BUDDHI DHARMA UNIVERSITY

A PRAGMATICS ANALYSIS: IMPOLITENESS STRATEGIES ON *PEDULILINDUNGI* (CARE AND PROTECT) APPLICATION REVIEW ON APPSTORE

Presented As a Partial Fulfilment of The Requirement for The Undergraduate

Program

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FINAL PROJECT APPROVAL

Final Project Title : A Pragmatics Analysis: Impoliteness Strategies on *Pedulilindungi* (Care and Protect) Application Review on Appstore

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STATEMENT OF AUTHENTICITY

I honestly declare that this thesis is my own writing, and it is true that I do not take any scholarly ideas or work from others. Those all cited works are quoted in accordance with the ethical code of academic writing.

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ABSTRACT

Impoliteness is a negative attitude towards specific behaviors occurring in specific contexts. This paper presents the analysis of impoliteness strategies using the data from Pedulilindungi application reviews based on Culpeper's theory (1996) on impoliteness strategies and other references. It aims at describe in the types of impoliteness strategies and the function of impoliteness strategies. This is a descriptive qualitative method. The data source of this research is a review from the most critical on Pedulilindungi application review from 1 March 2022 until 20 June 2022. The data in this research is secondary data as the data source. There are 27 (twenty seven) data collected and analysed. The writer found four types impoliteness strategies: bald on record 7 (25,93), positive impoliteness 4 (14,81%), negative impoliteness 11 (40,74%), and sarcasm or mock impoliteness 5 (18,52%). The most used type of impoliteness strategies are negative impoliteness and the least used strategies are positive impoliteness. The writer also discovered 3 (three) functions of impoliteness strategies on the application reviews, i.e., affective impoliteness 20 (74,07%), coercive impoliteness 2 (7,4%), and entertaining impoliteness 5 (18,52%). The result reveals affective impoliteness is the most dominant while coercive impoliteness is the least dominant. The writer concludes that most of the reviewers conveyed their reviews mostly through impoliteness strategies.

Keywords: *impoliteness, function, pedulilindungi application, review.*

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CHAPTER I

INTRODUCTION

1.1.Background of the Study

Pragmatics studies the use of language in social contexts and the ways people produce and comprehend meanings through language. In everyday language, the meaning of a word or phrase is always implied and not explicitly stated. In certain situations, a word can have a certain meaning. We may think that words always have a clear meaning, but they have interpretations in context. Pragmatics examines how words are interpreted differently in different situations. Morris explained that pragmatics is different from semantics, which concerns the relations between signs and the objects they signify. Semantics refers to the specific meaning of language; pragmatics involves all the social cues that accompany language. Pragmatics focuses not on what people say but how they say it and how others interpret their utterances in social contexts, says Geoffrey Finch in "Linguistic Terms and Concepts." Utterances are literally the units of sound you make when you talk, but the signs that accompany those utterances give the sounds their true meaning. (thoughtco.com/pragmatics-language-1691654).

In conversations, people use different styles to convey their thoughts. Some people pay attention to their language and use the words wisely to make the conversation go well. On the contrary, some of them are careless about their choice of words and pay less attention to the language they use that causes inconvenient situations among speakers and interlocutors. This situation is classified as

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impoliteness. Impoliteness is a negative attitude towards specific behaviors occurring in specific contexts. It is sustained by expectations, desires, and or beliefs about social organisation, including, in particular, how one person's or a group's identities are mediated by others in interaction (https://pragmatics.indiana.edu/politeness/impoliteness.html), while politeness expresses concern for others and minimize threats to self-esteem "face" in particular social contexts which has been studied a lot by Levinson (1987) with a theory called as politeness theory.

The writer here conducted research on impoliteness focusing on negative reviews on how people did impoliteness strategies in reviewing the pedulilindung application to express their emotional feeling such as using cacophemism, a word or expression that's generally perceived as harsh, impolite, or offensive although it is sometimes humorous. As defined by Culpeper (2003) impoliteness as communicative strategies that are designed to attack face and thereby cause social conflict and disharmony. It was a negative mark in particular social and interactional contexts perceived by participants. Mills (2005) in Indah's Thesis asserts impoliteness as any linguistic behavior that is intended to threaten the hearer's face or social identity.

Impoliteness strategies are issues which are very popular nowadays. Impoliteness phenomena do not only occur in daily interactions, but also happened in other interactions and one of many interactions is on reviewing on the application. Because this is a brand new application, it receives a lot of positive and negative reviews, the negative review outnumbers the previous one. There are many negative reviews placed on the application. The people have a negative

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perception on the application , i.e they express their negative experience purposely which potentially produce impolite reviews or view by expressing impolite words, although some people are aware of the word choices to show their respect using polite words to convey politeness, the way to convey the utterances as politely as possible intended to minimize conflict with others.

The writer decided to use the application launched by the Government of Indonesia an application developed to help the government instance concerned track to stop the spread Coronavirus Disease (COVID-19). This application relies on the participation of the people to share the data location where they go in order to know the the contact history with the people affected with Covid 19 and so on. (www.pedulilindungi.id)

This application received so many negative reviews with negative words more than polite words that is why the writer is interested in researching the impolite words the reviewers expressed on the application by using the theory of Culpeper (1996). Most people are using impolite words for reviewing the application. Culpeper's (1996) impoliteness the opposite of politeness is a negative attitude towards specific behavior occurring in a specific context. There are five impoliteness strategies proposed by Culpeper, positive impoliteness, negative impoliteness, bald on record impoliteness, off record/sarcasm/mock politeness, and withhold politeness, which will be further discussed as the theory used by thre writer. The theory of Culpeper is based on Brown Levinson Theory model of politeness and he reversed them to express impoliteness.

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There are three previous researchers who have already conducted research on impoliteness which will be further discussed in the next chapter. The writer used the three previous studies as her references as they also utilized the same theory on impoliteness strategies by Culpeper (1996) to analyse the reviews on the application during this pandemic which hit Indonesia and also other world countries. There are many linguistic elements in the data which are worth analysing as a linguistics student.

1.2 Statement of the Problem

Impolite words appear not only in speaking but also in written such as found on the application review. The application was made by government to handle spreading of covid-19. However, the application seems to get both positive and negative reviews from its user. Negative reviews were found on the review column sorted by most critical. On the negative reviews, the people really conveyed impolite responses by impolite words to deliver their ideas or dissatisfaction on what is communicated through the application.

This will be an important issue to encompass research on impolite strategies regarding the comments on the application which can be viewed as linguistic view elements to be examined or studied. In addition, there have not been many student researchers from the faculty of FSH conducting research on this particular field but in fact it is important to know what time impolite comments are expressed by the users of the application.

1.3 Research Questions

Based on the statement of the problem above, the writer would like to find the answers to the following questions as follows:

1. What types of impoliteness strategies are expressed by the users of Pedulilindungi application?

2. What are the functions of using impoliteness strategies on the reviews of Pedulilindungi application?

1.4 Goal and Function

Through this study, the writer hopes this research can enrich the knowledge of Pragmatics especially on Impoliteness Strategies.

1.4.1 Goal

1. The goal of the study is to identify impoliteness strategies on pedulilindungi application

2. To tell the functions of using impoliteness strategies on Pedulilindungi application.

1.4.2 Function

1. For the Students

This result of the study is aimed at equiping especially the linguistics students of FSH UBD with the topic impoliteness strategies by Culpeper (1996) in Pragmatics with regard to impoliteness strategies in the application reviews.

2. For the Writers

The results of this study are expected to provide answers to the questions from the writer as stated on the the statement of the problem in order to obtain new findings related to impoliteness strategies related to the field of pragmatics.

3. For the Lecturers.

This result can be useful for lecturers in Buddhi Dharma University who teach pragmatics to suggest themselves alone, their students to conduct, elaborate more abouit impolite strategies, and perform further research on the topic.

1.5 Scope and Limitation

The scope of the research is pragmatics studies on impoliteness stategies and the function using the theory by Culpeper. This research used Pedulilindungi application review made by Government to stop spread of covid-19 as the data. It is limited only the most critical reviews on the application from 1 March 2022 to 20 June 2022. It is because of lack of time, resources, experience of the writer in conducting the research regarding impoliteness stragies. The research data are only the comments or reviewes such as words, phrases, clauses and sentences.

1.6 Conceptual Framework

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│   strategies on Pedulilindungi   │              └──────────┘
│       application review         │
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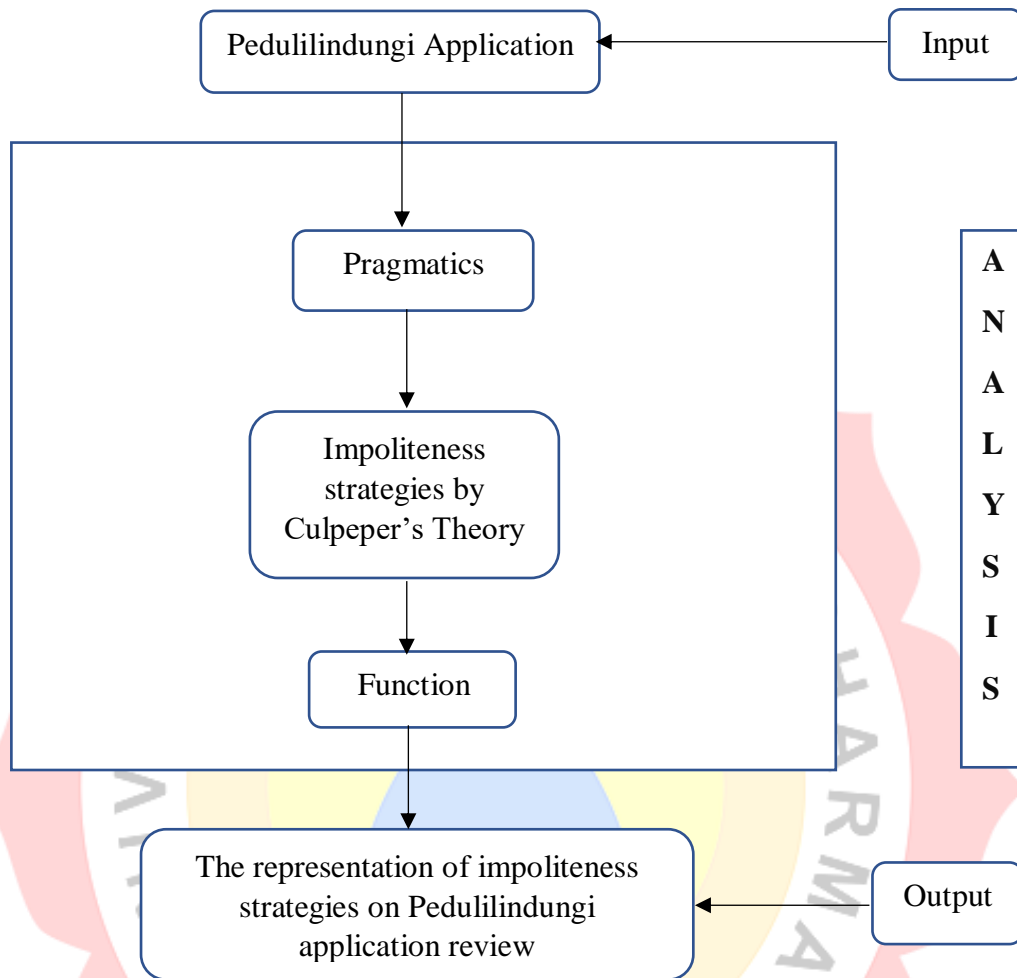
The conceptual framework of this research is as follow:

The writer first collected impolite reviews by sorting out from the most critical reviews on the application to the least critical reviewes. Secondly, the writer started with data input. Thirdly, she examined the data by using the theory of impoliteness strategies by Culpeper (1996). The application reviews were analyzed to discover which ones are considered positive impoliteness, negative impoliteness, sarcasm, bald on record, and withhold politeness. The fourth is the writer mentioned the functions of impoliteness strategies. Finally, the writer drew a conclusion on the impoliteness strategies found on the application reviews.

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CHAPTER II

PREVIOUS STUDIES AND THEORETICAL FRAMEWORK

This chapter discusses the theory of impoliteness strategies by Culpeper (1996) and other related references to support the analysis in order to find the answers to the types of impoliteness strategies and their functions.

2.1 Previous Studies

The writer found five previous studies related to the research on impoliteness strategies. The first previous study is by Fadhilah (2018) entitled "Hate Speech Used by Haters in Social Media" analyzed and categorized the comments of haters on a politician's instagram account by using impoliteness strategies proposed by Culpeper. She found 5 types of hate speech strategies proposed by Culpeper (1996), bald on record hate speech (58) 13,71%, positive hate speech (264) 62,41%, negative hate speech (87) 20.60%, and sarcasm or mock hate speech (14) 3.30% and withhold hate speech (0) 0%. It was found that haters applied four of them while comment on in politicians" instagram except withhold politeness. The data were the instagram accounts of Kim Jong Un, Donal Trump, and Hillary Clinton analyzed and found that the positive impoliteness was the dominant type.

The second previous research was by Indah Permata Sari Siahaan (2019) who analyzed impoliteness strategies used by haters of Lady Gaga in her Instagram comments and the reasons for using impoliteness strategies in Lady Gaga's Instagram comments. She found that there were four types of impoliteness strategies proposed by Culpeper that occurred in her research: bald on record

impoliteness (4) 15,38%, positive impoliteness (10) 38,46%, negative impoliteness (10) 38,46%, sarcasm or mock politeness (2) 76,9% and withhold politeness (0) 0%. Therefore, the dominant type in this study is positive impoliteness and negative impoliteness. She also analyzed the reasons for using hate speech on Instagram.com. It was to vent negative emotions to entertain the viewers and serve a collective purpose. The new reason turned out to show disagreements, show dissatisfaction, ridicule and to clarify something.

The third previous study was by Yuri Widiantho (2019) in her research entitled "An Analysis of Hate Speech in Social Media" analysed and categorized the comments of haters in instagram account of President Joko Widodo by using impoliteness strategies proposed by Culpeper and combined it with the regulation of Law no 19 of 2016 concerning with electronic information and transactions. In this research, the most dominant hate speech that was addressed to president Jokowi is positive impoliteness type, around (11) 39.3 % of the data consisting of taboo words, using inappropriate identity markers and calling other names. The second most dominant type is negative impoliteness, around (10) 35.7 % of the data consisting of threatening which addressed to president Joko Widodo, and the rest there are (5)17.8% from bald on record impoliteness, and (2) 7.2 % from sarcasm.

From the previous studies above, this study is similar to the first, second and third studies because the research used the same theory by Culpeper (1996) but the object of the study is different. The first, second, and third studies use Instagram.com as the source of the data. The writer here used the object focused on the application pedulilindungi.id review while the objects in the previous research studies are mostly focused on social media instagram.com

2.2 Pragmatics

Pragmatics is one of linguistics branches which studies contextual meaning (implicit). There are many experts who define pragmatics. Yule (2014) defines pragmatics as a study of invisible meaning or how the language user recognizes what is meant even when it is not actually said or written. Therefore, communication between people relies on many general assumptions and expectations. Defined by Finch (2000), pragmatics deals with the meaning of utterances and also focuses on what is not explicitly stated on how people interpret utterances in situational context.

Levinson (1983) states that pragmatics is the study of aspect of language that requires reference to the user of the language. Led to a very natural, pragmatics is the field of linguistics that refers to speech utterance expressed by speaker related to context. Like other branches of science, pragmatics also has several branches of study like: (1) Speech Act (2) Cooperative Principle (3) Presupposition (4) Impoliteness and (5) Politeness. Levinson (1983) points out presupposition is classified as one kind of pragmatic inferences based on the actual linguistic structure of the sentence. He further states that the historical background of presupposition dates back and discusses what he calls the nature of reference and referring expression. In other words, it could be defined in linguistics as any kind of background assumption against which an expression or utterance makes sense or is rational.

Presuppositions refer to the conditions that must be met in order for the intended meaning of a sentence to be regarded as acceptable. Impoliteness is a

multidisciplinary field of study. It can be approached from within social psychology, sociology, conflict studies, media studies, business studies, history, and literary studies. (Culpeper 2005) mentioned that Impoliteness comes about when: (1) the speaker communicates face-attack intentionally, or (2) the hearer perceives and/or constructs behaviour as intentionally face-attacking, or a combination of (1) and (2). Then Culpeper divided Impoliteness strategies into five, which are: (1) Bald and Record Impoliteness (2) Positive Impoliteness (3) Negative Politeness (4) Sarcasm and (5) Withhold Politeness.

2.3 Impoliteness

Culpeper (1996) builds an impoliteness framework similar to Brown and Levinson's (1987) theory of politeness. He used the previous definition of politeness to define impoliteness, using the strategies aimed at causing social disruption rather than maintaining social harmony, and embracing the phenomenon of impoliteness and its theory.

Culpeper's (2011) impoliteness is a negative attitude towards specific behaviours occurring in specific contexts. It is sustained by expectations, desires or beliefs about social organisation, including, in particular, how one person's or a group's identities are mediated by others in interaction. Situated behaviours are viewed negatively considered "impolite" when they conflict with how one expects them to be, how one wants them to be or how one thinks they ought to be. Such behaviours always have or are presumed to have emotional consequences for at least one participant that cause offence. Various factors can exacerbate how

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offensive an impolite behaviour is taken to be, including for example whether one understands a behaviour to be strongly intentional or not.

2.4 Impoliteness Strategies

Impoliteness strategies is a strategy that is used to attack face and thereby causes social conflict and disharmony (Culpeper, 2005). Culpeper (1996) proposed five impoliteness strategies asserting that instead of enhancing or supporting face, impoliteness super strategies are a means of attacking face. Culpeper (1996) proposed impoliteness strategies as follows:

1. Bald on record impoliteness is the face threatening act (FTA) is performed in a direct, clear, unambiguous and concise way where face is not irrelevant.

2. Positive impoliteness: the use of strategies designed to damage the addressee's positive face wants.

3. Negative impoliteness: the use of strategies designed to damage the addressee's negative face wants.

4. Sarcasm or mock politeness: the face threatening acts is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realizations.

5. Withhold politeness: the absence of politeness work where it would be expected

2.4.1 Bald on Record Impoliteness

Bald on Record Impoliteness is typically deployed where there is much face attack, and where there is an intention on the part of the speaker to attack the face of the hearer. The face threatening act is performed in a direct, clear, unambiguous and to the point way in circumstances where the face is not irrelevant or minimized (Culpeper, 1996).

2.4.2 Positive Impoliteness

Culpeper (1996) describes positive impoliteness is the use of strategies design to damage the addressee's positive someone face who wants to be acknowledge as a part of society. Positive face here means desire from a person to be respond and needed by others. Culpeper (1996) further emphasise the output strategies of positive impoliteness are use inappropriate identity markers, seeking disagreement, liking selecting a sensitive topic, making the other feel uncomfortable, using taboo words, and calling the other names.

2.4.3 Negative Impoliteness

Negative Impoliteness is the use of strategies designed to damage the addressee's negative face wants, which means a desire from a person to not to be disturbed. Negative face is the want of every competent adult member that his/her actions be unimpeded by others. It also means the desire for freedom action (Culpeper, 1996). There are output of negative impoliteness strategies, they are:

a. Frighten

b. Condescend, scorn or ridicule

c. Explicitly associate the other with negative aspect: personalize, use the pronouns "I" and "You".

d. Put the other's indebtedness on record

2.4.4 Sarcasm or Mock Politeness

Sarcasm is face threatening act which is performed through the employment of politeness strategy insincerely (Culpeper, 1996). Someone can use sarcasm for expressing his or her opposite feeling which means not the real meaning of what he or she says. It can be concluded that the realization of sarcasm is insincerely politeness.

2.4.5 Withhold Politeness

Withhold Politeness is the absence of politeness work where we would be expected. As Culpeper (2011) gave the example that falling to thank someone for a present may be taken as deliberate withhold politeness. In addition, withhold politeness strategies is a strategy used not to perform as expected politeness strategies. The hearer tends to keep silent in responding the speaker utterances.

2.5 Functions of Using Impoliteness Strategies

There are three functions of impoliteness proposed by Culpeper (2011). They are affective impoliteness, coercive impoliteness and entertaining impoliteness.

2.5.1 Affective Impoliteness

The first function of impoliteness is addressed as affective impoliteness. Culpeper (2011: 223) states that affective impoliteness is the targeted display of intensely increased emotion, such as anger, which implicates that the production of the negative emotional state is the target's responsibility.

2.5.2 Coercive Impoliteness

The second function of impoliteness is coercive impoliteness. It is impoliteness that seeks a rearrangement of values between the producer and the target in which the producer gets more benefit or gets their current benefits reinforced or protected (Culpeper, 2011: 226). The term producer and target here could refer not only to individuals but also to groups or institutions. This function involves coercive action which is defined by Tedeschi and Felson (in Culpeper, 2011: 226) as an action which is intended to enforce harm on another person or to force upon an agreement. Culpeper (2011: 252) further confirms that this function apparently occurs in situations where different social structural power or social status exists, but it can also be used in more equal relationship to bring about an acquisition in social power.

2.5.3 Entertaining Impoliteness

The last function of impoliteness is entertaining impoliteness. This function of impoliteness exploits the target or potential target of impoliteness which includes entertainment at their cost (Culpeper, 2011: 252). Together with all genuine impoliteness, a victim or potential victim are always required. It is unexpected that although impoliteness tends to harm people or make them angry, it can also be entertaining. Unlike other studies under pragmatics which has a dyad consisting of speaker and hearer, impoliteness can be arranged equally for both the over-hearing audience and the target audience, and that it can entertain the audience (Culpeper, 2011: 234).
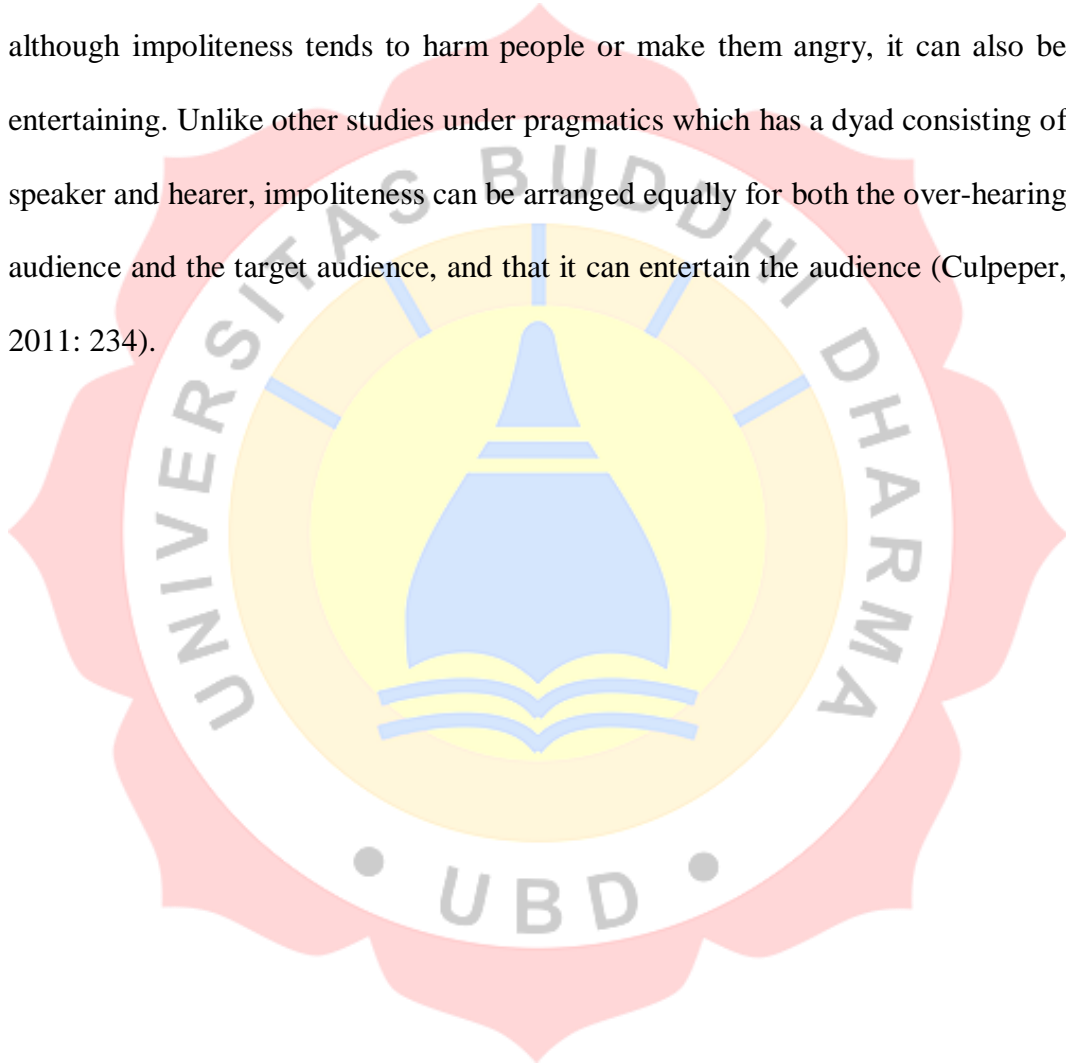
CHAPTER III

RESEARCH METHODOLOGY

The writer here explained the methodology of this research. It includes research approach, data type, data source, data collection method and data analysis.

3.1 Research Approach

The writer used a qualitative method which is based on an analysis of pragmatics that contains the study of impoliteness strategies on the application reviews. Bodgan and Bilken (1992) in Dian Thesis states descriptive qualitative research as direct source of the data and the researcher is the key instrument, qualitative means to find out how a theory works in different phenomenon whose data are collected are in form of words rather than number. It is descriptive to get certain information about certain phenomenon that happen when research was conducted. This study discussed the types and functions of impoliteness strategies found on the application reviews.

3.2 Data Types

Data play the most important role in the research analysis. In research, there are different methods used to gather information divided into two categories, primary and secondary data (Douglas, 2015) in Oluwatosin's thesis. As the name suggests, primary data is data that the researcher collects for the first time. Primary data is original and factual. Primary data is gathered with the goal of finding a solution to

the problem at hand. Primary data source include surveys, observations, experiments, questionnaire, personal interview and so on. Whereas secondary data are data that have already been collected or created by others. Secondary data are simply the analysis and interpretation of primary data. Secondary data are gathered for other reasons. Secondary data can be collected through various sources such as books, journal, or website. The key distinction between primary and secondary data is that primary data relates to data generated for the first time by the researcher, and secondary data refer to data acquired previously by investigator agencies and organizations. In this research, the data of the research are secondary data as the data source taken from the application reviews as the object.

3.3 Data Source

Data are the most important part of the research. The writer took the data from Pedulilindungi application reviews made by the Government of RI to handle spreading of covid-19, then analyzed the data. However, the writer only took data sorted from the most critical reviews to the least critical reviews. The writer examined the application because it's a popular application that has to be used by the people of the RI.

3.4 Techniques of Data Collection

The data were collected by using documentary technique, in which only the data that support the research questions are taken. The data of this research were taken

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from the application reviews sorted out by the most critical and least critical. The data were taken through some steps, as follows:

1. The writer installed the application on Appstore.

2. The writer read the reviews in the application reviews and sorted them out.

3. The data were translated into English then transcribed into written material (Ms.word).

4. The transcribed material was used as the data to be analyzed and the writer then classified them into the types of impoliteness strategies.

5. After that, the writer classified the functions of the impoliteness strategies.

3.5 Techniques of Data Analysis

The writer took steps in the analyses of the data which were collected as follows:

1. Firstly, the data of the research were analyzed by using Culpeper's theory (1996).

2. Secondly, the writer classified the types of impoliteness strategies from the application reviews and their functions.

3. Then, the writer put all the data into tables. The writer determined the percentage of types and identified the functions of impoliteness strategies utterances found in the research. The method was: percentage (%) = Data ÷ total data × 100

4. The last step is the writer presented the result of types of impoliteness strategy and their functions. Lastly the writer made the conclusion of the research.