CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is an essential communication tool. When communicating, humans will share their ideas and feelings. These ideas and feelings can be conveyed through direct communication or in written communication. Direct communication is the act of sharing thoughts, messages, or feelings face to face between the speaker and the interlocutor. Meanwhile, written communication conveys ideas, letters, or impressions through writing and can be obtained using electronic media or social media.

In communicating directly or in writing, the need to pay attention to reasonable communication procedures with others without misunderstanding is called politeness. According to Yule (1996, p. 60), politeness in an interaction can be defined as the means to show awareness of another person's face. It can be called politeness if the listener does not feel offended by the speaker or does not feel that the speaker attacked his face. When the person causes misunderstandings in communication, it is called impoliteness. Culpeper (2008, p. 3) states that impoliteness involves communicative behavior intending to cause a target's "*face loss*" or perceived by the target to be so. Impoliteness can be interpreted as a negative

attitude shown by the speaker intentionally, or not that causes disharmony or misunderstanding in social relationships.

Nowadays, impoliteness can be found in our daily lives, such as conversations, literary works, social media, television, radio, the internet, and others. Social media is a medium that is currently the most widely used for expression. In today's modern era, many social media platforms can be used as a medium for information, communication, entertainment, and more. One of the social media that is widely used today is Youtube. Youtube is a website or application that facilitates users sharing videos or enjoying various videos uploaded by multiple accounts. Different kinds of videos can be uploaded or enjoyed on this Youtube application, such as; films, educational videos, video blogs belonging to artists or vloggers worldwide, news, music videos, and more. These various shows can make people use Youtube as a space to show their impolite expressions.

As a visible phenomenon, in 2020, the news caught the public's attention, namely a speech delivered by French President Emmanuel Macron on October 2, 2020. Macron gave a speech offensive to Muslims. This speech certainly attracts a lot of attention from people worldwide, especially various Muslims around the world. Many news platforms have raised the issue. One of them is an official Youtube account called Al Jazeera English. Al Jazeera English is a Youtube channel that is part of the Qatar Government. This channel provides various kinds of international news. Al Jazeera English channel participated in broadcasting news about Macron's speech about Islam on his Youtube account with the title "*Macron says Islam' in*

crisis,' prompting backlash from Muslims," this news has the most views and comments. This news received many rejections as well as various detractor comments sent to Macron. They used impolite expressions as a form of reaction to Macron's actions by using negative sentences. The following is an example of a negative sentence that can be categorized as impoliteness:

S: *That* **shit** *is fazed me!*

In this utterance, the speaker uses the word *"shit,"* which has a bad meaning. This word includes taboo words or words that need to be avoided and are not suitable for communication.

Based on the background above, the writer emphasizes analyzing the strategies and the functions of impoliteness found in the news on Youtube. The data taken in this research are commentators in Al Jazeera English news on Youtube entitled *Macron says Islam in Crisis, prompting backlash from Muslims*. The writer chooses this news as research data because this news got the most viewers and the comment, which is all of the statement included in insulting comment delivered to Emmanuel Macron. There are several strategies of impoliteness used by the commentators.

Therefore, this problem motivates the writer to continue this research to make people aware and be more careful in communicating or commenting using social media. Every human being has the right to comment, but that does not mean that every human being is free to use disrespectful words by swearing or mentioning

the name of an animal to vilify others. The writer hopes that people can express their opinions on social media without hurting other people's hearts.

1.2 Research of Questions

This research answer research questions about impoliteness based on the phenomena in Emmanuel Macron's speech news. Therefore, these questions are formulated in the questions below:

1. What are the strategies of impoliteness used by detractors in the comment of Al Jazeera English news on Youtube?

2. What are the functions of the impoliteness strategies used by detractors in the comment of Al Jazeera English news on Youtube?

1.3 Objectives of the Research

Based on the research questions above, the writer has the object that is discussed in this research. In this case, the objective of this research is:

1. To find out the strategies of impoliteness used by detractors in the comment of Al Jazeera English news on Youtube entitled *Macron says Islam in Crisis, prompting backlash from Muslims*.

2. To identify the functions of the impoliteness strategies used by detractors in the comment of Al Jazeera English news on Youtube entitled *Macron says Islam in Crisis, prompting backlash from Muslims*.

1.4 Scope of the Research

In this research, the writer only focuses on finding out the impoliteness strategies and identifying the functions of choosing the impoliteness strategies in

the news about Emmanuel Macron's speech on October 2nd, 2020 and was published by Al Jazeera English news on Youtube with titled *Macron says Islam' in Crisis', prompting backlash from Muslims*. The research focused on investigating viewer's comments in that video on Youtube. This viewer's comments are intended for Emmanuel Macron. In this case, the writer only studies the commentators' statements which express their impoliteness. This analysis is conducted by using Jonathan Culpeper's (1996) impoliteness strategies, Jonathan Culpeper's (2011) functions of impoliteness, and Leech's (1983) context to make this analysis clearer and easier to understand.

1.5 Methods of the Research

The writer used mixed methods, namely a qualitative research method and the quantitative research method, in conducting this research. The steps of this research are collecting data and analyzing data.

1.5.1 Data Collection

1.5.1.1 Source of the Data

In this research, the source of the data taken from the news uploaded by the official Youtube account called Al Jazeera English, entitled *Macron says Islam 'in Crisis,' prompting backlash from Muslims*. This news was uploaded on October 3rd, 2020, and got the most viewers on Youtube, with around 998,826 viewers (viewed on June 25th, 2021). From the source, the data collection is in the form of the utterances uttered by commentators. The writer is not involved in commenting on the news of

Emmanuel Macron's speech on the Al Jazeera English Youtube account, and the writer does not take part in the situation.

1.5.1.2 Data Collection Procedure

In collecting the data, the writer watched the news about Emmanuel Macron's speech published by Al Jazeera's Youtube account with the keywords "*Macron says Islam 'in Crisis,' prompting backlash from Muslims*." The second step is the writer reads the comments column contained in the news. After that, the writer sorts the comments selected for research. Here are the criteria for comments that are eligible to be used for this research:

- The comments using English because it is under the language used in this study.
- The comments are the first comments or are not the result of replies to previous comments.
- The comments are in the form of negative comments or comments that show impolite expressions.

Therefore, the writer only took the first 125 comments in the comments column that met the criteria above to be analyzed in this study..

1.5.2 Data Analysis

In analyzing the data, the first step is identifying the strategies and the functions of impoliteness in 125 negative comments on Al Jazeera English news. The process

of identifying is done by balding the utterances on the comments. The second step is categorizing the strategies of impoliteness by using Culpeper's (1996) theory and the functions of impoliteness by using Culpeper's (2011) theory. Leech's (1983) context is also used in analyzing strategies of impoliteness and functions of the data. The writer takes 12 comments which analyzed in detail and descriptively using a qualitative method.

In the third step, the writer uses a table that includes all the data of the impoliteness strategies and the functions found in the comments column in Emmanuel Macron's speech news on Al Jazeera English. The column of the table consists of utterances, subtypes, strategy, and function. In this table, the writer uses a quantitative method to include the result of the data with the percentage. The writer describes the table and uses the formula to calculate each found impoliteness strategy percentage. The formula is used to find out the percentage for data is:

$$Percentage = \frac{Uttarances}{Population} \times 100\%$$