

## CONVENTIONALIZED IMPOLITENESS USED BY HATERS ON CRAZY NIKMIR REAL'S YOUTUBE CHANNEL

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### ABSTRACT

The objectives of this descriptive qualitative study were to discover the form of conventionalized. The data were obtained from the hater's comment in Youtube Channel Program. The data hater's comment in Crazy Nikmir Real's Youtube Channel from the topics of Anjay Hasil Pansos untuk Dapetin Endorse? Semua Statement Lutfi ditolak Nyai!!!. The data were identified, analyzed and categorized based on Culpeper's (2011) the concept of impoliteness. The findings of the study showed that: 1) There were 9 forms of impoliteness found in both data of male and female comedians namely a) insults, b) pointed criticisms or complaints, c) dismissals, c) challenging or unpalatable questions and/or presuppositions, d) condescension,, e) message enforces, f) dismissals, g) silencers, h) threat, and i) negative expressive. Therefore, Insults were found to be the most dominant conventionalized impoliteness and silencers were to be the most minimum.

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### 1. Introduction

A very rapid development in this time is the developments of information communication and information which is internet-based technology. Everyone can easily access a wide variety of information completely. There are many sources of information from various media that can be found on the internet. One of them is to get more entertainment. As we know that the functions of internet is the most loved by people is the using of social media, such as Facebook, Twitter, Instagram, Youtube, and so on.

In social media, for instance youtube, there are so many events can be watched by everyone. In this case, viewers can leave comments in that video. They tend to be free to express their opinions, both positive and negative one. The positive comments in Youtube will have a big influence on the mindset of viewers or other readers, even though everyone essentially wants a good influence on what they watch.

In the fact, it was not what was expected. Based on the observations, youtube channel which is made by famous sensational artist, Nikita Mirzani, on her youtube, Crazy Nikmir Real, found that there are some bad comments expressed by haters in the commentary part on her personal YouTube channel. As can be seen below: UA: singkat aja, orang ini bodoh, tapi mencoba untuk terlihat pintar. (Shortly, this guy is so stupid, but he tried to look smart)

From the statement above, it showed that UA expressed impoliteness in her written language, for instance the word of stupid. Related to statement by Culpeper (1996) that impoliteness can occur and stick when there is an act that innately threatens one's face. UA in the example above tried to threaten someone; therefore the word of stupid can be

categorized in impolite language. Then, Culpeper also stated that there are two methodologies for understanding the conventionalized impoliteness formulae. They are 1) to investigate the expressions to the impoliteness metadiscourse orients and 2) to focus on regularities of expression in impoliteness contexts (Culpeper: 2011). The present study from Laitinen (2015), he found that all of the impoliteness strategies applied in that performing, and for the most dominant strategy used is bald on record impoliteness.

This present study would not aim to clarify the impoliteness strategy, but rather to expose the impoliteness form conventionally which is formalized by Culpeper (2011): insults, pointed criticism/ complaints, challenging or unpalatable questions and/ or presuppositions, condescension, message enforces, dismissals, silencers, threats, and negative expressive.

**2. Research Methods**

The study applied descriptive research design to find the criteria of descriptive adequacy and explanatory adequacy based on Culpeper's (1996) theory. The source of data in this study was haters in Crazy Nikmir Real's youtube channel. The data of the study was the impolite language gathered from hater's comment in Crazy Nikmir Real's youtube channel. It was taken randomly with the tittle "Anjay Hasil Pansos untuk Dapetin Endorse? Semua Statement Lutfi di Tolak Nyaii" which is published on September 4th, 2020. The technique of data collection in this study was documentation. Through interactive model of Bogdan and Biklen (1982: 145), it was observed based on hater's comment in Crazy Nikmir Real's Youtube channel, then the researcher sorted the written utterances which are considered in impoliteness in order to determine as the data. Then, the researcher documented the impolite language by copying them into the documentary sheet. The last, the impolite language were be analyzed as well based on Culpeper's (1996) theory.

**3. Result And Discussion**

The data in this study were the commentary of the haters in Crazy Nikmir Real's Youtube Channel. The data were analyzed by applying Bogdan and Biklen (1982: 145) analysis model. There were 9 types of conventionalized impoliteness expressed by haters In Crazy Nikmir Real's Youtube Channel, namely 1) insults, 2) pointed criticism or complaints, 3) challenging or unpalatable questions and/or presuppositions, 4) condescension, 5) dismissals, 6) message enforces, 7) silencers, 8) threats, and 9) negative expressive as summarized in the following table.

**Table 1.**  
Conventionalized Impoliteness Forms Found in Hater's Comment in Crazy Nikmir Real's YouTube Channel

Impoliteness Forms	Hater's Utterances
Insults	<i>Singkat saja:lutfi ini bodoh tapi,ia terlihat seperti orang pintar Young lex ketawa menonton ini</i>
Pointed Criticism or Complaints	<i>Kmaren alesannya bocil jatuh dari sepeda, skarang alesannya tongkrongan</i>
Challenging/Unpalatable Questions	<i>Yakin gak nyindir ? Amnesia kali ini bang.</i>
Condescension	<i>Ya iyalah, gak mau bikin konten sama mereka. Udah malu duluan. Gengsi kaliii. Hahaha. Terlihat banget muka dua nya. Kasihan ya bang lagi gak ada pemasukan. Endors gak bisa ya. Di undang sana sini kasih statment muter-muter. Haha.</i>
Message Enforcers	<i>Emang beneran ada ya bocilnya yang dia ceritain? Kok ga pernah diundang di kontennya ya tanya maksudnya anak kecil itu ngomong Anjay apa</i>
Dismissals	<i>anjay, die lagi die lagi. pulangin ke semarang aje dahh</i>

Impoliteness Forms	Hater's Utterances
Silencers	<i>Merenung dulu bang mending. Jamu perkasa ala india bikin wanita merintih ke enakan <a href="https://youtu.be/Zkb7kly_fg4">https://youtu.be/Zkb7kly_fg4</a></i>
Threats	<i>Wooooow nyai mantap lah , skatmat trosss Sumpah gua klo ketemu orang ini pengen bilang anjay depan mukanya Gua tau sebenar nya nyai gemes sama ni orang "gemes" Pengen tampol, Enak ni ketemu ni orang teriak d depan muka nya ANJAY... ENEG BGT W</i>
Negative Expressive	<i>SAMA ANJAY 1 INI? pengen ngeludahin ramean</i>

The following points would provide the analysis of the conventionalized impoliteness forms found in the data.

a. Insults (INS)

There were 678 expressions of insults expressed by male comedians in ILK Comedy Program. Culpeper (2011) referred insults as the productions of statements to wound the addressee's face. It typically picks on the target's physical appearance, mental ability, character, behavior, beliefs, and familial and social relations. It can be found in the following data.

- 1). *Singkat saja:lutfi ini bodoh tapi,ia terlihat seperti orang pintar Young lex ketawa menonton ini*
- 2). *Biasalah bro artis kurang job gak pernah nongkrong mungkin*

The data above showed that hater applied insults in personalized negative assertions by produced the word "lutfi ini bodoh" and personalized third-person negative references in the hearing of the target by produced the word "artis kurang job". The word bodoh in first example is personalized to lutfi, in this case, hater tried to pick lutfi's quality when he gave his explanation in Crazy Nikmir Real's Youtube Channel. Then, in second example, it can be seen that hater tried to give negative references for third person. In this case, the third person is lutfi as an artist in the youtube channel.

b. Pointed Criticism or Complaints (PCC)

Of 1 episode analyzed, there were only 321 expressions of pointed criticism or complaints found. Pointed criticism or complaint includes expression of disapproval and statements of fault, weakness or disadvantage, (Culpeper, 2011). The following expressions represent this form found in the data.

- 1). *Kmaren alesannya bocil jatoh dari sepeda, skarang alesannya tongkrongan*
- 2). *Najisss banget mau top top tapi kaya taiiii*

The sentences of "Kmaren alesannya bocil jatoh dari sepeda, skarang alesannya tongkrongan" and "Najisss banget mau top top tapi kaya taiiii" in the examples of (1) and (2) above showed conventionalized impoliteness in pointed criticisms or complains, because haters tried to express disagreement by giving her/his pointed complaints/ critics.

c. Challenging or Unpalatable Questions (CUQ)

There were only 176 occurrences of challenging or unpalatable questions and/or presuppositions expressed by haters found in the data. This form is an expression of a speaker mentioning a challenging questions or presuppositions to attack the hearer face. The following expressions could show the application of the form in Crazy Nikmir Real's Youtube Channel.

- 1). *Yakin gak nyindir? Amnesia kali ini bang.*
- 2). *Anjay lu ngemis viewrs ya????wkkwkw*

To show our disagreement to others' opinion could be expressed politely. It can be seen in the data above, in (1) the sentences of "Yakin gak nyindir?" and (2) "Anjay lu ngemis viewrs ya???", haters tried to expressed their unpactable questions in expressing her/ his disagreement in asking question presuppotionally.

d. **Condescension (CON)**

Having analyzed the data, 549 expressions of condescension by haters were found in one episode. Condescension is an impoliteness form basically aimed to expel the hearer from the conversation. The occurrence of condescension form can be seen in the following data.

1). *Ya iyalah, gak mau bikin konten sama mereka. Udah malu duluan. Gengsi kaliii. Hahaha. Terlihat banget muka dua nya. Kasihan ya bang lagi gak ada pemasukan. Endors gak bisa ya. Di undang sana sini kasih statment muter-muter. Haha.*

2). *duh lutfi Sarjana tapi kek bocah SD tengil bangettt*

By the data above, it can be seen that haters produced the sentences of "Terlihat banget muka dua nya. Kasihan ya bang lagi gak ada pemasukan. Endors gak bisa ya. Di undang sana sini kasih statment muter-muter" and "bocah SD tengil bangettt" are some expression in rude behavior in which she / he tried to unregard someone who showed a violates power in implementing the hierarchy of power. This was obviously a rude behavior to be shown in the youtube channel.

e. **Message Enforcers (MGE)**

Message enforcer is a feature aimed to get attention from the listeners and as a confirmation of the message being delivered. There were 150 occurrence of this feature found in the data of hater's impolite comment as seen in the following.

1). *Emang beneran ada ya bocilnya yang dia ceritain? Kok ga pernah diundang di kontennya ya tanya maksudnya anak kecil itu ngomong Anjay apa*

2). *Heh sadar lu aja pernah bilang atau tu kata "Anjay" lu taro di caption*

The previous excerpt shows that haters here would like to reaffirm that he ever heard something. That is why he said "emang beneran ada ya bocilnya ang dia ceritain?" In this case, hater tried to get more informatios in enforcing the message. Then, hater used the word "heh sadar" which was a word that had strong and serious sense to remember something.

f. **Dismissials (DIS)**

There were 178 sentences which can be seen in expression dismissials in hater's comment in Crazy Nikmir Real's Youtube Channel. It can be seen below.

1. *anjay, die lagi die lagi. pulangin ke semarang aja dahh*

2. *Merenung dulu bang mending.*

From the sentences in (1) "pulangin ke semarang aja dahh" and (2) "merenung dulu bang mending", it can be seen that haters tried to give their expression when they wanted someone out of the discussion, especially in an unacceptable way.

g. **Silencers (SIL)**

Silencers are the impolite expressions directed to rudely ask someone to quit talking and stop his participation of the conversation. There were only 96 excerpts found in the data of hater's utterances as explained in the following.

*Jamu perkasa ala india bikin wanita merintih ke enakan [https://youtu.be/Zkb7kly\\_fg4](https://youtu.be/Zkb7kly_fg4)*

In the data above, it is shown that hater tried to make and intend to violently interrupt someone to stop speaking by watching other video.

h. **Threats (THR)**

In the youtube program, threats found were indeed not actual threats and had almost zero chance to be performed after the program. However, when being said

seriously and to express anger, the pretending threats were still considered impolite as 3 examples found in the following.

- 1). *Wooooow nyai mantap lah , skatmat trosss*
- 2). *Sumpah gua klo ketemu orang ini pengen bilang anjay depan mukanya*
- 3). *Gua tau sebenar nya nyai gemes sama ni orang "gemes" Pengen tampol*

Haters expressed their anger to Lutfi on the Crazy Nikmir Real's Youtube Channel because he continued to reveal repeated and always different sentences in every talk on other YouTube channels that he had previously said. They said it with an elevated tone even though it was expressed through comments in the form of unpleasant writing.

i. Negative Expressives (NGE)

After analyzing the episodes, there were 162 negative expressives found in the data of hater's utterances. Negative expressives are basically the expressions of venting anger such as curses and ill-wishes to the listeners as can be seen in the following data.

- 1). *Enak ni ketemu ni orang teriak d depan muka nya ANJAY... ENEG BGT W SAMA ANJAY 1 INI?*
- 2). *pengen ngeludahin ramean*

Obviously it is impolite to expect to scream and spit on people if you meet someone you hate. These included negative expression of bad wishes to be done to the target person.

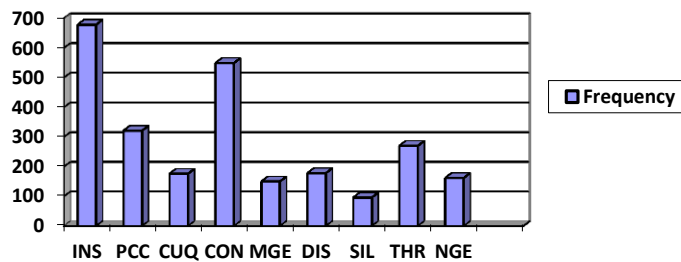
After analyzing the data, it was found that there were 645 occurrences of language impoliteness in which each show the types of conventionalized impoliteness forms used by haters in Crazy Nikmir Real's Youtube Channel. The findings obtained could be seen in the following points.

**Table 2.**

Forms of Conventionalized Impoliteness Used by Haters in Crazy Nikmir Real's Youtube Channel

No	Forms of Conventionalized Impoliteness	Total
1.	Insults	678
2.	Pointed Criticism or Complaints	321
3.	Challenging/Unpalatable Questions	176
4.	Condescensions	549
5.	Message Enforcers	150
6.	Dismissals	178
7.	Silencers	96
8.	Threats	270
9.	Negative Expressives	162
	Total	2580

The total of the conventionalized impoliteness forms classification above can be presented in a figure, as follow.



**Figure 1** The Classification of Conventionalized Impoliteness Forms Used by Haters in Crazy Nikmir Real's Youtube Channel

Based on the table above, it described the expressions which consist of 678 expressions for insults, 321 expressions for Pointed Criticism or Complaints, 176 expressions for Challenging/Unpalatable Questions, 549 expressions for Condescension, 150 expressions for Message Enforcers, 178 expressions for dismissals, 96 expressions for silencers, 270 expressions for threats, and 162 expressions for negative expressive. Therefore, the most dominant form in the Crazy Nikmir Rea's comment in Youtube Channel found was insults, and the most minimum form was silencers.

**4. Conclusion**

This study focused on language impoliteness in Crazy Nikmir Real's Youtube Channel. It was aimed to find out the forms of conventionalized impoliteness used by haters in Crazy Nikmir Real's Youtube Channel. After analyzing the data, conclusions are 1) There were 9 forms of conventionalized impoliteness that could be found in both data of haters, namely a) insults, b) pointed criticisms or complaints, c) dismissals, c) challenging or unpalatable questions and/or presuppositions, d) condescension, e) message enforces, f) dismissals, g) silencers, h) threat, and i) negative expressive, and 2) There were 678 expressions for insults, 321 expressions for Pointed Criticism or Complaints, 176 expressions for Challenging/Unpalatable Questions, 549 expressions for Condescension, 150 expressions for Message Enforcers, 178 expressions for dismissals, 96 expressions for silencers, 270 expressions for threats, and 162 expressions for negative expressive. Therefore, Insults were found to be the most dominant conventionalized impoliteness. Meanwhile, silencers were to be the most minimum.

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