



IMPOLITENESS STRATEGIES USED BY MALE AND FEMALE HATERS OF HABIB RIZIEQ AND FELIX SIAUW FOUND IN INSTAGRAM COMMENTS

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Abstract

This study aims to find out the types of impoliteness strategies that used by male and female haters of Habib Rizieq and Felix SiauW found in instagram comments. Moreover, researcher also finds the differencess of impoliteness strategies that used by male and female haters. This study is descriptive research. The data is taken from the comments contained about Habib Rizieq and Felix SiauW in instagram. They are @Maklameturah, @FelixSiauW, @Habib Rizieq, @Rakyatbersuara11, and @Detikcom. The researcher login to instagrams accounts, then searching instagram accounts meantioned before. The result shows that the male and female haters only use four of five impoliteness strategies. The strategies are bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. From total 100 comments by male haters there were found 253 impoliteness strategies and it sub strategies. However, from total 100 comments by female haters there were found 231 impoliteness strategies and it sub strategies. The higher impoliteness strategies that used by male and female haters is sarcasm or mock politeness. Researcher finds the differences between male and female haters but it is not significance. The differences between male and female haters were 10%.

Key words: impoliteness strategies, comments, instagram.

A. INTRODUCTION

Language cannot be separated from human`s life because it is an important tool that is used to construct ideas and convey information from each other. Thus language has significant roles in communication; there are many language phenomena that can be observed. The phenomenon that can be observed from the way people use language to communicate. For instance, how people use language

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in different social media of communication. Many people used language in social media. As the development of technology, the media of communications are also developed.

Nowadays, people use social media to communicate with each other. There are many social media that can be used as communication tools, such as WhatsApp (WA), Facebook (FB), Twitter, BlackBerry Messenger (BBM), LINE, Instagram, etc. These social media allow people to share their ideas freely and get comment from another. Most people usually use social media to connect with and make friends without getting any trouble in terms of distance. There are two kinds of communication that can be served by social media, private chat and the media that can be response by many people. The social media that mostly used and get response by many people is instagram.

Instagram is one of social media that is used for posting photos and videos, where other people are free to respond to the posted photos and videos, and created by Kevin Systrom and Mike Krieger. Instagram launched in October 2010. A version for Android devices was released a year and half later, in April 2012. According to Blair (2014:3) states instagram is a social network based around sharing pictures and fifteen-second videos which can be posted to other social media sites. It means people can post photos or videos on other online local network and everyone can see what we upload in social media. Indonesia has the highest users of instagram in Asia Pasific area. The users of instagram in Indonesia are 45 milions in January 2016.

Instagram is not only used by ordinary people but also used by famous people especially by entertainers, politicians, preachers, businessmen, etc. Moslem preachers also use instagram to share the videos and photos about their extracurricular lecture and about their daily activity. The researcher choosed moslem preachers as the subject of this study, because they have higher status in social life because most of Indonesian people take Islam as their religion. In this study, the researcher eager to know about two moslem preachers. They are Habib Rizieq and Felix Siauww.

Habib Rizieq Shihab or Habib Rizieq was born in Jakarta on August 24, 1965. Habib Rizieq parents are Husein bin Shihab and Syarifah Sidah Alatas. His parents were Arab Indonesians; mixed Hadhrami and Betawi heritage. Habib Rizieq is a moslem preacher and also known as the head of the *Islamic Defenders Front* (FPI). He is the *Great Imam* of FPI in 2013. In 29 May 2017, he involved sexually explicit messages with a female Firza Hussein in WhatsApp application which contain about Firza's photoes. Firza Hussein is an activist that has a scandal with Habib Rizieq.

Felix Yanwar Siauww, the Chinese name is Siauww Chen Kwok, was born in Palembang, South Sumatera, on January 31, 1984. He was born and grew up in a Catholic environment, however he become a lapsed Catholic before he converted to Islam. He started to recognize Islam in 2002 while still studying at the Bogor Agricultural University. He is one of Chinese-Indonesian moslem preacher. He is

a popular moslem preacher with the followers on his Twitter and instagram accounts over 3.2 million people. Not only popular as a moslem preacher but he also an author and a businessman.

As public figures, moslem preachers usually share some photos or videos in instagram. In instagram, there is no filter or rule in using this social media, the responds that are gotten are various including in using language, for instance, people are freely give positive or negative comments or use polite and impolite language. Most of them choose impolite language to show their feeling of hate or dislike. The bad comments or negative comments not only used by the user to the other user including to moslem preacher.

Impoliteness according to Culpeper (2015:1) is “A negative attitude towards specific behavior occurring in a specific context. It is sustained by expectations, desires, and/or beliefs about social organization, including, in particular, how one person’s or a group’s identities are mediated by others in interaction”. So, impoliteness is language or behavior which is negatively evaluated in a particular context. They are negatively evaluated because they attack somebody’s identity or rights. They cause specific emotional reactions for example, hurt, and anger.

According to Eelen (2001:15) said that people employ impoliteness when they do not return a salutation or they prefer to keep silent. People often expect others to reply the salutation when they communicate. However, in some cases, some people often prefer to keep silent to perform impolite act. People frequently anticipate that others will answer the welcome when they communicate. Individuals frequently anticipate that others will answer the welcome when they impart. Locher and Bousfield (2008:3) describe impoliteness is behaviour that is face-aggravating in a particular context. There is another term that is having the same meaning with impoliteness, which is the term rudeness.

Impoliteness which is uttered by men and women is different from one another based on the cultural and social attributes. Since gender, which refers to cultural and social attributes among men and women seems to have a close relationship with impoliteness. Sometimes men and women utter some utterances to convey impolite languages. There must be different between male’s utterances and female’s utterances. Even it is generally acceptable that women talk more than men; it is showed that men lead to speak impolitely than women. Lakoff (1975:45) states that women are more polite than men and powerlessness of women is reflected in both the ways women are expected to speak, and are spoken of. In addition, it is also claimed that women are ‘better’ speakers than men. They are more polite and less forceful. Holmes (1995) said that women communicate in more tentative manner. Due to that fact, the writer eagered to know about impolite language differences based on gender. Wardaugh (2006:320) states that there are certainly genders differences in word choose in various languages. According to Kuntjara (2012) men tend to speak loudly and use the non-standard language which can be interpreted as impolite.

He is also said that women are in the lower position than men and it influences the way they talk, which they have to be a polite person. Coates (2004) stated that in mixed-sex conversation, women make a greater use of minimal responses to indicate support for the speaker, while men use delayed minimal responses such as *hmm* and *yeah* are to signal a lack of understanding or a lack interest in what the current speaker is saying.

There were three researchers who have conducted the study in this field. The first researcher is Mamat (2014) who studied about the use of impoliteness as an emotional persuasion in printed advertisement. The second researcher is Shinta (2018) who studied about impoliteness strategies used by supporters and dictators of Ahok in their online comments differed by gender. The third researcher is Erza (2018) who studied about impoliteness that used by haters on instagram comments of male-female entertainers. So that, there is no study yet about impoliteness strategies that used in giving comments the moslem preachers especially in comparing the male and female haters. The preview explanation has triggered researcher to conduct this study. This study want to analyzed the types of impoliteness strategies as means of attacking face as proposed by Culpeper (1996:356) the types are: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

Based on the explanation above, there are some reasons to study about impoliteness strategies used by male and female haters of Habib Rizieq and Felix Siauw in Instagram comments. This study analyzed how the haters of two moslem preachers, Habib Rizieq and Felix Siauw, doing impoliteness strategies in giving comments about them in social media especially in Instagram. However when the researcher see instagram accounts, the researcher found that there are many impolite language used by netizens aimed to the two moslem preachers above, so that the researcher eaged to explore more about impolite language in that account. This research focused on how male and female haters of Habib Rizieq and Felix Siauw do impoliteness strategies in commenting any posts related to them because both male and female haters have their own way to use the language and express the emotional feeling.

B. RESEARCH METHOD

In this research, researcher used descriptive research because researcher wanted to find out what kinds of impoliteness strategies used by male and female haters of Habib Rizieq and Felix Siauw found in instagram. Researcher also wanted to find out the differenciate of them. The data of this research were phrases and sentences that showing impoliteness based on the context used by male and female haters of Habib Rizieq and Felix Siauw. The data are divided into five strategies of impoliteness, they are bald on record impoliteness, positive impoliteness, negative impoliteness, Sarcasm or Mock Politeness, and withhold politeness. In order to analyze the impoliteness, the researcher read all of the haters' comments of Habib Rizieq and Felix Siauw in their instagram comments. Therefore, the sources of the data were taken from

the Instagram comments from photos and videos that related to Habib Rizieq and Felix Siauw.

The Instagram accounts were @Maklameturah, @FelixSiauw, @Habib Rizieq, @Rakyatbersuara11, and @Detikcom. @FelixSiauw is an account of Felix Siauw official and @Habib Rizieq is an account of Habib Rizieq official. @Maklambeturah, @Rakyatbersuara11 and @Detikcom are accounts that posted and shares any news about politics, entertainers, religious, etc. The data were taken from several posts about Habib Rizieq and Felix Siauw from Desember 2017 until January 2019. To limit the data, the researcher only collected 50 comments from male hater of Habib Rizieq, 50 comments from female haters of Habib Rizieq, 50 comments from male haters of Felix Siauw, and 50 comments from female haters of Felix Siauw. Thus, the researcher analyzed about 200 comments.

In conducting the research, the researcher only use one instrument for this reseach. Therefore, the primary instrument of this research was the researcher herself, because the researcher is the only one who collected and gathered the data to analyze. So, the researcher is the one who did the text analysis, and took notes to collect the data. The researcher acted both as observer and participant (user registered) in the social media. The researcher prepared the whole steps of the research, collected all the data requires, analyzed the data and reported the data to the readers.

In order to do the research in operational ways, the researcher used five steps in order to collect the data. The first step of collecting the data is login to the instagram account. The researcher login by using @viraapriyanti083 account. After login to the instagram account, the next step is searching the @maklambeturah, @habibrizieq, @felixsiauw, @Rakyatbersuara11, and @Detikcom account to get the data and read all the online comments by the haters of Habib Rizieq and Felix Siauw. The next step is searching the contents that related to Habib Rizieq and Felix Siauw. This step was only for searching the content from related to Habib Rizieq and Felix Siauw from three accounts. They are @maklambeturah, @Rakyatbersuara11, and @Detikcom accounts. After searching the coments, the next step is looked into each commentators profile or the username to identify the gender of the haters. After finding the content and gender of the haters, the next step is copying the content which is related to Habib Rizieq and Felix Siauw and move them into Microsoft office data in order to make them could be written into a thesis.

After collecting the data, the researcher analyzes the data based on the following steps below: the first step is classifying the data. The researcher classifies the data based on five categories impoliteness strategies. They were Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Politeness and Withhold Politeness. The second step is analyzing the data. After researcher classifying the data on the instagram comments, the researcher analyzes the data based on impoliteness strategies used by the male and female haters' comments and based on related theory. The last

step is drawing the conclusion. The last thing that the researcher had to do is drawing the conclusion. It is use to give further interpretation of the finding of this research by looking at the type of impoliteness strategies used by male and haters Habib Rizieq and Felix Siauw in instagram comments. Then, the researcher gives some comments to the result of analysis based on theories that used in this research. Last, the researcher draws final statement logically based on the findings.

C. RESULT AND DISCUSSION

1. Research Finding

The findings of types of impoliteness strategies by male and female haters of Habib Rizieq and Felix Siauw are shown in the table below:

Table 2 haters' comments of Habib Rizieq and Felix Siauw

No	Impoliteness strategies	Male haters		Female haters		Difference
		frequency	percentage	Frequency	percentage	
1.	Bald on Record	38	15%	32	14%	1%
2.	Positive Impoliteness	74	29%	64	28%	1%
3.	Negative Impoliteness	55	22%	44	19%	3%
4.	Sarcasm or Mock Politeness	86	34%	91	39%	5%
5.	Withhold Politeness	0	0	0	0	0
	Sum	253	100%	231	100%	10%

Table 2 shows, from total 200 comments from male and female haters there are found 484 impoliteness strategies and it sub strategies. 253 strategies found in male hater's comments and 231 strategies from female hater's comments which were consists impoliteness strategies that used in commenting several posts related to Habib Rizieq in instagram. The reason why number of strategies found more than the data collected was because haters mostly performed more than one strategy. There are four strategies that used by male and female haters. The ranks

for the highest and lowest used strategies are same for both male and female supporters' impoliteness strategies.

From total 100 comments by male haters there were found 253 impoliteness strategies. The highest impoliteness strategies that used of male haters was sarcasm or mock politeness which found in (34%). The second highest strategies was positive impoliteness, which found (29%). The third highest impoliteness strategies that used by male haters was negative impoliteness, which found in (22%). The lowest impoliteness strategies that used by male haters was bald on record, which only found (15%). There was not found of withhold politeness strategies in this table.

From total 100 comments by female haters there are found 231 impoliteness strategies. The highest impoliteness strategies that used of female haters was sarcasm or mock politeness which found in (39%). The second highest strategies was positive impoliteness, which found (28%). The third highest impoliteness strategies that used by female haters was negative impoliteness, which found in (19%). The lowest impoliteness strategies that used by female haters was bald on record, which only found (14%). There was not found of withhold impoliteness strategies in this table.

The differences between using impoliteness strategies by male and female haters of moslim preachers in istagram was 10%. The highest differences was sarcasm or mock politeness. The differences was 5% where the female haters more used this strategy than male haters. The second one was negative impoliteness. It showed 3% of differences. Male haters more used this strategies than female. The lowest percentage were bald on record and positive impoliteness. it was only 1% of differences where male haters more used this strategies than female.

2. Discussion

The first focus of this study was to find out what kinds of impoliteness strategies were used by male haters of Habib Rizieq and Felix Siau in givng online comments in instagram. Based on finding of this research, researcher found four of five strategies were used. There were bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. One strategy was not found in this research that was withhold politeness, because it was usually found in spoken communication.

From five strategies of impoliteness, sarcasm or mock impoliteness was the highest strategy that used by male haters of Habib Rizieq and Felix Siau. The second highest strategy that used by male haters was positive impoliteness. The third highest strategy that used by male haters is negative impoliteness. The lowest strategy that used by male haters is bald on record.

The second focus of this study was to find out what kinds of impoliteness strategies were used by female haters of Habib Rizieq and Felix Siau in givng

online comments in Instagram. Based on the finding of this research, the researcher found four of five strategies were used. There were bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. One strategy was not found in this research that was withhold politeness, because it was usually found in spoken communication.

Then, researcher showed impoliteness strategies that used by female haters of Habib Rizieq and Felix Siauw from the highest to the lowest. The first highest strategies was Sarcasm or mock politeness. The second highest strategies was positive impoliteness. The third highest strategies was negative impoliteness. And the lowest strategies was bald on record. The female haters of Habib Rizieq and Felix Siauw have the same rank of strategies that used by male haters.

The third focus of this study was to find out the differences of impoliteness used by male and female haters of Habib Rizieq and Felix Siauw. Based on the finding of this research male haters of Habib Rizieq and Felix Siauw more used impoliteness strategies than female haters, it can be seen on the frequencies and percentage of the impoliteness strategies. From the frequency, it showed male haters was 253 meanwhile female haters was 231. The highest strategy is sarcasm or mock politeness, mostly used by female haters with 91 frequencies, and male haters' 86 frequencies. The second highest strategy is positive impoliteness; it is mostly used by male haters with the 74 frequencies of male haters and 64 frequencies by female haters. The third, negative impoliteness, it is mostly used by male haters with is found 55 frequencies of male haters, and 44 frequencies by female haters. The lowest strategy was bald on record; it is mostly used by male haters with found 38 frequencies of male haters and 32 frequencies by female haters.

Based on explanation above, the result of this study show that female was a little bit polite than male. As stated by Lakoff (1975:45) that women are more polite than men and powerlessness of women is reflected in both the ways women are expected to speak, and are spoken of. In addition, (Lakoff,1975:45) it is also claimed that women are 'better' speakers than men. They are more polite and less forceful. However, actually there are no big differences between male and female haters in using impoliteness strategies. It can be proven by total differences. The total differences between male and female haters are only 10%. It also indicated that their no gender difference in doing impoliteness strategies when giving online comments on social media. It can be seen that supporters and detractors, male or female using the impoliteness strategy similarly

The differences between this recent research and other previous studies were the object of the research. The first researcher is Shinta (2018), in her study the object was Ahok supporters and detractors differed by gender. She found that positive impoliteness was the highest strategies that used by Ahok Supporters and detractors. She found four of five impoliteness strategies. In the other researcher is Erza (2018), in her study the object was male-female entertainers. She found that, bald on record was the highest strategies that used by haters. She found all

strategies of impoliteness strategies in her studied. In this study, the researcher the object was male and female haters of Habib Rizieq and Felix Siauw. And the researcher found sarcasm or mock politeness as the highest strategies that used by male and female haters. Researcher only found four of five impoliteness strategies. In conclusion the different object of the study has different impoliteness strategies that used. It can be seen that in this study has different object of the previews study that the finding is also different with the others research.

D. CONCLUSION AND SUGGESTIONS

This study finds that there are some impoliteness strategies used by male haters of Habib Rizieq and Felix Siauw in giving comments online in instagram. From five impoliteness strategies, there are four strategies found. The first strategy is bald on record. The second one is positive impoliteness. The third strategy is negative impoliteness. The last strategy is sarcasm or mock politeness.

Futhermore, researcher also finds four strategies used by female haters of Habib Rizieq and Felix Siauw in giving comments online in instagram. Female haters use bald on record strategy in commenting on instagram. Then, they also use positive impoliteness strategy. Next, female haters use negative impoliteness strategy. The last strategy is sarcasm or mock politeness.

From this study, there are differences of impoliteness strategies between male and female haters of Habib Rizieq and Felix Siauw, it is only 10%. The biggest differences only 5%, it is sarcasm or mock politeness strategy. Meanwhile, the smallest are bald on record and positive impoliteness strategies. In conclusion, there are differences of impoliteness strategies between male and female haters of Habib Rizieq and Felix Siauw, but it is not a significance differences between them.

In this part, researcher gives suggestion to other researchers, readers, and the users of instagram. First, to the other researchers are suggested to do study in the use of impoliteness in social media, and explored in terms of other discourses to contribute to the development of impoliteness theories. Then, for the readers, are expected to learn more about the aspect of impoliteness strategies. When the readers know and understand impoliteness, they can control their impolite utterances and behavior. The last for instagram's users are suggested to use this study as references for understanding the application of impoliteness in social media, especially for the people in conveying the opinion to be polite even though in giving comments to someone in social media.

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