

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1. Conclusion

This study examines the types of impoliteness strategies and the functions of impoliteness in Benny Blanco's Instagram comment section. The researcher uses the theory of impoliteness strategies proposed by Culpeper (1996) and the functions of impoliteness by Culpeper (2011). This study found 50 comments containing impolite comments on Benny Blanco's Instagram.

Based on the results of the research, the types of impoliteness proposed by Culpeper are five: Bald on Record, Positive Impoliteness, Negative Impoliteness, Sarcasm, and Withhold Politeness. The most dominant type of impoliteness in this research is 'Bald on Record', with 24 data points (48%). In the comments, netizens often use rude language and directly express their disrespect for Benny. Then, netizens also use Positive Impoliteness with 16 data (32%). After that, Negative Impoliteness is found with 6 data points (12%). Last, the researcher found Sarcasm with 4 data (8%) used to mock the hearer. Unfortunately, no data with 'Withhold Politeness' in this study because netizens did not use comments containing this term.

Furthermore, the researcher also analyzes the functions of impoliteness used by netizens in comments on Benny Blanco's Instagram column. The functions of impoliteness proposed by Culpeper are three: Affective Impoliteness, Coercive Impoliteness, and Entertaining Impoliteness. The most dominant functions that netizens use are Affective Impoliteness, with 29 data points (58%), 11 data points (22%) containing coercive impoliteness, and 10 data points (20%) containing entertaining impoliteness. Netizens often employ affective impoliteness because they frequently display strong emotions such as anger, hurt, humiliation, or frustration. Affective impoliteness is frequently intentional and emotionally charged, in contrast to other types of impoliteness that may occur unintentionally

due to social conventions or miscommunication. Many users attack Benny Blanco through hurt messages that include affective impoliteness. Netizens tried to make Benny feel frustrated because of the netizens' utterances.

4.2. Limitations and Suggestions

This study has certain limitations in its examination of impoliteness strategies, particularly concerning Instagram commentary. Consequently, it may provide a foundation for subsequent scholars interested in exploring impoliteness on social media platforms, with specific emphasis on Instagram. Future investigations could benefit from examining impoliteness across more diverse datasets and situational frameworks. A more extensive inquiry would facilitate a richer comprehension of how impoliteness strategies manifest in digital discourse, especially within public commentary sections such as Instagram.

A significant constraint of this research involves its dataset. The investigation was confined to one Instagram account belonging to Benny Blanco, analyzing merely 50 English-language comments. This restricted scope overlooks potential variations in impoliteness that may arise across different posts, linguistic features, or cultural contexts. Moreover, concentrating on a single celebrity figure may insufficiently capture the spectrum of behaviors necessary to extrapolate findings to wider social media interactions. The study also depended exclusively on textual examination, neglecting user interpretations, such as Benny Blanco's or other participants' perceptions of the comments - which could have enhanced the analysis of communicative intentions and receptions.

Therefore, the researcher recommends to develop their variation by examining numerous Instagram posts featuring diverse public figures, encompassing individuals from various backgrounds and professional fields. Multilingual datasets and cross-cultural analyses

could potentially generate significant revelations regarding the manifestation and interpretation of impoliteness across distinct sociocultural environments. Furthermore, integrating qualitative and quantitative approaches or audience perception studies—such as questionnaires or in-depth interviews—may contribute to verifying the assessment of impolite expressions and strengthening the reliability of the results.

