

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 from 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.