polite but still demeans Biden. This can be seen from their attempts to show dominance or superiority in a way that is still considered polite, even though they still express their disagreement clearly. In contrast, comments from female users tend to employ strategies of negative impoliteness, sarcasm, or feigned politeness. They are more likely to express disagreement or criticism directly without language barriers and sometimes use sarcasm or polite passing as a way to express their disagreement. Therefore, differences in the way men and women express their disapproval in quoting Joe Biden reflect variations in the incivility strategies used by each gender.

Finally, the impoliteness in commenting in the comments column by men and women regarding President Joe Biden's campaign post X shows that commentators almost always comment in a disrespectful way. This shows that there are no gender differences in the act of impoliteness when making comments on social media. It can be seen that netizens who hate President Joe Biden, both men and women, similarly use impoliteness.

B. Suggestion

The researcher has successfully completed this study, offering a profound understanding of the differences in levels of impoliteness in comments posted by male and female users in Joe Biden's column. Within the realm of pragmatics, the branch of study exploring impoliteness strategies, particularly Culpeper's theory (1996), proves to be intriguing for further exploration. Therefore, the researcher suggests further in-depth research in analyzing impoliteness strategies based on Culpeper's approach. This research is expected to unveil sub-strategies of negative and positive impoliteness that are interrelated. Additionally, the researcher recommends that future research expands its scope to other contexts, such as comics, television shows, YouTube films, and social media platforms like Facebook, Instagram, and Twitter. It is also hoped that future research will explore the use of illocution in impoliteness strategies. May these studies provide new and fascinating findings that enrich our understanding of impoliteness strategies and serve as valuable references for students and researchers in the future.

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CURRICUUM VITAE



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