

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

This study discussed the impoliteness strategies and functions of impoliteness found in haters' comments in promoting Hailey Bieber's Rhode. The writer used Culpeper (2017, pp. 208-210) theory to analyze the impoliteness strategy and Culpeper (2011, pp.222-226) to analyze the function of impoliteness. According to Culpeper (2017), there are four strategies of impoliteness, namely, bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. This study shows how these strategies enhance user engagement, which helps to promote the brand. Through pragmatics analysis, it was shown that, even rude and negative comments can cause debates, responses, and media attention that help promote the brand.

By analyzing 10 selected posts on Rhode's Instagram account with the most comments, this study identified a total of 52 comments that contain impoliteness strategies found in comment sections. This study used Culpeper's (2017, pp. 208-209) impoliteness theory, which includes bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. This study only analyzed 25 comments that contain impoliteness seen through replies from another netizen. The findings show that there are bald on record strategy found 2 data, positive impoliteness found 33 data, negative impoliteness found 20 data, and sarcasm or mock politeness found 5 data, several comments used multiple strategies in a single sentence.

Based on Culpeper (2011, pp.222-226) there are three functions of impoliteness they are affective impoliteness, entertaining impoliteness, and coercive impoliteness. There were 31 data identified as affective impoliteness, 3 data for entertaining impoliteness, and 20 data for coercive impoliteness. Affective impoliteness was commonly found in Rhode's Instagram comment section because the haters used comments as a tool to show their feelings. In addition, Instagram is a platform that allows netizens to directly and emotionally criticize or attack.

It can be seen in Table 2.1 that a common strategy is positive impoliteness because some comments are intended to insult, exclude, and demean the personal image of the target as the owner of Rhode or a celebrity. On the other hand, function of impoliteness that the most commonly used function of impoliteness is affective impoliteness, it is shows that the comments are more focused on the expression of emotions such as anger and rejection.

Positive impoliteness is used to attack someone's positive face or self-worth, often through exclusion, ignore, or insults. When paired with affective impoliteness, the intention is to convey strong feelings such as anger or rejection rather than to influence the person who receives it. This alignment demonstrates that people are not just being impolite to control someone's behavior but to express their personal emotions through negative comments. In this study, the alignment between positive impoliteness and affective impoliteness is determined by examining the linguistic forms and emotional intention behind each comment.

4.2 Limitations and Suggestion for Future Research

This study only focused on 25 comments of the analysis of impoliteness strategies found in haters' comments on 10 selected Instagram posts related to Hailey Bieber. Not all of Culpeper's impoliteness strategies were identified in this study; in particular, withhold politeness was not present in the data. Because it is difficult to find the withhold politeness strategy on Instagram, this strategy is often employed in spoken face-to-face communication. Thus, to have a deeper understanding of how impoliteness strategies appear in situations, this study is still far from perfect. Future studies could explore impoliteness strategies across different types of social media or communication contexts, such as spoken conversations or podcasts. In order to find less obvious strategies that were not found in this study.

