

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 threatening 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 triggered 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 are 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 triggered 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 correlation 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:

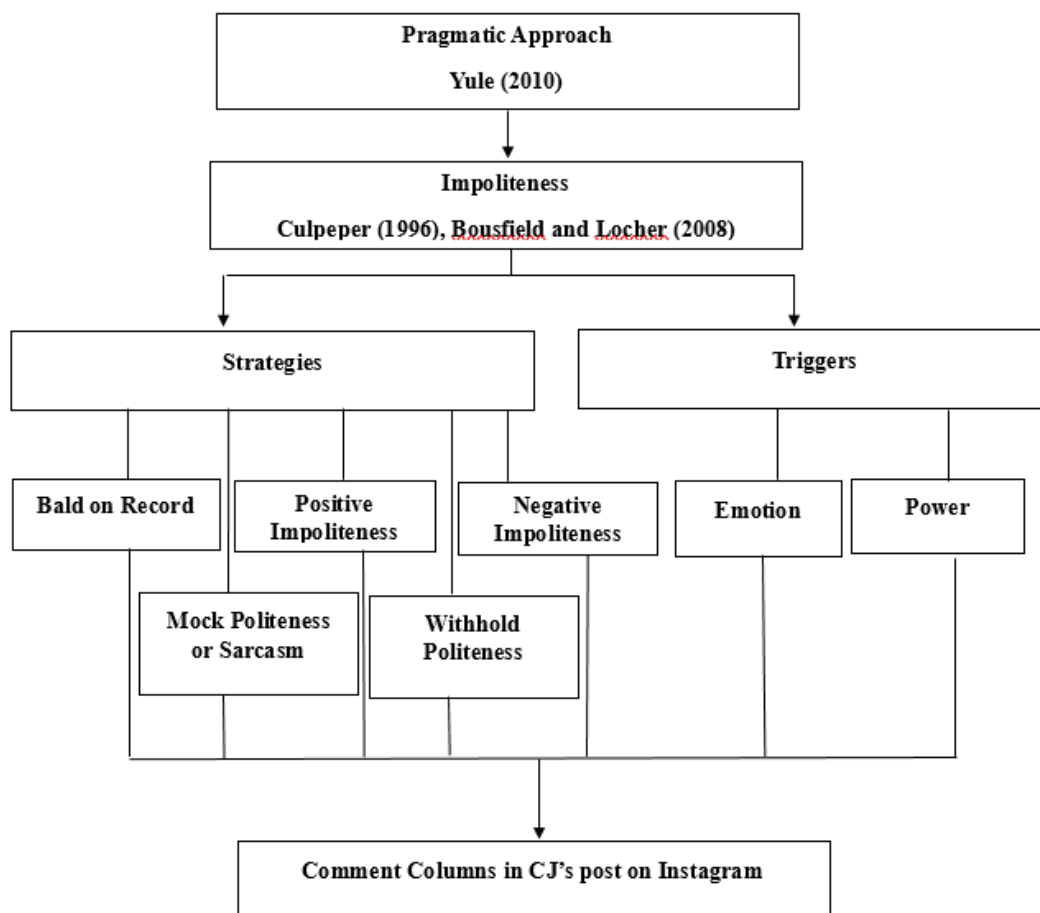


Figure 2.1 Theoretical frame work

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 triggered the haters wrote harsh comments.