Impoliteness Comments President Jokowi Instagram Post @Jokowi

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Abstrak

Penelitian ini dilatarbelakangi oleh tragedi memilukan yang terjadi di dunia olahraga. Tragedi ini disebut Kanjuruhan yang memakan banyak korban jiwa. Pemberitaan ini tersebar di media sosial salah satunya Instagram orang nomor satu di Indonesia Presiden Joko Widodo, Dasar kajian permasalahan penelitian ini adalah teori ketidaksopanan Culpeper, Teknik pengumpulan data dalam penelitian ini adalah seleksi, pemfokusan, penyederhanaan, teknik abstraksi dan transformasi. Teknik analisis data menggunakan teknik pemeriksaan analisis isi. Data yang digunakan dalam penelitian ini didasarkan pada 35 komentar yang diposting. Terdapat lima postingan bertema Kanjuruhan dan sepak bola yang diposting di Instagram @Jokowi dan mendapat 37 komentar berisi strategi tidak sopan. Berdasarkan teori dan teknik pengumpulan data, hanya ditemukan 4 strategi ketidaksopanan dalam data: 1) ketidaksopanan botak 3%, 2) ketidaksopanan positif 43%, 3) ketidaksopanan negatif 51% dan 4) kesantunan sarkasme atau mengejek 3%.

Kata kunci : *Instagram @Jokowi, Komentar, Ketidaksopanan.*

Abstract

This research is motivated by the heartbreaking tragedy that occurred in the world of sports. This tragedy was called Kanjuruhan which claimed many lives. This news spread on social media, one of which is Instagram, the number one person in Indonesia, President Joko Widodo, The basis for studying this research problem is Culpeper's theory of impoliteness, Data collection techniques in this research are selection, focusing, simplification, abstraction and transformation techniques. The data analysis technique uses content analysis examination techniques. The data used in this study is based on 35 posted comments. There were five Kanjuruhan and football themed posts posted on @Jokowi's Instagram and received 37 comments containing impolite strategies. Based on theory and data collection techniques, only 4 impoliteness strategies were found in the data: 1) bald impoliteness 3%, 2) positive impoliteness 43%, 3) negative impoliteness 51% and 4) sarcasm or mocking politeness 3%.

Keywords : *Instagram @Jokowi, Comment, Impoliteness.*

INTRODUCTION

People as active internet users through social media cannot be separated from the internet. They use their language to interact with each other socially through cyber communication. As written by Ibrahim (2021) that as a social action, language develops along with the growth of social media in everyday communication which becomes easier and cheaper, He noticed this as the awareness of language shifts, which require a bit of caution. Asri, Adrianis, and Revita (2020) also pointed out that social media occupies a very important role in spreading the news in a relatively short time and distance including posting and updating comments or status by the active users or netizens. Pageyasa and HL (2019) in Wijayanti and Mubarak (2020) also noted that nowadays people tend to reveal their sentiments and emotions to public as a way to communicate in freedom. People are likely to convey their language freely through cyber communication media. This occurs since the growth of internet users need an online medium to interact socially each other in a one real time.

Language in social media platforms can be impolite. Dara, Afiqah, Wahyuni, and Juliani (2022) wrote that impoliteness usually occurs like in everyday communication or conversations, dramas, movies, and television and can appear in texts like in social media. In addition, Pageyasa and HL (2019) in Wijayanti and Mubarak (2020) mentioned that various social media, including Facebook, Twitter, Instagram, Path, etc., are easy platforms to find hate speech and these social media have become an uncontrollable way of expressing oneself since many social media users share hate speech. Elen (2001) in Damanik and Wandini (2020) defined language impoliteness as behavior which does not implement the politeness strategies as expected and thus the interpretation of the communication can be a confrontational manner intentionally or negatively.

The comments such as unpleasant words, impolite statements, mocking, insulting, improper phrases, and hate speech posted by haters in social media are just a few examples of the phenomenon of impoliteness utterances. Social media significantly influences the global information access. This closely relates to internet users actively changing their status and posting comments, photos, or videos on social media.

As written by Apriliyani, Hamzah, and Wahyuni (2019), Instagram is one of social media used for posting photos and videos, where other people are free to respond to the posted photos and videos as stated by.

The Instagram account of President of Indonesia Joko Widodo that is @Jokowi Instagram account also experiences the impoliteness language on comment section, Considering the phenomenon of responding to or providing impolite comments on the President's Instagram account, it is interesting to analyze the impolite comments made by users or netizens on Joko Widodo's Instagram posts. There are several reasons to bring up this topic, This study expects to have significant contribution theoretically and practically as described below :

1. This study can assist people to understand how impoliteness strategies theory can be used to impair the role of the media as a social control, the dynamics of impolite utterances in the comment, and the extension of impoliteness in social networks or online communication.

2. This study will help people to form point of view on the usage of linguistic impoliteness strategies in social media and to have a better understanding of the types of what impoliteness strategies and how impoliteness strategies is identified in online communication.
3. This study is expected to be useful as reference for lecturers in teaching sociolinguistics, semantic, and pragmatics which closely related with the speech act
Therefore, because this research is about impoliteness, the comments examined will be impolite in nature.

METHOD

The qualitative decriptive approach was used to perform this research. Qualitative approaches are used to explain human processes. One may keep a chronological record, examine which events led to the outcome, and gain relevant descriptions. Qualitative research methods are also known as post positivism and are used to investigate the contents of natural objects (as opposed to an experiment) in which the researcher serves as the primary instrument (Miles, Huberman, & Saldana, 2014). Since this research was designed to characterize the impoliteness in Jokowi's instagram comment area, it concentrated on observation and analysis in qualitative research. The use of study design was intended to assist the researcher in conducting a more thorough examination. Using this strategy, data were collected to define, analyse, and explain impoliteness in the comment part of the Jokowi Instagram account.

RESULTS AND DISCUSSION

This research is about impoliteness realized by Instagram users based on Culpeper's theory. The data of this study were collected from @Jokowis's instagram account posted on October 2022 focus on Kanjuruhan tragedy. This Kanjuruhan tragedy was about a fatal human crush occurred following an association football match at Kanjuruhan Stadium in Malang Regency, East Java, Indonesia, on 1st October 2022. Based on the result during October 2022, from 35 posts that were being posted, there were five posts with Kanjuruhan and football topics posted by @Jokowi's Instagram, and it got 37 comments that included impoliteness strategies.

Below table shows the finding of the impoliteness expressions in the comment section of instagram post.

Tabel 4.1. Impoliteness Expression in Comment Section

No	Topics	Impoliteness Expression	
		Bahasa (Original Source)	**English (Translation)**
1	Surat dari Jokowi	• Yang bangun stadion pemerintah, yang dapat duitnya PSSI • Urus disini aja kacau	• The government build the stadion, and PSSI get the money • Just take it here, it's a mess
2	Kunjungan Jokowi dan	• Batang	• Stem (slang)

	Ibu Negara ke Malang dalam rangka membesuk korban Kajuruhan	• Satu persatu pelawak mundur aja • "PSSI kicked off the server"	• One by one the comedian has back off • PSSI kicked off the server
3	Pidato Jokowi dalam rangka menyampaikan belasungkawa terhadap korban Kajuruhan	• Ketua PSSI mundur aja gak guna	• PSSI's chairman has to back off. They are useless
4	Meluncurkan gerakan kemitraan inklusif untuk UMKM naik kelas di Jakarta.	• Kolot • Mudah-mudahan kena di keluarga mereka, aamiin • Bacot • di sogok rokok surya tuch • PSSI bisa apa • Cupu • Pekok • Kontooooo** • Bangke • Katro	• Stodgy • Hopefully it will hit their family amin. • Too much talking • seem like bribed by cigarettes • What PSSI can do? • Nerd • Hick • Pretend to be stupid • Stodgy
5	Krisis finansial dalam dunia, Indonesia masih dipercaya untuk investasi perusahaan-perusahaan besar dunia.	• Fuck • Goblok, pikirin tuh kasus kajurhan • PSSI gak guna lo • PSSI gak becus • PSSI kelihatan bobroknya • Bicara melulu, aksinya gak ada • Terserahmu • Pssi bobrok • Jangan bohong pak • Kasusnya gimana pak. Bela terus tuh polisi • PSSI KON*** • Anjir • Halah bacot	• Fuck • Stupid, just thinking about Kajuruhan case • PSSI useless • PSSI useless • PSSI looks so stupid • Too much talking, no action • Up to you • PSSI useless • Do not lie sir • How about the case, sir? You only defend the police. • PSSI stupid • Fuck you • Too much talking

6	Dirgahayu TNI	• Ini ketua PSSI nya mana? Turu kah?	• Where is the PSSI's chairman? Are they sleeping?
7	Upacara hari tentara Nnasional Indonesia	• Banyak orang mati gara2 polisi konoha • Mereka beban pak. Pecat aja para pembunuh itu	• Too much peole dead because of Konoha's police • They are useless. Fired all of them
8	Pawai alat sistem persenjataan dijalan sekitar istana kepresidenan Jakarta.	• Ngantuk ah pak • Jujur aja udah gaksehat lo Jokowi • PSSI pecat ajg	• I feel sleepy sir • You are sick Jokowi • Fired PSSI stupid
9	Kunjungan Jokowi ke RSUD dr. Saiful Anwar untuk menjenguk korban Kajuruhan	• Presiden gagal • Pak presiden gak berduka cita	• Useless presiden • Mr President did not feel sorry for it

Data Analysis

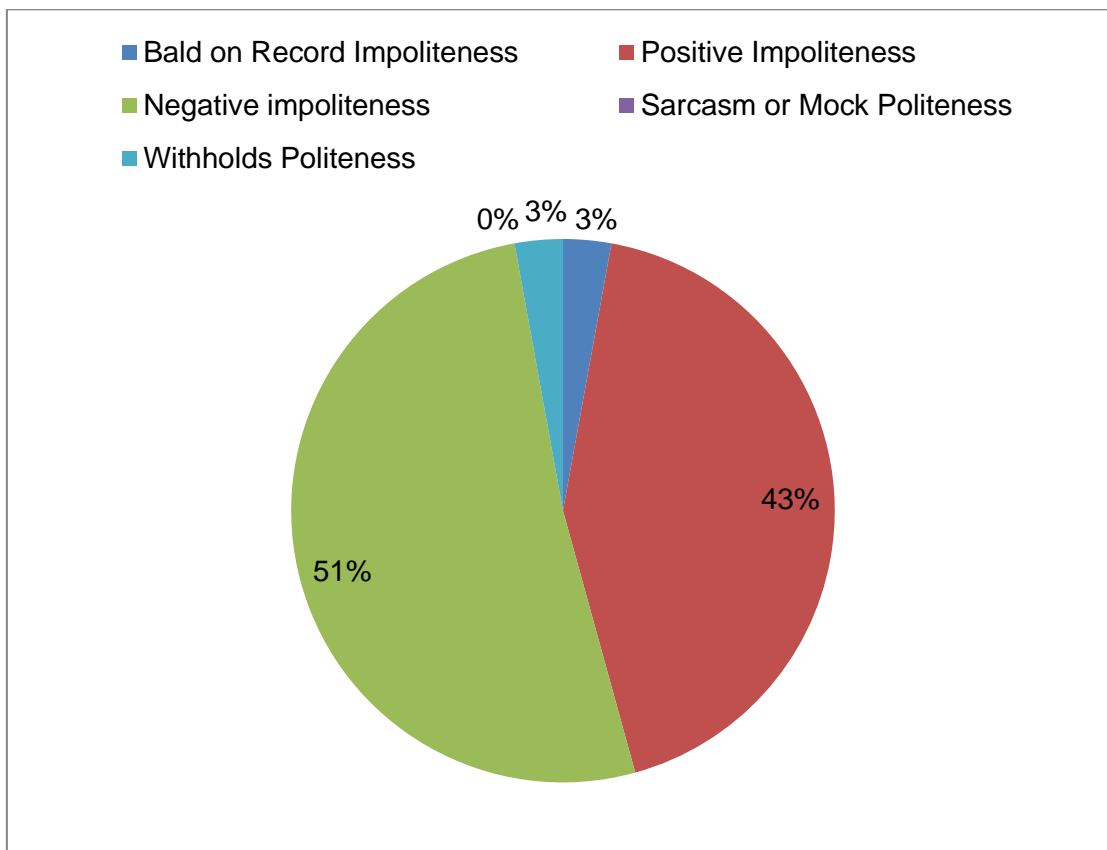**1. The types of impoliteness strategy**

The impoliteness data found in the comments column on President Jokowi's IG is based on Culpepper's first proposed the model of impoliteness strategy namely Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Politeness, and Withhold Politeness.

Table 4.2. Types of Impoliteness Strategies in Jokowi Instagram Comment Section

No.	COMMENT	BOR	PI	NI	MP	WP
1.	*"Yang bangun stadion pemerintah, yang dapat duitnya PSSI"*			√		
2.	*"Urus disini aja kacau"*			√		
3.	*"Batang"*		√			
4.	*"Satu persatu pelawak mundur aja"*		√			
5.	*"PSSI kicked out of the server"*		√			
6.	*"Ketua PSSI mundur aja gak guna"*		√			
7.	*"Kolot"*		√			
8.	*"Mudah-mudahan kena di keluarga mereka, aamiin*			√		
9.	*"Bacot"*		√			
10.	*"di sogok rokok surya tuch"*	√				
11.	*"PSSI bisa apa"*			√		

| 12. | *"Cupu"* | √ | |
13.	*"Pekok"*		√
14.	*"Kontooooo**"*	√	
15.	*"Bangke"*	√	
16.	*"Katro"*		√
17.	*"Fuck"*		√
18.	*"Goblok, pikirin tuh kasus kajuruhan"*	√	
19.	*"PSSI gak guna lo"*		√
20.	"PSSI gak becus"		√
21.	"PSSI kelihatan bobroknya"		√
22.	*"Bicara melulu, aksinya gak ada"*	√	
23.	*"Terserahmu"*	√	
24.	*"Pssi bobrok"*		√
25.	*Jangan bohong pak*		√
26.	*Kasusnya gimana pak. Bela terus tuh polisi*			√
27.	*"PSSI KON***"*	√	
28.	*"Anjir"*		√
29.	*"Halah Bacot"*	√	
30.	*"Ini ketua PSSI nya mana? Turu kah?"*	√	
31.	*"Banayk orang mati gara2 polisi konoha"*		√
32.	*Mereka beban pak. Pecat aja para pembunuh itu*		√
33.	*"Ngantuk ah pak"*		√
34.	*"Jujur aja udah gaksehat lo Jokowi"*		√
35.	*"Presiden gagal"*		√
36.	*Pak presiden gak berduka cita"*		√

Diagram. 4.1. The mapping of types of impoliteness in Jokowi Instagram Comment Section

2. The Factors of Impoliteness used in Jokowi Instragram Comment Section

The researcher also analyzed why the people used impoliteness strategy in the comment section of an E-news, especially about politics. According to Lydia and Angeline (2021) factors of impoliteness are: fear, disagreement, anger, pent up anger, insulted/dishonesty, frustration, disappointment, lack of trust, shocking dis-belief, emotional/irrational, relief/happy, responsible, seeking change/ betterment, seeking justice and compassion. Basically, the researcher found that some comments contain more than one factor. Among all the factors given by Lydia and Angeline (2021), there are only 9 factors found by the researcher in this study. The most factor which used in uttering impoliteness in an Jokowi social media comment section is disagreement which 35% data.

Diagram. 4.2. The Mapping of Factors of Impoliteness in Jokowi Instagram Comment Section
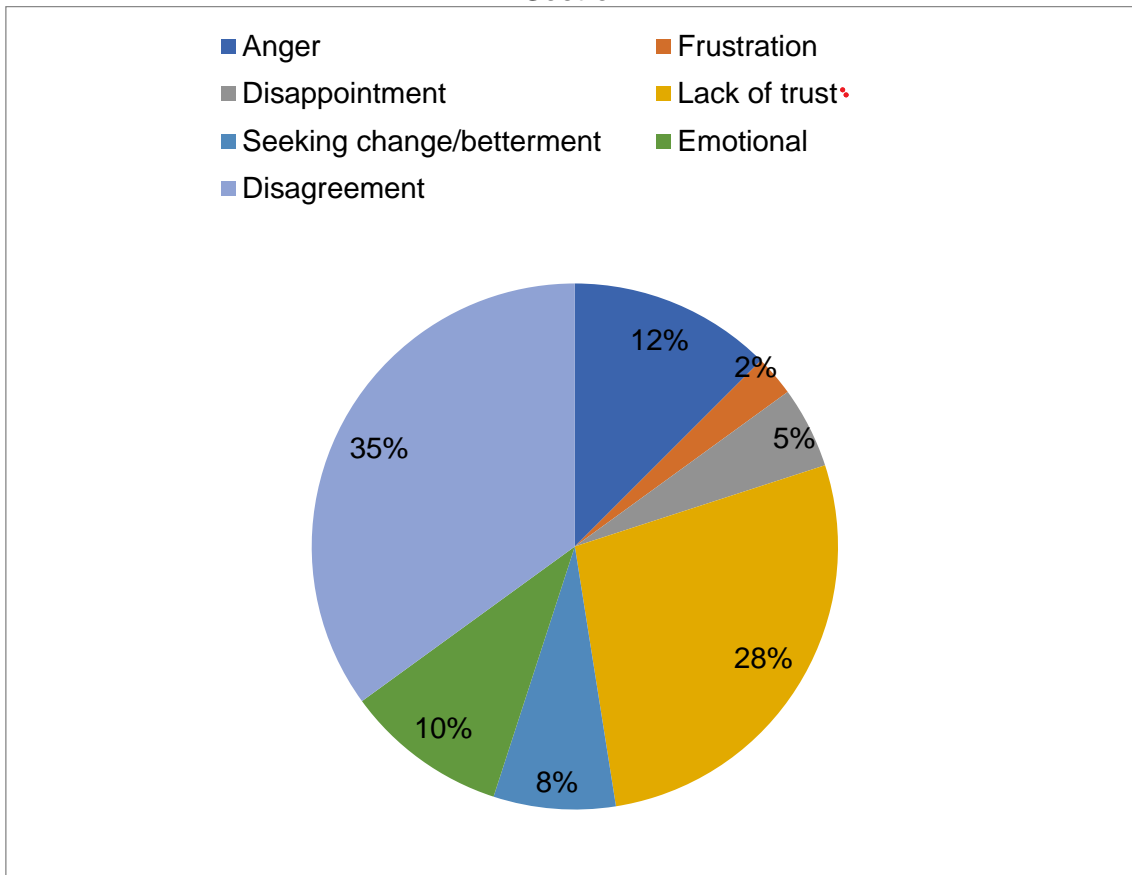
CONCLUSION

This research has investigated impoliteness in the Jokowi Instagram account. Having analyzed the data, conclusions can be drawn as in the following:

1. There were 5 impoliteness strategies proposed by Culpeper (1996, 2005), but there were only 4 impoliteness strategies found in the data current research. They were 1) bald on record impoliteness 3%, 2) positive impoliteness 43%, 3) negative impoliteness 51% and 4) sarcasm or mock politeness 3%.
2. Impoliteness can be influenced by a variety of factors, and it's important to note that the causes can be complex and context-dependent. Here are some factors that may contribute to impoliteness, Cultural Differences, Lack of Empathy, Socialization and Upbringing, and Environmental Factors.

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