

CHAPTER I

INTRODUCTION

This chapter presents five sub chapters that consist of background of study, research question, objectives of the study, significance of the study, and scope and limitation.

1.1. Background of Study

In pragmatics, politeness and impoliteness are important aspects of language use that influence how people communicate in various contexts. Not all communication aims to be polite. In many communicative contexts, speakers deliberately employs as a strategy impoliteness to attack or challenge others in conversation. One prominent context in which impoliteness frequently occurs is political debates because participants often attack each other's face to persuade audiences (Culpeper, 2011). Such impolite behavior may provoke negative emotional responses from interlocutors, including feelings of hurt, sadness, or anger (Culpeper, 2011). These interactions tend to be confrontational in nature, as participants attempt to control the discussion and damage the face of others. According to Culpeper (2005), Impoliteness comes about when: (1) the speaker communicates face-attack intentionally, or (2) the hearer perceives and/or constructs behavior as intentionally face-attacking, or a combination of (1) and (2). Based on Culpeper (1996) view, impoliteness arises when communication involves more than one person both speakers and hearers. In the study of politeness in particular, we must remember that the rules are normative rather than categorical; part of our communicative competence is knowing what it means when we do not conform to societal norms for language use (Wardhaugh and Fuller, 2015). This suggests that impoliteness is only meaningful because norms of politeness exist and can be intentionally violated in interaction.

Furthermore, Culpeper (2011) defines impoliteness as a negative attitude toward specific behaviors occurring in particular contexts. This attitude is supported by expectations, desires, or beliefs about social organization, including how an individual's or group's identity is mediated by others in interaction. Therefore,

impoliteness is language or behavior that is negatively evaluated within a certain context when one does not follow the expected norms of the situation. Culpeper (1996) identified five super-strategies of impoliteness: bald-on-record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withholding politeness. Research on impoliteness strategies is important for readers because it increases critical awareness of language. This research helps readers uncover the power dynamics and emotional expressions that underlie human interactions. This study not only applies Culpeper's (1996) types of impoliteness strategies, but also combines them with the functions of impoliteness (Culpeper, 2011).

Beyond identifying types of impoliteness strategies, it is also important to understand the functions of impoliteness in communication. Impoliteness is not merely random rudeness, but often serves specific communicative purposes. According to Culpeper (2011), impoliteness strategies may function to express strong emotions such as anger, frustration, or dissatisfaction; to challenge authority; to assert power and dominance; to discredit or delegitimize opponents; or to provoke reactions from other participants. In political debates, impoliteness often functions as a rhetorical tool to strengthen arguments, undermine opposing views, and position oneself as morally or intellectually superior. Thus, impoliteness plays a strategic role in shaping interactional outcomes rather than simply reflecting poor language behavior. Understanding the functions of impoliteness strategies is crucial because it enables readers to interpret the underlying intentions behind confrontational language use. By analyzing how and why speakers employ impoliteness, researchers can reveal power relations, ideological conflicts, and emotional dynamics embedded in public discourse. This research applies Culpeper's theory of impoliteness to examine not only the types of impolite expressions used, but also their communicative functions within a specific socio-political context.

Example:

Enola: **"You. How ridiculous you are."**

Sherlock: "I'm ridiculous? I told you to stay safe and stay away. Now you're breaking out of prison and have the police after you."

From the conversation above, it showed that Enola got upset toward Sherlock. Therefore Enola said that Sherlock was ridiculous because he quietly interfered of her case on the disappearance of Sarah Chapman. Her utterance, **"You. How ridiculous you are"** to Sherlock belongs to a type of bald on record impoliteness due to the fact that Enola directly, and unambiguously attacked Sherlock's face (Natalia, 2024).

Data on impoliteness can be obtained from various communication contexts, such as political debates, talk shows, social media interactions, private conversations, and public speeches. This research focused on analyzing the RKUHAP debate on *Najwa Shihab's* YouTube channel.

Najwa Shihab is one of the most influential female journalists in Indonesia today. Najwa Shihab became widely known through her talk show *Mata Najwa*, which has been running since 2009. The program officially moved to YouTube in 2022. *Najwa Shihab's* YouTube channel has become one of the most influential public discussion forums in Indonesia. What makes *Mata Najwa* particularly unique for analysis is its format, which frequently invites prominent politicians, government officials, and activists to discuss national issues.

One of her videos, the debate on the Draft Criminal Procedure Code (RKUHAP), sparked significant public controversy. The debate was broadcast on *Najwa Shihab's* YouTube channel on August 8, 2025, and reached approximately 400,000 viewers. This bill regulates procedures in Indonesia's criminal justice system. Various civil society groups and legal experts criticized RKUHAP for containing provisions that could potentially restrict defendants' rights and expand the powers of law enforcement officials. Given these concerns, the RKUHAP debate became a highly contentious public discourse. This debate is important to analyze because it helps the public understand how language is used to shape political perceptions, opinions and social relations in Indonesia. For example, the use of impolite speech directed at other participants often serves as a form of protest and disagreement with perceived abuses of authority. Sometimes, participants resort to harsh or inappropriate words to express anger, hatred, or frustration during the debate. The writer chose this RKUHAP debate video as the data source because

the debate was sometimes contradictory and impoliteness, so many participants using impolite language. That is why this debate is interesting to analyze, especially using the theory of impoliteness.

Based on the statement above, it can be concluded that language and communication are inseparable because language is the medium for conveying information in conversation. Therefore, impoliteness is also studied in debates because speech in debates functions as a form of communication. One issue that has recently sparked intense public debate is the Draft Criminal Procedure Code (RKUHAP). Debate programs broadcast through online platforms such as YouTube have become strategic mediums where politicians, legal practitioners, academics, and the public exchange their views. Therefore, analyzing impoliteness strategies in public debates such as the RKUHAP debate is crucial to understand the dynamics of political communication in Indonesia.

Several previous studies have examined impoliteness strategies in political discourse using Culpeper's (1996) framework. The first previous study is entitled "Impoliteness Strategies in the Third Indonesian Presidential Debate 2024: Pragmatics Research" by Simanjuntak and Simatupang, (2024). The second previous study entitled "Impoliteness in the Final 2024 Indonesian Presidential Debate: Critical Discourse Analysis" by Melinda et al, (2024). The third previous study entitled "Impoliteness Strategies Used by Netizens towards Tasyi Athasyia on Instagram: Pragmatics Approach" by Afriana and Mubarak, (2024). The last previous study entitled "The Analysis of Impoliteness Strategies in American Presidential Debate 2020" by Zahra, (2021). These studies mainly focused on presidential debates and formal political discourse. However, research on impoliteness in digitally mediated political discussions, especially YouTube-based talk shows that discuss legal and political issues, remains limited. Moreover, few studies explicitly connect impoliteness strategies with their pragmatic functions in such contexts. Therefore, this study addresses this gap by analyzing both impoliteness strategies and their functions in the RKUHAP debate on Najwa Shihab's YouTube channel using a pragmatic approach.

1.2. Research Question

Based on the research background, the writer discusses impoliteness strategies and functions of impoliteness, so the problem formulation is as follows:

1. What the types of impoliteness strategies used by the participants in the RKUHAP debate on the *Najwa Shihab* YouTube channel?
2. What are the functions of impoliteneess strategies used by the participants in the RKUHAP debate on the *Najwa Shihab* YouTube channel?

1.3. Objectives of the Study

Based on the research question, the writer see the objectives of the study below:

1. To describe the types of impoliteness strategies used by the participants in the RKUHAP debate on the *Najwa Shihab* youtube channel
2. To explain the functions of impoliteneess strategies used by the participants in the RKUHAP debate on the *Najwa Shihab* YouTube channel

1.4. Significance of the Study

There are two significances of the study. They are theoretical and practical significance. The explanation is as follow:

1. Theoretical Significance

Theoretically, this research supports new criticisms and theories in providing a better understanding of impoliteness strategies. This research enrich previous research and increase knowledge in the field of Pragmatics, particularly regarding impoliteness strategies in speech and dialogue. This research focus on utterances by participants in the RKUHAP debate using the theory of impoliteness strategies by Culpeper (1996) and functions of impoliteness strategies by Culpeper (2011).

2. Practical Significance

Practically, this research is expected to help people avoid impolite speech when they talk to other people. This research is very useful to be applied in everyday communication. This research is expected to be useful for all readers, especially media practitioners, debaters, and the general public, to better understand the role

of impoliteness strategies in shaping arguments and influencing audience perceptions in political debates.

1.5. Scope and limitation

The scope of this research is a Pragmatic study. This study analyzes the utterances uttered by participants in the RKUHAP debate using the theory of impoliteness strategies by Culpeper (1996) and functions of impoliteness strategies by Culpeper (2011).

A limitation of this study is that it only analyzes the speech used by four participants in the RKUHAP debate: Eddy Hiariej, Soedeson Tandra, Maidina Rahmawati, and Haris Azhar. The research not analyze the host's speech. This debate video was uploaded by *Najwa Shihab* YouTube channel on August 8, 2025. This research only focus on one episode of Najwa Shihab's talk show discussing the RKUHAP debate on *Najwa Shihab* YouTube channel with a video duration of 1:27:56. This research does not represent the entire debate video or other contexts on *Najwa Shihab* YouTube channel.