

Impoliteness Strategies in Social Media used by Netizen Relating to Political Comments

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Abstract

The study is concerned about impoliteness strategies in social media Facebook and Instagram used by netizen that focused in political comments. The aim of this study is to investigate how the netizen used strategies of impoliteness in political comments. This research used descriptive qualitative approaches where the method of the study was used content analysis. The data is impoliteness language in social media used by netizens especially relating to political comments. The data are taken from Instagram and Facebook. The data collection process began by looking at the impoliteness language used by netizens on social media and analyse them with cyber-pragmatic. The result of the study provides a new finding where there is a difference number of strategies found. Based on Culpeper's theory (1996), there are six impoliteness strategies such as bald on record, off-record, positive, negative, sarcasm politeness, and withhold politeness. But, in this study, there are 10 impoliteness strategies such as bald on record, off record, positive, negative, sarcasm, negative and off record, off record and sarcasm, positive and bald on record, positive and off record, and off record and negative impoliteness.

Keywords: *impoliteness strategies, social media, netizen, political comments.*

1. Introduction

Impoliteness is a set of communicative strategies used to attack the face of others, causing conflict and disharmony in society. When social interaction is used to evaluate participant behavior, it can be interpreted as polite or impolite. Jonathan Culpeper, Derek Bousfield, and Miriam A. Locher pioneered the study of impoliteness. A large number of studies on politeness have been conducted. Impoliteness manifests itself not only in verbal communication but also in nonverbal communication, such as writing comments on social media. Impoliteness, according to Culpeper (2011), is a negative attitude toward certain behaviors that occur in a relationship. This is supported by hopes and beliefs about one's or a group's identity. Impoliteness can be seen in Mugford (2008). According to Bousfield (2008:132), impoliteness embodies the concepts of intentionality and face-threatening acts committed on purpose. According to Bousfield (2007a), impoliteness can be induced by offensive situations that are constructed not only by a single aspect but also by concurrent factors. According to Culpeper (2005), impoliteness occurs when the speaker first makes a deliberate insulting remark to the other person. Second, if the listener or interlocutor realizes that the words are intended to attack or insult his face, and vice versa. Culpeper also explained the signs that were identified as

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impoliteness strategies. Culpeper defined impoliteness strategies as having four signs. Co-text is the first sign of impoliteness strategies. This means that the speech uses abusive or vulgar language on purpose. Commenting on others is the second sign of impoliteness strategies. The use of nonverbal actions aimed at attacking speech partners is the third sign of impoliteness strategies. The fourth sign of impoliteness strategies is using the impoliteness strategy on their speech partner on purpose. According to Culpeper (2011), impoliteness is a communication behavior that intends to attack the face of the speech partner, leaving the speech partner disappointed and hurt. It means that impoliteness depends on the speaker's intention and the listener's understanding and their relationship. In other words, a language may be qualified as impolite if the listener has concluded that the speaker attacks the face of the listener that cause disappointment and hurt. For example, when speaker utters, "for me you are not important officials, cuh!". This utterance is impoliteness and very rude because it insults directly by attacking the face of the listener.

According to Bravo (2005), the ideal would be to establish a link between phrases and social reality, cultural, demographic, and social factors, in order to interpret the meaning of discourse. However, given the magnitude of cases that can concur during interaction, I am quite pessimistic about the possibility of formulating a theory about politeness/impoliteness that adapts to all contexts, as are Bousfield (2006) and Bravo (2005). In other words, rather than developing a universal theory of impoliteness, we should take a discursive or postmodern approach (Bousfield, 2010; Culpeper, 2010; Locher, 2006; Mills, 2003), with context as a critical criterion. We could at least rely on what Locher and Watts (2005) refer to as a cognitive frame, which is used by people to make decisions about situations they have not experienced.

Wijayanto, et.al (2018) describes his research about emotions such as anger, annoyance, disappointment, and hatred cause the intentions and motivating factors for using impoliteness. This shows that emotions can a main factor raising impoliteness. When the high intonation and feeling worried or stressful can also induce the use of impoliteness. That is why some speaker use some strategies to hide her/his motivation relates to attack someone's face.

Culpeper (1996) does not see his disrespectful strategy model as an extension of Brown and Levinson's (1987) theory, but rather as a parallel and opposing model in the sense that his strategy does not present a strategy for maintaining public image, but rather describes the types of attacks an image can be subject to. Therefore, after briefly describing rudeness strategies, Culpeper, Bousfield, and Wichmann (2003) provided a more descriptive taxonomy in their paper *Toward an anatomy of innoliteness* (Culpeper, 1996). (1) Obvious disrespect when the explicit intent is to attack the public image of the listener. (2) the use of aggressive disrespect or tactics that undermine the listener's positive public image, such as ignoring or excluding, awkward silence or jokes; (3) the use of negative disrespect or the use of strategies that undermine the listener's negative public image, such as ridicule, intimidation, or guilt recollections; (5) refraining from being rude or not using it when it should be polite.

Impoliteness is an exercise of power that is easily carried out by those in power, thus increasing confidence in being rude or disrespectful (Scollon and Scollon, 2001). Thus, rudeness can occur unintentionally, such as in the form of gaffes or mistakes, or in the most intentional ways, such as when it is used to undermine or offend the listener. I have. Kaul de Marlangeon (2008, 2017) not only provided a definition of rudeness and a list of cases in which it can occur, but also provided a definition of rudeness in Spanish, depending on the degree of intent and the threat of the image it conveys. It is also presented a classification of the types as offollowing:

- (1) Formally impolite speech acts driven by a polite purpose
- (2) Involuntary impolite speech acts, such as: Blunder or gaffe Unintentional and lack of politeness
- (3) Self-impoliteness
- (4) Formally polite acts driven by a rude purpose
- (5) Deliberate lack of politeness
- (6) Overwhelming silence
- (7) Attacking impoliteness

Kaul de Marlangeon is a reference for the study of rudeness in Spanish and is therefore considered in many studies and publications on the subject (Alba Juez, 2008; Bernal, 2010; Hernandez Flores, 2013).

Language impoliteness is language behaviour (whether intentional or unintentional) that violates sociocultural norms that apply to attacking the speaker's face. Some speaker uses some strategies to attack the face of the listener. (Culpeper & Hardaker, 2017). Here are five strategies for creating and accepting impoliteness.

1). Bald on record impoliteness

Bald on record impoliteness is understood as disrespectful speech expressed by directly, clearly, clearly and succinctly threatening the face of the interlocutor in order to clearly and clearly express the intention of the speech.

2). Positive impoliteness

Positive impoliteness is impoliteness that is conveyed through face threats that sound very rude or use taboo words to make the speech partner feel embarrassed.

This strategy is used to reject the listener's positive desires (the listener's desires must be accepted). There are several other secondary strategies for investigating positive impoliteness. The positive impoliteness involves such as:

- a) Attacking others
- b) Rejection of Similarities with Listeners
- c) Change sensitive or non-discussed topics
- d) Usage in Applicable Code
- e) Not interested in conversation
- f) Look for disagreements
- g) Use of Vague and Confidential Language
- h) Use of taboo language

3). Negative impoliteness

Negative impoliteness is disrespect expressed through negative facial threats that: surprise (create the belief that one's actions are harmful), humiliate or harass, ridicule or ridicule, insult, belittle the interlocutor, belittle (belittle) the interlocutor, attack others (take advantage of opportunities), use negative personal pronouns, place others who have loved ones in a different position, etc.

4). Sarcasm or mock politeness

Sarcasm or mock politeness is a polite speech that is conveyed through polite speech but has the meaning of being insincere, pretending, or looking polite on the surface only in threatening the face of the interlocutor.

5). Withhold politeness

Withhold politeness or withhold politeness is a speech that is not conveyed, for example, does not say thank you to partners who give gifts or congratulations.

These strategies show the phenomenon of impoliteness occur in the society.

Language impoliteness on social media is intended to damage interpersonal relationships or attack the speech partner's face by deliberately and indirectly. Sobur (2012) said that the social media can be used to describe the reality of people's lives with various needs. That is why social media is used as an effective communication tool to provide a certain response for an interest. This is often carrying out in political issues to get the support or participation from netizen in accompanying a opinion for personal gain. In social media such as Instagram and Facebook, impoliteness are often used by netizen to show ideas or opinions where it is contrary to the content of the issue or contrary to the comments of other netizen. Indrasari, et.al (2019) said that netizen are often viewed negatively because the language they use can be said to be less polite. As a result of the netizen comments, the community also gave its own jargon, namely netizen are always right or netizen are all right. This means that in giving comments, netizen often use disrespectful language to show the truth of the ideas.

Social media is now one of the instant media with various functions. Henderi (2007) states that social media are web-based social networking sites that allow individuals to create public or semi-public profiles in restricted systems, list others they are connected to, and view and explore the list of connections they have made. Kotler and Keller (2012) state that social media is a means by which consumers share text, image, video, and audio information with each other and with businesses, and vice versa. This means that social media makes it easier for people to communicate widely.

Social media is used to exchange information, and some Internet users give feedback by liking and commenting. People's reactions in the form of comments have many meanings. Some show admiration and compliments, while others show disgust at criticism, disapproval, and even hatred. Comments on social media often use rude language. Because it attacks the listener's face, it can cause conflict. Social media also provides data on how people use language by submitting comments. Internet users generally like to hunt down others (other users) by commenting and replying directly to comments. Especially if the person is a celebrity. Due to the principle of freedom of expression, social media users do not feel obligated to express their opinions on topics published on social media. Kusmanto and Purbawati (2019) found that Internet users often use comments on social media that criticize, insult, and haunt speakers, and rarely praise them. This means that most internet users always use rude language when commenting. In this case, political commentary on social media applies.

It is considered important to examine more deeply about impoliteness strategies in social media used by netizen in political comments. This study will give the knowledge how the effect of impoliteness directly attracts to human's communication and interaction. Therefore, the question raises in this study is "what kind of impoliteness strategies are used by netizen in social media that relation to political comments?"

2. Previous Research of Impoliteness in Social Media

This study conducts several previous researchers such as Akmal (2001) who study about Politeness Strategies on Billie Eilish's Instagram Account Comments. The purpose of this study is to describe the types and functions of implotness strategies based on the theory of Culpeper (1996). The results of this study are presented below. (1) There are four impoliteness strategy that Billie Eilish in her Instagram comments. They know nothing about impoliteness, positive impoliteness, negative impoliteness, and mocking sarcasm.

Aggressive impoliteness is the main type of impoliteness strategy. (2) The strategy employed by disrespectful Billie Eilish in her Instagram comments has three characteristics. These are emotional impoliteness, forced impoliteness, and recreational impoliteness. Emotional impoliteness is the main form of impoliteness strategy.

A similar study was also performed by Colaco et al (2021) who investigates the use of disrespectful tactics in his online feedback in the media related to general elections. They identify the frequency of disrespectful tactics used by internet users in online political discussions and identify the reasons why internet users use these disrespectful strategies. This study was analyzed based on the disrespectful model of Culpeper's theory (1996) in the field of pragmatics. In our interviews, we found that anger, or more specifically pent-up anger, was the main reason for being impoliteness.

3. Method

A descriptive qualitative approach was performed in this study and the research method was content analysis. Content analysis is a study that represents a detailed discussion of the content of written or printed information in the mass media. Lasswell (2011) states that content analysis is performed using symbol encoding techniques, for example, systematic recording of symbols and messages and their subsequent interpretation. The data is impoliteness language from social media used by netizen relating to political comments. There are 13 political article taken from Instagram and Facebook on shared in December and April 2020, February and January 2021, March and April 2022. In this study, the data collection process began by looking at the language impoliteness of netizen on social media Instagram and Facebook on political discourse with the listening technique, then continued with the note-taking technique, namely by recording data containing language impoliteness. netizen. Next, look for forms, types, strategies, and factors that trigger language impoliteness of netizen by using cyber-pragmatic analysis. After the data is analyzed based on cyber pragmatics, the data is then recorded through note-taking techniques in the form of data tabulation.

4. Result and Discussion

This study discussed about impoliteness strategies in social media used by netizen relating to political comments. Based on the Culpeper's theory (1996), there are five impoliteness strategies such bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm politeness, and withhold politeness. There were 111 impoliteness languages which were analyzed based on the study of cyber pragmatics. This study provides a true understanding of the speaker's intentions conveyed on social media Instagram and Facebook in political comments. Based on the analysis of the data in this study, there are 10 strategies such as bald on record, off record, positive ,negative, sarcasm, negative and off record, off record and sarcasm, positive and bald on record, positive and off record, and off record and negative impoliteness. The result of the study can be seen in the following table.

Impoliteness Strategies in Media Social

No	Impoliteness Strategies	Total	Percentage (%)
1	Bald on Record	17	15.3
2	Off Record	31	27.9
3	Positive	37	33.3
4	Negative	18	16.2
5	Sarcasm	3	2.7
6	Negative and Off Record	1	0.9

7	Off Record and Sarcasm	1	0.9
8	Positive and Bald on Record	1	0.9
9	Positive and Off Record	1	0.9
10	Off Record and Negative	1	0.9
	Total Number	111	100

Based on the result of the study, the explanation of the Table can be described as follows:

Bald on Record Impoliteness

There is found 17 impoliteness language which is identified as bald on record. Through this strategy, the impoliteness language is delivered by clear sentences, easy to be understood, and unambiguous. The example of the data can be seen as:

Data 1: @Ayun Kamal : Solusi goblok

The netizen Ayun Kamal performs bald on record impoliteness to attacks face for Joko Widodo as Indonesia's Presiden by saying goblok (stupid). Goblok (stupid) means people who has slow mind. How netizen can say a president has slow mind?. It describes disappointed feeling of netizen who think Joko Widodo's policy in giving direct cash assistance (BLT) does not good solution for the higher price of cooking oil. This impoliteness language is performed directly, clearer, and understood where it is emphasized the face damage for the listeners. Based on the pragmatic context, it is known that the social context has a role where social dimension shows a horizontal relationship makes all netizen feel they have the same rights to express ideas or opinions freely according to what they feel and think about the political comments that it is shared in social media without thinking about the effects of the communication.

Off Record Impoliteness

There is found 31 impoliteness language which is identified as off record. Through this strategy, the impoliteness language is delivered by indirectly and interpreting the real meaning of speaker. The data analysis can be seen as:

Data 2: @Syifas purbalingga: Itu kerja kamu menata kata-kata untuk Menghujat yg berkarya..buzzer rp

The netizen Syifas purbalingga performs off record impoliteness to attacks face Anies Baswedan as Jakarta's governor by saying buzzer rp (people who was used to pay attention for public). Buzzer rp mean people who was received some money to lie the public about something issues. How netizen can say Anies Baswedan as Jakarta's governor by saying buzzer rp ?. It describes the anger of netizen who think Anies Baswedan always lie to the public and does not competency as the leader of Jakarta. This impoliteness language is performed indirectly because there is needed to interpret word to understand the real meaning of the utterance. Based on the pragmatic context, it is known that the cultural context has a role where the speaker has a high awareness to show that he is educated so that he tries to make softly his impolite language to avoid negative judgments against him.

Positive Impoliteness

There is found 37 impoliteness language which is identified as positive. Through this strategy, the impoliteness language is delivered by insulting, ignoring, assuming that the interlocutor does not exist, separating, unsympathetic, using taboo, rude, etc. The data analysis can be seen as:

Data 3: @Aang Kasela: Pilih kacang partai lg.ogah kemaren loh menang karna curang jing bkn dipilih sama rakyat nyet.

The netizen @Aang Kasela performs positive impoliteness to attacks face Luhut Binsar Pandjaitan as the Maritime Affairs and Investment Coordinator Ministry by saying jing (Dog). He associated Luhut as a Dog, that means someone who is bad moral. How netizen can say Luhut Binsar as a dog?. It describes the anger and disappointed of netizen who think Luhut Binsar only care about his position and power. This impoliteness language is performed insulting by using harsh word. Based on the pragmatic context, it is known that the social context has a role where social dimension shows a horizontal relationship makes all netizen feel they have the same rights to express ideas or opinions freely according to what they feel and think about the political comments.

Negative Impoliteness

There is found 18 impoliteness language which is identified as negative. Through this strategy, the impoliteness language is delivered by raising scare, harassing, ridiculing or mocking, insulting, etc. The data analysis can be seen as:

Data 4: @deniindra272@ krisnaputra.W: suntik vaksin beracun aja

The netizen @deniindra272 performs negative impoliteness to attacks face for Luhut Binsar Pandjaitan as the Maritime Affairs and Investment Coordinator Ministry by saying suntik vaksin beracun (inject poison vaccine). Poison is known as a substance that can kill people. How netizen can say Luhut Binsar will be injected poison vaccine? It describes the anger and disappointed of netizen who think Luhut Binsar as the official who must responsible for the suffering of the people due to the increase in LPG gas. This impoliteness language is performed to accuse people to take responsible as the mistake. Based on the pragmatic context, it is known that the social context has a role where social dimension shows a horizontal relationship makes all netizen feel they have the same rights to express ideas or opinions freely according to what they feel and think about the political comments.

Sarcasm impoliteness

There is found 3 impoliteness language which is identified as sarcasm. Through this strategy, the impoliteness language is delivered by pretending the sincere. The data analysis can be seen as:

Data 5: @anggiepoetriana: Senang banget liat masyarakat susah DPR yah.

The netizen @anggiepoetriana performs sarcasm impoliteness to attacks face DPR by saying senang banget liat masyarakat susah DPR yah (It's really nice to see the people struggling with the DPR. Her pretending sincere is performed in a clear way and it emphasizes the face damage for the listeners. Based on the pragmatic context, it is known that the cultural context has a role where the speaker has a high awareness to show that he is educated so that he tries to make softly his impolite language to avoid negative judgments against him.

Negative and Off Record impoliteness

There is found only 1 impoliteness language which is identified as negative and off record. Through this strategy, the impoliteness language is delivered by scaring and interpreting the real meaning. The data analysis can be seen as:

Data 6: @faizairiawan: Di arab aja maling di potong tanganya klo mau di bikin arab araban gas ken koruptor2 di potong tangan nya panic???
Kurang piknik berarti.

The netizen @faizairiawan performs negative and off record impoliteness to attacks face Yaqut Cholil Qoumas as the Indonesia religion minister. He scares and interpret the real

meaning is performed in a clear way and it emphasizes the face damage for the listeners. Based on the pragmatic context, it is known that the social and cultural context has a role where the speaker has social dimension shows a horizontal relationship makes all netizen feel they have the same rights to express ideas or opinions freely according to what they feel and think about the political comments and also, he has a high awareness to show that he is educated so that he tries to make softly his impolite language to avoid negative judgments against him.

Off Record and Sarcasm impoliteness

There is found only 1 impoliteness language which is identified as off record and sarcasm. Through this strategy, the impoliteness language is delivered by interpreting the real meaning and pretending sincere. The data analysis can be seen as:

Data 7: @adesitizahra: Sidangnya aja dibayar ama rkyt keputusannya mencekik rkyt..trmksh dpr

The netizen @adesitizahra performs off record and sarcasm impoliteness to attacks face DPR. He interprets the real meaning, mencekik (strangle) as making people suffered and pretend sincere, trmksh (thank you) are performed in a clear way and it emphasizes the face damage for the listeners. Based on the pragmatic context, it is known that the cultural context has a role where he has a high awareness to show that he is educated so that he tries to make softly his impolite language to avoid negative judgments against him.

Positive and Bald on Record Impoliteness

There is found only 1 impoliteness language which is identified as positive and bald on record. Through this strategy, the impoliteness language is delivered by saying directly, using harsh words, insulting as clear and concise manner. The data analysis can be seen as:

Data 8: @Ars Bean: Mengatas namakan rakyat demi kepentingan HUT.

Saya rakyat kecil yg punya hak di pemilu tidak mendukung pemilu di tunda. JANGAN

BAWA2

NAMA RAKYAT BUAT KEPENTINGANMU!

The netizen @Ars Bean performs positive and bald on record impoliteness to attacks face Luhut Binsar Pandjaitan as the coordinating Minister for Maritime Affairs and Investment. He insults by hashing word directly is performed in a clear way and it emphasizes the face damage for the listeners. Based on the pragmatic context, it is known that the social context has a role where the speaker has social dimension shows a horizontal relationship makes all netizen feel they have the same rights to express ideas or opinions freely according to what they feel and think about the political comments

Positive and Off Record Impoliteness

There is found only 1 impoliteness language which is identified as positive and off record. Through this strategy, the impoliteness language is delivered by insulting and interpreting the real meaning to understand the speaker's intent. The data analysis can be seen as:

Data 9: @gigestha---Lo AJA ANJING YG PIKNIK KE NERAKA.

The netizen @gigestha performs positive and off record impoliteness to attacks face Yaqut Cholil Qoumas as the Indonesia religion minister. by used the word anjing (dog) and interpret the real meaning, picnic (sightseeing) to the hell as move to other place are performed in a clear way and it emphasizes the face for the listeners. Based on the pragmatic context, it is known that the social and cultural context has a role where the speaker has social dimension shows a horizontal relationship makes all netizen feel they

have the same rights to express ideas or opinions freely according to what they feel and think about the political comments and he has a high awareness to show that he is educated so that he tries to make softly his impolite language to avoid negative judgments against him.

Off Record and Negative Impoliteness

There is found only 1 impoliteness language which is identified as off record and negative impoliteness. Through this strategy, the impoliteness language is delivered by interpreting the real meaning and scaring. The data analysis can be seen as:

Data 10: @ishairn TOLONG KEPADA MASYARAKAT KALAU LIAT
MOBIL /MOTOR DINAS BER PLAT MERAH
BENSINNYA PAKE PERTALITE TOYOR AJA
KEPALANYA.

The netizen @ishairn performs off record and negative impoliteness to attacks face DPR. He interprets the real meaning, plat merah (red car number) as the government's car and scaring by stating to hit the head are performed in a clear way and it emphasizes the face damage for the listeners. Based on the pragmatic context, it is known that the social and cultural context has a role where the speaker has social dimension shows a horizontal relationship makes all netizen feel they have the same rights to express ideas or opinions freely according to what they feel and think about the political comments and he has a high awareness to show that he is educated so that he tries to make softly his impolite language to avoid negative judgments against him.

5. Conclusion

It can be explained that impoliteness strategy in social media used by netizen relating to political comments can attract face the listeners. Based on the data analysis, there are 10 impoliteness strategies found such as bald on record, off record, positive, negative, sarcasm, negative and off record, off record and sarcasm, positive and bald on record, positive and off record, and off record and negative.

This study provides a new finding where there is a difference the number of strategies found. Based on Culpeper's theory (1996), there are five impoliteness strategies such as bald on record, off-record, positive, negative, sarcasm politeness, and withhold politeness. But, in this study, there are 10 impoliteness strategies such as a) bald on record, b) off record, c) positive, d) negative, e) sarcasm, f) negative and off record, g) off record and sarcasm, h) positive and bald on record, i) positive and off record, and j) off record and negative impoliteness.

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