

**AN ANALYSIS OF GORDON RAMSAY'S IMPOLITENESS
COMMENTS IN “HELL'S KITCHEN” SHOW SEASON 20:
PRAGMATIC APPROACH**

THESIS



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**ENGLISH LITERATURE DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY**

2023

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**Submitted in Partial Fulfillment of the Requirements for the degree of
Sarjana Sastra**



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2023

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IN "HELL'S KITCHEN" SHOW SEASON 20: PRAGMATIC APPROACH**

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DECLARATION OF THE THESIS ORIGINALITY

I, Chud Radeffy Azhari, NPM No. 191210011

Hereby declare that the term paper entitled:

**AN ANALYSIS OF GORDON RAMSAY'S
IMPOLITENESS COMMENTS IN "HELL'S
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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

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APPROVAL PAGE

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ABSTRAK

Ketidaksantunan adalah sikap negatif dan tidak menyenangkan dalam berkomunikasi dan bertindak. Salah satu aspek ketidaksantunan dapat ditangkap di media sosial. Ketidaksantunan tersebut muncul dalam reality show yaitu acara "Hell's Kitchen". Reality show tersebut mengandung aspek ketidaksantunan antara atasan dan peserta. Penelitian ini bertujuan untuk mengidentifikasi strategi dan fungsi ketidaksantunan yang ditemukan dalam ucapan-ucapan Gordon Ramsay saat ia menjadi pembicara di Hell's Kitchen. Penelitian ini menggunakan teori yang dikembangkan oleh Culpeper yang membahas tentang ketidaksantunan. Culpeper membagi lima strategi dan tiga fungsi ketidaksantunan. Penelitian ini menggunakan metode penelitian kualitatif deskriptif untuk mengidentifikasi data. Dalam pengumpulan data, penelitian ini menggunakan metode observasi dan teknik catat. Dalam menganalisis data, penelitian ini menggunakan metode identitas pragmatis dan teknik penyamaan. Hasil penelitian ini dijelaskan secara deskriptif dan naratif. Penelitian ini disajikan secara deskriptif dengan kata-kata dan kalimat. Berdasarkan hasil penelitian, Gordon Ramsay menerapkan semua strategi dan fungsi ketidaksantunan. Strategi tersebut terdiri dari ketidaksantunan secara langsung, ketidaksantunan negatif, ketidaksantunan positif, ketidaksantunan sarkasme, dan ketidaksantunan menahan. Fungsi tersebut terdiri dari ketidaksantunan afektif, ketidaksantunan koersif, dan ketidaksantunan menghibur. Ujaran-ujaran Gordon Ramsay lebih banyak mengujarkan strategi ketidaksantunan secara langsung. Kemudian, ujaran-ujaran tersebut sebagian besar dikategorikan sebagai fungsi ketidaksantunan afektif. Karena reality show ini membicarakan tentang kompetisi memasak yang merujuk pada situasi sebenarnya. Oleh karena itu, Gordon Ramsay selaku atasan berkomentar dengan menyerang peserta dengan pernyataan tidak menyenangkan secara langsung, dan jelas. sebagai tambahan, berdasarkan ungkapan yang ditunjukkan oleh lawan bicara bahwa penutur benar-benar dapat memahami respon dari lawan bicara.

Kata kunci: *Komentar, ketidaksantunan, Pragmatik*

ABSTRACT

Impoliteness was a negative and unpleasant attitude in communicating and acting. One of the impoliteness aspects could be caught on television programs. The impoliteness appeared in the reality show which is “Hell’s Kitchen” show. The reality show consisted impoliteness aspect between the superior and the participant. This research aimed at identifying the strategies and functions of impoliteness discovered by Gordon Ramsay’s utterances in which he was a speaker in Hell's Kitchen. This research adapted the theory developed by Culpeper that discussed impoliteness. Culpeper divided five strategies and three functions of impoliteness. This research design was descriptive qualitative research method to identify the data. In collecting the data, this research applied observational method and note-taking technique. In analyzing the data, this research applied pragmatic identity method and competence in equalizing technique. The results of this research were explained descriptively and narratively This research was presented descriptively by words and sentences. Based on the analysis results, the speaker applied all strategies and functions of impoliteness. The strategies were bald on record impoliteness, negative impoliteness, positive impoliteness, sarcasm impoliteness, and withhold impoliteness, and the functions were affective impoliteness, coercive impoliteness, and Entertaining impoliteness. Gordon Ramsay’s utterances in “Hell’s Kitchen” reality show was mostly uttered bald on record impoliteness strategy. Moreover, the most utterances occurrence was affective impoliteness function. It was because this reality show talked about cooking competitions which referred to the pure situation. Hence, Gordon Ramsay as the superior commented by attacking the participants with unpleasant statements in the most direct, and clear. Additionally, it can be interpreted based on the expression shown by the interlocutor that the speaker can actually understand the response from the interlocutor.

Keywords: Comment, Impoliteness, Pragmatics.

MOTTO AND DEDICATION

MOTTO

“Allah will not change the condition of people unless they change what is in themselves”

(Q.S Ar Rad: 11)

DEDICATION

I dedicated this thesis to my beloved mother who always supports and loves me.

I also dedicated this thesis to the readers who read this research

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Alhamdulillah rabbil 'alamin, all praises and gratefulness to Allah Subhanahu Wa Ta'ala who has given mercy and gift, so the researcher can complete this thesis entitled "An Analysis of Gordon Ramsay's Impoliteness Comments In "Hell's Kitchen" Show Season 20: Pragmatic Approach" for the requirements to complete the undergraduate study program (S1) in the English Literature Study Program, University of Putera Batam.

The researcher realized that this thesis is far from perfect. Therefore, the researcher with pleasure will always accept criticism and suggestion. With all the limitation, the researcher also realized that this thesis would not complete without help, guidance, and encouragement from the various parties. The greatest gratitude also addressed to her thesis supervisor, Mr. Ambalegin, S.Pd., M.Pd. as the thesis supervisor who has contributed the idea, motivation, and patience in arranging the researcher to write the thesis well. For this reason, the researcher expressed her gratitude to:

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The researcher apologizes for all mistakes made in the studies and also the researcher hopes this thesis will be useful for the readers. May Allah give them happiness, health, and mercy. Amin.

Batam, 31 January 2023

**Chud Radeffy Azhari
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CHAPTER I

INTRODUCTION

1.1 Background of the research

Humans use language as a form of communication. With language, humans can interact by conveying thoughts, ideas, concepts or feelings. It requires people to recognize the conversation's underlying meaning. If people cannot understand the implied meaning, there will be misunderstanding in a conversation or communication. Yule (2020) argued that using language is not only doing linguistic interaction but also social interaction. People should apply politeness dialogue when speaking since politeness is very fundamental in our daily activities. When we treat others with politeness, whether by speech or action, we are indirectly honoring them and encouraging others to do the same. Accordingly, language greatly affects how we communicate with others.

As language development progresses, it begins to develop according to its purpose and use. It's the same with people who use language in an impolite way. In interacting, the speaker and the interlocutor may be harmed if they are unable to converse politely in social situations when providing comments and opinions. Given the necessity of courteous communication, understanding of polite and rude communication is required. Pragmatic can be described as the study of how words have meaning in every situation (Leech 1983). Indeed, how the speaker and the hearer are connected communicate through the use of language, not only to convey their message but also their intent. Pragmatic has impoliteness as a thing that people

can express their anger, disappointment or hate. Culpeper (2011) argues that impoliteness is a communication behavior that intends to attack the target's face (talking partner) or cause the target (speech partner) to feel that way.

In simple definition, Impoliteness is a discourteous attitude and behavior that contexts as mentioned by Culpeper (2011). It might be said that impoliteness is unintended negative behavior, whereas politeness is deliberate kind behavior. The phenomenon of impoliteness can be caught on various social media, daily communication, even around us. One of the occurrences was discovered by this study in an award video clip in united states namely "Oscar" which is an award for artistic and technical merit in the film industry. Published on March 28th, 2022 by CNN Indonesia which is a digital and paid television news network, as well as a news site owned by Trans Media by taking the CNN name license from Warner Media. It stated an impoliteness by Will Smith towards Chris Rock.

Will Smith (S) : **"Keep my wife's name out your fucking mouth"**
 Chris Rock (H) : "I am going to, okay"

The statement above involved Will Smith as the speaker and Chris Rock as the hearer in 0:36-0:45 minutes. It happened on the stage of Oscar award. What the speaker said was impolite, in the Oscar award he said to the hearer after the hearer made a joke about his wife's illness and offended her. The speaker didn't accept the hearer's jokes. When the speaker uttered, "**Keep my wife's name out your fucking mouth**". It damaged the positive face of the hearer. According to Culpeper (1996), based on the speaker directly attacks the interlocutor's face with unpleasant comments. Accordingly, it includes bald on record strategy. Speaker did the face threatening act directly, clearly and showed his facial expression.

The researcher caught another performance on “America Got Talent” show. It was released by YouTube on 20 June 2018, which is American talent show competition. It stated impoliteness by Amanda Holden.

Alexa Dixon (S) : “Aeron, I think you upset Amanda”
 Amanda Holden (S) : **“I really hope you lose your voice this afternoon”**
 Aeron (H) : (silent)

The statement above involved Amanda as the speaker and Aeron as the hearer in 2:01-2:17 minutes. It happened in a stage show. Before the utterance was said. The hearer sang a song, but the speaker didn’t like his voice. The speaker performed an act of impoliteness against the hearer by underestimating the hearer’s voice. the speaker's utterance **“I really hope you lose your voice this afternoon”**. After the utterance was said by the speaker, it showed a flat face from the hearer, and the hearer just silent. Culpeper (1996) mentioned that the use of techniques aimed towards harming the recipient's undesirable facial desires, such as insulting, scornful, or ridiculing, is known as negative impoliteness. Accordingly, it included the negative impoliteness strategy because the speaker satirized the hearer’s voice to show that the hearer’s voice didn’t good.

The discovery of the phenomena and sufficient consideration makes this research focus on a reality show that discusses impoliteness. There are some reasons to consider the reality show to be the data source. As mentioned by Allen (2017) Reality television is a kind of programming that claims to depict the spontaneous behavior of regular people rather than carefully produced words spoken by actors. It can be concluded that reality television needs to be considered as a communication tool. Because of the inherent spontaneity, speakers tend to display

behaviors or speech that is real out of their mouths. Thus, conversations or behaviors that occur in reality shows can form communication between speakers and listeners. And the last, there is no community use English in speech around the environment. The title of the reality show in this research namely "Hell's Kitchen Season 20" which is an American reality competition cooking show that premiered on Fox on May 31st, 2021. It stated an impoliteness by Chef Gordon Ramsay in episode one season 20:

Gordon Ramsay (S) : "It supposed to be that hot? Taste that!"
 Josie (H) : "I like it"
 Gordon Ramsay (S) : **"I didn't ask if you like it, I asked you how hot it is"**

The statement above involved Gordon Ramsay as the speaker and Josie as the hearer in 24:35 – 25:35 minutes. It happened in the kitchen of hell's kitchen stage. Before the utterance was said. The hearer gave his dish to the speaker. Then the speaker tried to taste it. The speaker's utterance **"I didn't ask if you like it, I asked you how hot it is"**. It showed a flat face from the hearer. Culpeper (1996) mentioned that the use of tactics intended to harm the addressee's favorable facial desires is known as positive impoliteness. Accordingly, it included a positive impoliteness strategy because the speaker ignored the hearer.

The discovery of another impoliteness occurrence was also found by researchers in "Hell's Kitchen" reality show episode one season 20. It stated an impoliteness by Chef Gordon Ramsay:

Ramsay (S) : "You didn't fucking ask me"
 Kevin (H) : "I should've"
 Ramsay (S) : **"You may cook in Beverly hills, but this dish look like it's just come out of skid row"**

The statement that was made involved Gordon Ramsay as the speaker and Kevin as the hearer in 23.30-23-52 minutes. It happened in the kitchen of hell's kitchen stage. Before the utterance was said. The hearer gave his dish to the speaker. Then the speaker tried to taste it. the speaker's utterance "**You may cook in Beverly Hills, but this dish looks like it's just come out of skid row**". It showed a flat face from the hearer. Culpeper (1996) mentioned that negative impoliteness is the use of strategies intended to harm the recipient's unfavorable facial wants, such as belittling, contemptuous, or ridiculing. Accordingly, it included a negative impoliteness strategy because the speaker tries to insult and demean the hearer's dish that doesn't taste good.

The impoliteness analysis has been explored by various previous researchers. Novalia and Ambalegin (2022) from Putera Batam University observed the phenomenon of impoliteness strategies in a talk show entitled "Deddy Corbuzier podcast on YouTube". The data was taken from "Deddy Corbuzier podcast on YouTube". The researchers used a theory from Culpeper (1996). The results were classified into five categories: bald on record impoliteness, positive impoliteness, negative impoliteness, mock politeness or sarcasm, withhold politeness, and mock politeness or sarcasm. The most popular strategy employed by Deddy Corbuzier's YouTube podcast was bald on record impoliteness.

Another research was done by Bustan and Alakrash (2020). The researchers were from Kebangsaan Malaysia University. The data was from "Donald Trump in his speeches (written text) at Middle Eastern countries". The researchers used a theory from Culpeper (1996). The results of this study, there are four different types

of impoliteness strategies that can be observed in Donald Trump's tweets. Which is bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. Besides that, withhold politeness does not take place in the tweets.

The previous and the present studies have similarities and dissimilarities. The Previous and the present studies both discuss the topic of impoliteness. And the previous and present studies used the same theory as Culpeper (1996). On the other hand, the previous and the present studies have dissimilarity which was in the data source. The present study applied a reality show entitled "Hell's Kitchen" season 20. The reality show that the researcher uses as a data source contains utterances of the speaker. The impoliteness strategies and functions expressed by the speaker in the reality show will be examined in this study. The purpose of this study is to discover and investigate the different sorts of impoliteness concepts that appear in reality show.

The discrepancies were in the data source because this study employed the "Hell's Kitchen" reality show. Based on the performance in the background, researcher intended to undertake research entitled **“An Analysis of Gordon Ramsay's Impoliteness Comments In “Hell's Kitchen” Show Season 20: Pragmatic Approach.**

1.2 Identification of the Problem

Pertains to the research's background, it was discovered that there are several issues to identify based on the background:

1. The misinterpretation of communication's implied meaning.
2. The impoliteness found in Social Media

3. The Impoliteness found in Reality show
4. The impoliteness of Gordon Ramsay's comments on "Hell's Kitchen" Show Season 20.
5. The Impoliteness strategies reflected to Gordon Ramsay's comments on "Hell's Kitchen" Show Season 20.
6. The Impoliteness functions reflected to Gordon Ramsay's comments on the Hell's Kitchen Show Season 20.

1.3 Limitation of the Problem

As a result of the research identification, the analysis was the subject of the limitation. As it seen, the research concentrates on two primary topics:

1. The impoliteness strategies reflected to Gordan Ramsay's comments on "Hell's Kitchen" Show Season 20
2. The impoliteness functions reflected to Gordan Ramsay's comments on "Hell's Kitchen" Show Season 20

1.4 Formulation of the Problem

The formulation of the problem lead to developing research questions.

Questions based on the following research problem limitations:

1. What are the impoliteness strategies reflected to Gordan Ramsay's comments on "Hell's Kitchen" show season 20?
2. What are the impoliteness functions reflected to Gordan Ramsay's comments on "Hell's kitchen" show season 20?

1.5 Objectives of the Research

This study was finally created to solve research problems and focus on achieving a goal. The objectives of this research are:

1. To find out the impoliteness strategies reflected to Gordon Ramsay's comments on "Hell's kitchen" show season 20?
2. To find out the impoliteness functions reflected to Gordon Ramsay's comments on "Hell's kitchen" show season 20?

1.6 Significance of the Research

1. Theoretical Significance

Theoretically, this study has numerous important goals. There is some goals for this study. The first is this research is hoped to give information about the strategy and types of impoliteness. The second is this research hoped to make the reader understand and get the knowledge from all of material towards of impoliteness. The final is this research hoped to be a decent reference which will be used.

2. Practical Significance

This investigation should be useful for a number of purposes. It can be useful in interacting and communicating. Like the theory that has been discussed in the research, impoliteness that occurs in society can be avoided in communicating. For this reason, it is important for speakers to think before taking action to the interlocutor so as not to be rude. In addition, the interlocutor can also pay attention to the impoliteness of the speaker. In order to avoid misunderstandings and not make a fuss about it.

1.7 Definition of Key Terms

- Pragmatics** : The study of meaning as it is conveyed by a speaker or writer and received by a listener or reader is the focus of pragmatics. (Yule, 2020)
- Impoliteness** : Impoliteness referred to negative actions for creating uncomfortable situations for others. (Culpeper, 2011)
- Comment** : A judgment expressed indirectly. (Merriam Webster, 2022)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Aspects of meaning and language use that are dependent on speakers, receivers, and other aspects of the speech situation. As confirmed by Yule (2020), Pragmatics is the study of contextual meaning, which entails interpreting what people mean in a given situation and how the situation affects what they say. Because this study is concerned with the interpretation of what the speakers mean by their utterance, rather than the meaning of the utterances themselves. Therefore, Pragmatic analysis is to decipher speakers' intended meanings, assumptions, intent, and even the intended action they are attempting to express. It focuses on how aspects like time, place, and the social interaction between the speaker and the listener influence how language is employed.

It is very important to study pragmatics as a guide to find the meaning of someone's utterance. Yule (2020) added pragmatic is "invisible" meaning. It indicates pragmatic is focused on the meaning based on context, situation, and further observation to gain the point from the speaker even though the speaker did not openly state the goal throughout the conversation. The study of pragmatics, which is concerned with how people expressed meaning, what was utterance said, and how did the action take a place is called impoliteness.

2.1.1 Impoliteness

In communicating, sometimes a person is not aware of what they say. They cannot even control their emotions when they talk. That is why there are actions or words of impoliteness when communicating. Culpeper (2011) defined Impoliteness is a negative or unpleasant attitude toward a certain type of behavior that occurs in a specific situation. Clearly, Impoliteness is a phrase used to characterize a participant's rude behavior in a specific situation. (Bousfield & Locher, 2008) mentioned that impoliteness occurs as a result of a person's inability to handle adversarial relationships with others in social society.

Impoliteness is also linked to a change in facial expression or face threatening act. As confirmed by Culpeper (2011) A face-threatening act is a statement or action that undermines the other person's reputation in public. It is possible because a frightening face is the way to see someone who has said something rude. As confirmed by Brown and Levinson (as cited in Culpeper, (2011) Sort intrinsic face threatening act into categories based on the type of face threatened act and whether the threat is directed at the speaker's or the hearer's face. Negative face refers to an individual's basic rights, such as his or her personal freedom and liberty to pursue any course of action meanwhile Positive face is the desire for one's personality to be valued by others. it should be noted, People have both a positive and negative side. People can see how their faces change when they hear someone's words.

2.1.2 Impoliteness strategies

Impoliteness can be caught in many circumstances and is very common. There are different ways of expressing Impoliteness. Impoliteness is classified by

Culpeper (2011) into five ways for detecting impolite remarks in interactions. The aim of these strategies is to figure out how impolite utterance is being used in a conversation. They are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

2.1.2.1 Bald on Record

This strategy, according to Culpeper (1996), involves the speaker aggressively attacking the interlocutor's face by using unpleasant statements in the most direct, clear, unambiguous and concise way possible.

Example of bald on record:

Herry Lo L'amo Italiano: **The fat boy that only can talk big in front of Monas, the camel who run into cage, lol** (Shinta et al., 2018)

2.1.2.2 Positive Impoliteness

People only expose their faces, such as a fake smile, a phony word, and so on, but the goal is to appear disrespectful. Culpeper (1996) defined the usage of this strategy designed to redress the positive face of the addressee desires. It implies that this strategy is a way of showing someone that you despise them, but people don't always show it. Culpeper (1996) added the following activities to the list of positive impoliteness:

- 1) Ignoring the interlocutor
- 2) Refuting the words from the hearer
- 3) During talks, bring up a sensitive or bothersome topic to make the hearer uncomfortable.
- 4) During the conversation, appearing uninterested and unsympathetic
- 5) Making an argument during the conversation

6) Using taboo words in a conversation

Example:

Lucy : “Who’d Stephen come with”
Marnie : “**Shut up**”

(Andayani, 2014)

2.1.2.3 Negative Impoliteness

Culpeper (1996) defined the use of this strategy designed to redress a negative face on the addressee wishes. This means that this strategy is one of the causes that lead to violence. This strategy addresses one of the interactions' conflicting aspects. People use impolite words like frighten, disdain, ridicule, and others in this strategy. When using this strategy during the conversation, Culpeper (1996) added various features from the speaker, including:

- 1) The words themselves refer to the mockery.
- 2) During the dialogue, use the words frighten.
- 3) Ridicule

Example:

Walujo Hadi: “**Anies, you are an Arabian, but wants to looks smart and pretending to understand about batik, you really stupid**” (Shinta et al., 2018)

2.1.2.4 Sarcasm or mock impoliteness

Culpeper (1996) defines the use of this strategy with the FTA that carried out with the use of obviously insincere politeness strategies. When this strategy was used for a conversation, the speaker will try to be polite to the listener by smiling, but then say something that is inappropriate. Indeed, it is an act that gives utterance because the speaker uses kindness to show the opposite meaning in the speaker's heart.

Example:

Nadine: **“Oh, face it. You can’t wait to take me home so you can be Mom’s little hero.”** (Suhandoko et al., 2021)

2.1.2.5 Withhold Politeness

Culpeper (1996) defines the use of this strategy absence of politeness in situations when it is needed. It is evident from the definition before, this type of impoliteness prohibits you from doing something polite. The example of withhold politeness was confirmed by Culpeper (1996), omitting to thank someone for a gift could be interpreted as purposeful impolite. This strategy expects a reply from the listener after the speaker has done something. If the hearer does not respond or reply to the speaker, then it is Withhold Impoliteness.

Example:

A: “Are you okay?”

B: **(silent)**

(Pangaribuan et al., 2021)

2.1.3 Impoliteness Functions

Impoliteness has several functions. Culpeper (2011) identified three functions of impoliteness in his book. Namely “Impoliteness: Using Language to Cause Offence”. They are affective impoliteness, coercive impoliteness and entertaining impoliteness.

2.1.3.1 Affective Impoliteness

Affective impoliteness is the first function of impoliteness discussed. This function entails an emotional outburst if during discussion between the impoliteness maker and the impoliteness target. As confirmed by Culpeper (2011) The intentional display of a highly heightened emotion, such as fury, while making the

assumption that the target is to blame for the negative emotional response is known as affective impoliteness. With the inference that the target is to fault for causing that gloomy mood. The aggressive language, which expressed anger and irritation, was directed towards others at the moment, and the rest of it was filled with expletives.

Example:

A targeted usage was, **'what the fuck, Matt?'** while expletive usage is exemplified by single word outbursts, such as, **'fuck' or 'damn'**. (Culpeper, 2011)

2.1.3.2 Coercive Impoliteness

Coercive impoliteness is the second function of impoliteness. Culpeper (2011) argued that coercive impoliteness indicates a re-alignment of the speaker and the hearer, allowing the speaker to benefit by making the listener a victim. Tedeschi and Felson (as cited in Culpeper, 2011) mentioned that a move was made with the intention of hurting someone else or coercing them into making a decision.

Example:

Armed robbers signal their intent by using an intimidating voice and threatening language. Tedeschi and Felson (as cited in Culpeper, 2011).

2.1.3.4 Entertaining Impoliteness

Impoliteness' final function is Entertaining Impoliteness. Culpeper (2011) mentioned that this impoliteness function takes advantage of the intended or potential recipient of rudeness, which is amusement at their expense. Although impoliteness controls people or makes them angry, it can also be entertaining. Culpeper (2011) also mentioned that People are entertained by symbolic breaches of identities and social rights, and this is the stuff of impoliteness.

Example:

“Hahahaha :D that’s just great! What a guy!” (Culpeper, 2011)

This type of impoliteness was aimed at keeping the speaker entertained. The utterance is not polite because it contains insulting words. But it has a consolation meaning for the speaker. The speakers will respond laughing and funny.

2.2 Previous Research

Damanik and Wandini (2020) discussed impoliteness commenting on Instagram. The researcher took the data from “Kekeyi” account Instagram. Culpeper (1996) theory was applied by the researcher. The goal of this study was to discover impoliteness strategies in Instagram commenting. The results discovered that the followers employ three strategies of impoliteness language, which are, bald on record, positive impoliteness and negative impoliteness. Positive impoliteness was also discovered to be the most common strategy employed by her followers.

Hafisa and Hanidar (2020) investigated the Impoliteness Strategies in Stand-up Comedy Show. The researcher took the data from “Afraid of the Dark stand-up comedy show” performed by Trevor Noah. The researcher used theory developed by Culpeper (1996). The goal of this research is to analyze Trevor Noah's impoliteness strategies in his utterances. According to the results, all five sorts of impoliteness strategies are used by Trevor Noah in 105 different instances. It appears 42 times in total, accounting for 40% of the total data. He frequently used the 'condescend, scorn, or ridicule' sub-strategies of negative impoliteness to make

the audience laugh and delight them by letting them enjoy hearing someone being ridiculed or condescended to.

Sani and Suhandoko (2020) identified Impoliteness in a movie. The researcher took the data from an action movie entitled “Hancock”. The researcher took theory proposed by Culpeper (1996). The aim of this research was to look into the strategies used by John Hancock, in which the protagonist is the Hancock movie, to attack his interlocutors. According to the results, Hancock used positive impoliteness the most frequently because of its abusive nature, while withheld impoliteness is employed the least frequently due to its little likelihood of damaging the interlocutor's face. This study discovered that silence can also be used to maintain control over undesirable situations.

Pangaribuan, Rangkuti and Lubis (2021) analyzed impoliteness strategy in Twitter by netizens. The data was extracted from Jefri Nichol’s tweets. It used the theory proposed by Culpeper (1996) and Bousfield (2008). This study attempted to determine netizens' impoliteness strategy when commenting on actors' tweets. This research showed that there are five sorts of tweet comments, each of which may be classified into one of four categories: bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. According to the results, netizens were furious and uncomfortable with Jefri's tweet since it was like carrying someone's body or face, which is a delicate matter.

Permana, Surwandi and Setiawan (2021) investigated Impoliteness Strategy During Online Learning in Covid-19 Pandemic. The researcher took theory proposed by Culpeper (2011). The data was extracted from students’ impolite

communication sent via WhatsApp. Which is a document in the form of a screenshot of a class WhatsApp group conversation. This study aims to clarify the impoliteness strategies employed by MTS Ma'arif Andong students during online instruction using the WhatsApp app. The research found eight rude remarks that corresponded to the impoliteness approach. Four impoliteness techniques were found to match the data among the five impoliteness tactics: bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness.

Hendar et al., (2022) examined Impoliteness Strategies on Online Comments at Kompas TV YouTube Channel. The researchers took the data from Kompas Tv Youtube Channel. The researchers used theory developed by Culpeper (1996). The purpose of this study is to classify the impoliteness strategies contained in YouTube comments and to look at the tendency of the most used impoliteness strategies in the YouTube comments. The data from 100 comments containing impoliteness strategies on that video indicated that there were four categories of impoliteness. Based on the analysis, it was revealed that the majority 44% of comments indicated the negative impoliteness category. Positive impoliteness, and bald on record were found in the same percentage 19% throughout the comments. While the other 18% of comments showed impoliteness in the form of sarcasm/mock.

The last, Patimah, Rusmawaty and Asih (2022) explored Impoliteness Strategies in Joe Biden's Instagram Comment Section. The researchers took the data from Instagram comments of Joe Biden. The researchers used theory

developed by Culpeper (1996). This study aimed to examine the types of impoliteness strategies used by commenters in Joe Biden's Instagram comment section. The data was gathered by using documentary technique, in which only the data that support research questions were taken. The result showed that the commenter demonstrated the expression of wrath and disappointment. The advantages of using online communication and the ability to exercise their power even though they were in a lower social status also contributed to the emergence of impolite acts.

According to the similarities, the previous study and the present investigation both used the theory proposed by Culpeper (2011) and Culpeper (1996). In terms of dissimilarity, the present study's data source differs from the previous study's data source. A reality show entitled "Hell's Kitchen season 20" was chosen to be explored as a data source for this present study. The reality show was chosen because it had never previously been employed as a data source in any other study.

2.3 Theoretical Framework

The research started with pragmatic as an approach. The pragmatic approach was chosen because the object of this research is Impoliteness. The research put the strategy and function of impoliteness in "Hell's Kitchen" reality show. Impoliteness strategies are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness proposed by Culpeper (1996). To understand the motive of impoliteness functions. They are affective impoliteness, coercive impoliteness, and entertaining impoliteness that

established by Culpeper (2011). Were both of the theories above used to analyze “Hell’s Kitchen” reality show. The following framework depicts the relationship between the approach and the discussion.

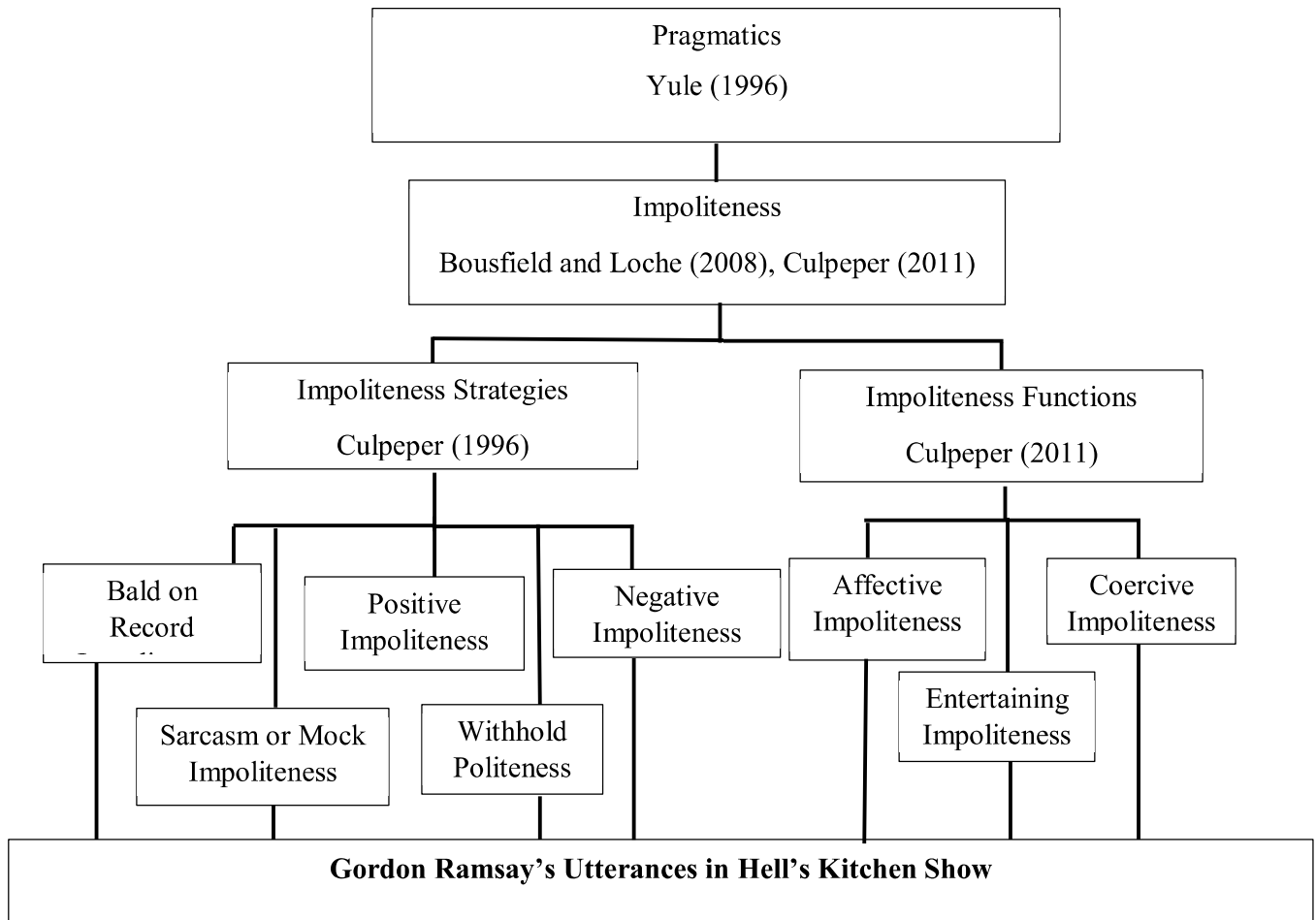


Figure 2.3 Theoretical Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Taking into consideration how this research observed. In this research, the researcher used descriptive qualitative research. Creswell (2013) confirmed that a method for investigating and comprehending the significance that individuals or groups assign to a social or human problem is qualitative research. The contents in this study were organized into words, phrases, sentences, and paragraphs. Furthermore Miles et al., (2014) mentioned the qualitative analysis evaluates what things mean from the beginning of data collection by recognizing patterns, explanations, causal flows, and assertions. As emphasized by Creswell & Creswell (2018), qualitative data use words rather than numbers.

The qualitative is mostly found in analysis of social phenomena. This was supported by Creswell and Poth (2017) that explained qualitative researchers investigate this issue by applying a developing qualitative research method, data collecting in a context sensitive to the people and places being investigated, and data analysis that is both inductive and deductive and reveals patterns or themes. The participant's perspectives, the researcher's reflexivity, a detailed description and analysis of the issue, and a contribution to the body of knowledge or a call for action are all included in the final written report or presentation. The goal was frequently to compare various materials, texts, or cases in order to reach generalizable statements.

The purpose of this study was to identify the strategies and functions of impoliteness of Gordon Ramsay utterances in “Hell’s kitchen show”. Data were collected from commentary by a man as a chef. The theory from Culpeper (1996 & 2011) discussed strategies and functions of impoliteness will be used to analyze strategies and functions of Gordon Ramsay’s utterances. Also, the results of the study will be presented in a descriptive way. Therefore, qualitative research will be used to conduct this study.

3.2 Object of Research

The goal of this research is to analyze strategies and functions of impoliteness in Hell's kitchen show. Impoliteness was the object of this research. In addition, the commentary of Gordon Ramsay criticized the competitors taken as the data for this research. Thus, the impolite comments of Gordon Ramsay contributed to this study as the data source. Using the comments as a direction, the data was extracted from the utterances. The impoliteness strategies and functions were defined in the following step. Then, the researcher paid particular attention to the speaker's comments that convey impoliteness.

3.3 Method of Collecting Data

Data collection is the beginning step in the process of finding the data. In this research, the data were collected by using the observational method. As confirmed by Sudaryanto (2015), the observational method is a method to collect information by observing the way people use language. As this research is pragmatic research, this research requires utterances as the data. In applying the observational method, the researcher collected the data by involving the sense of sight, hearing, and

feeling. The sense of sight was involved in capturing the context which was seen in the reality show. The contexts which were in reality show appeared naturally and spontaneously. Next, sense of hearing was involved to note the script which shown the utterances of the characters. The researcher listened to the conversation several times to get the valid data. Then the conversations converted to script. The researcher highlighted the utterances by coding them with underlining and numbers. Lastly, sense of feeling of the researcher was involved in the context to feel the situation in the reality show.

According to Sugiyono (2013), data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Thus, without knowing the data collection techniques, the researcher will not get data that meets the data standards set. As supported by Sugiyono (2013), data collection can be done in various settings, various sources, and in various ways. On the other hand, Taylor et al., (2016) added that note - taking is the way to have the transcription to see the utterances, it started with the code of the data. Hence, note-taking was implemented as the technique to collect data where the researcher took \ note of the context and conversations in each episode of the reality show.

Based on the method and technique, the way to collect the data involved researcher's observation to the data source and note- taking process of the script that was shown in the steps as follows. Firstly, the researcher watched and listened to sixteen episodes of the Hell's Kitchen reality show which lasted 45 minutes in each episode to get the script. Then the utterances which showed the performances

of impoliteness based on Culpeper (1996 & 2011) were highlighted by coding with numbers and underlining to find out raw data.

3.4 Method of Analyzing Data

In analyzing the data, the researcher used a pragmatic identity method by involving the context of Sudaryanto (2015). The technique that was used is the pragmatic competence - equalizing technique. As supported by Sudaryanto (2015), pragmatic competence in equalizing is to equalize the phenomena and the theory. In this study, the researcher equalized the data, and the theory of impoliteness strategies and impoliteness functions put forward by Culpeper (2011) & Culpeper (1996). Hence, the researcher highlighted the specific data with some colors. Each color has its own characteristics according to strategies and functions of impoliteness

The researcher sorted the data that has been identified by means of the predetermined colors. Giving colors based on the match of the type of strategy and function. To highlight the strategies, the red symbolizes bald on record, the blue symbolizes negative impoliteness, the green symbolizes positive impoliteness, the purple symbolizes sarcasm impoliteness, and the yellow symbolizes withhold impoliteness. Meanwhile to highlight the function of impoliteness. The bold green symbolizes affective impoliteness, the bold purple symbolizes entertaining impoliteness, and finally, the bold blue symbolizes coercive impoliteness. Next, the researcher started by determining the context to get the meaning of utterances. Lastly, the analysis of data equalized the theories of Culpeper (2011) & Culpeper

(1996) to determine strategies and functions of impoliteness which was described in the finding section.

3.5 Method of Presenting the Research Results

The last process of analyzing is presenting research results. The data was categorized into two categories: impoliteness strategies and impoliteness functions. This research used the descriptive narrative method. As mentioned by (Taylor et al., 2016, p. 21) descriptive narrative method worked with stories, especially those told is a description in some paragraphs. This research presented descriptively. Words and sentences were used to present the analysis results. The purpose was to explain the analysis results in a descriptive manner so that readers could understand the chosen subject fast.