IMPOLITENESS USED BY HATERS ON INSTAGRAM COMMENTS OF MALE-FEMALE ENTERTAINERS

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ABSTRACT

This study aims to analyze the strategy of impoliteness used by haters on instagram comment artists using pragmatic approach. The purpose of this study was to find the type of impoliteness strategy used by hater on instagram artists. The data was taken from the comments contained in the instagram lambe_turah account. Lambe _turah account is an instagram account which is now very popular among the people because it concerns the artist's daily life. In addition, this study also analyzed the comparison between male artists and female artists based on the types of impoliteness strategies proposed by Culpeper (1996). The results of this analysis showed that from 200 comments of male and female artists. From the analysis, the writer found 5 strategies of impoliteness, namely (1) bald on record impoliteness, (2) positive impoliteness. (3) Negative impoliteness, (4) sarcasm or mock politeness, (5) withhold politeness. The most used strategies by all comments were positive impoliteness. The highest user of positive impoliteness was Alghazali. It found (32%) on his data. Meanwhile, in Prilly data this strategy found about (28%) on her data as the last most user of impoliteness.

Keywords: impoliteness, impoliteness strategies, comments, instagram.

A. INTRODUCTION

Language has a significant role in communication, because language is a tool to communicate between one people with another. As social being, almost everyday people use language to communicate with others such as communication over the telephone or a direct conversation. These days, people can interact in the virtual world where they can see each other through computer screens or only through written text communication.

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Along with the development of technology, people can use computer, internet, or mobile phone to communicate. Hamzah (2013) conversation as a medium of communication that intended to exchange information or messages consisting of units called topics. People communicate each other through the Internet. This way of communication has become a phenomenon recently, and one of the most popular social networks is instagram. 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 be posted a photo or video on other online networking locales and everyone can see what we upload in social media.

By using instagram, people can upload and post their photos, and the other people can give comment to the posted photo. People can freely use language in their comment. They can use whether polite or impolite language. Because there are not any filters or rules of using language in this social media, people can give comment, whether it is positive or negative comment to the other people, or in the other word they can use polite or impolite language. Considering the negative comment in artist's instagram, it has given a decent approach to interface with their fans. Tragically, it has likewise given the people who don't like a place where they know their grievances and reactions will be seen/ heard.

As public figures, artists usually share some photos or videos in instagram. But, not all of them are liked by many people. Sometimes, they have. There are some people who usually try to see their mistakes. They become their haters in Social media. Those people give bad or impolite comments to the artists. It can be called by"Impoliteness"

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 behaviors which are negatively evaluated in a particular context. They are negatively evaluated because they attack somebody's identity or rights. They cause specific emotional reactions (e.g. hurt, anger). Such cases have been seen in social media site instagram by haters as a person who greatly dislike a specified person or thing. Comment by haters in celebrity's instagram is the application of impoliteness strategies by Culpeper.

According to Culpeper (2016:2) impoliteness strategies applied in these comment is not ultimately seen as an actual negative attitude toward specific behaviours occurring in specific 3 contexts. It is rather a planned verbal attack that stays on the surface and is not intended to insult anyone.

This study aims at examining the model of impoliteness, as first proposed by Culpeper (1996), the researcher is very much interested in conducting a study on types of impoliteness strategies, namely Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or mock politeness, and Withhold Politeness used by Haters in entertainers instagram.

Based on the explanation above, there are some reasons to study about impoliteness strategies used by haters in entertainer's instagram. First, almost all of people use instagram. Second, many people use instagram to judge entertainers that they hate. Third, in one day, an artist may upload more than five photos. Therefore, these phenomena of language impoliteness in social networking site Instagram by the haters are necessary to be studied for the application of impolite language in online communication. Comments that we are dealing with text and that we are observing people who use language for the real communicative purposes need our attention as linguists.

B. RESEARCH METHOD

In this study, the approach that is applied by the writer is qualitative approach as a tool of research because it does not deal with numeric data, but descriptive data in the analysis. According to Neuman (2012), qualitative data come in the form of photos, written words, phrases, or symbols describing or representing people, actions, and events in social life.

The data are taken from @lambe_turah account on instagram. Instagram can access on www.instagram.com or you can download application in play store smartphone. The writer then access social media via Instagram app which downloaded through Google Plays and went through an account with the username @sucierza. The data are some comments by Aurel Hermansyah on instagram, and some comments by Prilly Latuconsina photos. And then, the data are some comments by Steven William and Alghazali photos. So, it is used by haters in comments. the data were collected from the videos and photos posting male and female artists in instagram. as well as comments on Instagram uploaded January 16th, 2017 (Prilly Latuconsina), December 16th, 2016 (aurel hermansyah), January 22th, 2017 (Alghazali), November 15th, 2016 (Steven William).

C. RESULT AND DISCUSSION
1. Research Finding (tentative)

The findings of types of impoliteness strategies by haters on instagram comments of male-female entertainers are shown in the table below:

Table A (female artist's comments)

Impoliteness strategies	Prilly Latuconsina		Aurel Hermansyah	
	Frequency	Percentage	Frequency	Percentage
Bald on Record Impoliteness	15	30%	`14	28%
Positive Impoliteness	5	10%	18	36%
Negative Impoliteness	12	24%	10	20%
Sarcasm or mock politeness	13	26%	12	24%
Withhold politeness	5	10%	6	12%
Sum	**50**	**100%**	**50**	**100%**

According to the table A (female artist's comments), the highest used strategy by Prilly and Aurel is Bald on Record impoliteness, because all most of the haters are female and they tend to talk about other people. Prilly used this strategy more than Aurel. It found 15 frequencies in percentage (30%) in the data of Prilly, and 14 frequencies with the percentage (28%) in the data of Aurel. The second highest used strategy is sarcasm or mock impoliteness; Prilly used this strategy more than Aurel. This strategy found 13 frequencies with in percentage (26%) in the data of Prilly, while it found 12 frequencies in percentage (24%) in the data of Aurel. And then negative impoliteness strategy, prilly also used this strategy more than Aurel, it was 12 frequency with the percentage 24% in the data Prilly, and 10 frequencies in percentage (20%) in the data Aurel. Next, positive strategy, Aurel have bigger frequency of using this strategy than Prilly. This strategy found 13 (16%) in Aurel data, and 5 (10%) in the data of Prilly. Then the least used strategy is withhold politeness. Withhold politeness is the lowest position that occours in female data. Aurel also used this strategy more than Prilly. It found 6 (12%) in Aurel data and only 5 (10%) in Prilly data.

Table B (Male artist's comments)

Impoliteness strategies	Ahmad Alghazali		Steven William	
	Frequency	Percentage	Frequency	Percentage
Bald on Record Impoliteness	10	20%	13	26%
Positive Impoliteness	16	32%	15	30%
Negative Impoliteness	7	14%	10	20%
Sarcasm or mock politeness	12	24%	7	14%

Withhold politeness	5	10%	5	10%
Sum	**50**	**100%**	**50**	**100%**

In the table B (Male artist's comments), the highest used strategy by Alghazali and Steven is positive impoliteness, because this strategy have more sub strategies**.** Alghazali used this strategy more than Steven. It found 16 frequencies and it is percentage (32%) in the Alghazali, and 15 frequencies in percentage (30%) in the data of Steven. The second highest used strategy is bald on record impoliteness. But this strategy, Steven used more than Alghazali. This strategy found 13 frequencies in percentage (26%) in the data of Steven, while it found 10 frequencies with the percentage (20%) in the data of Alghazali. And then, sarcasm or mock strategy, Alghzali still has bigger frequency of using this strategy than Steven. This strategy found 12 frequencies with the percentage (24%) in Alghazali data, and 7 frequencies in percentage (16%) in the data of Steven. Next, negative impoliteness, steven also used more than Alghazali. It is 10 frequencies with the percentage (20%) in the data of steven, and 7 frequencies in percenatge (14%) in Alghazali data. Then the least used strategy is withhold politeness. Alghzali and Steven have the same frequency which is lowest frequency. There are 5 frequency of steven and 5 frequency of alghazali with the percentage (10%).

Picture 1 (Prilly Latuconsina)

Datum 1 : @marcella_wewen : jelek kali ! (It is too bad)

Datum 2 : @adhe_jolie : itu bulu ketek atau kumis ? kok lebat banget ? (Is it hair of your armpit or moustache? why it is so look luxuriant?

The first picture and the second picture are female artists. In this the first picture is Prilly Latuconsina. The picture is uploaded january 16th, 2017. The admin who takes care of this account gives information about celebrities account. The picture above is taken from @riomotret instagram account by @lambe turah instagram admin. In this picture, admin tried to show how riomotret taking prilly's picture with different background and prilly's sensational fashion. In the picture, prilly wear pink dress with long hair. She also applies her photo style with her waving hand as she was staring. All of her fashions become a nice style. It is looked classy and suitable for photo-shoot. This post contains more than 10.696 likes and 2077 comments. It also receives both negative and positive comments from the users.

In the commentary box, there are five impoliteness strategies found. The first datum is "it is too bad ". This impoliteness strategy is found in @ marcella_wewen's comment. She applies bald on record impoliteness strategy. The situation of this utterance exists a minutes after the picture is uploaded. Marcella as a instagram user feels didn't like to the prilly style which is uploaded. She says that is " it is too bad ". This comment is categorized into bald on record

impoliteness strategy. It can be seen in the unambiguous intention and direct language that used by @marcella_wewen. According to Culpeper in Bald-on-record FTA is performed bald-on-record, in a direct and concise way without redressive action. The use of words " it is too bad " by Marcella in this comment is categorized into direct way and without redressive action, it is indicated by the user who uses the words "it is too bad" without being followed by the personal name from the person who gives the inspiration.

The second datum is "is it hair of your armpit or moustache? Why it is so look luxuriant? It comes from @adhe_jolie. She applies negative impoliteness strategy. The situation of the utterance is @Adhe_jolie as the second person after Marcella that gives reproached or insulted to prilly picture style. Usually, the second person tries hard to express differently from the former. Even if they have the same point of view, using the same word is actually said to be shameful. The second comment comes from Adhe_jolie. The comment is "is it hair of your armpit or moustache? Why it is so look luxuriant?" This type of comment is categorized into negative impoliteness strategy because @Adhe_jolie uses a scorn tone which makes the hearer lose her face to comment the picture that is uploaded by Lambe_turah admin.

Picture 2(Aurel Hermansyah)

Datum 6: @may0993: aurel gak dandan beda banget,kek langit sama bumi. The power of makeup emang hahhah (if Aurel doesn't make up, she looks different like the sky and the earth)

Datum 7: @stikerolshop: sumpah kayak mbokyemm (seriously, she is like mbokyeem)

In this the second picture or video is Aurel Hermansyah. This video is uploaded December 16th, 2016. In this video, the admin of lambe_turah wants to show how romantic is the relationship between Aurel and her new boyfriend. In this video, Aurel also shows her romantic love by placing food in the mouth. The admin takes the best sample from @aurel_hermansyah account that reaches almost ten thousand likes from instagram users. In this video, Aurel hermansyah wear white dress without make up and she lets her hair hang loosely. And also, her boyfriend wear white blouse and he looks very neat with his watch. They are look so romantic, while her boyfriend wants to eat with the hand. Surprisingly, that look is exaggerated. Some people do not like what they do, because some people think it is so bad and make damage morality. This post contains more than seventeen thousand likes from instagram users. It also receives both negative and positive comments from the users.

. The sixth datum is "if Aurel doesn't make up, she looks different like the sky and the earth ". This impoliteness strategy is found in @may0993's comment. She applies sarcasm or mock impoliteness strategy. The situation of this utterance

exist a minutes after the picture is uploaded. May as a instagram user feels dislike to the type of fashion make up is uploaded. She says that is "if Aurel doesn't make up, she looks different like the sky and the earth". This comment is categorized into sarcasm or mock impoliteness strategy. It can be seen in this comment May uses irony in order to attack the Aurel's face. Irony is the word that uses to say the opposite of what speaker really mean in order to make a critical comment. May uses this as a way to express her unpleasant toward Aurel's video.

The seventh datum is "seriously, she is like mbokyeem ". This impoliteness strategy comes from @stikerolshop, it is a seller instagram account in lambe_turah. It also intends to provide some sticker type for people. In this comment, it applies positive impoliteness strategy. The situation context exists minutes after the Lambe_turah's admin posts Aurel video for giving some comments. After looking at that the video, @stikerolshop feel Aurel style like of an age to be an aunt. She says "seriously, she is like mbokyeem". This comment is categorized as positive impoliteness, because this kind of impoliteness strategy is an intention of the speaker to attack the hearer's positive face performing action such as call the other's name.

Picture 3 (Steven William)

Datum 11: @shintasonglovers: paling juga pake spidol yg sebulan luntur: p (maybe he uses marker which faded in a month)

Datum 12: @vitasari10: tambah ilfil aja liatnyaaa (becoming more unfeel when i look him).

The third picture and the fourth picture are male artists. In this the third picture is Steven William. This picture is uploaded 15th, 2016. The admin who takes care of this account give information about celebrities account. The picture above is taken from @steven_william instagram account by @lambe_turah instagram admin. In this picture, admin tried to show how happy Steven is after he got married with Celine. He drew tattoo on his chest that shows their date of marriage. His tattoo is very clear and it can be read by people who see it. However, because of that tattoo, people give more bad comments rather than good comments. People think that he is very young to get married. In addition, he also got married with a widow who has already had two children. He is also over in showing his love. Therefore, many people don't like him or them**.** And also, this post contains more than 10.278 likes and 1854 comments.

The eleventh datum is "maybe he uses marker which faded in a month ". In this commentary box, there is impoliteness strategy. It is withhold impoliteness strategy which is applied by @shintasonglovers. In this situation, as followers of this account, @shintasonglovers observes some picture of Steven uploaded, and Shinta found this Steven picture which uploaded by Lambe_turah. So, she gives bad comment toward Steven picture. Maybe she doesn't like if Steven got married

with Celine. She even writes a comment and looks so politely but not polite. She says "maybe he uses marker which faded in a month". This comment is categorized withhold impoliteness strategy. This type of strategy happens if the absences of politeness work where it would be expected. The above comment implies that Steven tattoo is drawn by marker which is not permanent.

The twelfth datum is "becoming more unfeel when i look him". In this comment, that used positive impoliteness strategy come from @vitasari10 instagram user. The situation of the utterance is as a follower @vitasari10 see Steven's picture which is over in showing in love and he is like child. It makes vita doesn't like picture that has been uploaded by Steven. She probably has not liked him before because he got married with a widow. Therefore, when she sees the picture she becomes annoyed. Because of that, she says "becoming more unfeel when i look him". From her comment can be seen she doesn't like the picture. This categorized of utterance indicate as positive impoliteness strategy. This kind of impoliteness strategy happens when the speaker damages the hearer's positive face. It can be done through these following ways: be disinterested, unconcerned, and unsympathetic. It clearly sees in the utterance that is comment by vita, she is unsympathetic with this picture.

Picture 4 (Alghazali)

Datum 16: @tasyakristiana: ntu babang kaga tau pa ya si bapaknya baru krisis moneter (he doesn't know that his father is in monetary crisis)

Datum 17: @diiiiiiiiindaaaa7700: al ganteng tp bokapnya kok kyk curut ya? (Al is handsome, but why is his father like a mouse?).

This last picture of male artists was taken from @alghazali99 instagram account by @lambe_turah admin. This look gets many likes and some comments from other instagram users. It gets more than 12.769 likes and 207 comments. In this occasion, the admin want to share situation and togetherness between Al and his girlfriend family. In the picture, Al was enjoying his dinner with them. They are close each other. Admin of the account write caption about their closeness. This picture shows how harmonious their relationship. Both of them look good and matching each other, but not all of people like them.

The sixteenth datum is "he doesn't know that his father is in monetary crisis" in this commentary box, the impoliteness strategy comes from @tasyakristiana. She applies negative impoliteness strategy. She says in the commentary box "he doesn't know that his father is in monetary crisis". The situation of the utterance is a follower of lambe_turah's instagram account is just inform relationship between Al and his girlgriend, but Tasyakristiana give bad comment about it. So, from the above utterance the impoliteness strategy being accomplished here is negative impoliteness. Negative impoliteness is an intention on the part of the speaker to attack the hearer negative face regarding condescend,

scorn, ridicule, contemptuous and belittle the other. It can be seen in tasyakristiana comment "he doesn't know that his father is in monetary crisis" the past of this statement uses a condescending tone. It shows that the speaker be little to other.

The seventeenth datum is "al is handsome, but why is his father like a mouse". In this comment box, the impoliteness strategy come from @diiiiiiiindaaaa7700, in there she applied positive impoliteness strategy. The situation of the utterance is as follower of lambe_turah instagram account, @diiiiiiiiindaaaa 7700 feeling didn't like with this picture that have been post by admin, because she thinks that Al and Ahmad Dani are not like a son and his father. She also thinks that Ahmad Dani has bad attitude while Al is handsome and nice. So, she says in the comment box "al is handsome, but why is his father like a mouse". That comment is categorized as positive impoliteness strategy. This kind of impoliteness strategy is the intention of the speaker to damage the positive face of the hearer by performing action such as use inappropriate identity markers, because Dinda used a mouse for describing her father's.

2. Discussion

The first problem which is proposed in this research is what are the impoliteness strategies used by haters on instagram comments of male and female entertainers, and then, the second problem is what are the comparison used by haters comment toward male and female artists on instagram. Based on table A and B, total of the comments which impoliteness strategies were 200 which means they generated 200 comments of impoliteness strategies in account instagram.

Related to research question, impoliteness strategies that used by haters toward female artists are from the highest to the lowest, the rank is bald on record, sarcasm or mock politeness, negative impoliteness, positive impoliteness, and withhold politeness. Then, impoliteness strategies that used by haters toward male artists are from the highest to the lowest, the rank is positive impoliteness, bald on record impoliteness, sarcasm or mock politeness, and withhold politeness.

So, the biggest user of positive impoliteness strategy is Alghazali, it appeared 16 times with the percentage (32%) in his data. The second biggest user is Steven; it appeared 15 times in percentage (30%) in his data. Then the third is Aurel because positive impoliteness strategies appeared in 8 times with the percantega (16%) of her data. Prilly used this strategies less than the other, it appeared about 5 times in percentage (10%) in her data.

Bald on record impoliteness is more used by Prilly. It can be seen by the finding that shows this strategy appeared on (30%) prilly data, followed by Aurel that have (28%) of bald on record impoliteness in Aurel data. The third position is Steven, this strategy found 26% in the data. Then Alghazali used this strategy least than the other. It appear for about (20%) in his data.

Finally, the comment of female and male artists used the hater will be separated from the impoliteness language. It is the part of how they do interaction each other in social media which is instagram account.

D. CONCLUSION AND SUGGESTIONS

Based on the analysis, the writer found all types of impoliteness strategies used by hater's in comments instagram artists. Those are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. Positive impoliteness strategy is the mostly used strategy by haters of male artists, and bald on record strategy is the mostly used strategy by haters of female artists.

All haters have used similar impoliteness strategies. The strategy that is mostly used by all haters is positive impoliteness, followed by bald on record impoliteness in the second position. The strategy that is least used is withhold politeness. The most user of positive impoliteness is Alghazali, it appeared (32%) in his data. On the other hand the least user of positive impoliteness is Prilly, she used this strategies less than the other, it appeared about (10%) in her data. Whereas, the most user of bald on record impoliteness strategy is Prilly that shows this strategy appeared (30%) in her data. While the least used bald on record impoliteness strategy is Alghazali with the percentage (20%).

Having seen the result of the study, the writer would like to offer the suggestions as the following: To other researchers, it is suggested that this study could be further expanded in the use of impoliteness to self-attack in social media and explored in terms of other discourses to contribute to the development of impoliteness theories, such as the use of impoliteness in literary works or its application in terms classroom interactions. To all the readers, it is 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 comment someone in social media to build communication between the fans and the celebrity. It is suggested to user instagram especially the haters to manage their utterances. So, the users of instagram show the value of politeness to viewers. It serves the education function of media social that educate all viewers especially Indonesian to be the polite person.

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