

Impoliteness of Language in @fufufafa Account: A Pragmatic Study

Ahmad Zikri¹⁾, Nadia Maharani²⁾, Aslinda

^{1),2),3)} Indonesian Literature, Faculty of Humanities, Universitas Andalas
Kampus Universitas Andalas Limau Manis

*Corresponding Author, email: ahmadzikri.ahd@gmail.com

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Abstract

This research is motivated by the existence of language impoliteness conveyed by a social media user named @fufufafa. The research was conducted to examine the language impoliteness in @fufufafa's account posts using Jonathan Culpeper's theory of impoliteness. This research aims to describe the strategies of impoliteness. There are three stages carried out in this research: 1) data provision stage, 2) data analysis stage, and 3) data analysis result presentation stage. The method used in the provision of data is the listening method. The basic technique used in the technique is the technique of simak bebas libat cakap (SBLC) and the technique of note-taking. The data that has been obtained is analyzed using the agih method and referential pairing method. The results of data analysis are presented using informal methods. To test the validity of the data, this research uses the data triangulation technique. The results obtained after data analysis show that there are four strategies of impoliteness found, namely direct impoliteness, positive impoliteness, and negative impoliteness.

Keywords: *impoliteness, speech, social media, pragmatic*

Introduction

Language is a mainstay for people to express themselves, exchange information, and debate ideas. Language can also be an alternative to establishing kinship. However, it is often not utilized because it does not know its function carefully. Language should prioritize the importance of building good social relationships. Therefore, one needs to pay attention to the use of polite language. Politeness is one of the basic principles of language. According to Lioni dan Adam (2022), the core of the principle of politeness is to speak with the suitability of strategy selection between speakers and interlocutors based on context. Chaer (2010) emphasizes that politeness is an effort to avoid conflict between speakers and speech partners in the communication process. Language politeness is often ignored by someone in communication, especially on social media. It is not uncommon for social media users to use language that is full of provocation, emotion, and incitement, causing tension. This results in the message being conveyed not being realized properly.

The X platform is one of the social media used to share short messages, photos, and videos and follow users' favorite accounts. Recently, social media X has been quite shocked by the writing of a Kaskus account owner named @fufufafa. This incident was linked to the Vice President-elect of Indonesia, Gibran Rakabuming Raka. However, the issue raised in this research is not who is behind the account. However, to see the language impoliteness used in the @fufufafa account posts. This happens because there are causes behind the language impoliteness. According to Chaer (2010), the causes of language impoliteness are criticizing with harsh words, emotional impulses, accusing intentionally, and being protective of oneself, as well as deliberately cornering the interlocutor. Therefore, impoliteness is a serious problem to be seen from the point of view of linguistics.

An increasingly frequent phenomenon in the digital era, language impoliteness in social media is an important issue that needs to be studied more deeply. Platform X, which was originally expected to be a space for positive interaction, is now often filled with expressions of language impoliteness that have the potential to cause conflict between individuals and groups. With various forms of language impoliteness, this study uses the theory of impoliteness proposed by Culpeper (1996). There are five impoliteness strategies proposed by Culpeper, namely: 1) bald on record impoliteness, 2) positive impoliteness, 3) negative impoliteness, mock impoliteness, and withhold politeness. According to Culpeper (in Fatimah and Arifin, 2014), impoliteness occurs when in the communication process the speaker aims to attack the face of the speech partner and the speech partner feels that the speaker is attacking or vice versa.

Research on language impoliteness on social media has been conducted by several researchers. Lestari dan Assidik (2024) researched with the title "Violation of the Principles of Linguistic Politeness of Warganet in the Comment Column of the @aniesbaswedan Instagram Account". The study found violations of politeness principles in the form of: (1) the use of harsh words, (2) cornering the interlocutor, (3) accusing the interlocutor, (4) being protective of the interlocutor, and (5) having a sense of emotion. In addition, Minaliawati dan Pujiati (2022) has also conducted research with the title "Violation of the Principle of Politeness in the Sinear Sruput Nendang Marlo and Marco on Youtube Channel". The results obtained from the study found that there were more violations of the maxim of praise than the other maxims, followed by the maxims of sympathy, agreement, generosity, and simplicity. Tasliati (2018) has also examined language impoliteness with the title "Analysis of Language Impoliteness in Uploads in Online Buying and Selling Groups in Tanjung Pinang City". The results of this study found the existence of impoliteness, namely positive impoliteness, negative impoliteness, and pseudo-impoliteness.

Based on the three studies described above, there are similarities and differences with this study. The similarity is that one of the studies used Jonathan Culpeper's theory of impoliteness which is also used in this study. Then, the previous research also examines language impoliteness. The difference is that this research examines language impoliteness contained in @fufufafa's account posts. Thus, this research has novelty so it needs to be studied. The problem that can be formulated in this research is what language impoliteness is used in @fufufafa account posts. This research is expected to be useful for the author and the general public.

Methods

This research uses a qualitative approach and is descriptive in nature. There are three stages carried out in this research, namely: the data provision stage, the data analysis stage, and the stage of presenting the results of data analysis. The method used in data collection is the listening method proposed by Sudaryanto (2018). The basic technique used in the method is the tapping technique. The tapping technique is carried out by tapping all language impoliteness contained in the @fufufafa account. The advanced techniques used are the free listening technique (SBLC) and note-taking technique. The SBLC technique is done by listening without any conversation but only paying attention to the language impoliteness in @fufufafa's account and recording the words in the form of impoliteness by using the note-taking technique.

The methods used in data analysis are pragmatic and translational methods. The basic technique used in the method is the technique of sorting the determining elements (PUP) with a tool in the form of pragmatic sorting power. The technique is carried out by sorting the analyzed linguistic units and then classifying them based on the language impoliteness strategy. The further technique used is the differentiating conjunction technique (HBB). Meanwhile, in the stage of presenting the results of data analysis, the informant method is used. This method is used to present the data by way of description.

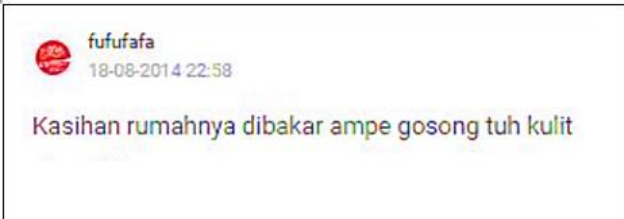
Result and Discussion

Based on the data analysis, it is found that there are language impoliteness strategies contained in the @fufufafa account posts. The data analysis refers to the theory of language politeness proposed by Culpeper (1996), which is as follows.

1. Direct Impoliteness

Direct impoliteness relates to behavior that threatens the face directly, clearly, and concisely in a state of the face that is relevant or does not need to be connected to the face. The following is the direct impoliteness found in @fufufafa's post.

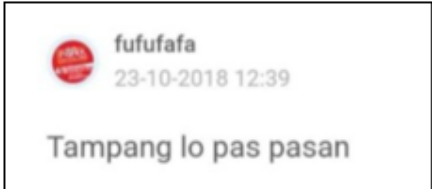
Data (1)

	<p>'Kasihannya dibakar sampai gosong, <i>tuh</i>, kulit'.</p>
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Context: Kaskus user @fufufafa commented on a news post entitled "*Novela Gerindra Diteror Lewat Facebook*". The news features Novela who is a witness from the Prabowo camp.

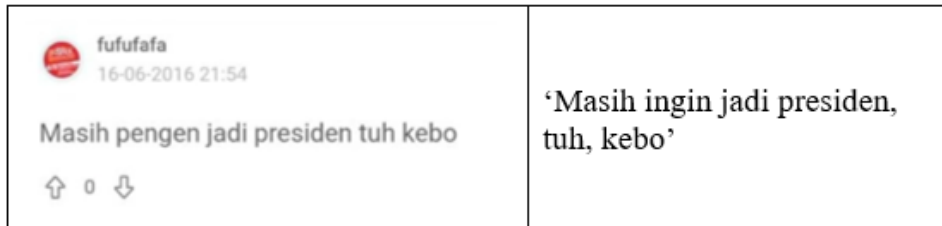
Data (1) above shows the direct impoliteness conveyed by @fufufafa account. The utterance "*Kasihannya dibakar ampe gosong tuh kulit*" contains impoliteness in the form of utterances with clear and straightforward insulting words. The speech was addressed to Novela who was one of the witnesses from Prabowo's camp. Based on her testimony, Novela claimed that she was terrorized and threatened to have her house burned down. The existence of the threat brought indecent speech from account user @fufufafa to Novela, namely in the form of insulting words "*ampe gosong tuh kulit*". The utterance also shows a racist attitude by account user @fufufafa. Such an attitude should not be done so as not to hurt the feelings of others.

Data (2)

	<p>'Tampang lo pas-pasan'</p>
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Context: Kaskus user @fufufafa commented on a news post titled "*Prabowo Sebut 99% Rakyat RI Hidup Pas-Pasan, Benarkah?*". The news is on the detikFinance page uploaded on October 23, 2018, at 11.10 WIB.

Data (2) above shows direct impoliteness conveyed by account user @fufufafa. The impoliteness was spoken to presidential candidate number 1, Prabowo. Concerning the news, Prabowo mentioned the poverty rate in Indonesia. Prabowo said that 99% of Indonesians experience a very mediocre life and even a very difficult life. The statement was claimed by Prabowo from the World Bank and other international institutions. Based on this statement, account owner @fufufafa commented on the news by saying "*Tampang lo pas-pasan*" which was addressed to Prabowo. The account owner @fufufafa has committed direct language impoliteness in the form of utterances with insulting or mocking words.

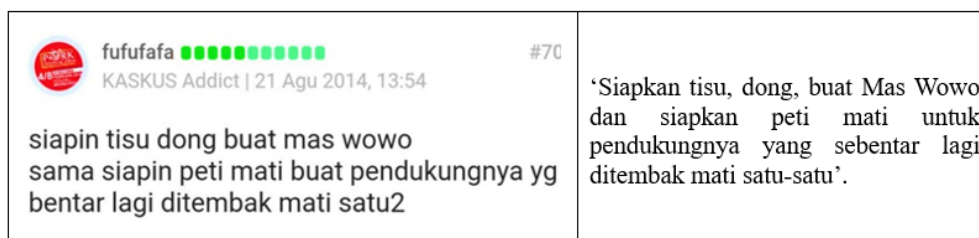
Data (3)

Context: The account owner @fufufafa commented on a news post entitled “Via YouTube, SBY Minta Proses Pencalonan Tito sebagai Kapolri Steril dari Politik”.

Data (3) above contains the utterance “Masih pengen jadi presiden tuh kebo” delivered by account user @fufufafa. The utterance shows positive impoliteness in the form of insults with other names. The greeting “kebo” was addressed to Susilo Bambang Yudhoyono (SBY) who was commenting on the appointment of the Head of the National Counterterrorism Agency (BNPT). SBY commented through a video uploaded on his YouTube. In the video, SBY asked political parties not to be reactive in the appointment of Tito Karnavian as the candidate for head of the BNPT. SBY’s comments were reported by Kompas.com with the title “Via YouTube, SBY Minta Proses Pencalonan Tito sebagai Kapolri Steril dari Politik”. The news was commented on by account user @fufufafa through his Kaskus social media on June 16, 2016. The comment using the greeting or other name “kebo” is a form of a direct insult to another person. The insult is included in positive impoliteness in the form of clear and straightforward insults.

2. Positive Impoliteness

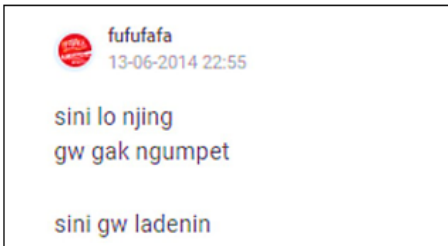
Positive impoliteness is intentional to attack or damage the positive face of speech partners. According to Hamzah and Hassan (2012), positive impoliteness includes several parts, namely inattention, lack of sympathy, inappropriate identity, unclear or secret language, disagreement, taboo language, and addressing by another name. The following are the positive impoliteness found in @fufufafa’s account posts.

Data (4)

Context: The post was written by @fufufafa after Joko Widodo won the 2014 presidential election.

Data (4) above shows the existence of positive impoliteness delivered by the @fufufafa account. The utterance “Siapin tisu dong buat Mas Wowo dan siapkan peti mati untuk pendukungnya yg bentar lagi ditembak mati satu2” is a positive impoliteness in the form of not sympathizing with others. User account @fufufafa showed disrespect to Prabowo who lost the presidential election at that time. The impoliteness spoken by account user @fufufafa is in the form of words that do not empathize, as found in the words “siapkan peti mati” and “ditembak mati satu2”. These words are not appropriate because they are too excessive and do not respect other people.

Data (5)

	<p>'Sini lo njing Gua nggak ngumpet Sini gua ladenin'</p>
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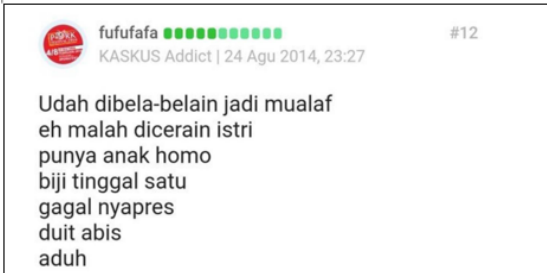
Context: The account user @fufufafa commented on a post that read *PNASTAK TERKENTUT-KENTUT "CUCI UANG SISTEMATIS" JOKOWI SEMBUNYIKAN ANAK PERTAMA NYA*. The post is also a comment written by account user Taufik300380 on the news entitled "*Andi Arif: Jokowi 'Sembunyikan' Anak Pertamanya.*"

Data (5) above shows the language impoliteness used by social media user @fufufafa. The utterance "*sini lo njing*" is categorized as positive impoliteness in the form of harsh words or obscene words. Based on the news, presidential candidate number 2 (Jokowi) at that time was considered to be hiding his first child. This was done because of the assumption that his son received large funds from himself to establish a company. The comment from the @Taufik300380 account brought a response from the account user @fufufafa by saying "*sini lo njing, gw gak ngumpet, sini gw ladenin*".

3. Negative Impoliteness

Negative impoliteness is related to the intent to attack or damage the face of speech partners. The strategies found based on the data obtained include 1) scaring; 2) ridiculing or mocking; 3) insulting; and 4) playing with the speech partner. The following is the negative impoliteness found in the @fufufafa account post.

Data (6)

	<p>'Sudah menjadi mualaf, eh malah dicerai kan istri. Punya anak homo, biji tinggal satu, gagal nyapres, duit habis, aduh!'</p>
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Context: The post was written by @fufufafa after Prabowo Subianto was declared defeated in the presidential election in 2014.

Data (6) above shows that there is negative impoliteness conveyed by account user @fufufafa. The speech is in the form of mocking or ridiculing which is an action that aims to insult others. The action can be done by insinuating, laughing, or making fun of the speech partner. The above speech alludes to various aspects that are considered negative or the failure of a person's life, such as "*dicerai kan istri,*" "*punya anak homo,*" "*biji tinggal satu*" "*gagal nyapres,*" and "*duit habis*". The expressions conveyed by the speaker intend to ridicule or insult the speech partner to highlight the weaknesses or things that are embarrassing for the speech partner.

Conclusion

Based on the data analysis that has been done, language impoliteness is found in the @fufufafa account. The language impoliteness found are: 1) direct impoliteness, 2) positive impoliteness, and 3) negative impoliteness. Direct language impoliteness is in the form of clear and straightforward insulting utterances, such as “*ampe gosong tuh kulit*”, “*tampang lo pas-pasan*”, and direct insult with the title “*kebo*”. Positive language impoliteness is in the form of unsympathy towards others, such as “*siapin peti mati*”, “*ditembak mati satu-satu*”, and the use of words that are not, as in the utterance “*sini lo njing*”. The negative impoliteness is in the form of utterances that mock someone’s personal problems, such as “*diceraikan istri*”, “*punya anak homo*”, “*biji tinggal satu*”, “*gagal nyapres*”, and “*duit habis*”.

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