

CHAPTER I

INTRODUCTION

This chapter consists of five sub-chapters, including background of the study, research question, objective of the study, significance of the study, and scope and limitation of the study conducted in this study.

1.1 Background of the Study

Language is an inseparable part of human life. Folley (1997) states that language is an action for someone to convey person's thoughts to each other through a system such as sounds, voice, gestures, or it can also be in the form of symbols. Language has an important role for humans as a means of communication. Language and communication have an inseparable relationship, because language is used as a communication tool to express one's thoughts and feelings to other people. Using polite language will make it easier for people when they are invited to communicate to understand what is being discussed and it will have an impact on the course of communication carried out. The language in communication can be done directly and indirectly. Communication indirectly can be through social media. Communication through social media today is needed everywhere, whether it is used as work, education, social, and tourism. The most popular social media in modern era are WhatsApp, Instagram, Twitter, Line, Facebook, and others. One of the social media that is often discussed or becomes a topic among the public is Instagram.

Instagram is one of the most popular applications in social media among people around the world. Alhabash and Ma (2017) state that Instagram is a photo-sharing mobile app that allows users to snap photos, apply filters, and publish them directly on the site. Instagram is not only used to post photos or videos but can be used to leave comments on uploaded photos or videos. Another interesting thing that becomes exciting on Instagram is the comments made by netizens. Various kinds of comments are left by netizens as a form of love, interest, or anger at the uploaded photo or video post. In commenting on uploads to an account, netizens

can use language freely either polite or impolite language because Instagram has no feature that can filter comments given by its users. Through this social media they can exchange information, posting pictures and short videos, following celebrities or influencers, promoting products, sharing informative or education contents, and many others. Followers commonly give comments to express their admiration, like, dislike and disappointment towards an account they follow. Sometimes they find mistakes and take out their frustration on Instagram accounts through comments. However, not all expressions used by netizens are appropriately polite. They leave inappropriate comments on the account that is Impoliteness.

According to Culpeper (2011), impoliteness is a negative attitude towards specific behaviour occurring in a specific context. It is sustained by expectations, desires, or beliefs about social organization, including how one person's or a group's identities are mediated by others in interaction. So, impoliteness is language or behaviour 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, sadness, and 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. Impoliteness strategies applied in the comment is not seen as an actual negative attitude toward specific behaviours occurring in specific 3 contexts (Culpeper, 2016). It is a planned verbal attack that stays on the surface and is not intended to insult anyone.

The phenomena of impoliteness often hit a social media, especially Instagram which is often found in the comment's column. Instagram users or commonly called netizens write comments that are made using their impolite language which often causes a sense of anger, hatred, sadness, or frustration. The purpose of using impolite language aimed at someone they are addressing is as a form of protest and disapproval of actions that are not in accordance with the expectations they want, such as the example of committing a crime. Sometimes the action of writing sentences in comments made by netizens is written using harsh words, even the use of animal words that are not appropriate to be addressed to

someone. The targets of the many uses of impolite language in Instagram comments are artists.

As public figures, actresses usually share some photos or videos on Instagram. But not all of them are liked by many people. Sometimes, they have haters. They often get a lot of insults and hate speech made by netizens as a form of protest or dislike for the artist, even though sometimes they have not done anything wrong or crime. These netizens leave bad or impolite comments for the artists. The comments written by netizens sometimes intend to lead opinions to readers who read their comments as a form of believing and agreeing with the comments. Even though the facts are untrue and hoax. One of the artists who also received the language of impoliteness written by netizens on Instagram's comment is Joe Jonas, who is one of the famous singers and actor from the United States of America.

Joe Jonas is a singer and actress from the United States of America. The man whose full name is Joseph Adam Jonas was born on August 15th, 1989 in the United States. Joe Jonas himself is also one of the members of the world-famous boy group called "Jonas Brother". Before Jonas Brother, Joe Jonas's group name with his two brothers was Sons of Jonas. Jonas Brother then debuted with the song "Mandy" in December 2005. Joe Jonas and his two brothers made their acting debut in an episode of the Disney series Hannah Montana. Jonas Brother's performance of the song "We Got The Party" with Miley Cyrus made the episode starring them reach 10 million viewers. In 2013, the Jonas Brother decided to disband due to internal problems. Joe Jonas then formed his own group called "DNCE". He is also busy being a coach on the Australian version of The Voice. Then, Jonas Brother reunited on February 28th, 2019. Lately, Joe Jonas has been busy performing with the Jonas Brother by holding Jonas Brother on THE TOUR concerts in various countries.

There are so many negative comments directed at Joe Jonas because of the dislike and hatred for what he posts on Instagram every time. Most of them choose to use dirty and nasty words to show their feelings of restraint or dislike. The dirty and nasty comments are written in the comment column on Instagram for everyone around the world to read. Therefore, the reason why the writer chose Joe Jonas as

the subject of this study is because first, Joe Jonas is a famous singer in the United States from one of the boy grub members named “Jonas Brother” and an actress in the United States. The second, Joe Jonas became the subject of conversation on social media for the controversy of divorce with his wife which caused many cons. The divorce case with his wife named Sophie Turner caused gossip and talk by everyone in the world for the reason he divorced his wife just because she was too busy and could not take care of their children. The third, Joe Jonas tried to prevent Sophie Turner, his wife, from seeing their children and made it difficult for her to take their children to England as part of their custody suit. And the last, Joe Jonas is considered by netizens as one of the artists who has a lot of problems in terms of romance, because he is considered the most perfect man and likes to regulate whatever his ex-girlfriend does and even now his wife who will be divorced, causing a bad perception of Joe Jonas. Then, there are many findings of negative comments from various netizens that contain impoliteness strategies to be expressed directly to Joe Jonas’s Instagram.

Based on the problems above, the writer is interested in conducting a study about impoliteness strategies used by netizens on Joe Jonas’s Instagram comments.

1.2 Research Questions

Based on the above background, the following research questions are formulated:

1. What are the types of impoliteness strategies used by netizens on Joe Jonas’s Instagram comments?
2. What are the functions of impoliteness strategies used by netizens on Joe Jonas’s Instagram comments?

1.3 Objectives of the Study

In accordance with the problems taken, the objectives of this study are:

1. To explain the types of impoliteness strategies used by netizens on Joe Jonas’s Instagram comments.
2. To describe the functions of impoliteness strategies used by netizens on Joe Jonas’s Instagram comments.

1.4 Significance of the Study

This study is expected to bring benefits and contributions both theoretically and practically.

1. Theoretical Significance

Theoretically, this study can increase the understanding of the application of Culpeper's theory of impoliteness strategies because impoliteness can be used as a control in undermining the function of social media, the rules of impoliteness in commenting, and the expansion of impoliteness in social networking or online communication. In addition, this study can improve more information of what impoliteness genres and how it is detected in social media, especially on Instagram.

2. Practical Significance

This study is expected to give some benefits and advantages for the following parties:

a. The Students of English Study Program

This study is expected to provide more knowledge about impoliteness, especially to students who take linguistics. In addition, this research can be used as a reference for their future research.

b. The Next Researcher

This study is expected to provide knowledge for the next researcher in understanding impoliteness. In addition, this study is also expected to improve the ability of future researchers in conducting qualitative research on impoliteness.

c. The Readers in General

This study is expected to provide information to readers about impoliteness because not many people know about this phenomenon. Therefore, when the readers read this research, they are expected to know and understand about impoliteness.

1.5 Scope and Limitation of the Study

The scope of this study focuses on the language of impoliteness used by netizens to comment on Instagram belonging to a famous artist and singer named Joe Jonas. The meaning of language contained in Instagram comments is included in the pragmatics study, because pragmatics is a general form of the science of signs or semiotics. Pragmatics is the study of how people use language in communicating and how it affects the use of language. This study analyzes the comments on Joe Jonas's Instagram using the theory of language impoliteness (Impoliteness Strategies), regarding the types of impoliteness strategies proposed by Culpeper (1996) and the functions of impoliteness strategies by Culpeper (2011).

The limitation of this study is limited to negative comments generated by netizens and containing impoliteness strategies on Joe Jonas's Instagram. Moreover, this study limits all comments on Joe Jonas' Instagram and takes comments made and written by netizens on September 27, 2023, and uses Joe Jonas's Instagram photo post was uploaded on September 16th, 2023. In addition, this study does not look at the gender, age, occupation, and nationality of the comments made stated by netizens in the comment's column.