

ANALYSIS OF IMPOLITENESS COMMENTS OF NETIZEN ON NAJWA SHIHAB YOUTUBE CHANNEL

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Abstrak

Penelitian ini berjudul "Analisis Ketidaksantunan Komentar Netizen pada Channel YouTube Najwa Shihab". Penelitian ini bertujuan untuk mengetahui penggunaan strategi ketidaksantunan yang digunakan oleh netizen dalam bertutur di kolom komentar kanal YouTube Najwa Shihab pada acara "Ganjar Pranowo Bicara Gagasan" berdasarkan teori Jonathan Culpeper. Dalam penelitian ini, desain penelitian yang digunakan adalah metode kualitatif deskriptif. Hasil dari penelitian ini mengidentifikasi lima jenis strategi ketidaksantunan: Ketidaksantunan yang Tidak Terekam (25%), Ketidaksantunan Positif (22%) dengan Menyindir Orang Lain (3%), Menolak Kesamaan dengan Pendengar (1%), Mengalihkan Topik yang Sensitif atau Tidak Ingin Dibicarakan (5%), Menggunakan Kode yang Tidak Tepat (1%), Tidak Tertarik dengan Pembicaraan (6%), Mencari Perbedaan Pendapat (4%), dan Menggunakan Bahasa yang Tidak Jelas dan Rahasia (2%), Ketidaksantunan Negatif (26%), dan Ketidaksantunan Sarkasme atau Ejekan (27%), sedangkan Ketidaksantunan Menahan Diri (Withhold Politeness) tidak ditemukan karena hanya ditemukan pada tuturan lisan. Berdasarkan hasil analisis, Sarcasm or Mock Impoliteness (27%) merupakan jenis strategi ketidaksantunan yang paling dominan. Dari temuan ini, dapat disimpulkan bahwa netizen Indonesia sering mengungkapkan makna yang berlawanan dengan kata-kata yang sebenarnya diucapkan, yang bertujuan untuk mengkritik atau mengolok-olok lawan bicaranya dengan cara yang halus.

Kata Kunci : Ketidaksantunan, Netizen, Komentar, YouTube, Najwa Shihab.

Abstract

This study is entitled "Analysis of Impoliteness Comments of Netizens on Najwa Shihab YouTube Channel". This study aims to examine the types of impoliteness strategies used by netizens in speaking in the comments column of Najwa Shihab's YouTube channel on the show "Ganjar Pranowo Bicara Gagasan" based on Jonathan Culpeper's theory. In this study, the research design used is a qualitative descriptive method to analyze the types of impoliteness strategies used by netizens in commenting on the comment section of Najwa Shihab's YouTube channel on the "Ganjar Pranowo Bicara Gagasan" video uploaded in September 2023. Data will be obtained from transcripts of printed materials related to incivility, with Culpeper's theory as the basis of analysis. The results of this study identified four types of impoliteness strategies from 100 comments studied contain impoliteness strategies on the video, the four categories of impoliteness identified include: Bald on Record Impoliteness (25%), Positive Impoliteness (22%) with Insulting Others (3%), Rejecting Similarities with the Listener (1%), Diverting Topics that are Sensitive or do not want to be Discussed (5%), Using Inappropriate Code (1%), Not Interested in Conversation (6%), Look For Differences Opinion (4%), and Using Unclear and Confidential Language (2%), negative impoliteness (26%), and Sarcasm or Mock impoliteness (27%), while Withhold Politeness is not found because it can only be found in oral speech. Based on the analysis, Sarcasm or Mock Impoliteness (27%) is the most dominant type of impoliteness strategy. From these findings, it can be concluded that Indonesian netizens often express meanings that are opposite to the words they actually say, which aims to criticize or make fun of their interlocutors in a subtle way.

Keywords: Impoliteness, Netizen, comments, YouTube, Najwa Shihab.

Introduction

Linguistics is a branch of science that studies everything related to language in all its aspects. It includes understanding language structure, the history of language, language comparison, and how humans use language and understand language. Linguistics focuses on studying phonetics, phonology, morphology, syntax, semantics, and pragmatics to comprehend language structure and functionality within cultural and social settings. Human life is integrated and cannot be separated from language (Subyantoro, 2019). Through language, humans can convey their thoughts, ideas, and desires. Humans as social creatures interact using language. The study of science related to language use and its context in linguistics is called pragmatics.

Pragmatics is a language science that discusses the context of conversation. In pragmatic studies, when two or more people are communicating, the person who delivers the speech is called the speaker and the person who is the target of the speech is called the speech partner. According to (Brown & Levinson, 1978) impoliteness is behavior that causes harm to the interlocutor which is carried out to reveal gaps in status and power. Likewise, (Culpeper, 1996) characterizes impoliteness as the utilization of language with to upset, criticize, or belittle the conversation partner. Impoliteness strategies are used to show dislike or hatred towards someone's interlocutor. Impoliteness in language can easily be found on social media, along with the development of the times and advances in technology, people can easily express their opinions through platforms such as Facebook, Instagram, YouTube, and similar social media outlets.

YouTube is a social media application that is easy to access for all groups, from children to adults. For young people, YouTube is a great space to find things they like. Most young people use YouTube to watch music videos, comedy programs, and even cooking tutorials. YouTube has become a very popular platform because it is very entertaining and can be watched repeatedly. One of the journalists, activists and active YouTubers who is currently on the rise is Najwa Shihab. Najwa Shihab is an Indonesian journalist, presenter and activist who is quite well-known in the community. His popularity has increased since he appeared to present her show, namely "Mata Najwa" which was broadcast on his personal YouTube channel. Topics that are often discussed are politics, law, religion, and actual issues. The topic that has been in the public spotlight lately is the issue of issues regarding politics and the 2024 elections, this has been discussed by internet users on social media.

Internet users are called netizens which is an abbreviation for internet and citizens often express their opinions through the comments column. The comments given are very varied, from praising, and providing input to impolite comments. Comments of this kind are usually intended to demean, offend, or hurt other people's feelings in the online environment or on social media. This practice is often considered rude and can harm the targeted individual. This of course contradicts the image of the Indonesian nation which is known for upholding the value of politeness.

Indonesia, known for its reverence for politeness and ethical communication, particularly towards elders, is highlighted by Geertz as a society rich in social values emphasizing decorum in behavior, action, and speech. These values, encompassing politeness and cooperation, shape interpersonal relationships within Indonesian society, evident in daily interactions as articulated by Geertz. Globally, Indonesia enjoys a positive reputation for its friendliness and respect towards others, particularly the elderly, as recognized in a 2017 Rough Guides survey where Indonesia ranked sixth among countries with the friendliest and most polite locals. However, this contrasts sharply with the behavior of Indonesian netizens on social media platforms. According to the Microsoft Digital Civility Index (DCI), which measures language politeness, Indonesia ranks 29th out of 32 countries, scoring 76 points, the lowest in Southeast Asia. The report highlights impolite behaviors such as spreading hoaxes, discrimination, bullying, and hate speech as prevalent online. The rapid advancement of the internet and societal changes have altered the linguistic norms of Indonesian society, leading to a trend of impolite discourse among many Indonesian netizens on social media.

Netizens' impolite speech can often be found on social media, for example, on September 21 2023, Najwa Shihab's YouTube account uploaded a video with the title "*Ganjar Pranowo Bicara*

Gagasan" with guest star Mr. Ganjar Pranowo who is the governor of Central Java and one of the 2024 Indonesian presidential candidates. Expressed regarding the ideas conveyed by Ganjar Pranowo, quite a few of them also voiced statements that contained impoliteness. Based on the discovery of impoliteness comments in Najwa Shihab's YouTube comments column, the researcher is interested in applying a title to this research that is based on a similar problem, namely: "Analysis of Impoliteness Comments of Netizen On Najwa Shihab Youtube Channel". The reason for choosing impoliteness in this study is to find out what types of impoliteness strategies are and what types are dominant in netizen speech in the comment section of Najwa Shihab's YouTube channel and so that especially students can avoid using speech that contains impoliteness in communication. The reason the researcher chose this title is because there is language impoliteness in the comments of Indonesian netizens, whereas Indonesia is a country that is known for upholding the value of politeness, but why can language impoliteness occur in comments. Therefore, this research aims to analyze the impoliteness that appears in netizens' impoliteness strategies.

Method

In this study, the researcher will use a qualitative descriptive method to analyze the type of impoliteness strategies used by netizens in commenting on the comment section of Najwa Shihab's YouTube channel on the "*Ganjar Pranowo Bicara Gagasan*" video uploaded in September 2023. A qualitative approach is concerned with developing explanations of social phenomena. (Sugiyono, 2007) is also referred to to understand that descriptive research aims to determine the value of independent variables, either without making comparisons or relationships with other variables. In this case, this research will focus on calculating the frequency of occurrence of impoliteness strategies in netizen comments on videos, in accordance with the principles of descriptive methods.

The data source that will be used in this research is the comment column of Najwa Shihab's YouTube account because the comments are written material. Mass media, especially YouTube, is the focal point of this research. Meanwhile, the data in this research are netizen comments containing impoliteness in the episode "*Ganjar Pranowo Bicara Gagasan*" on Najwa Shihab's YouTube channel, a video uploaded on September 21, 2023 which has been watched 4 million times, liked 42 thousand times, and commented on 19,279 times. The researcher will extract 100 netizen responses from the comment column that contain impolite speech to be analyzed further. This research is qualitative research, therefore this research uses observation instruments. Observation in qualitative research is used to see and observe directly the object of research so that researchers can record and collect the data needed to reveal the research being conducted. The supporting instruments in this research are a laptop, mobile phone, notebook, pen, internet, and the researcher itself which is tasked with observing, investigating, and analyzing netizen comments on the comment column of the Mata Najwa event entitled "*Ganjar Pranowo Bicara Gagasan*" aired on Najwa Shihab's YouTube channel has been watched 4 million times, liked 42 thousand times, and commented on 19,279 times. The steps for collecting data for this research are as follows: 1. Researcher watch the Mata Najwa Show entitled "*Ganjar Pranowo Bicara Gagasan*" which was broadcast on the Najwa Shihab YouTube Channel. 2. Then, while watching, researcher read netizens' comments in the comments column and found many negative and impolite comments. 3. After that, researcher studied theories that analyze impolite speech. Researcher used the strategy theory of impoliteness by Jonathan Culpeper (1996) to match impolite utterances. 4. Then, the researcher read the comments again and selected comments that had offensive phrases and sentences. 5. To make it easier for researcher to copy and screenshot the comments as documentation (just in case the comments column is disabled by the video creator). 6. Then the researcher wrote the data into Microsoft Word to make it easier for the researcher to analyze it.

Research Result

The data in this research were taken from Netizen utterances in Najwa Shihab's YouTube comment section on the video "*Ganjar Pranowo Bicara Gagasan*". Culpeper in the Theory of Impoliteness states that there are five types of Impoliteness Strategies, that are Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Impoliteness, and withhold politeness.

Bald on record impoliteness is an action or speech that directly and openly conveys impoliteness or rudeness without any polite closure or dampening. This means no attempt to hide or suppress unfriendliness in communications. A common example is a direct, forceful statement that could be considered impolite.

Context: Megawati Soekarno Putri is the chairperson of the PDIP party which is the largest party in Indonesia, many of her haters call her a bull grandmother because the PDIP party she leads has a bull logo with a red base color. Many people dislike this party because the general chairman is considered too arrogant and arrogant.

Utterance: *Syiiiiiiaaaaap!! Hempaskan nenek banteng biar jadi partai gureeeem* (okayyyyyy!! Throw down grandma bull to become a party gureeeem)

The utterance can be classified as bald on record impoliteness. In that context, the utterance directly conveys a threat or verbal violence without any attempt to defuse or disguise the rudeness of the language. In the sentence, "Throw down grandma bull" is a threat or verbal violence against Megawati Soekarno Putri, which is inappropriate and disrespectful.

Positive impoliteness refers to actions or utterances that intentionally impress unfriendliness or disagreement with the aim of reinforcing one's own status or power.

Context : When interacting with the public, Ganjar Pranowo often looks confident or dominant in his appearance or manner of speaking, which can be interpreted by some as haughty.

Utterance: *Gayanya angkuh banget* (His style is very arrogant)

The utterance that mentions that someone looks "haughty" falls into the category of positive type impoliteness. Positive impoliteness is impoliteness that is intended to show one's superiority or superiority or to show disapproval or dissatisfaction with another person's actions or behavior. In this case, mentioning that someone looks haughty is a way to express dissatisfaction or disapproval with the person's behavior or attitude.

Negative impoliteness refers to actions or speech that intentionally suggest unfriendliness or indifference with the aim of reducing social distancing or reducing attachment to the listener. This can be done by ignoring, rejecting, or blaming the listener. In essence, it is a more direct form of unfriendliness than positive impoliteness.

Context : The speaker who made the comment may have an opposing opinion to what Ganjar Pranowo said.

Utterance: *Gue cuma mau bilang.... TUUUULLLUUUULLLL* (I just want to say... MOOOORROOOONNNN)

The comment falls into the category of negative impoliteness. It is a very disrespectful and insulting expression, calling Ganjar Pranowo a "moron". It shows disrespect and condescension that is inappropriate in a civilized conversation.

Sarcasm or mock impoliteness refers to the use of speech or actions that contain innuendo or mockery with the intention of insulting or demeaning others. It involves the use of words or tone of voice that seem to convey something humorous or ironic, but actually have a disrespectful or demeaning intent. Sarcasm or mock impoliteness is often used to satirize or ridicule someone or something that is disliked. This can cause discomfort or conflict in social interactions, especially if the targeted party doesn't like it or doesn't understand that the sarcasm is meant as mockery.

Context: Ganjar Pranowo in "*Ganjar Pranowo Bicara Gagasan*" often smiles awkwardly when he feels himself cornered.

Utterance: *dari mukanya aja apa lagi senyumnya kek orang jahat* (From his face he smiles like a bad person)

The utterance belongs to a type of impoliteness called sarcasm or mock politeness. This occurs when

someone uses language that seems polite or courteous, but implies or conveys an impolite or demeaning intention. In this context, the use of the phrase "he smiles like a bad person" indicates a negative judgment of a person, and the use of the word "smile" with the connotation of "bad person" indicates an insulting or mocking attitude.

To find the most dominant type in netizen's utterance which contains impoliteness in Najwa Shihab's YouTube comment section on the video "*Ganjar Pranowo Bicara Gagasan*". The researcher calculated the percentage of data from each type of impoliteness strategy. The method for calculating dominant presentation uses the following formula:

$$N = F(x)/n \times 100\%$$

More details:

N: Percentage of types

f(x): total types frequency of the sub-category

n: total types of all category

A. Bald in Record Impoliteness

$$\begin{aligned} N &= F(x)/n \times 100\% \\ &= 25/100 \times 100\% \\ &= 25\% \end{aligned}$$

B. Positive Impoliteness

$$\begin{aligned} N &= F(x)/n \times 100\% \\ &= 22/100 \times 100\% \\ &= 22\% \end{aligned}$$

C. Negative Impoliteness

$$\begin{aligned} N &= F(x)/n \times 100\% \\ &= 26/100 \times 100\% \\ &= 26\% \end{aligned}$$

D. Sarcasm or Mock Impoliteness

$$\begin{aligned} N &= F(x)/n \times 100\% \\ &= 27/100 \times 100\% \\ &= 27\% \end{aligned}$$

Based on the data analyzed, the most used Impoliteness Strategies found in Najwa Shihab's YouTube comment section on the video "*Ganjar Pranowo Bicara Gagasan*" was Sarcasm or Mock Impoliteness is 27 data (27%).

Research Finding

This section presents the findings to answer research problems, based on Culpeper (1996) theory in netizen's utterance which contains impoliteness in Najwa Shihab's YouTube comment section on the video "*Ganjar Pranowo Bicara Gagasan*", the researcher found several research results, that is:

Table 1 The percentage of impoliteness strategies

No.	Types of Impoliteness Strategies	Number	Percentage
1	Bald on Record Impoliteness	25	25%
2	Positive Impoliteness	22	22%
3	Negative Impoliteness	26	26%

4	Sarcasm or Mock Politeness	27	27%
5	Withhold Politeness	-	-

Discussion

In this research, researchers found the types of Impoliteness Strategies according to Culpeper's theory (1996). Sarcasm or Mock Impoliteness is the most dominant type that can be found in the comment section of Najwa Shihab's YouTube channel on "*Ganjar Pranowo Bicara Gagasan*", which is 27 utterances (27%). Sarcasm or mock impoliteness refers to the use of speech or actions that contain innuendo or mockery with the intention of insulting or demeaning others. In the context of analyzing netizen speech on YouTube comment sections, this includes how words are used in sentences made to mock or blame the interlocutor subtly. In the comment section of "*Ganjar Pranowo Bicara Gagasan*" sarcasm or mock impoliteness is mostly used to attack Ganjar Pranowo's face using words that seem to convey something in a humorous or ironic way, but actually have an impolite or demeaning intention.

Negative impoliteness is the second dominant category that can be found in the comment section of Najwa Shihab's YouTube channel on "*Ganjar Pranowo Bicara Gagasan*", which is 26 utterances (26%). The utterances containing negative impoliteness on Najwa Shihab's YouTube comment section tend to use words that express indifference, rejection, or rejection of Ganjar Pranowo without paying attention to feelings or politeness norms. Bald on Record Impoliteness found on Najwa Shihab's YouTube channel comment section is 25 utterances (25%). Bald on record impoliteness refers to impolite actions or utterances made without any attempt to defuse or hide them in a more subtle or polite way. In this context, "bald" describes honesty or sincerity in expressing something without the inhibitions or cover-ups usually used in more polite social interactions. In other words, this act does not undergo the disguise or cover-up that usually occurs in polite communication.

Positive impoliteness found in the comment section of Najwa Shihab's YouTube channel is 22 utterances (22%). The definition of positive impoliteness is a communication strategy used to express indifference, rejection, or dominance over others aggressive or offensive way. It involves the use of language or actions that directly indicate power or superiority over others. In this context, "positive" refers to actions that emphasize the speaking party's power or dominance, rather than building a harmonious or pleasant relationship. This can include the use of abusive language, ignoring, harshly criticizing, or flatly refusing without giving adequate reasons or explanations. Various aspects related to positive incivility speech are also found in the comments column, namely Insulting others as much as 3 utterances (3%), Reject similarities with the listener as much as 1 utterance (1%), Diverting topics that are sensitive or don't want to be discussed as much as 5 utterances (5%), Using inappropriate code as much as 1 utterance (1%), Not interested in conversation as much as 6 utterances (6%), Looking for differences of opinion as much as 4 utterances (4%) and Using unclear and confidential language as much as 2 utterances (2%).

In this research, the researcher analyzes netizen utterances that contain impoliteness strategies in the comment column of Najwa Shihab's YouTube channel on the "*Ganjar Pranowo Bicara Gagasan*" show, by referring to the theory of impoliteness strategies proposed by Culpeper (1996). This study is in line with several previous studies that have examined the theory of impoliteness strategies in speech. Similar to those studies, the main focus of this research is to analyze how to find out impoliteness strategies in an utterance on Najwa Shihab's YouTube Channel comment section. Basically, this research aims to provide optimal and maximum benefits in general. This research is also expected to be useful for many parties. For researchers, this research provides knowledge, and adds insight so that it can be the basis for further research, for students of the English Education Department, the results of this study are expected to help to learn more about impoliteness strategies for students, and for future researchers, this research can be an additional reference.

Conclusion

This study aims to analyze the impoliteness strategies in netizen's speech in Najwa Shihab's YouTube comment section in the episode "*Ganjar Pranowo Bicara Gagasan*". The 100 netizen utterances that contain impoliteness can be categorized into types of impoliteness strategies. Specifically, there are 25 discourses of basa-basi (25%), 22 positive discourses (22%), 26 negative discourses (26%), and 27 sarcasm or mocking discourses (27%). Various aspects related to positive

impoliteness are also found in the comments column, namely Insulting others as much as 3 utterances (3%), Refusing to be in common with the listener as much as 1 utterance (1%), Diverting topics that are sensitive or do not want to be discussed as much as 5 utterances (5%), Using inappropriate codes as much as 1 utterance (1%), Not interested in the conversation as much as 6 utterances (6%), Looking for differences of opinion as much as 4 utterances (4%) and Using unclear and confidential language as much as 2 utterances (2%).

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