

CHAPTER I

INTRODUCTION

1.1 The Background of Study

Impoliteness in the era of technology development is not only performed in oral communication, but also in written form within online media. In other words, this phenomenon classified as impolite linguistic behavior.

Study of impoliteness remains fruitful since it investigates various strategies in different contexts in which people might be offensive and face threatening to others in theoretical ways. Impoliteness is considered as an act that is deliberately planned and aimed to attack others face (Bousfield, 2008). In addition, Culpeper (2005) insists that when speakers do impolite acts, they also intentionally select an offensive language to attack others.

Mills (2003) stated that “...politeness and impoliteness cannot be taken to be polar opposites, since impoliteness functions in very different and context-specific ways.” Thus, one could claim that impoliteness is a complex concept that needs a deeper analysis. In this study, impoliteness remains interesting to study in which it aims at broadening the scope of impoliteness study in a different contexts and media.

The speakers intention is the main aspect in impoliteness, others view that both speakers intention and listeners reception are essential in the process of impoliteness. Culpeper (2005) stated affirms that impoliteness occurs when the speakers deliberately communicate face attack, and/or hears observe the behavior as intentionally face-attacking. In addition, literature also suggest that impoliteness tends to occurred in situations when the speaker have conflicts of interest (Bousfield, 2007a; Culpeper, 2005). They have very close relationship.

Impoliteness is not only performed in a verbal communication, but also in a written form in online social media; the new media in a digital era that has been desired by many people. It is because social media area is the sheer scale, there is nowhere to hide so that any information spreads very easy and fast like wildfire but also lasts forever. As one of the possible media to analyze, social media partake in giving some data how people use their language through the use of caption on Facebook, Twitter, Instagram, and so forth that might lead to impoliteness.

More importantly, impoliteness has a close connection with social power. This means that speakers could manipulate impoliteness they performed to get power over actions of other interlocutor (Locher, 2004; Locher & Watts 2008). Although social power is highly dynamic and it is subject to negotiation, studies have indicated that those with more power, particularly legitimate and/or expert, tend to use impoliteness (Culpeper, 1996; Kantara, 2010). Moreover, Scollon & Scollon (2001) confirmed that impoliteness is actually an exercise of power in which it would be easily performed by those who have power which boots their confidence of being impolite.

Twitter as media to share opinion in short sentences but has powerful remark. Twitter's rapid rise in popularity and growing presence as a well-established and highly visible part of the digital landscape have accompanied its adoption and co-option for a wide variety of purpose (Highfield, Harrington, & Bruns, 2013).

Donald Trump is United State President. He is a politician who has been posted several controversial tweets on his twitter. Donald Trump often shows offensive remarks to attack or threaten other people or groups in his tweet. His position of elite speaker is generally used to represent other people, groups, communities, institutions, constitution, or races other nations.

Donald Trump has written several tweets that contain impoliteness related to international conflicts.

1.2 Identification of the Problem

1. What tweets which contain impoliteness strategy written by Donald Trump and Khomeini during military conflict Iran vs US
2. What are impoliteness strategies performed by President Donald Trump in his tweets?

1.3 Objective of the study

In general, this thesis describes the impoliteness strategies that is used by Donald Trump as President in order to give response to Iran's conflict. In particular, this research is aimed;

1. To find out the tweets which contain impoliteness strategy written by Donald Trump and Khomeini during military conflict Iran vs US
2. To identify the types of impoliteness strategy used by Donald Trump on his twitter

1.4 Limitation of the study

This research is focused on strategies of impoliteness within online communication through tweeter. This research aims to find out tweet which contain impoliteness strategies written by Donald Trump and Khomeini related to Iran and US conflict. And identifying the type of Donald Trump tweet on his social media twitter which contains impoliteness strategy. This analysis is conducted by using impoliteness theory that is proposed by Culpeper (1996).

1.5 Method of the Research

1.5.1 Collecting the Data

The data of this research are the tweets of Donald trump as the president of United State and Khamenei the president of Iran during the military conflict between Iran and US on tweeter as one of popular media social which it is use as the represented opinion. The data of this research are the tweets of Trump and Khemenei relate to the assasination of Qaseem Soleimani on January 2020. In the collecting the data. First, researcher finds out the tweets of Donald Trumps and Khamenei which contain strategy of impoliteness. Second, the researcher retype the tweets of Donald Trump and Khamenei as the respond to the conflict of Iran and US (the assasination of general Qaseem soleimani), the next step the data classified based on criteria of strategy of impoliteness according to Culpeper, to make the research become easier.

1.5.2 Analyzing the Data

The researcher analyzesthe data by referring strategies of impolitenessaccording to Culpeper (1996) use in Donald Trump’s tweets on his tweeter.Culpeper describe the five super strategies of impoliteness such as Bold on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness and withhold impoliteness.

This reasearch is categoriezed as contructivism worldview research(oftencombined with interpretivism) that is clasified as the qualitative approach in which the purpose to deliver the understanding froem the text. Therefore the writer will use descriptve qualitative in conducted the research in which to describe impoliteness strategies found in some of Donald Trump’s tweets.

In analyze the data the writer firs retype the data that collected from tweeter. Next step the data identified which contain impoliteness, after that the data will classified base on the Culpeper's five strategies of impoliteness.

1.5.3 Presenting The Result of Analysis

The finding of the research will be presented descriptively by using verbal statement. The explanation supported by table to make it clearer and easy to be understand.

