

CHAPTER I

INTRODUCTION

1.1 Background of the Research

In a communicative interaction, being polite is a common habit in society. People uttered the thought in their minds using specific sentence types, words and sounds to the hearer. On the other hand, interpreting the meaning just by literal meaning sometimes has a different perspective and affects people being impolite. Wardaugh (1998) explains that interpret the meaning of utterance does not just depend on what is written or spoken. The situation and the relationship with each other will influence each other's intentions (p. 255).

The hearer's comprehension of the behavior, somewhat intentionally or not, makes worse impoliteness act. As Culpeper (2005) state, the definition of impoliteness appears when (1) the speaker intentionally attack the hearer face and (2) the hearer perceive his face being attack or the combination (1) and (2) (p. 39). This factor of impoliteness, primarily seen in the text conversation in line with social media, has become a primary need. On using it, people have to put the punctuation correctly to avoid the miss perception.

As the primary need, social media is to keep in touch with people and a place for people to get information and express themselves. It also takes developing language in creating a new word that makes meaning the interpretation widely. Such as on Twitter, a Thread implies a set of published message contain images, photos, or videos, or known as tweets linked one after another. Further, Twitter focuses on speaking in the

first place with no restriction or censorship, rather than others with a near term and condition such as Instagram that focus on commercial marketing and branding.

On Twitter, it has some features that name Trending topics that consist of Rank for the most popular keyword that has been seeking or published. On August 15, 2020, as the most popular sport worldwide, a tweet “Full Time” about a Champions League semifinal score that ended up with FC Bayern Munich humiliated FC Barcelona 8-2. It has become trending on Twitter that got 38.4k retweets (resharing on their Twitter). The tweet is from the official account of FC Barcelona that the function is to report instead is good news or not and interact closer to the fans via Twitter.

The match result attacks Barcelona face As the biggest club in the world that got defeated with the biggest score since 1956. It also attacks the face of the fan of FC Barcelona. It increases the possibility of someone doing impoliteness such as mocking, sarcasm, or direct bald on record. Then the occurrence shows the intentional reason as a functional impoliteness proposed by abbas and Ismail (2015) that 1 of 7 functions is a legal contrast situation like a match or tournament when in a situation 1 of 2 people absolutely will get threatening. Culpeper (1996, p. 353) also stated that in the circumstances, it is not participant interest to maintain the other’s face, as FC Bayern Munich humiliated FC Barcelona.

By that occurrence, the writer uses the comments section of the tweets that got replies from the fans and the Twitter user as data. That we can assume the speaker is a football lover by their noticing and react to that occurrence. The speaker comes from any different background that makes the output come from various styles of language.

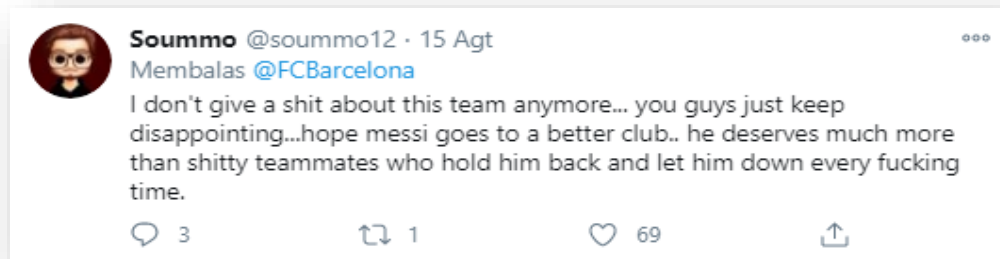
Thus, FC Barcelona as a club has many elements such as coach, player, manager, owner, president, and other stakeholders.

It is interesting to observe the phenomenon of impoliteness in the football realm that is knowingly maniac or fanatic to their team. Most football fans are male, which is mainly a user of impoliteness. They were doing a face-threatening act to the informational account that still shares the unintentional losing game and differently attacks all-side of the club. They also attack something that did not relate with FC Barcelona, like when a user of Twitter @yerebakanAbidin is doing sarcasm to Besiktas and not attacking the face of FC Barcelona. We can see the variation of using impoliteness in sports entertainment and extended the research object not just observing people with authority or political background.

It is essential to see that even you are just doing your job sharing information about the club. However, it can not prevent you from got attack in the face by the readers. As long we are social creatures, understanding pragmatics, especially impoliteness, to get advantages of understanding other's intended meaning. Like the same knowledge of football, we should have the same perception to understanding what the speaker means. It makes people recognize the importance and purpose of some action of their interlocutor.

Based on the data the writer choose, the replying text on FC Barcelona Twitter posted. It can be seen impoliteness strategies, for example:

- Explicitly with negative aspects by pronouns I and You



In that reply, we might see that he is a fan who did not want to care anymore and using Negative Impoliteness in his utterances. He is associating The FCB team with a Negative aspect explicitly with pronouns “**I**” on how Fed up watching his Favourite Club playing without spirit and got humiliated lost. Then, using pronouns “**YOU**” for not making any improvement and keep repeating the same failure. Although he differentiates Messi that should not blame and praises him, he deserves a better team that belongs to him. It shows that he uses the functional impoliteness *defending face* as the intentional reason, which is that he protects Messi’s face from blaming the failure by his teammates.

1.2 Identification of Problem

This research focused on analyzing the rudeness aspect in tweets' comments as the types of impoliteness strategies. By using impoliteness strategies, someone can express their power and attack the face of FC Barcelona. In this case, this research concerns to answer the following questions:

1. What are the types of impoliteness strategies the reader uses on FC Barcelona on tweets "Full time" about final score 2-8?.

2. What are the reader's functional reasons for using impoliteness strategies on FC Barcelona tweets "Full time" about final score 2-8?.

1.3 Objectives of the Research

In general, this research aims to analyze and describe the types and the functional reason for using impoliteness by the reader through FC Barcelona Tweets "Full Time" that posting about 2-8 lost on August 15, 2020. Accordingly, those are two related objectives of the study formulate in conducting this research. Those are:

1. To describe the types of impoliteness strategies the reader uses on FC Barcelona on tweets "Full time" about final score 2-8?.
2. To identify the reader's functional reasons for using Impoliteness strategy on FC Barcelona tweets "Full time" about final score 2-8?.

1.4 Scope of the Research

In this pragmatic study, the writer creates boundaries to explain the analyzing data based on the interpreted situational context. Based on the tweet, these studies examine replies to the FC Barcelona "Full Time" post. That contains the types of impoliteness strategies by Culpeper (1996). In practice, the writer only took data from public tweets using English utterances. Only the tweets on the replies section **on 15 August 2020**, when the first day @FCBarcelona published the tweets and considered contains impoliteness.

1.5 Method of the Research

In conducting research, the writer will explain several points. They are data, data source, method of collecting data, analyzing data, and presenting the result of the analysis.

1.5.1 Data and Source of Data

Data are plain facts. Data is the assemble of visible evidence or fact and can be measure, collected and reported, and analyzed, then visualized using graphs, pictures, or other analytical tools. The data is processed, organized, structured, or presented in a given context to make it helpful information. Data as a general concept refers to the fact that some existing information or knowledge is represented or coded in some form suitable for better.

According to Sudaryanto (2015), the data focus on the context of analysis. The writer uses Twitter as a data source, a social media platform that focuses on words. The development place of language, new meanings, abbreviations, and acronyms. With 1.3 billion users globally, 330 million active users, 46 percent of Twitter users access it every day, with 71 percent of users accessing the site at least weekly. Every day twitter sent 500 million Tweets and 350,000 in every minute.

Twitter is the place to get the latest and fastest information than other platforms. There are also partly to express their feelings, daily activities and then judge the public figures they hate. Therefore, the phenomenon of impoliteness behavior on the Twitter social networking site is studied to see the application of disrespectful

language in online communication. The comments deal with texts and observe people using the language for obvious communicative purposes deserve attention.

The purpose of sports accounts is to reach and get closer fans, share news about the club, and keep in touch with another club account by sending a tweet containing pragmatic features such as sarcasm and mocking. In this study, the data is based on the replies or comments from the reader on the Twitter account of FC Barcelona on tweets or posts "Full Time," which displays a score of 2-8 defeat. The data taken from the replies section contains impoliteness strategies based on the Culpeper (1996). Using data about Football, the most popular sport, the headlines of sports news, it is interesting to study the public reaction to the use of language in social media.

Then, the post's context was an embarrassing defeat to the most extensive team in the world. It is increasing the possibility of Twitter users or readers attacking the FTA of FC Barcelona. They respond to the unexpected, express their frustration and disappointment by written a reply.

1.5.2 Method of Collecting the Data

The writer applied a non-participant observational technique in collecting the data. The writer is not involved in the commenting and doesn't take part in the situation. The writer takes the data from written sources, which is limited to the interest of the reasons and the writer's objectives. Those are several steps to collect the data:

- 1) The first step of collecting the data is to log in to Twitter via apps or websites then seeking the tweets. The writer has been marking the site on Google, the @FCBarcelona post on the 15th of August, 2020.
- 2) Then, the writer then read all written replies or comments and tagged the post by the reader that did not hide by the user the day it was published.
- 3) The next step is screening and take a screenshot of the written replies that using English and contain an impoliteness strategy.
- 4) The last step is to take a screenshot and copying the written impoliteness replies, and move them into a folder.

1.5.3 Analyzing the Data

In analyzing the data, the writer read all the screenshots of replies, understanding the meaning using football knowledge, and identify the data that contains impoliteness strategies. The writer focuses on the replies that have five main principles of Culpeper's (1996) framework. Those are Bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. Then analyzed a reason for using impoliteness as a function proposed by Abbas and Ismail (2015). those are Mocking, Defending face, Professionalism, Legal contrast situation, Strategic, Psychological, and Criticism.

1.5.4 Presenting the Result of Analysis

In the last step, The writer using Arikunto's (2019) understanding of how much data will describe and presents. Then presents the results descriptively using tables and percentages with a narrative explanation to show the utterance percentage and categorize the types of impoliteness strategies and the function impoliteness. The table is used to easier processing the data analysis. To discover the data percentage, it calculates by dividing the frequency by the data total number and then multiply them by 100%.

The formula to finding a Types of Impoliteness percentage used by the reader on the Fc Barcelona's post :

$$\frac{\text{The Type of Strategy Frequency} \times 100 \%}{\text{Total of Data}} =$$