IMPOLITENESS UTTERANCES IN COLUMN COMMENT CHAITLYN'S POSTS ON INSTAGRAM: PRAGMATICS APPROACH

THESIS

UPB
Universitas Putera Batam

BY:
Ika Wijayanti
151210111

ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2020

IMPOLITENESS UTTERANCES IN COLUMN COMMENT CHAITLYN'S POSTS ON INSTAGRAM: PRAGMATICS APPROACH

THESIS
Submitted in Partial Fulfillment of the Requirements for the Degree of Sastra

BY:
Ika Wijayanti
151210111

ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2020

SURAT PERNYATAAN ORISINALITAS

Yang bertanda tangan di bawah ini saya:

Nama	: Ika Wijayanti
NPM	: 151210111
Fakultas	: Ilmu sosial dan Humaniora
Program Studi	: Sastra Inggris

Menyatakan bahwa **"skripsi"** yang saya buat dengan judul:

Impoliteness Utterances in Column Comment Chaitlyn's Posts on Instagram: Pragmatics Approach

Adalah hasil karya sendiri dan bukan "duplikasi" dari karya orang lain. Sepengetahuan saya, didalam naskah skripsi ini tidak terdapat karya ilmiah atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain, kecuali yang secara tertulis dikutip didalam naskah ini dan disebutkan dalam sumber kutipan dan daftar pustaka. Apabila ternyata di dalam naskah skripsi ini dapat dibuktikan terdapat unsur-unsur PLAGIASI, saya bersedia naskah skripsi ini digugurkan dan skripsi yang saya peroleh dibatalkan, serta diproses sesuai dengan peraturan perundang-undangan yang berlaku. Demikian pernyataan ini saya buat dengan sebenarnya tanpa ada paksaan dari siapapun.

Batam, 20ᵗʰ February 2020.

Ika Wijayanti
151210111

iii

iii

DECLARATION OF THE THESIS ORIGINALITY

I, Ika Wijayanti, NPM 151210111 Hereby declare that the term paper entitled:

IMPOLITENESS UTTERANCES IN COLUMN COMMENT CHAITLYN'S POSTS ON INSTAGRAM: PRAGMATICS APPROACH

Is the real work of myself and I realize that this thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, 20th February 2020

Ika Wijayanti

151210111

iv

IMPOLITENESS UTTERANCES IN COMMENT COLUMNS CHAITLYN'S POSTS ON INSTAGRAM: PRAGMATICS APPROACH

THESIS
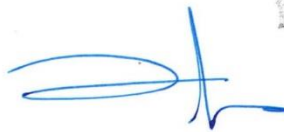Submitted in Partial Fulfillment of the Requirements for the Degree of Sastra

By:
Ika Wijayanti
151210111

The thesis has been approved to be examined on the date as indicated below
Batam, 20th February 2020

Zia Hisni Mubarak, S.Pd., Mpd.
Supervisor

v

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penggunaan strategi ketidaksantunan yang ditemukan dalam bentuk ujaran pada kolom komentar di postingan yang diunggah oleh akun Instagram @caitlynjenner. Ini merupakan penelitian kualitatif dimana penulis menganalisis ketidaksantunan secara deskriptif berdasarkan teori ketidaksantunan yang dikemukakan oleh Culpeper. Data dijelaskan dengan menunjukan arti ujaran, strategi yang dipertimbangkan, konteks situasi dan makna yang terkandung di percakapan dalam kolom komentar. Peneliti menggunakan 20 total data dari keseluruhan analisis dan memperlihatkan hasil penelitian dari setiap strategi yang diantaranya adalah: ketidaksantunan positif, ketidaksantunan negatif, menahan kesantunan, sindiran, ketidaksantunan langsung. Peneliti menemukan dua pemicu yaitu emosi (diekpresikan dengan takut, sedih, dan marah) and kekuasaan.

Kata Kunci: komentar, strategi-strategi ketidaksopanan, pembenci

ABSTRACT

This research aimed to analyze the use of impoliteness strategies which were found in the form of utterances in the comments of @caitlynjenner Instagram accounts. This a qualitative research analyzed the impoliteness in a descriptive way referring to Culpeper impoliteness theories. Data was explained by showing the meaning of utterances, the strategies considered, the context of the situation and the meaning contained in the conversation in the comment's column. Researchers used 20 total data from the entire analysis and showed the results of research on each strategy including: positive impoliteness, negative impoliteness, restraint politeness, innuendo, direct impoliteness. Researchers found two triggers were emotion (expressed by fear, sadness, and anger) and power.

Keywords: comments, haters, impoliteness strategies

MOTTO AND DEDICATION

MOTTO

The way to get started is to quit talking and begin doing

(Walt Disney)

DEDICATION
This thesis is proudly
dedicated to my beloved Mom
the biggest supporter in life
My Siblings
All of my best friends

ACKNOWLEDGEMENT

TABLE OF CONTENT

FIGURE

CHAPTER I
INTRODUCTION

In the chapter one defines in several point, number one is background of the research, number two is identification of the problem, number three is limitation of the problem, number four is formulation of the problem, number five is object of the research, and the last one is significances of the research.

1.1 Background of The Research

According to Pageyasa & HL (2019) language is a media for human to expressed feelings and emotions by saying the utterances. For example, by saying an opinion to express the feeling and by saying rude words to express anger which part of emotion. Indeed, Pageyasa & HL (2019) stated that in this era people have a right to express both their feelings and emotions to others as a hearer in public. An addition, it happened not only in real life but also in cyber space. It concludes that language has a very broad scope which is a link between humans.

Based on Pageyasa & HL (2019) wrote that people are more likely to express themselves through harsh words in both real life and cyberspace. Besides that, the internet is increasingly sophisticated and cannot be separated by humans as active users on the internet through social media. Pageyasa & HL (2019) added social media becomes a means of expressing oneself that cannot be controlled because many social media users spread hate speech contents. Indeed, hate speech in cyberspace found in several media social such as Facebook, Twitter, Instagram, path, and so on. However, language experiences widespread growth in cyberspace as the expression of hate speech in social media.

The phenomenon of impoliteness while giving the utterances occur in many ways found in comment column of some accounts on Instagram mostly in form of rude words, impoliteness utterances, and hate speech which came from the haters. In general, some accounts of famous artists or controversial artists who have a lot of haters on their Instagram accounts. Indeed, haters will directly attack the artist's account by giving their utterances through comment columns available under the uploaded photo or video. Besides that, impoliteness utterances commonly found in the comment columns of the artists also varied, such as saying mocking, insulting words until inappropriate words can be found there. As a result, the impoliteness like before can make the owner of the account could be hurt when reading the comments in the posts had been uploaded.

That thing was experienced by a transgender artist form Hollywood who controversial named Caitlyn Jenner. It should be not, to reduce the presumption of subjective elements from this study, researcher named Caitlyn Jenner as CJ. The impoliteness utterances which found in the comment columns of CJ's account started from CJ's decision which had changed CJ's gender from a man who had married and had two daughters turn into a woman like today. In fact, everything that CJ posted on Instagram there were so many comments came from Instagram users who did not like CJ which known as haters. In addition, to that circumstance, the haters are popping up in CJ's account and giving the impoliteness utterances in comment column. However, the haters do not hesitate to say harsh words to blasphemy CJ's posts.

Related to impoliteness towards to utterances on Instagram, a research had been finished by Melly Siska Suryani under the title "Impolite Responses to Donald Trump's Posts on" was in 2019. The research was focused on impolite responses found in Trump's Instagram by using Culpeper's theory about impoliteness strategy. Another research conducted by Adek Zico Sitorus entitled "Fenomena Haters Sebagai Dampak Negatif Perkembangan Media Sosial di Indonesia" published in 2017. The research defined about the impact of haters found in social media Instagram by using theory of Global Village from McLuhan. This research focused on the outside of linguistic aspect by using Instagram as a source data.

The researcher interested to analyze impoliteness strategy on CJ's posts due followed by some reasons. First, CJ became a controversial Hollywood actress due related to CJ's decision was being transgender. The second, CJ becomes object of bullying on Instagram. Third, CJ's comment columns in each post contained rude comments from other users of Instagram. In fact, this topic is important to be discussed due rude comments or hate speech can be happened to everyone who uses Instagram. That is why this research must be finished due Instagram's users must know when they are already being as an object of bullying or rude comments on Instagram. Based on some reasons before, the researcher entitled analysis as "Utterances in Column Comment Chaitlyn's Posts on Instagram: Pragmatics Approach".

1.2 Identification of the Problem

Based on the background above, the researcher found some problems were impoliteness in CJ's posts in Instagram:

1. The responses of haters based on CJ's posts

2. Rude words wrote by haters

1.3 Limitation of the Problem

Referring to the problems that have been identified above, so this research which will do can be focused and focused on certain problems then the researchers to limit the problem among others:

1. The strategies of impoliteness in CJ's posts.

2. The causes that influenced the haters did impoliteness in giving comments.

1.4 Formulation of the Problem

After the problem appears to be investigated, through the process of identifying and limiting the problem then the researcher can formulate the problem as follow:

1. What are the types of impoliteness strategies in CJ's posts?

2. What are the triggers which influenced the haters while giving the comments?

1.5 Objective of the Research

The purpose of research conducted on impoliteness in CJ's posts on Instagram, among others:

1. To describe impoliteness strategies in CJ's posts.

2. To describe causes which influenced the haters gave the utterance in CJ's posts.

1.6 Significances of the Research

1. Theoretical significance

Theoretically, this research purposes to make an additional information for the readers about the use of impoliteness strategies and the triggers of impoliteness.

2. Practical significance

Practically, by reading this research related to impoliteness aspects. This research will help the reader built a limitation and awareness to apply face-threatening during the conversation.

1.7 Definition of Key Terms

Pragmatic	: Pragmatic is a one of the branches of the micro linguistic, pragmatic focused on the study of meaning from the speaker (speaker's mean). Pragmatic approach in this research purposed by Yule (2010).
Impoliteness Strategies	: Impoliteness strategies purposed by Culpeper, Culpeper divided impoliteness strategies into five strategies there are: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, withhold politeness.
Instagram	: A kind of social media where the users can share the activity by posting photo or video and others can give like or comment on it.

Comment column   : The place where all of users of Instagram can put

the comments in another user's posting.

CHAPTER II
REVIEW OF RELATED LITERATURE
AND THEORETICAL FRAMEWORK

This chapter describes about some theories purposed by some experts too. The theory is an important in a research as a reference and supported the research to make a concrete data. In addition, the explanation about theories will be divided from the big part until the small part.

2.1 Pragmatic

The way speaker talked to the hearer sometimes could not directly talk about everything it because of some reasons, like the simple one when speaker thought the hearer could or could not accept. Besides that, it depends on the point of view both side speaker or hearer, talk about point of view is related to what in people's mind. So, sometimes the speaker delivers the message it should be conveyed directly or not to hearer. However, for certain purpose some messages are hidden behind the utterances were said by the speaker for example like the explanation before at the beginning in this paragraph. It is not explicitly said by the speaker, so the hearer must be able to make inferences in order to achieve the speaker's intended meaning. This phenomenon is studied under a branch of linguistics studies called pragmatics.

The main function of language in communication aims to convey the meaning to be delivered by the speaker to the listener. Due to meaning must be learn specifically in linguistic there is a study which concerns about meaning. Indeed, Yule (2010) stated that pragmatic is the study about meaning based on the context

refers to utterances which Yule named the study of "invisible" meaning. Indeed, Yule (2010) added pragmatic is "invisible" meaning, it means the interlocutor has to interpretation from what speaker's says to mention specific intention and how the utterances are gotten by the context from the speaker's wants. By the same, Yule's statement before could conclude that pragmatic is focused about the meaning based on the context, situation, and more extra observe to get the point from the speaker even the speaker did not mention the words directly the intention while the conversations are happening.

2.1.1 Impoliteness

According to Culpeper (1996) stated that impoliteness is an opposite theory from politeness theory about the way speakers saved their faces which purposed by Brown and Lavinson. Culpeper added, impoliteness focuses on the opposite impact in social life by putting aside politeness. In addition, Culpeper stated that impoliteness shows face threating to damage harmonization in interacting. Indeed, impoliteness happens when face threaten considered as something threatening. However, impoliteness can occur if an impact arises from a face threat.

In social interaction especially in speaking, politeness or impoliteness a speech is a benchmark for interlocutor to give a response. Furthermore, impoliteness has been flourishing in the study of linguistics since it portrays different sides in analyzing people's attitude using language. According to Bousfield and Locher in Arumningtyas, (2017) stated that impoliteness is an action that aims to worsen the atmosphere of other individuals. As well as, based on Culpeper in Arumningtyas (2017) impoliteness is the act that related to the rudeness

and has a purpose to embarrass the interlocutor during the conversation. It concluded that impoliteness is inappropriate action which refers to negative intention.

Based on Haugh & Kádár (2017) stated that impoliteness found in digital communication known as impoliteness in digital communication refers to haters . In addition, impoliteness in digital communication wider meaning or intention because in digital communication there are features like emoticons which indirectly could express what both speaker or interlocutor's feeling by adding the emoticon. On the other hand, impoliteness in the real life can be shown from the face and intonation while giving the utterances. However, in digital communication both speaker and interlocutor also can express the feelings for example by adding emoticons while giving the comments which have differences between a conversation in the real life which both speaker or interlocuter can express the feelings

According to Culpeper in Arumningtyas (2017) derived into five which named impoliteness strategies. Ins addition, there are bald on record strategy, positive impoliteness strategy, negative impoliteness strategy, mock politeness or sarcasm, and the last is withhold politeness strategy.

2.1.2 Impoliteness Strategy

Culpeper (1996) divided five strategies of impoliteness in order identify the ways how impoliteness expressed. They are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

A. Bald on Record Strategy

Culpeper (1996) stated this strategy expressed face threatening act is performed in a direct, clear, unambiguous and concise way in circumstances where face is not irrelevant or minimized. This strategy is used when there is much face at risk and when a speaker damages the hearer's face and thus the impolite utterance will be performed directly and clearly (Bousfield & Locher, 2008). The expression shown and uttered is straight deep meaning to attack interlocutors' s face however it is expressed unintentionally.

B. Positive Impoliteness Strategy

According to Culpeper (1996) this strategy the speaker just wants to mar the interlocutor's wanting. Culpeper added some actions that included in the positive impoliteness, there are:

1. Try to ignore the interlocutor

2. Try to deny the words from the hearer

3. Discussing a sensitive or annoying topic to make the hearer feel uncomfortable during the conversations

4. Calling undue identity markers to the hearer

5. Showing disinterested and unsympathetic during the conversation

6. Try to make an argument during the conversation

7. Applying secretive words like abbreviation

8. Applying taboo words during the conversation

From the explanation above about positive impoliteness strategy concluded that this strategy has a purpose to make the interlocutor feels uncomfortable by the speaker's act during the conversation.

C. Negative Impoliteness Strategy

Culpeper (1996) stated that negative strategy is the opposite point of the positive strategy. Coupled with, negative impoliteness strategy applied when the speaker tries to ruin the hearer's followed by negative action during the conversation. Furthermore, this strategy applies when the speaker does not want to hearer could attack the speaker from the hearer's words. In addition, found in Wibowo (2015) Culpeper added some characteristics from the speaker when applied this strategy during the conversation, there are:

1. Saying the words refer to the mocking

2. Put the words frighten during the conversation

3. Ridicule

4. Attack the hearer by using words non-stop until the hearer does not have a word to replay the statements

Based on those statements above, concluded that negative impoliteness strategy is how the speakers kept their pride from the hearer who wanted to attack the speaker during the conversation

D. Mock Politeness or Sarcasm

Culpeper (1996) stated that mock politeness or sarcasm happened when the face-threatening act conducted by using politeness strategies which are clearly insincere. Couple with, people know about both side context and meaning from the

speaker's statement. The meaning can be strongly hurt the hearers if they have already known and identified what the speaker means otherwise the hearer try to ignore it.

E. Withhold Politeness

According to Culpeper (1996) when the speaker does not perform politeness where it is expected as in keeping silent when the speaker is supposed to thank the hearer. Indeed, the speaker attacked the interlocutors by ignoring the thank (referred to polite action) during the conversation.

2.1.3 Instagram

By the time, communication has been developed not only in the real life but also found in an internet. Indeed, based on Shinta et al. (2018) stated that in this era modern people cannot be speared to internet due internet easily to access. Coupled with, modern people choose internet communication due in internet supported by some features to do a communication. Apart of this, there are some applications such as Facebook, Twitter, Instagram, Path and so on. However, internet makes modern people communicate easily with various choices.

According to Kumparan in Anis (2017) sated that Instagram is one of famous social media due almost 700 million active users. Apart from this, Instagram is an application where the users are be able to share photos, videos, and put captions and hashtags in posts. Coupled with, posts followed by comment column as one of Instagram's feature to give an opinion from other users related to the post. Indeed, Instagram users diverse as the general public, political circles, until artists who

almost from all countries in the world exist on Instagram. Finally, Instagram is a common social media which has used by many circles.

2.1.4 Triggers

This session discusses about some causes which trigged other Instagram's users who put impoliteness utterances on their comments

A. Emotion

According to Culpeper et al. (2019) impoliteness cannot be separated by the emotion where the face collaborated with human's right. It was because face is perhaps most commonly used in the idiom losing face, meaning that one's public image suffers some damage, often resulting in emotional reactions, such as embarrassment. Indeed, there ae three negative emotion context. The first is fear by expressing in anxiety, nervousness, tenseness, uneasiness, apprehension, worry, distress, dread. The second is sadness by expressing in disappointment, humiliation, insult. The last is anger by expressing in jealousy, disgust, contempt.

B. Power

.   Culpeper (1996) mentioned that the people who had power will have a freedom to do impolite. It was because the speaker who belief the he or she has more powerful than the hearer who less powerful. The speaker who had power will do two things. The first is reduce the ability of the less powerful participant to retaliate with impoliteness (e.g. through the denial of speaking right), and the second is threaten more severe retaliation should the less powerful participant be impolite. Culpeper added an example from courtroom discourse where Penman points out, the witness has "limited capacity to negotiate positive and negative face

wants", whereas the barrister has "almost unlimited capacity to threaten and aggravate the witness's face"

2.2 Previous Research

Associated with this research, researcher has found some researches which relate to this research.

The first, the research had a title "Impoliteness and Narcissism : The Analysis of Culpeper's Impoliteness Model in Gone With The Wind" by Ilić (2018). This object this research impoliteness purposed by Culpeper. Besides that, this research took novel as a data source which it made different with researcher's study because researcher took comment columns as the data source on this research.

The second still in thesis entitled *"A Pragmatic Analysis of Impoliteness in Paranorman Movie"* by Primadianti (2015). Likewise, this thesis has similarity with researcher's analysis which focused on the impoliteness side pragmatic field. In addition, this thesis also used Culpeper's theory about impoliteness strategy which other similarity with researcher's analysis. Apart from this, this thesis aimed to define one strategy known as mock impoliteness (sarcasm) strategy which followed by the explanation about the factors. It concluded that, this research has relation topic with researcher's analysis.

The third the research was completed by Wibowo (2015) as a national journal in 2015 entitled *"Impoliteness strategies used on online comments in an Indonesia football website"*. As well as, this research was using Culpeper theory to support impoliteness strategy's theory. Besides that, this analysis discussed about impoliteness strategies also and using website commenting as a data sources to

convey the research. Indeed, this research used qualitative descriptive as a method in this research. Besides that, the finding of this research is to divided using impoliteness strategies that applied in online commenting in Indonesian football website and the researcher found that positive impoliteness strategy had the highest percentage compared with other strategies.

The fourth research entitled *"Dynamics of Sexual Harassment on Social Media"* from Maghfiroh & Muqoddam (2019). As well as, this research focuses on sexual harassment found on social media. Indeed, the research aims the form of sexual harassment and also factors as trigged sexual harassment happened. In addition, the similarity between this research with researcher's analysis is data source which took from social media. As a result, this research still has correlation with researcher's analysis.

The fifth research has entitled "Politic Impoliteness: The Use of Bald On-Record Politeness Strategy by Hosts of Adversarial Discussions on Radio" from Afful (2017). Indeed, Afful's research focused on politeness strategy found in utterances from hosts Radio on air. The similarity with this research is the name of the strategy is bald on record strategy which refers to impoliteness acting. Besides that, the difference is in field and theory use in each research. Moreover, Afful's research use politeness strategy which purposed by Brown and Levinson, but this research defines about impoliteness strategy conducted by Culpeper. It concludes that both Afful's research and this research focused on the impoliteness acting that happened during the conversation.

The sixth research from Thompson & Agyekum (2015) entitled "Impoliteness: The Ghanaian Standpoint" is a research which also concerned with impoliteness. Apart from this research focused on impoliteness which found in Ghanaian in Ghana. Indeed, the similarity with researcher's study is the topic of impoliteness that also the main topic in Thompson and Agyekum's research. On the other hand, theory which applied between Thompson and Agyekum's research and researcher's study are different. Indeed they used combination theory from Culpeper and Bousfield and researcher's theory used Culpeper only. Finally, Thompson and Agyekum's research has corelation with research's study due both of the reserches concerned with impoliteness topic.

The last research which related to researcher's analysis is a research entitled *"Linguistic Impoliteness Strategies in Sina Weibo Comments"* by Zhong (2018). Likewise, some similarity between this research with researcher's from the topic and also source data. Indeed, this research discusses about impoliteness strategy found on comments. In addition, the aim of this research is classified the comments based on the strategies were applied in comments. Finally, this research has done by applying Culpeper's theory.

2.3 Theoretical Frame Work

In the session of theoretical frame work distinguishes about some important elements which built this research. Apart from this, theoretical frame work presented in flowchart form as the detail bellow:
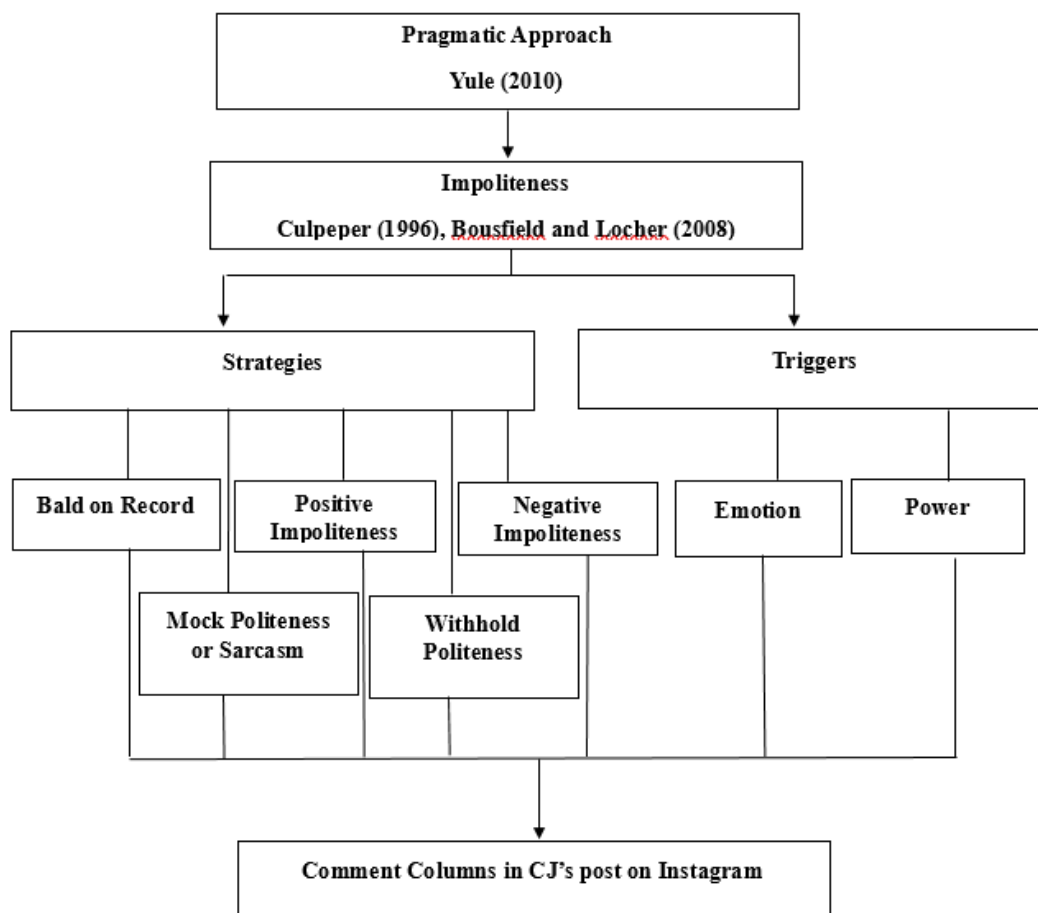
Figure 2.1 Theoretical frame work

Based on the flowchart above, shown in the first stage is comment columns from CJ's official Instagram account. Due to this research took data source from comment columns on CJ's Instagram. Coupled with comments which referred to utterances make this research is using pragmatic approach purposed by Yule (2010) due related with meaning hater's utterances in the comments. Apart from this, impoliteness purposed by Culpeper (1996) included in pragmatic field as the main topic to be discussed on this research. Indeed, based theory from Culpeper (1996) strategies divided into five strategies and also followed by five causes which trigged the haters wrote harsh comments.

CHAPTER III
METHOD OF RESEARCH

In this chapter defines about the methodology of research used in this research. Indeed, discussion divided into several parts which starts from the research design, object of the research, method of the collecting the data to investigated, method of analyzing the data, and last is about presenting the data of the result.

3.1 Research Design

This research was conducted by using qualitative descriptive method, added Firman (2018) stated that qualitative descriptive is a research aims to observe the phenomenon about an object of the research such as an action, perspective, motivation, and other thing related to object of the research. Not only sees the object but also presents the detail explanation in the words form. Furthermore, Yunianto (2017) explained that qualitative descriptive research is about a research based on the facts of data sources were collected by recording and describing all the findings of the data. The conclusion of this research is to describe the relationship between an object of the research linked with theories from some experts. Therefore, qualitative descriptive is selected as the suitable method to analyze impoliteness strategies in comment column CJ's posts on Instagram.

3.2 Object of The Research

Object of the research is the most important part as the main analysis of this research are strategies and triggers of impoliteness. The object in the research

focuses on the utterances found in CJ's posts on Instagram. Indeed, the utterances indicated impoliteness strategies followed by the causes to trigger rudeness actions.

3.3. Method of Collecting Data

This research used observational method purposed by Sudaryanto (2015) which he stated that observational method is the method of collecting data by observing the data. The researcher observed the data followed by some procedures of collecting the data for this research, there are:

1. First the researcher observed the social media "Instagram"

2. Continue to search the CJ's account on Instagram

3. Open some CJ's posts on Instagram

4. Look some comments under the posts

5. Reading the utterances in comment column

4. Repeated reading the comment column to make sure no mistake when collect the data

5. Collecting the data indicated the strategies and factors in the comments

3.4 Method of Analyzing Data

According to Sudaryanto (2015) stated that pragmatic identity is a method of analyzing data which focus on context found in utterances. Furthermore, this research used pragmatic identity to analyze the data due to this research analyzed the context haters giving rude comments. In addition, Sudaryanto (2015) added pragmatic competence-in equalizing as the technique to classify the data. Apart from the technique, this researcher identified the similarity then classified the data based on the Culpeper's impoliteness theories.

In this section the researcher applied some steps to analyze the data, there are:

1. The researcher classified the utterances started from the strategies and factors of impoliteness.

2. The researcher analyzed the data from strategies classification and factors classification by making in each data followed by the answer of research questions.

3.5 Method of Presenting the Result Analysis

According to Sudaryanto (2015) stated that in presenting data is depend on the element in the paper. In generally, there two categories in method of presenting the result of analysis. There are formal and informal, side formal method is the method which present the data by using number in the paper. And the other hand, side informal is the method which present the data by using words in the paper work. Indeed, informal method has applied in this research for presenting the data.