CHAPTER I

INTRODUCTION

1.1 Background of the Research

Brown and Levinson (1987, p.94) propose a theory that well-known among linguists. That theory is about Politeness. Politeness is a part of pragmatics that has been widely researched from different perspectives. On the other hand, researcher also discusses impoliteness. In this case, people will be aggressive, offensive, careless, subversive, or insulting in their conversation. Therefore, the research about impoliteness is considered in studying politeness.

Watts (2003, p.18) views impoliteness as negative mark and inappropriate behavior that is perceived by participants in certain social and interactional contexts. Meanwhile, Terkourafi (2007, p.70) argues that impoliteness is face threatening behavior in which the hearer attributes no face threatening intention to the speaker. And then, Mills (2005, p.268) defines impoliteness as any type of linguistic behavior which is assessed as intending to threaten the hearer's face or social identity. From the three theories above, impoliteness can be concluded as a strategy that intentionally attack the face's of interlocutor and creates disharmony in social relationship.

Since impoliteness is introduced firstly by Culpeper (1996, p.350), his theory leads some researcher's attentions to study impoliteness in many different media and context, such as in television shows and in daily conversations. Nowadays, the huge attention in studying impoliteness is conducted in the field of Computer-Mediated Communication (CMC).

Recently, most of our millennial generations in their daily activity are using social media to communicate, such as Facebook, Twitter, Instagram, Path, etc. Certain abilities in using social media are used various features to express themselves. Social media grows up based on people needs in communication. For example, politicians use social media to propagate their vision. The information spreads rapidly to build up doctrine and stigma. In this case, Twitter is used by politicians as a tool to spread off their propaganda. Politicians influence their followers through using political campaign. Beside that, many features in twitter are allowed followers to convey their idea and feelings to the politician's posts.

The newest American President, Donald Trump, uses Twitter in his election in 2016. Trump becomes the 45th President of United States, He often give specific expression in his campaign. His propaganda uses twitter to encourage his followers. He is successes to express himself in giving controversial statements that content hates, racism, and discrimination. At the end of his statements, he usually uses punchy words to stress them. They are his favorite word, such as wrong, bad, sick and worst. Today, as The President of United State, Trump still applies language manipulation that is published on Twitter. The example of his tweet can be found at below:

> **"ObamaCare is torturing the American People. The Democrats have fooled the people long enough. Repeal or Repeal & Replace! I have pen in hand."**
> Donald Trump, President of the United Stated (3:38 AM - 25 Jul 2017)

Related to Trump's tweet, followers comments are:

1. Bob Beers @beers323 28 Jul 2017
Replying to @realDonaldTrump
Take that pen and stick it your ass!

2. Gracee Albertson @GraceeAlbertson 29 Jul 2017
Replying to @realDonaldTrump
Ashamed to have this idiot in charge of our country....

3. A. Kennedy White @AKennedyWhite2 29 Jul 2017
Replying to @realDonaldTrump
No, ass droppings, it is you who are torturing that American people. All you want
is your name on something, weather it works, or not.

American people get brightly sunshine when they look at their cellphone
every day. Inasmuch, their Twitter feeds are full of Trump's tweet which insult
ObamaCare. Many of Trump's followers are not agree with this condition. One of
them is Bob Beers @beers323 who comments **Take that pen and stick it your**
ass! It is a direct annoying utterance to response Trump's punchy word **"I have pen**
in hand". The speaker wants the President to put the pen into President's ass instead
to not create a policy with that pen about repealing *ObamaCare*. The comment of
Bob Beers @beers323 belongs to *bald on record.* This impoliteness strategy shows
direct intention for attacking the President's face.

1.2 The Research Question

Based on phenomena in Donald Trump's campaign, this research analyzes
about impoliteness. Therefore, this research is formulated in question below:

1. What are impoliteness strategies used by detractors of Donald Trump in
   their comments on Twitter about *ObamaCare* on July 18th, 2017?

1.3 Objectives of the Research

Based on the research question above, the writer has the object that is
discussed in this study. In this case, the objective of this research is figured out

impoliteness strategies used by detractors of Donald Trump in their comments on Twitter about *ObamaCare* on July 18th, 2017.

1.4 Scope of the Research

In this research, the writer only focus on identifying impoliteness strategies found in Donald Trump's tweet comments about *ObamaCare* on July 18th, 2017. It is the hot issue about his opinion on his rival policy. This analysis is conducted by using Culpeper's impoliteness theory (1996, p.350) and Leech's (1983, p.13) contextual meaning theory. This study focus to investigate follower's comment which is mention @realDonaldTrump. This follower's comments are sent directly to Donald Trump. They hope that Donald Trump reads their comments. In this case, the writer only studies the follower's comments which express their impoliteness.

1.5 Methods of the Research

In conducting the analysis of this research, the writer uses three systematic research procedures. They are collecting the data, analyzing the data and presenting the result of analysis.

1.5.1 Collecting Data

The data of this research is taken from comments in one of Donald Trump's tweet in Twitter. As American President, Trump often shares news on Twitter. He is one of the most popular world leaders on Twitter which has 37, 8 Million followers (Trump's Twitter page on Augustus 9th, 2017). The first step, the writer downloads his tweet page from the internet. Then, the writer reads all of the comments in his tweet about *ObamaCare* on July 18th, 2017. After reading, the writer applies note taking the comments which contain of impoliteness strategies.

The technique are applied in collecting the data is non-participant observational technique. The writer is not involved in the commenting the Trump's tweet and the writer doesn't take part in the situation.

1.5.2 Analyzing the Data.

In analyzing the data, the comments of detractors which are found in Trump's tweet indicate as impolite by using Culpeper's (2005, p.38). The indicator of impoliteness can be seen in:

(1) the speaker communicates face-attack intentionally.

(2) the hearer perceives and construct behavior as intentionally face attacking.

(3) a combination (1) and (2).

After determining the comments as impolite, the writer groups the data based on the theory as proposed by Culpeper's (1996, pp.356-357). Impoliteness strategies are divided into *bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness*. The analysis of those strategies in Trump's twitter comments are used to observe detractor's purposes. The context of the data is about the healthcare program that proposed by Mr. Obama. It is called *ObamaCare*. This context theory is proposed by Leech's (1983, p.13). The context is analyzed by using pragmatic identity method.

1.5.3 Presenting the Result of Analysis

In presenting the result of the analysis, the writer uses two methods. They are the formal and informal method. Firstly, the formal method is used to describe the tabulation of impoliteness strategies found in the comments on Trump's tweet by using the table as well as to show the dominant type. Secondly, the informal

method is used by narrated the process of research within 7 minutes by using 7

slides in Microsoft power point. These slides contain of background of analysis,

research question, and objectives of research, scope of research, theoretical

framework, and findings.