

**AN ANALYSIS OF IMPOLITE EXPRESSION IN “THE
HYPE HOUSE” REALITY SHOW: PRAGMATIC
APPROACH**

THESIS



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FACULTY OF SOCIAL SCIENCES AND HUMANITIES
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MOTTO AND DEDICATION

MOTTO

“Part of growing up and moving into new chapters of your life is about catch and release. Knowing what things to keep and what things to release. You can’t carry all things.”

(Taylor Swift)

DEDICATION

I dedicate this thesis to:

My beloved parents

My beloved family

And all of my best friends.

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Show: Pragmatic Approach**

THESIS

**Submitted in partial fulfillment of the requirement for English Sarjana
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By:

Muchamad Daffa

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This thesis has approved to be submitted on the date as indicated below.

Batam, July 25th, 2023



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ABSTRAK

Streaming sekarang tersedia di platform Netflix. Namun, platform streaming mungkin juga berdampak negatif pada penikmatnya. Salah satunya adalah ketidaksopanan yang ditampilkan di media. Impoliteness itu muncul dalam reality show berjudul “The Hype House” (2022). Penelitian ini bertujuan untuk mengidentifikasi strategies of impoliteness dalam reality show berjudul “The Hype House” (2022). Melalui penelitian ini, peneliti mencoba mengidentifikasi strategi dan fungsi ketidaksopanan yang terkandung dalam reality show “The Hype House” (2022). Peneliti akan menggunakan teori yang dikembangkan oleh Culpeper yang membahas tentang ketidaksopanan. Culpeper (1996) mengklasifikasikan ketidaksantunan menjadi dua macam, yaitu strategi dan jenis ketidaksantunan. Dari penelitian ini, peneliti akan menggunakan metode penelitian deskriptif kualitatif dan data akan dikumpulkan dari masing-masing ucapan karakter dalam reality show “The Hype House” (2022). Dan untuk mengumpulkan data, peneliti akan menggunakan metode observasi dan teknik mencatat. Peneliti menggunakan metode padan untuk analisis data dan dilengkapi dengan prosedur daya pilah pembeda dan penulisan garis. Penelitian ini disajikan dengan menggunakan metode informal untuk memudahkan pemahaman pembaca. Temuan untuk 4 strategi ketidaksantunan ditemukan dalam positive impoliteness yang memiliki 9 data, 9 data untuk negative impoliteness, 7 data mengacu pada bald on record, kemudian 3 data untuk sarcasm impoliteness. Selain itu, peneliti tidak menemukan ucapan yang mengandung withhold politeness, dalam reality show. Selanjutnya ditemukan 3 tipe impoliteness yaitu 7 data affective impoliteness, 5 data ketidaksantunan dari coercive impoliteness, dan 16 data ketidaksantunan dalam entertaining impoliteness.

Kata kunci: ketidaksopanan, acara realita, pragmatic

ABSTRACT

Streaming is now available on the Netflix platform. However, the streaming platform might also have a negative impact on its viewers. One of them is the impoliteness shown in the media. The impoliteness appears in reality show named “The Hype House” (2022). The study aims to identify impoliteness strategies in reality show named “The Hype House” (2022). In addition, impoliteness functions will be devised to identify the aim of saying something in an impolite manner. Through this study, the researcher attempts to identify the impoliteness strategies and functions contained in the reality show “The Hype House” (2022). The researcher will use the theory that developed by Culpeper who discussed impoliteness. Culpeper (1996) classified impoliteness into two kinds, there are strategies and functions of impoliteness. The researcher will use descriptive qualitative research method and the data will be gathered from each character utterances in “The Hype House” (2022) reality show. And for collecting the data, the researcher will use observation method and note-taking technique. The researcher utilized the dividing elements method for data analysis and was equipped with referent differentiating power procedures and writing lines. This research is presented using an informal method to facilitate the understanding of the readers. The results of the study show that there are 28 utterances that identify strategies and functions of impoliteness. The findings for the 4 impoliteness strategies were found in positive impoliteness which had 9 data, 9 data for negative impoliteness, 7 data referring to bald on record, then 3 data for sarcasm impoliteness. In addition, researchers did not find utterances containing withhold politeness in reality shows. Furthermore, 3 functions of impoliteness were found, namely 7 data of affective impoliteness, 5 data of coercive impoliteness, and 16 data of impoliteness in entertaining impoliteness.

Keywords: impoliteness, reality show, pragmatic

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Muchamad Daffa

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

In human's daily life, they communicate one another and it will require the using of language. Rabiah (2018) mentioned that language is a set of symbols that individuals use to communicate and express their ideas and thoughts to others. Humans communicate and influence each other through this interaction, which exists between individuals, individuals with groups, and groups with groups. Interaction is the result of the communication that occurs during this process. This contact promotes the occurrence of social activities in society, making it an inextricable aspect of human life. When it comes to exchanging ideas or facts, everyone uses language in their own unique way. In addition, they have a wide range of words to use while interacting with others. They will be careful with their words and speak in a nice manner to keep things moving along smoothly.

Everyone will be careful in speaking when talking to people and have emotional expressions in speaking. Giri (2006) said that the circumstances in which we exhibit our most fundamental emotions—such as sorrow or happiness or anger or fear or disgust—are universal, but the ways in which we experience those feelings differ from culture to culture, according to this theory. They can use polite or impolite language when they communicate with other people. People who use polite language means they want to keep their relationship still

good. Then, People who use rude language do so in order to attack or threaten the other person's face linguistically. As a result, language has a huge impact on how we communicate with others.

When it comes to communication, people have different ways to express their ideas and thoughts. It can be expressed in a polite way. Politeness is always related to the face. (Brown and Levinson's as cited in Bustan & Alakrash, 2020) mentioned that there were two ideas of "face": negative and positive. Positive faces are the things that a member wants others to find attractive, such as love, freedom, and piety. A disagreement with one's own perspective has so failed to retain a favorable appearance.; A person with a negative facial expression "wants others to be unable to obstruct his activities." The term "facial threatening act" refers to an action that fails to preserve both the good and bad aspects of one's appearance (FTA). Therefore, if the hearer's face gets attacked by the speaker, that's called impoliteness. Anger, hate, disagreement, and disappointment are all common motivations for individuals to be impolite. To support this research, researchers found several phenomena.

One common phenomenon was discovered by the researcher in "The Tonight Show Starring Jimmy Fallon." Talk show in YouTube with the guest star cast from *Stranger Things*, with the title "Stranger Strings with the Kids of Stranger Things" and it posted on September 1st, 2016. In that show, the host name Jimmy Fallon asked the cast of *Stranger Things* to play the game named "Stranger Strings". The rule from this game that the player should read some cards that contain facts from each player, and take turns reading unknown facts

about each other, then spraying silly string on who they think each fact was about.

Jimmy: C'mon, can you read?

Finn: Woah, can I read?

Jimmy: Yes, can you?

Finn: **Can you host?**

(Lee, 2016)

From that dialog, when Jimmy as a speaker and asked Finn as a hearer, the hearer considers that he got humiliated from the host (speaker). Though, the speaker just wants to make the hearer whether he can read or not, he just makes sure, and the hearer doesn't think so. It shows the phenomenon from impoliteness strategies (sarcasm) because the hearer succeeds in making the speaker feel offended. As stated, Culpeper (1996) the hearer can reply the question from the speaker with sarcasm, because the hearer can intimate or offend the speaker in that conversation.

In addition, the researcher also found another phenomenon in "The Tonight Show Starring Jimmy Fallon." talk show on YouTube with the guest star actor Jason Bateman. It posted on November 23rd, 2021, with the title "Jeremy Renner Responds to Rumors About Black Widow and Hawkeye's Future The Tonight Show" in that show the host asked the guest star Jeremy Renner about the rumors in his series namely *Hawkeye*.

Jimmy: can I ask you some rumors?

Jeremy: sure, what do you got? Okay. I got some answers for you.

Jimmy: okay, Yelena - Florence Pugh from "Black Widow."

Jeremy: **who? Who's that?**

Jimmy: Yelena

Jeremy: Yeah, I don't know.

Jimmy: you don't

Jeremy: I'm not sure.

(Lee, 2021)

From that dialog, when Jimmy, the speaker asked the hearer about the rumors in his series, the hearer answered that he doesn't care about. It shows the phenomenon from impoliteness strategies (positive impoliteness) because the hearer is unconcerned with the speaker question "who? Who's that?" and end with laugh. It appropriates with theory Culpeper (1996) that is because It is termed positive impoliteness because it makes the other person "employ taboo words," "call the other names," "do not avoid quiet," and "do not shun small chat" are all examples of rules that may make a conversation awkward. With some phenomena found by the researcher, the researcher will choose the research topic in the reality show.

The researcher chose the "Hype House" reality show as the data source of the research and focus on the conversation between the characters and their interlocutor. The study will focus on reality show because it can reflect linguistic issues in general. In the reality show, there are several conflicting conversations that result in facial threats, in which the characters' use of each other's language is impolite. An American reality television program called Hype House debuted on Netflix on January 7, 2022. The program centers on the life of each character of "The Hype House", a collection of content producers who produce videos for the TikTok social media platform (Roth, 2022).

Moreover, the researcher found a phenomenon in a reality show named Hype House. This reality show released in 2022 by Netflix. From the beginning of the reality show, the conversation was held between Alex (speaker) and Kouvr (hearer).

Alex: he's gonna stay in the robe and wait. Then I'm gonna grab and bring Vinnie down the minute Vinnie walks into frame, he's gotta be like fuck.

Kouvr: are you fucking insane? **No, he would not love that sh*t.**

From that conversation, the hearer used positive impoliteness to the speaker. The speaker's statement makes the hearer disagreement with his statement "are you fucking insane? **No, he would not love that sh*t.**". It is appropriate with theory Culpeper (1996) that is positive impoliteness, it seems from the sub categories that divided by him, that is debating for the disagreement, also the hearer uses impolite statement when doing debating with the speaker like "shit".

Another phenomenon from the reality show named The Hype House (2022). The phenomena show in the beginning (episode 1), which the conversation between Thomas (speaker) and Michael (hearer). the situation is when one of them wants to invite one of the members to take part in a photo shoot and several other activities, but the listeners disagree with the speaker's opinion.

Thomas: I've already text him five times about us doing Hype House photo shoots, stuff like that. Absolutely no response, but we should invite chase.

Michael: Why even give him the opportunity?

Thomas: to be a better person.

Michael: **fu*k being the better person.**

From conversation above, the hearer used positive impoliteness to the speaker. The speaker's statement makes the hearer disagreement and debating because of that statement and use impolite statement like "fuck". It is appropriate with theory Culpeper (1996).

This study is similar to several previous research. According to the theory that the author analyzes, the author refers to research that both discusses about impoliteness strategies in movie. The first research is conducted by Mirhosseini et al (2017) with their aim is to identify and evaluate the various ways that male and female characters in Ali Hatami's film Mother use impoliteness strategies based on the Culpeper (1996) model. The focus of this research is to look at how men and women differ in a number of important ways. but the primary emphasis of this work is to analyze the potential causes of these differences. The researchers used theory Culpeper (1996) and used qualitative method in their research. Positive impoliteness was shown to be more commonly used in this study, indicating that the male protagonist is more likely than not to harm the positive reputation of others, notably his sister. Furthermore, it is important to consider how power and gender play a part in how rude language is used.

Furthermore, the other research also discussed impoliteness strategies. The second is conducted by Sari et al (2019) that discussed about impoliteness in Peter Rabbit movie. The purpose of this study is to examine the film's use of rudeness and the reactions of its characters. They used the theory by Culpeper (1996) to support their research, regarding impoliteness strategies. The researcher used qualitative methods in their research. The data come from the film and storyline of Peter Rabbit. Researchers read, watch, and compare the movie to the screenplay for accuracy. As the result of this study, the researchers found that the characters in the Peter Rabbit movie employ 75 impolite strategies. Bald on Record has been used 30 times overall, giving it the most

frequently used strategy. Sarcasm or mock politeness was employed 15 times in addition to positive impoliteness. Negative impoliteness has been used a total of 12 times. Withhold Politeness was used only four times, making it the least frequently used tactic. It was determined that there were four different sorts of responses: accepting a facial attack, countering offensively, reacting defensively, and not responding at all.

The researcher chose the “Hype House” reality show as the data source of the research and focus on the conversation between the people and their interlocutor. The phenomena of impoliteness may happen during a conversation or debate. The researcher explores strategies and functions of impoliteness utilized by all members in reality show Hype House. With this aim, the researcher chooses the title **“An Analysis of Impoliteness Utterances in “The Hype House”: Pragmatic Approach”** for this research. There are a few considerations that encourage the researcher to use this title. First, the researcher is interested by the phenomena in conversation that contained in the reality show Hype Hose. Second, the phenomena in this reality show contain several strategies and functions of impoliteness. Third, the researcher is interested in discovering how the strategies and function of impoliteness are found in sentences of the conversation.

1.2 Identification of the Problem

According to the study's background, the researcher discovered that there are several problems based on the background.

1. Negative face reflected in conversation.
2. Function of negative face to attack positive face.

3. The strategies of impoliteness occurred in the expression of each character “The Hype House” reality show.
4. The functions of impoliteness occurred in the expression of each character “The Hype House” reality show.
5. The factor that affecting impoliteness in “The Hype House” reality show

1.3 Limitation of the Problem

As a result of the research identification. Limitations are necessary to keep the research on topic. As indicated below, the limitation includes two main topics.

1. The strategies of impoliteness occurred in the expression of each character “The Hype House” reality show.
2. The functions of impoliteness occurred in the expression of each character “The Hype House” reality show.

1.4 Formulation of the Problem

Research questions are developing as a result of the problem's limitations. The following questions, which state the two main issues in the background, need to be addressed.

1. What are the strategies of impoliteness occurred in the expression of each character “The Hype House” reality show?
2. What are the functions of impoliteness that occurred in the expression of each character of “The Hype House” reality show?

1.5 Objective of the Research

There is a problem with the research that needs to be solved. The following are the study's aims, as derived from the problem statement:

1. To find out the strategies of impoliteness occurred in the expression of each character “The Hype House” reality show.
2. To discover the functions of impoliteness occurred in the expression of each character “The Hype House” reality show.

1.6 Significance of the Research

For the reasons that will be discussed in the next section, it is anticipated that the findings of this investigation will be both theoretically and practically valuable.

1. Theoretical Significance

Theoretically, the researcher hopes that this study will increase readers' knowledge of the linguistic field of conversation analysis, especially about impoliteness in conversation.

2. Practical Significance

Practically, this study is expected to be able to provide other researchers with knowledge regarding conversation analysis, particularly impoliteness strategies, and to serve as a model for future, more varied linguistic research.

1.7 Definition of Key Term

Pragmatic: In conversation analysis, pragmatics is the study of speaker meaning as well as how people interpret and create a communication act in a particular environment. (Yule, 2010)

Hype House: The program centers on the life of each character of the Hype House, a collection of content producers who produce videos for the TikTok social media platform (Roth, 2022).

Impoliteness: Impoliteness is defined as when someone expresses their feelings through conflict-inducing slang and colloquialisms. When interacting with others, most people have little or no control over the language or actions they employ (Culpeper, 1996)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Language's implied meaning is studied in pragmatics. We can understand what someone means even when their words or writing are not explicit. This is known as 'invisible' meaning in pragmatics as stated by Yule (2010), communicators (whether verbal or written) need access to a wide range of presumptions and expectations from their audiences is an inquiry of the delivery of meaning and the comprehension of the speaker or writer by the listener or reader. Yule (2010) agreed that pragmatics is the study of analyzing what the speaker says and communicates. It assists individuals in comprehending the implicit meaning.

Pragmatic is clearly one of the subjects that fall within linguistics. People's language and suggested meanings are examined in this study. Pragmatics, as described above, is concerned with communication signs, which include the speaker, the meaning, purpose, and inferred intents of the phrase, as well as the context of the actual dialogue. Impoliteness is an example of a phenomenon that is connected to implicit meaning and conveyed via behavior and speech.

2.1.1 Impoliteness

In our activity, impoliteness can happen in conversation with each other. Mills (as cited in Mirhosseini et al., 2017) said that impoliteness is defined as "any sort of language activity that may be perceived as an attack on the listener's reputation." It is important to take into account even the tone of the speaker's voice. Culpeper et al., (2017) mentioned that when it comes to social gatherings, impoliteness is an utterance or a conduct. Impoliteness is an utterance that causes discord in social interactions between individuals and others. That's what happens when you define impoliteness as something that spreads and causes tension between two people.

Impoliteness, according to Bousfield & Locher (2008) may be described as an expression that promotes discord in social relations. Impoliteness is defined as a comment that creates a rift between two people. Then theory from Culpeper (2005) he stated that communicative strategies aimed at attacking the face and causing social conflict and disharmony.

Impoliteness can happen, because there is Face Threatening Act (FTA). A face-threatening act is when you say anything that undermines another person's self-esteem (FTA) that explained by Yule (2010). Culpeper et al (2017) mentioned that FTAs concern the purpose of a verbal or nonverbal communication, much like one or more "speech actions" can be linked to an utterance. your face represents your public self-image (Yule, 2010). Face divided into two. There are positive face and negative face. According Yule (2010) negative face is the desire to be independent and unburdened by

restrictions. Then, the desire to connect with others, to belong, and to be a part of the group, it is called positive face.

2.1.2 Impoliteness Strategies

Everyday conversation is full of rudeness. Face-threatening act (FTA) conduct, and conversation demonstrated the rudeness of the people involved. Impoliteness was displayed in a unique manner by each of them. According to Culpeper (1996) impoliteness may be characterized in a number of different ways. Negative impoliteness, sarcasm or mock impoliteness, withholding politeness, and bald on record are all examples of impoliteness.

2.1.2.1 Bald on Record Impoliteness

One of the ways to be rude is to have a bald on record. For Culpeper (1996) This term is reserved for situations in when it is important that the listener's face be targeted by the speaker. It should be used with extreme caution when a listener's face is at stake. "Shut that door," "Do your job," and "Dont chat" are all examples of commands that may be used in this context.

“We pay the Palestinians HUNDRED OF MILLIONS OF DOLLARS a year and get no appreciation or respect” (Bustan & Alakrash, 2020)

This statement might be considered Bald on record impoliteness because it is obvious and unambiguous that Trump stated his disappointment in assisting other countries but received no appreciation or support, notably in the Palestine-Israel dispute.

2.1.2.2 Positive Impoliteness

Using strategies that are designed to harm the addressee's desire to maintain a positive facial expression constitutes positive impoliteness.

Positive impoliteness, according to Bousfield (2008) is used to attack the positive face of the interlocutor. Positive impoliteness, according to Culpeper (1996) includes the following sub strategies.

a. Parting ways with the other

According to Culpeper, "the rejection of association with other individuals and the avoidance of sitting together are the conditions of disassociating from the others "(Culpeper, 1996).

b. Labeling one another negatively.

c. Using Swear Words.

d. Misusing labels that define one's identity.

Impoliteness used to assault a person's positive face in order to get acceptance and admission, as we may deduce from positive impoliteness. As a means of causing conflict, this strategy was employed. Usually, people use this strategy to express disagreement.

2.1.2.3 Negative Impoliteness

Based on Culpeper (1996) theory that the practice of being uncourteous in order to harm the reputation of the person being insulted wants, Confront the other person with contempt and disrespect; intimidate or terrify them; treat them with contempt; violate their space (physically or symbolically); directly link the other person with a bad feature (personalize, use the pronouns "I" and "You"), and put their debt on a pedestal are all examples of negative impoliteness, according to Culpeper's theory (1996). According to Culpeper (1996) some negative impoliteness output strategies are as follows:

a. Explicitly linking the other to a negative aspect

The use of the pronouns 'I' and 'You' to a hearer to expressly associate the other with a negative quality is covered. For example, when Ahmed and his friend interacted in the car after your friend released you from jail, Ahmed became upset and shouted, "You such a liar!" (Bustan & Alakrash, 2020).

b. Arrogant, disdainful, or mocking

It is a type of rudeness that means degrading and dismissing others. Furthermore, it is a person's belief that she or he is smarter or superior than others (Bustan & Alakrash, 2020).

c. Invading the others space-literally or metaphorically

It is the condition that occurs when the speaker inquires about someone's privacy and there is no close relationship between the participants (Bustan & Alakrash, 2020).

It can be concluded that positivity and negativity are two distinct forms of impoliteness. Both of the approaches were geared at slamming the listener in the face with their words. There is nothing good about any of the sub-strategies listed above, and they all convey a sense of power to the speaker.

2.1.2.4 Sarcasm or Mock Impoliteness

Through the use of fake politeness, sarcasm and mockery constitute face-threatening acts. To put it another way, it conveys the exact opposite of what the speaker intended to convey as stated by Culpeper (1996). To put it another way, sarcasm is the use of politeness with a negative intent. People who know context are aware of the statement's or opinion's intended

meaning. If the listeners know of what the speaker means and can identify it, the meaning can be very hurtful; otherwise, they will dismiss it.

2.1.2.5 Withhold Politeness

Withhold politeness occurs when the addressee decides to remain silent and not respond when polite behavior is expected to be performed by others, as defined by Culpeper (1996). For example, when the person gives the question to answer or offers for help, then he/she doesn't give answer or thank the help.

2.1.3 Impoliteness Functions

Impoliteness can happen in communication with use some strategies impoliteness, but impoliteness also categorized to some functions. According Culpeper (2011) There are three functions of impoliteness. These functions of work are in opposition to social norms, identities, and interpersonal connections. They are affective impoliteness, coercive impoliteness, and entertaining impoliteness.

A. Affective Impoliteness

The speaker's tone of voice conveyed a sense of resentment toward the listener. According to Culpeper (2011), the speaker-listener relationship suffers because of the circumstances and the surrounding milieu. In other words, it was a statement of directness.

“I’m gonna let you know just how I feel about what a rude little pig you really are”. (Culpeper, 2011)

Anger was shown to be expressed by the speaker's employment of an unpleasant remark to assault the interlocutor face. Instrumental emotional impoliteness is characterized by this trait.

B. Coercive Impoliteness

According Culpeper (2011) Coercive impoliteness is a form of rudeness in which the speaker takes advantage of the listener at their cost. The speaker's superior social status and authority, he reasoned, causes coerced impoliteness. where this impoliteness occurs through language in communication.

“If you don’t pull over and give yourselves up quietly... I swear to Christ your head is going up the driver’s ass. His head is going up your ass. And you drew the short stick... because your head is going up my ass.” (Sani & Suhandoko, 2020)

The example showed that the speaker threatens the interlocutor. The speaker can act to interlocutor because he/she has a power to make utterance like that. The expression was followed by asking with threatens. Toward another. As a result, the listener would follow the speaker’s words.

C. Entertaining Impoliteness

Culpeper (2011) described the rude behavior that occurs when one person makes fun of another and plays with their feelings for amusement. It refers to the entertaining impoliteness. For example:

“Nothing more entertaining than overdone criticism.” (Culpeper, 2011)

The speaker was entertained by the speaker's use of impoliteness as a form of entertainment. Because it was laced with shame, the

statement made above was considered disrespectful. However, the speaker's and maybe the listener's inferences of enjoyment were implied. The speakers smiled or laughed instead of being angry. On the other hand, the listener thought it was funny or something to underestimate them. To put it simply, being impolite was used as the punchline for a joke.

2.2 Previous Study

Ratri & Ardi (2019) examined using unpleasant language in *The Devil Wears*. The researchers found that there are several ways to do so. Two people, Miranda and Emily, has a power dynamic at work and are the center of this research. The findings of this study revealed that Miranda employed a wide range of impoliteness tactics. Only blatant on record impoliteness, positive, negative, and sarcastic or fake politeness were utilized by Emily. It is the goal of this study to discover why the two characters use unpleasant language to convey their dominance. The researchers used theory from Culpeper and employed qualitative content analysis method. According to the findings, Miranda Priestly employed all of the impoliteness strategies. Emily Charlton only employed four impolite strategies. Negative impoliteness was the most common tactic, occurring 46% of the time. Withhold courtesy was the least common tactic, occurring 4% of the time. It can be determined that Miranda and Emily's most frequently used approach was negative impoliteness.

Bustan & Alakrash (2020) examined Donald Trump's tweets concerning the Middle East and their impoliteness strategies. The study's purpose is to assess Trump's tweets targeting Middle Eastern countries, the researcher

focuses on tweets addressing those countries. The researcher used theory from Culpeper and the researchers used qualitative method. In the study's findings, there are only four ways to address these tweets to Middle Eastern nations with a lack of courtesy. Sarcasm indifference is another form of indifference that is naked on the record. The tweets, on the other hand, do not include any courtesy.

Sani & Suhandoko (2020) investigated John Hancock, the protagonist of the Hancock film, was studied in terms of how he utilized his rudeness to exert influence over his interlocutors, as well as how they reacted to his rudeness. The goal of this research is to examine impoliteness strategies in the action film Hancock. The researcher used theory from Culpeper (1986) and used qualitative method to analyze their research. The researcher took the data from movie transcript. Unlike previous research, this one examined impoliteness in the film by analyzing the words of several characters. The study discovered that recipients utilized all strategies except abrogation and dismissing to respond to Hancock's impoliteness.

Panjaitan et al (2021) investigated impoliteness strategies in English learning during pandemic. The purpose of this research is to find impoliteness strategies in learning during pandemic in students. In this research, the researchers used theory from Culpeper (1986) and used qualitative method. The researcher took the data from zoom that recorded in English online learning. The study showed that students in English online learning employed 68 impolite clauses. Positive Impoliteness was the most often utilized tactic, accounting for 26 percent of all instances (38.23 percent). Meanwhile,

Negative Impoliteness was used 25 times (25.00 percent), Sarcasm or Mock Politeness was used 13 times (19.12 percent), and Bald on Record Impoliteness was used 12 times (12.12 percent) (17.65 percent). The aim of this study is to look at the experiences and objectives of university students who use strategies of impoliteness.

Permana et al (2021) in the epidemic of covid-19, the researchers examined students' rudeness while studying online. The purpose of this research is to collect strategies of impoliteness that are found in conversation of students through application WhatsApp. This study used Culpeper theory to find strategies of impoliteness and used descriptive qualitative in this research. When students at MTS Ma'arif Andong are using the WhatsApp application to conduct online learning, they are using a variety of incivility techniques. A snapshot of a class WhatsApp group chat was used by the researcher to gather data. Four impoliteness strategies were discovered to match the data among the five impoliteness strategies, including bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm impoliteness.

Simanjuntak & Ambalegin (2022) the researchers examined impoliteness used in the movie "Easy A". The aim of this study is to investigate the impoliteness strategies used in Easy A. The researchers used theory from Culpeper and used descriptive qualitative to analyze this study. An observational methodology and a non-participatory technique were used to collect data. The researchers found 16 utterances throughout this study. As a result of their research, the researchers identified five forms of impoliteness: (4) bald on record impoliteness, (5) positive impoliteness, (4) negative

impoliteness, (2) mock politeness, and (1) withhold politeness. Easy A utilized both positive and negative impoliteness the most.

Rheem & Ahmed (2022) one of the pragmatic kinds of impoliteness that appeared in President Biden's statements during the Afghanistan pullout. The study's goal is to identify the numerous impoliteness approaches employed by Biden, as well as the most often utilized impoliteness strategies. Theory Culpeper was used to analyze this research. The research was based on three of President Biden's news conferences. The findings found that there were five impoliteness strategies used in Biden's talks, with positive impoliteness being the most common. Furthermore, the inquiry reveals that Biden overestimated his ability to assault the hearer.

Culpeper (1996,2011) theory was used in both past and current studies. The data gathered by the previous researcher was what made the difference. The present researcher will take the data from characters that use impolite in reality show named Hype house (2022)

2.3 Theoretical Framework

An explanation of pragmatics as a research method was given by the researcher at the outset. In this study, we will examine Culpeper (1996) impoliteness strategies. There are negative impoliteness, positive impoliteness, sarcasm or mimic politeness, and withholding politeness are all forms of impoliteness. Culpeper's form (2011) of impoliteness were discovered by the researcher as a way to better understand the purpose of impoliteness. There are affective impoliteness, coercive impoliteness, and entertaining impoliteness.

Those theories were applied in analyzing characters in reality show named Hype House (2022).

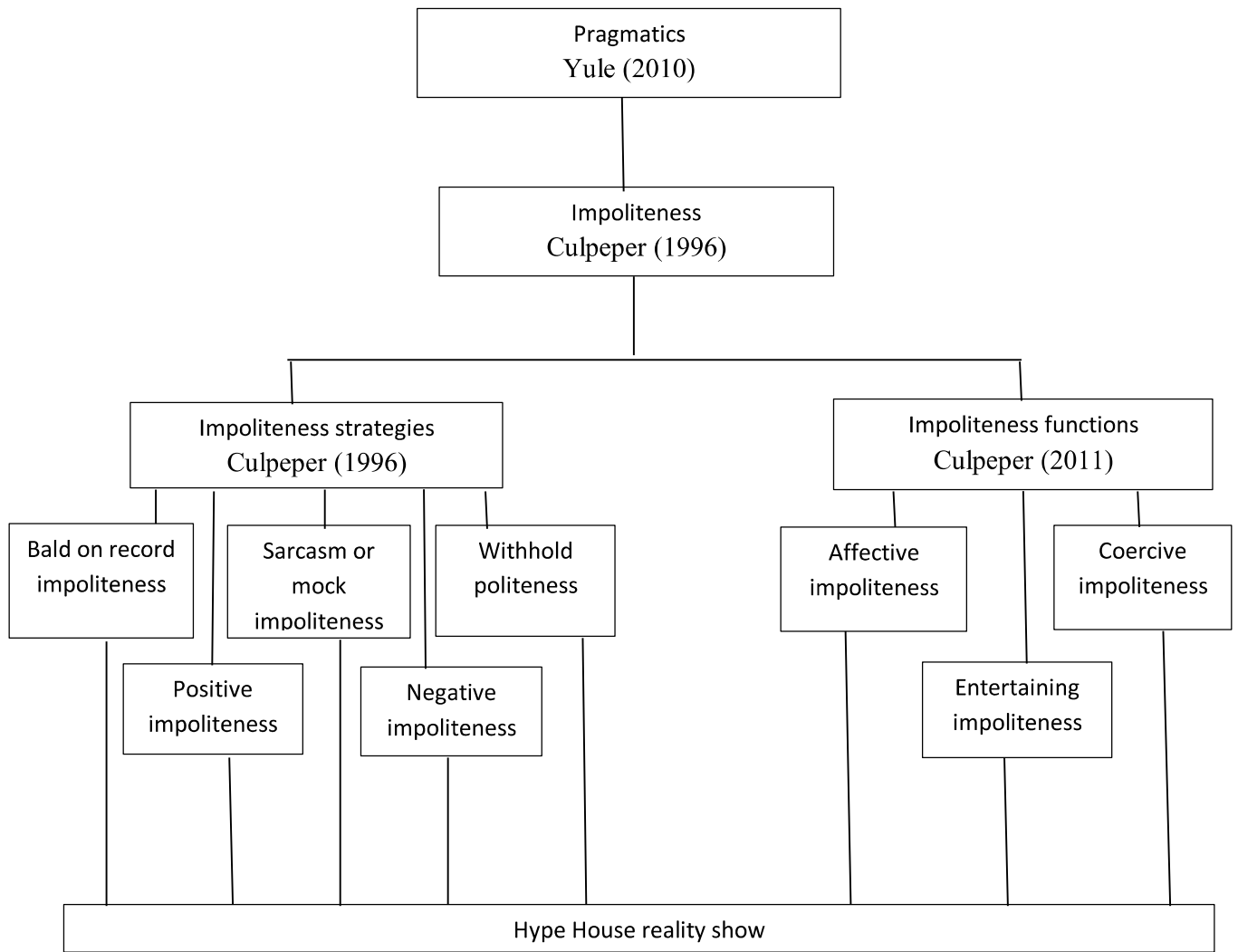


Figure 2.1 Theoretical Framework

From the figure above, it is clear what theories will be used for this thesis. The method known as the theory of pragmatics, which is regarded as the grand theory, is contained in the first layer. With the use of this great theory that contextualizes impoliteness, which is the subject of this study's second layer. The following are several strategies for being impolite and explanation of impoliteness from the third layer of the grand theory. In order to respond to one of the study's questions, the researcher draws on Culpeper's theory of impoliteness strategies from 1996. The fourth layer is on impoliteness strategies. There are five possible impoliteness strategies: bald on record, positive impoliteness, negative impoliteness, sarcasm/mock impoliteness, and withhold politeness.

In the fourth layer or the second research question, functions of impoliteness based on Culpeper's theory (2011) are considered. Functions of impoliteness consist of three types: affective impoliteness, coercive impoliteness, and entertaining impoliteness. Based on the reality show "The Hype House," which is situated in the fifth layer of the theoretical framework, the researcher analyzes in this study the strategies and functions of impoliteness found in the third layer.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research uses descriptive qualitative. Qualitative research is the procedure used to collect data. Qualitative research, according to Tracy (2020) is an approach to finding out what people or groups make of social or human problems. Creswell (2018) explained that qualitative methodologies used are well explained, making it simple to conclude results from the data provided. Furthermore, according to Sudaryanto (2015) that qualitative method is what words, phrases, or sentences will be used to analyze the data and communicate the findings based on the facts or phenomena discovered in this study. This study will explain the strategies of impoliteness proposed by Culpeper (1996) and functions of impoliteness based on Culpeper's (2011) theory.

In qualitative research, it is important to look at the data that has been collected. according to the expert above, a study of impolite utterances in the reality show *The Hype House* will be carried out using a qualitative descriptive method. This investigation will be analyzed with spoken language. The results will describe strategies and functions of impoliteness.

3.2 Object of the Research

The researcher uses the utterances of the characters in "*The Hype House*" as the object of research. The reality show talk about some contents creators make a lot of videos in one application name Tiktok to get some money and

follower. They live together in big mansion to make videos on Tiktok, due to the fact that each of them is quite impolite. In addition, researchers will examine how Culpeper's (1996, 2011) impoliteness strategies and functions are reflected in the reality show *The Hype House*. The dialogues in reality shows will be analyzed for patterns of impoliteness and other functions of strategies to help us find some expression.

3.3 Method of Collecting Data

The first step in data processing is data collecting from the data source. The researcher collected the data using observation method. One of the techniques that involves watching the data for gathering knowledge that explained by Sudaryanto (2015). The researcher will observe the data by watching the reality show "*The Hype House*". Moreover, impolite expressions from "*The Hype House*" reality show served as the primary tool for the researcher to see, sense, and hear the data. In other words, the use of a note-taking technique means that the researcher does not take part in the conversation or discussion, much less participate with the interlocutor, or behave as a listener. So that, the use of note-taking technique will be used to collect data.

Furthermore, there are several steps to collecting data. First, the researcher watched "*The Hype House*" reality show. Second, the study took notes of the utterances from "*The Hype House*" reality show, Finally, researcher examine the re-script to look for information that supports an impolite theory by Culpeper (1996,2011).

In order to gather data, researcher employ a variety of tools. A pc and headphones are used by the researcher during the observation so that the researcher can take notes while watching the reality show. Paper and pen are used for the note-taking process in research. The data for this study will come from the Netflix reality show The Hype House, which the researcher observed and took notes on as she watches and listens to the show.

3.4 Method of Analyzing Data

The researcher utilized a dividing element method and tools for writing array differentiators with sorting function as a referent by Sudaryanto (2015). According Sudaryanto (2015) dividing elements method is data analysis technique where the processing instrument is built into the language being used. According to Sudaryanto (2015), the reference difference a word creates must be determined in advance through the use of sorting power as a linguistic unit differentiator. In addition, researcher looked for strategies and functions in the data and organize them according to what was discussed by Culpeper (1996,2011).

The researcher went through several processes when looked at data. The first step in any research project was to study and understand the source material in its original context. Second, the researcher emphasized gain an understanding of the characteristics or patterns of dialogue. The researcher continued to a discussion of the speech's qualities or patterns. Finally, the researcher determined whether specific strategies and functions of impoliteness are used in the reality show and then located the existing data or dialogue.

3.5 Method of Presenting the Research Result

This study will use the informal method consistent with Sudaryanto (2015). The informal method presents data in the form of sentences, paragraphs, and other textual units that follow a consistent logic. research's final step, which presents the analysis's findings. There will not be any diagrams, charts, or tables used to present the analysis' results. The researcher will present the analyses' results in a descriptive way. To help the reader understand the focus of the study, the research analysis will be provided in a simple way.