



VIOLATION OF POLITENESS PRINCIPLES IN THE SOCIAL MEDIA YOUTUBE

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Abstract

Being polite is necessary for certain situations because it is closely related to others. Thus, when saying something, a speaker is expected to consider the context. This article describes the violation of politeness principles by social media users, youtube in communication. The data were the utterances categorized as violating the maxims of politeness principles taken from a youtube channel of an Indonesian artist Luthfia Gazali named Luthfia Gazali Youtube Channel. The analysis was conducted by using the concept of politeness principles related to the context. All utterances will be connected with everything that embodies the emergence of those utterances (explain more) The result of the study is narratively presented. The data analysis found that the speakers violated four maxims out of six maxims of politeness. They are tact, generosity, approbation, and sympathy maxim. The approbation maxim occurs more than others because this social media becomes the means to express anger and disappointment toward the video posted by Luthfia Gazali Youtube Channel.

Subject Area: Pragmatics

Keywords: Maxims of Politeness Principles, Politeness, Social Media, Violation

1 Introduction

Social media as a group of internet-based applications is one form of developing science and technology in telecommunications. Social media (in the future will be abbreviated as "medsos") has become an inseparable part of the life of the world community, including Indonesia. Various facilities with technological advances have made increasingly innovative social networking sites appearing, so Indonesians can communicate more easily. However, such communication has no limits for anyone.

Based on the observation of the research results on the social management platform HootSuite and social marketing agency We Are Social entitled "Global Digital Reports 2020" released in January 2020, there are 175.4 million people out of 267.7 million people in Indonesia who have become social media users. This means that only 92.3 million Indonesians have not been touched by this part of technological advancement. In addition, the management of HootSuite and social marketing agency We Are Social in the research also found the fact that the five most used social media in Indonesia are Youtube, WhatsApp, Facebook, Instagram, and Twitter. A large number of social media users makes Indonesians able to interact with each other freely without the limitation of space and time.

The used language in social media not all users of social media understand the situation about the importance of implementing language politeness. Correct, good, and polite language attitudes will help speakers in making effective communication situations with interlocutors so that it is hoped that mistakes will not occur when communicating. Humans cannot be separated from communication activities. However, the high intensity of communication between individuals with the various facilities offered by social media in interacting without space and time boundaries can trigger language impoliteness among social media users. Language) is often found in various social media applications, including Youtube.

Youtube is now transformed into a social media favored and used by people from various backgrounds. Youtube allows netizens to write various comments on videos uploaded by channel owners. Apart from providing various conveniences and entertainment obtained from social media such as Youtube, it also brings multiple problems. Youtube should be a space for people to share knowledge and information. But in practice, the use of Youtube sometimes creates conflicts between communities. Netizens, who mostly comment negatively, even say a less polite speech in the Youtube comments column, are generally haters or haters of the channel owner.

Microsoft, in a research report on the Digital Civility Index (DCI), stated that throughout 2020 Indonesian social media users were in the lowest rank in Southeast Asia in terms of politeness, or it could be said that Indonesian social media users had the lowest level of politeness in Southeast Asia. In this research, Microsoft found that the level of impoliteness in Indonesia increased by 5 points compared to 2019. The level of impoliteness is still high, indicating the Indonesian people's lack of awareness and knowledge regarding binding and regulatory laws regarding electronic information and transactions.

Language impoliteness that continues to plague social media can influence the younger generation of Indonesians to no longer consider and pay attention to interlocutors so that spoken utterances contain defamation, provocation, insult, or defamation. If this continues in Indonesian society, the function of language as a tool to unite the nation and harmony between language users will fade. Therefore, this research is vital so social media users can understand and sort out the utterances in various social media networks.

2 Literature Review

Pragmatics is a branch of linguistics that examines the use of language to interact (Asri et al., 2021; Oktavianus & Revita, 2013; Revita, 2018, 2020; Revita et al., 2017; Wijana, 1996). Pragmatics is closely related to the context (Yule et al., 2010) because what the speaker says may mean differently (Austin, 1962). In an interaction, some points must be considered for harmony among the participants (Brown & Levinson, 2011; Stephen Levinson, 1993).

In some situations, people may speak impolitely. They insult others via language. Moreover, the hearers are threatened because of the utterances produced. It is categorized as impoliteness.

There are various opinions on defining the concept of impoliteness. (Culpeper, 2011) describes impoliteness as the opposite of politeness, a strategy used to destroy and break up social relations between speakers. Impoliteness is a negative attitude and behavior that occurs in a particular context. There are several factors behind the occurrence of impoliteness. The first is due to the very close social relations between speakers. Second, there is an imbalance of social power among speakers. Third, the speaker intends not to want to protect the face of the speech partner, which may result in a conflict of interest (Culpeper, 2011a; Haugh & Bousfield, 2012) Mills (2003) states that impoliteness can be seen as an assessment of a person's behavior and not the intrinsic quality of speech. Impoliteness is a judgment closely related to a speaker's intentions and goals. Actions of impoliteness depend on the speaker's intention, the listener's understanding of the speaker's intention, and the relationship between the speakers. An effort may qualify as disrespectful if the listener perceives that the speaker is destroying the face of the listener or speech partner and displaying a threatening action (Brown, 2015; Limberg, 2009).

Disrespectful behavior is inversely related to expectations and beliefs about specific values. The behavior seen as unfavorable is often considered "disrespectful" when there is conflict, defense, or hope that other people share their beliefs or values. Impoliteness can occur if, in communicating, the speaker intends to attack the face of his speech partner so that the speech partner feels that the speaker has attacked him. In another sense, it is caused by an intentional factor. Impoliteness can be aimed at creating social intimacy when it is clear to all parties or because there is an element of truth in the speech.

Apart from the above, the definition of immodesty is still under debate. Moreover, Culpeper (2013) and Dynel (2015) state that what determines whether a statement is impolite or not is the listener's attitude. If a speech offends the listener, it is not polite. However, this opinion contradicts the argument of Limberg (2009), which states that immodesty only occurs if it is done with the deliberate factor of committing an offense and attacking the listener's face. Thus, immodesty is a perlocutionary effect as the reaction of an illocutionary act.

The politeness principles can be applied to identify whether the utterances are categorized as polite or impolite. The principles of politeness are based on social norms and cultural values, which can vary across different societies and contexts. Some theories proposed by the experts related to this principle.

First, politeness is achieved through linguistic strategies to maintain face or preserve social harmony (Brown & Levinson, 2011). The theory identifies several politeness strategies, such as indirectness, hedging, and politeness markers, that individuals use to show respect and deference to others. Second is Grice's maxims of conversation (Grice, 1975). These principles of conversation include quality, quantity, relevance, and manner. By adhering to these maxims, individuals can communicate more effectively and politely.

Third is Goffman's face theory (Sifianou, 2012). The theory proposes that individuals have a public self, or "face," that they present to others in social interactions. Politeness involves respecting others' faces and preserving one's face in social situations. The next is cultural norms and values, where cultural norms and values can also influence politeness (Walters, 2005). For example, some cultures value indirectness and avoiding conflict, while others may prioritize directness and assertiveness.

Politeness principles refer to the social rules or guidelines that individuals use to communicate with each other politely. Maxims are one way of formulating these principles, and they include the following (Leech, 2014):

1. The maxim of tact requires individuals to be sensitive to others' feelings and avoid saying things that might hurt or offend them.
2. The maxim of generosity: This maxim involves expressing kindness and goodwill towards others. It requires individuals to offer compliments and try to be helpful.
3. The maxim of approbation: This maxim requires individuals to show appreciation for others' actions or behavior. It involves expressing gratitude and acknowledging the efforts of others.
4. The maxim of modesty: This maxim involves avoiding boasting or self-promotion. It requires individuals to downplay their achievements and to show respect for others.
5. The maxim of agreement: This maxim involves seeking common ground and avoiding unnecessary disagreements. It requires individuals to be open-minded and to respect others' opinions.
6. The maxim of sympathy: This maxim involves expressing empathy and understanding towards others. It requires individuals to show concern for others' well-being and to offer support when needed.

3 Method

This study uses a descriptive method with a qualitative approach. The descriptive method is the way that systemically, factually, and accurately describes the facts and the causal relationship of the material being analyzed (Safron & Richards, 2023). Meanwhile, the qualitative approach is an approach in research that analyzes existing data, which will then be described in the form of words or sentences based on data in the field (Bhangu et al., 2023). The data were the comments of netizens of Youtube users who are considered impolite found on the Lutfi Agizal Channel between August-October 2020.

Luthfi Agizal is an artist who once became viral when he posted on his youtube channel named Lutfi Agizal that the word '*anjay*' would destroy the morale of Indonesian children. The word '*anjay*' is commonly used by the young as a way of expression. He was also involved in a fraud case after becoming a victim of identity abuse.

The data were collected using an observational method with the note-taking technique and recording. The researcher watched the video many times and made some notes of the comments of the viewer of the video. Any utterances containing the violation of politeness principles are then highlighted.

The concept of politeness principles proposed by Leech (1983) is used to analyze the data. Context is also applied to identify violated maxims. The result of the analysis is narratively and descriptively presented.

4 Result and Discussion

Some impolite utterances were used by netizens when they commented after watching the video posted on Luthfi Agizal Youtube Channel available in August-October 2020. These comments violate the maxims of politeness principles.

4.1 *Sok asik lu DAJJAL* 'You're so cool DAJJAL'

The above utterance violates the principle of politeness and tact maxim. The tact maxim outlines that each participant in a narrative must minimize the losses of others or maximize the benefits for others. *Sok asik lu DAJJAL* gives the impression that the speaker does not have a polite attitude towards the speech partner because he uses harsh words to express his meaning. In addition to assuming that the party in question has a fun character, speakers also give titles or curses by using the word *DAJJAL* which refers to a sinister meaning.

4.2 *KASIHAN MASIH MUDA DAH GILA* 'What a pity, She is still young but crazy'

There is a violation of the maxim of sympathy from the utterance above. The principle of sympathy requires all speech participants to maximize sympathy and minimize a sense of antipathy to the interlocutor. The speakers did not show sympathy at all to the speech partners. In fact, what happened was the speakers highlighted a great sense of antipathy. It showed that the utterance of *KASIHAN MASIH MUDA DAH GILA* means dropping and isolating the hearer who has gone insane at a young age.

4.3 *Seandainya gw ketemu elu di jalan. Gw pastikan telur busuk akan melayang di muka Anda*

The maxim of generosity has been violated by the speaker in the utterance *Seandainya ketemu elu di jalan. Gw pastikan telur busuk akan melayang di muka Anda* 'If I meet you on the street. I'm sure rotten eggs will fly in your face'. In this maxim, the speaker is required to maximize respect or benefit for others. The utterance *Seandainya gw ketemu elu di jalan. Gw pastikan telur busuk akan melayang di muka anda* gives a threat to the speech partner, Lutfi Agizal.

4.4 *Lu mau podcast apa demo pake toa segala*

The speaker of the above utterance violated the maxim of approbation. In this maxim, the speaker is expected to maximize harm to himself and minimize his own gain. Utterance 4 maximizes the praise toward the hearer and minimizes the dispraise. In the utterance *Lu mau podcast apa demo pake toa segala*, the speaker seems to deny the attitude of Luthfi. He even disobeys the concept of minimizing the praise toward the hearer. What the speaker stated maximized the dispraise.

4.5 *MALAYSIA TOLONG CLAIM HEWAN INI, PLIS*

Utterance 5 violates the maxim of approbation. In this maxim, the speaker needs to minimize other people's dispraise. The speaker is questioning by ignoring the hearer's feelings. The hearer might get offense from the utterance *MALAYSIA TOLONG CLAIM HEWAN INI, PLIS*. The speaker only conveys what is in his mind, and he thinks that the hearer is not aware of his Shortcomings.

4.6 *Muka si lutfi pen gw geprek :)*

Utterance 6 is categorized as violating the maxim of approbation. By saying *muka si lutfi pen gw geprek :)*, the speaker indirectly did not consider the psychological condition of the hearer. The speaker freely stated the speech in his comments.

4.7 *Penjilat, munafik, muka dua, baperan, sensasional negative, penjiplak, garing, agak kebancian dll ada semua di lutfi*

The above utterance indicates that the speaker is violating the maxim of approbation. The maxim of approbation avoided offending and dispraising others. In the utterance *Penjilat, munafik, muka dua, baperan, sensasional negative, penjiplak, garing, agak kebancian dll ada semua di lutfi*, the speaker conveys a sense of incompatibility. The negative traits mentioned by the speaker in the comments are all with Lutfi.

4.8 *TETAPLAH HIDUP WALAUPUN TIDAK BERGUNA*

Utterance 8 violates the principle of politeness. The speaker, in this context, violates the tact maxim in which he is not wise in giving comments toward Luthfi. By saying *TETAPLAH HIDUP WALAUPUN TIDAK BERGUNA*, the speaker maximizes self-disrespect and expresses respect for oneself.

4.9 *Saya berharap lutfi diculik PKI*

The speaker, in utterance 9 expects that PKI will kidnap Luthfi. This expectation violates the tact maxim in which the speaker maximizes the expression of beliefs that imply cost to others; maximizes the expression of beliefs that imply benefit to others. The maxim means to maximize self-disrespect and minimize self-respect. However, in the utterance *Saya berharap lutfi diculik PKI*, the speaker is doing things that imply cost to others.

The occurrence of each maxim in the comments given by the speaker on Luthfi Gazali Youtube Channel is depicted in Figure 1.

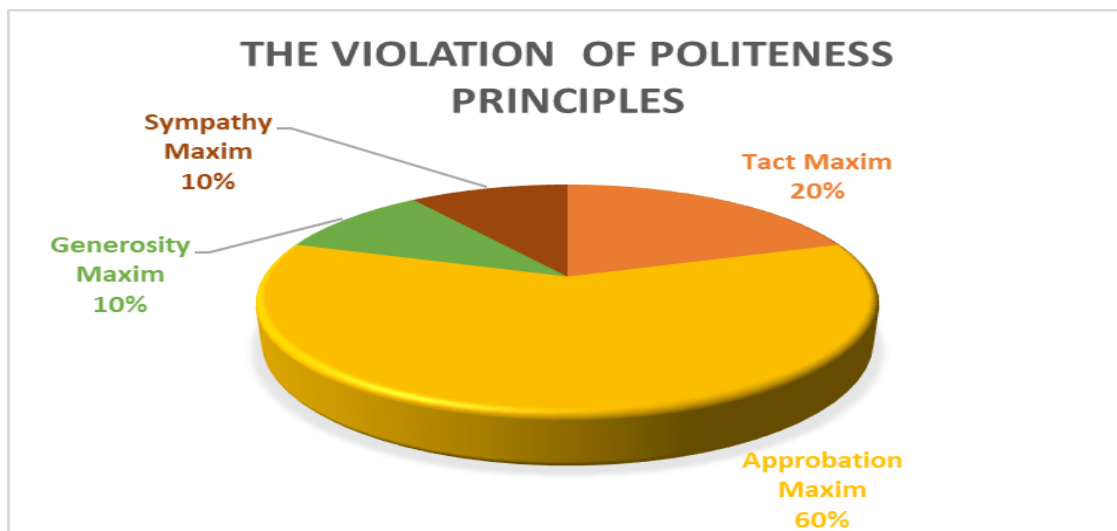


Figure 1. The violation of Politeness Principles on Luthfi Gazali Youtube Channel

There are only four maxims violated by the speaker. They are Tact Maxim, Approbation Maxim, Generosity Maxim, and Sympathy Maxim. The violation mainly occurs in the approbation maxim, around 60%. It is due to practice. The approbation maxim can take the form of praise or recognition of positive actions or qualities of others, such as by using words like "great job," "awesome," or "you're brilliant." Genuine and timely expressions of approval can build confidence

and increase the self-esteem of others. However, it is essential to note that excessive or insincere praise can also be seen as impolite or disruptive, mainly if it is not based on reality or seems unreasonable. Therefore, it is important to express approval or appreciation appropriately and proportionally to the positive achievement or action of others.

In more collectivist cultures, expressions of approval can also function as a sign of respect or recognition of the interests and needs of the group. Therefore, expressions of acceptance or appreciation in such cultures may be more formal and accompanied by specific protocols.

5 Conclusion

Politeness principles refer to the social rules or guidelines that individuals use to communicate with each other politely. Maxims are one way of formulating these principles. In daily conversation, being polite is a must. However, the speaker might intentionally or unintentionally violate politeness in certain situations. It also happened and is found in social media, like youtube. The speakers on Luthffi Gazali Youtube Channel violate four maxims of politeness. They are tact, generosity, approbation, and sympathy maxim.

Various social, cultural, and linguistic factors inform the principles of politeness. By understanding these principles and adapting to the norms of different social contexts, individuals can demonstrate respect and consideration for others in their interactions.

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