

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

This research aims to examine the impoliteness strategies used by netizens in comments or replies to tweets from the official MotoGP Twitter account mentioning Marc Marquez. The research is based on the theory of impoliteness strategies proposed by Culpeper (1996) and the function of impoliteness proposed by Culpeper (2011). Furthermore, this research found 88 comments from 27 tweets from the official MotoGP Twitter account containing the impoliteness strategy.

The results of this analysis show that there were four types of impoliteness strategies used by netizens in their comments or replies to the tweets of the official MotoGP Twitter account that mentioned Marc Marquez. They are bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. The most dominant type of impoliteness strategy in this research is negative impoliteness, with 35 data (39,77%). In their comments, netizens often use condescending, scorn or ridicule, and frighten to attack Marc Marquez's face. This strategy is frequently used to express their hatred, scorn, or criticism of the attitude and various incidents caused by Marquez during the race at the Sachsenring track. On the other hand, netizens also often use positive impoliteness with 28 data (31,81%), such as excluding the other from an activity, calling the other names, using taboo words, and showing disinterest/unconcerned/unsympathetic. Then, bald on record was found with 19 data (21,59%). Where netizens comment using direct and unambiguous language without trying to minimize the impact of their

utterances. Lastly, sarcasm or mock politeness with 6 data (6,81%) was used to satirize Marquez's behavior, which often crashed during the MotoGP Germany 2023 series. This strategy uses jokes or sarcasm to satirize or disagree by using language that appears polite but is not. The writer does not find the use of withhold politeness in this research because netizens tend to express their emotions and hatred towards Marc Marquez directly rather than being silent.

Furthermore, this research also analyzed the function of impoliteness used by netizens in their comments. Two functions of impoliteness are used: 77 data (87,5%) contain affective impoliteness, and 11 data (12,5%) contain entertaining impoliteness. The function of coercive impoliteness is not found in netizen comments or replies because netizens do not have the social power or authority over Marc Marquez to perform this function, so they are not in a position to impose their will or expect certain results from their comments. Affective impoliteness is frequently used by netizens because they tend to show emotional responses, such as anger and hatred towards the attitude and incidents caused by Marc Marquez during the 2023 German MotoGP series. They blame Marc Marquez for incidents on the track and attack Marquez's face to release their emotions.

4.2 Limitation and Suggestions

The limitation of this research is in the scope of analysis, which only focuses on the strategies and functions of impoliteness in netizen comments on MotoGP official account posts mentioning Marc Marquez. This study is based on Culpeper's (1996) theory of impoliteness strategy and Culpeper's (2011) theory of impoliteness

function. Although it is expected to enrich the understanding of impoliteness in social interaction, this research still has limitations in its scope, especially in the context of social media in the motorsport world. Therefore, this research can serve as a reference for future researchers who want to explore language impoliteness on digital platforms. Future research is expected to identify withhold politeness strategies to provide a more comprehensive analysis and expand insights into the dynamics of impoliteness in online communication.

