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Impoliteness Strategy Used By Netizen In The Comment Column On Nadiem Makarim's Instagram Post About Online Policy

Romauli Siahaan¹✉, Christina Natalina Saragi², Usman Sidabutar³, Elza Lisnora Saragih⁴
Faculty Of Teacher Training and Education, Universitas HKBP Nommensen Medan, Indonesia

Email: romauli.siahaan@student.uhn.ac.id¹✉

Abstract

This study aimed to find out the types of impoliteness strategies based on Jonathan Culpeper theory, and the dominant impoliteness strategies that used by the netizen on Nadiem Makarim's Instagram post about online policy. This study was conducted by applying descriptive qualitative method. The source of the data was taken from comments column posted by netizens on Nadiem Makarim's Instagram Account. The technique for analyzing the data is qualitative research. The results of this research showed that there are four impoliteness are used, which are Bald on Record, Positive Impoliteness, Negative Impoliteness, and Sarcasm/Mock Politeness. There were 80 comments. In total there are 4 comments on Bald on Record (5%), 36 comments on Positive Impoliteness (45%), 28 comments on Negative Impoliteness (35%) and 12 comments on Sarcasm/Mock Politeness (15%). Based on the comments that have been analyzed, the researcher concluded that the dominant Impoliteness Strategies that is used by netizens was Positive Impoliteness. The researcher found that the netizens mostly used positive impoliteness to express their negative attitude on giving online comments on Nadiem Makarim's Instagram Account. The reason could be, that in comparison to other strategies, these have a large number of sub- strategies that support positive and negative impoliteness strategies, such as ignore, uncaring, seek disagreement, scom, ridicule the other, frighten, and so on.

Keyword: *Strategi Ketidaksopanan, Komentar, Netizen, Instagram*

Abstrak

Penelitian ini bertujuan untuk mengetahui jenis strategi ketidaksopanan berdasarkan teori Jonathan Culpeper, dan strategi ketidaksopanan yang paling dominan digunakan oleh netizen pada postingan Instagram Nadiem Makarim tentang kebijakan online. Penelitian ini dilakukan dengan menggunakan metode deskriptif kualitatif. Sumber data diambil dari kolom komentar yang diposting netizen di akun Instagram Nadiem Makarim. Teknik analisis data adalah penelitian kualitatif. Hasil penelitian menunjukkan bahwa ada empat ketidaksopanan yang digunakan, yaitu Bald on Record, Positive Impoliteness, Negative Impoliteness, dan Sarcasm/Mock Politeness. Ada 80 komentar. Total ada 4 komentar pada Bald on Record (5%), 36 komentar pada Ketidaksantunan Positif (45%), 28 komentar pada Ketidaksantunan Negatif (35%) dan 12 komentar pada Sarkasme/Mock Sopan santun (15%). Berdasarkan komentar yang telah dianalisis, peneliti menyimpulkan bahwa Strategi Ketidaksantunan yang dominan digunakan oleh netizen adalah Ketidaksantunan Positif. Peneliti menemukan bahwa sebagian besar netizen menggunakan ketidaksantunan positif untuk mengekspresikan sikap negatif mereka dalam memberikan komentar online di akun Instagram Nadiem Makarim. Alasannya bisa jadi, dibandingkan dengan strategi lain, strategi ini memiliki sejumlah besar sub-strategi yang mendukung strategi ketidaksopanan positif dan negatif, seperti mengabaikan, tidak peduli, mencari ketidaksepakatan, menipu, mengejek orang lain, menakut-nakuti, dan sebagainya.

Kata Kunci: *Impoliteness Strategies, Comments, Netizen, Instagram*

INTRODUCTION

The definition of politeness not only shows that one understands words but also considers the social and cultural values of the people (Simaremare et al., 2021). In addition, communication is one way to develop and digest messages that create responses by the attachment process (Lin et al., 2022). And lately we have been disturbed by the behavior of people who completely ignore politeness in language when communicating. So that reduced individual moral values reflect ethical weaknesses in speech. It's no wonder that conflicts often occur in interactions due to the lack of politeness in language so that many people have dealings with the law (Tarigan & Stevani, 2022).

Impoliteness is a branch of pragmatics that has grown in popularity in recent years. Impoliteness has been researched in a variety of media and contexts, including television shows and everyday interactions. Impoliteness is negative attitudes and behavior that occur in certain contexts (Mirza Suzani, 2019). Culpeper mentions that there are 5 types of impoliteness strategies, namely bald on record, positive impoliteness, negative impoliteness,

sarcasm/mocking politeness and withholding politeness. Impoliteness behavior is supported by desires or beliefs about certain values that do not constitute social harmony (Lisnora Saragih & Sirait, 2022). Culpeper argues that impoliteness is communication behavior that intends to attack the face of the other person (partner) or cause the target (speech partner) to feel that way. It means that the act of politeness depends on the wishes of the speaker and the listener's understanding of the wishes of the speaker and their relationship. Impoliteness has been researched in a variety of media and contexts, including television shows and everyday interactions.

Social media is one of the popular media that has several websites that attract internet users to use or access it, so that it refers to the use of the internet as a social communication tool. Nowadays, people use social media to communicate with other people. Many social media sites, such as Facebook, WhatsApp, LINE, Twitter, Instagram, and others, can be used as communication tools. People can freely share ideas on social media and they also receive responses or replies from others. Most people use social media to connect and make friends with others without worrying about distance (Lisnora Saragih & Sirait, 2022). Social media provides two types of communication namely private chats and public comments. Instagram is a social media site that displays impolite behavior and attitudes. Instagram allows people to know where they are, what they are doing, what they are thinking, and pretty much anything else the general public might be interested in (Khair, 2022).

Instagram is the most popular and preferred social media site. Kevin Systrom and Mike Krieger are the two people who discovered Instagram. It allows its users to upload photos and videos for others to respond to. In October 2010, Instagram was launched. In April 2012, the Instagram for Android device version was released. Instagram is a social media site that allows users to share sixty-second photos and videos, which can then be shared on other social media sites (Nosa et al., 2021). It means that people can upload photos or videos to other local online networks, and everyone can see what you share on social media. Instagram is used not only by common people but also by famous people. It is the second popular social media platform after Facebook for 2021. Instagram boasts 1.2 billion monthly active users making it one of the most used social media apps.

Nadiem Anwar Makariem as the Indonesian Minister of Education, Culture, Research, and Technology in the Indonesian Advances Cabinet of President Joko Widodo-KH Ma'ruf Amin. As an official, he usually shares photos, videos or information related to education on Instagram. He has 1.300.000 followers in his Instagram account. However, not everyone

appreciates him. Some people actually make disrespectful or negative comments about official. "Impoliteness" is a term for all of it. As we known, a few years ago his name was famous in the education world due to the implementation of online learning caused by the covid -19 pandemic (Rajagukguk, 2019). He made a policy to carry out learning activities from home using technology. This suddenly made the public, especially parents and students, provide various comments on the posts that he uploaded on his Instagram account (Sakamoto, 2021).

A posted-on Monday, November 2nd 2020 by Nadiem Makarim on his Instagram account, reached 21.006 viewers and 1.484 comments by netizens means that it attracts Instagram users' attention in the comment section, the user types a lot of expressions and response. And the impoliteness strategies are existed on it. For example, " Tetap menjadi menteri walau tidak berguna " and "Bagus lanjutkan agenda Dajjal merusak generasi penerus bangsa dengan membodohi rakyat Indonesia. sekolah online bukan solusi bung". Those two comments have different meaning (Rahmawati et al., 2022). Relating to impoliteness strategies, " Tetap menjadi menteri walau tidak berguna " is grouped by negative Impoliteness. And " Bagus lanjutkan agenda Dajjal merusak generasi penerus bangsa dengan membodohi rakyat Indonesia. sekolah online bukan solusi bung " is grouped by sarcasm Impoliteness. As we can see in this sample, there is still the users that seems ignore the polite steps in communicate with their comments in sample one (1) the user seems make the victim feel uncomfortable by belittling him while in sample two (2) the user seems show his impolite because that user kind agree with an opinion of the victim but in fact, he said a bad things at the end of his word. So, he just pretends to be agreed (Somani et al., 2022).

Microsoft released the latest Digital Civility Index (DCI) report which measures the level of digital politeness of world internet users when communicating in cyberspace. In this research, Indonesian netizens rank the lowest in Southeast Asia, as the most impolite in the region. The politeness level of Indonesian netizens worsened by eight points to 76, where the higher the number, the worse the politeness level. The first place is inhabited by Singaporean netizens who are also ranked fourth globally, with a total of 59 points. Then Malaysia is in second place with 63 points, followed by the Philippines with 66 points. Thailand is in fourth place with 69 points, followed by Vietnam in fifth with 72 points, right above Indonesia (Subyantoro & Apriyanto, 2020). Microsoft does not provide DCI reports for other Southeast Asian countries.

The phenomenon of language impoliteness in social media site Instagram will be center of attention in public (Mahayana et al., 2022). Sometimes impoliteness comment be a news

viral in social media. But it can happen if the one or who uttered is one of the famous people in society like Nadiem Makariem (Siti Nurhaliza Chaniago & Yusni Khairul Amri, 2023). That's my reason to investigate impolite comment of netizens in online communication which are Instagram (Suryani, 2019). Based on the explanation of the problems above, the researcher was interested in taking a research study on the analysis of language impoliteness in social media. The impoliteness strategies that applied are based on Culpeper's theory which adheres to the western concept, which means that any cultural differences that may affect the analysis data were processed based on western concepts.

METODE

Bodgan and Biklen (in Ali, 2021) states descriptive qualitative research is as direct source of the data and the researcher is the key instrument. Qualitative means discovering how a theory works in different phenomena for which data is collected in words rather than numbers. Qualitative research is conducted in the natural environment with the aim of understanding or explaining phenomena according to the meanings that individuals attribute to them.

Descriptive research involves collecting the data to test a hypothesis or answer a question about the current state of the study's objective (Almia et al., 2022). Identify and report things through descriptive research this means descriptive or naturalistic research cannot control the conditions or situations can only measure what already exists. Qualitative descriptive approach was also used, where data collected from field studies were interpret and draw conclusions about current issues based on data different types of descriptions. Thus, the writer study Descriptive qualitative research.

This study used qualitative research with a textual analysis, because the data were from the text of the comments on Nadiem Makarim Instagram account posted by netizens. In this study the researcher was the main instrument in collecting the required data by applying the theories, interpreting the data based on the general meaning with contextually, interpreting the data based on the way of netizen expressed their response to the language and to get to know how people use impoliteness strategies in communication through social media and the last making conclusion based on data analysis (Apriliyani et al., 2019).

In collecting data, the researcher spent more time observing respondents to support researchers in obtaining valid data. The researcher got the data from the comments on Nadiem Makarim Instagram account posted by netizens (Sudaryat et al., 2020). The researcher used the documentary technique which the researcher used: picture screen-shoot of the comments and take a note, it determines how the netizen's impoliteness strategies in

communication through the comments on Nadiem Makarim Instagram Account (Chusna, 2022). In collecting data, the researcher used documentation since the data of this research was the comments posted by netizens, the researcher collected the whole data from Nadiem Makarim Instagram account.

RESULT AND DISCUSSION

Data

The data of the study were selected and collected from the comment column posted by the netizens on Nadiem Makarim's Instagram account. This chapter presented the results of the study, they were the types of impoliteness strategies that will be analyze with Jonathan Culpeper theory (in Gultom, 2021).

Data Analysis

Based on the research that have done, the researcher found that there are 4 types of impoliteness strategies they are:

Bald on Record

In this strategy the face-threatening act is done through the direct, straightforward, clear, unambiguous and concise way, the act of negative command is included. There are 4 utterances of netizens that used Bald on Record on Nadiem Instagram posts about online policy. Here are some of the comments that include in bald on record impoliteness:

Context: @sanmell is one of a student in one of school. He feels displeasure of the feeling to Nadiem Makarim's Instagram account because the school has not yet been opened. He said that he and his fellow students would come to Nadiem Makarim's house if school was still conducted online. He is not happy when school activities are carried out online. So, he expressed his displeasure by typing comments on Nadiem's Instagram account by threatening him to come to his house.

Utterance: @sanmelll *Jangan sampe kita semua pelajar mendatangi rumah pak yang terhormat!*

(Don't let all of us students come to the honorable sir's house!)

Based on the data Bald on Record number 2, the data can be classified into Bald on Record of impoliteness because in the data can be seen @sanmell as netizen through his utterances has a meaning to threatening Nadiem Makarim. It can be seen from "*Jangan sampe kita semua pelajar mendatangi rumah pak*". It describes the displeasure of the feeling to Nadiem Makarim's Instagram account because the school has not yet been opened. So, they threaten to come to his house may be to do a bad thing. said that he and his fellow students

would come to Nadiem Makarim's house if school was still conducted online. He is not happy when school activities are carried out online. So, he expressed his displeasure by typing comments on Nadiem's Instagram account by threatening him to come to his house. By saying this, Sanmell indirectly uses Bald on Record of impoliteness because his words contain things that smell of threatening someone (APRILIANI, 2023). This is one of the characteristics or signs of impoliteness in Bald on Record, so that this comment is included in its kind.

Positive Impoliteness

This impoliteness strategy is designed to damage the addressees' face want through some activities such as snub the other, be disinterested, make others uncomfortable by using the taboo word, use abusive or profane language. There are 36 utterances of netizens that used positive impoliteness on Nadiem Makarim's Instagram posts about online policy.

But the researcher only found 4 sub types of the impoliteness strategies in the comment column on Nadiem Makarim Instagram post about online policy. They will be explained clearly below:

a. Be unconcerned, disinterested, and unsympathetic

Unconcerned, disinterested, and unsympathetic attitude is an attitude that is not liked by many people because it will make them unhappy or disappointed. This is an impolite attitude that is included in positive impoliteness. There are 3 utterances of netizens that used positive impoliteness on Nadiem Instagram posts about online policy that realized by unconcerned, disinterested, and unsympathetic.

b. Use inappropriate identity markers

This sub-type uses the title and last name if they are closely related, or nicknames if they are distantly related. There are 17 utterances of netizens that used positive impoliteness on Nadiem Instagram posts about online policy that use inappropriate identity markers.

c. Seek out disagreement on a sensitive topic.

Many of us are afraid of disagreement, the fact is that disagreement is a natural part of life. It can either be healthy or unhealthy. If we seek to [protect our relationships](#) and strengthen our communities instead of allow them to be torn apart, we should prioritize healthier disagreement. There are 4 utterances of netizens that used positive impoliteness on Nadiem Instagram posts about online policy that realized by Seek out disagreement on a sensitive topic (Mayangsari & Fauziati, 2022).

d. Use taboo words

Swear, or use abusive or profane language. Use taboo words have some criteria such as swearing and using rude words. There are 12 utterances of netizens that used positive impoliteness on Nadiem Instagram posts about online policy that realized by use taboo words

Negative Impoliteness

The impoliteness strategy is used to damage the addressees' negative face want. It usually uses to get the freedom in doing something. It can be done through some activities such as the action of frighten, condescend, scorn or ridicule, invade the other space, explicitly associate with negative aspect by using pronoun "I" or "You" and the action of interrupting is included. There are 28 utterances of netizens that used negative impoliteness on Nadiem Instagram posts about online policy.

Sarcasm or Mock Impoliteness

This strategy is performed in a polite way but it obviously insincere. It is opposite of banter or joke. There is sarcasm/mock politeness found in reader comments on Nadiem Makarim's Instagram account. There are 12 utterances of netizens that used sarcasm or mock impoliteness on Nadiem Instagram posts about online policy. Here are some explanations:

Then, in order to find out the dominant impoliteness strategies, the research used the following technique. Calculating the impoliteness strategies based on each type. The formula and the sample of analysis in form of the table are follows based on Hancock et al (2009:24).

$$N = \frac{f(x)}{n} \times 100\%$$

More details:

N : percentage of types

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

n : total types of all categories

Here is the calculation of the data for each type of impoliteness strategy:

Bald on Record Impoliteness

Where:

$f(x)$: 4

n : 80

$$N = \frac{f(x)}{n} \times 100\%$$

$$N = \frac{4}{80} \times 100\%$$

$$N = 5\%$$

So, the percentage of Bald on record is 5%

Positive Impoliteness

Where:

$$f(x) : 36$$

$$n : 80$$

$$N = \frac{f(x)}{n} \times 100\%$$

$$N = \frac{36}{80} \times 100\%$$

$$N = 45\%$$

So, the percentage of Positive Impoliteness is 45%

Negative Impoliteness

Where:

$$f(x) : 28$$

$$n : 80$$

$$N = \frac{f(x)}{n} \times 100\%$$

$$N = \frac{28}{80} \times 100\%$$

$$N = 35\%$$

So, the percentage of Negative Impoliteness is 35%

Sarcasm or Mock Impoliteness

$$N = \frac{f(x)}{n} \times 100\%$$

$$N = \frac{12}{80} \times 100\%$$

$$N = 15\%$$

So, the percentage of Sarcasm or Mock Impoliteness is 15%

Findings

After identifying and analyzed the data from the comments column posted by netizens on Nadiem Makarim's Instagram account. The researcher found that there were four types of impoliteness strategies in the data, they were:

- 1) Bald on Record Impoliteness
- 2) Positive Impoliteness
- 3) Negative Impoliteness and
- 4) Sarcasm/mock impoliteness as showed in the table.

Table 1. Findings of the Percentage of impoliteness strategy

NO	Types of Impoliteness Strategies	Realization of Impoliteness	Number	Percentage
1.	Positive Impoliteness	Ignore the other	-	-
		Discourage from participating in an activity with the other	-	-
		Dissociate from the other	-	-
		Be unconcerned, disinterested, and unsympathetic	3	3,75%
		Use inappropriate identity markers	17	21,25%
		Use cryptic or secretive language	-	-
		Seek out disagreement on a sensitive topic	4	5%
		Make the other feel uncomfortable	-	-
		Call out the other people's names	-	-
		Use taboo words	12	15%
2.	Negative Impoliteness	fearing the other	1	1,25
		Condescending	12	15%
		Scorning or ridiculing the other	9	11,25%
		not taking the other seriously	-	-
		Invading the other's space	-	-
		explicitly associating the other with a negative aspect	5	6,25
		putting the other's indebtedness on record	-	-
3.	Bald on Record	-	4	5%
4.	Sarcasm or Mock Impoliteness	-	12	15%
5.	Withhold Impoliteness	-	-	-
Total			80	100%

From the table above, the researcher found that there are four types of the impoliteness strategies. They are Bald on Record Impoliteness (5%), Positive Impoliteness (45%). It consists of 15% where the readers use taboo words, 5% of seek disagreement, 21,25% of Inappropriate identity markers and 3,75% case of be unconcerned, disinterested, and unsympathetic. Negative Impoliteness (35%), it consists of 15% the action condescending, 11,25% of the action

scorn or ridicule, 6,25% of explicitly associate with negative thing and 1,25% of fearing the other. And Sarcasm/Mock Politeness (15%) and the total of the comments is 80 comments. Based on the comments that have been analyze, netizens mostly use positive impoliteness. It was found in 36 cases (45%). The majority of netizens use the action of inappropriate identity markers, it found in 18 cases. Most of them are done through use a title and surname when referring to a close relationship or nickname when referring to a distant relationship (Harahap, 2022).

From the table above also show that Positive Impoliteness is mostly used in the comment's column of Nadiem Makarim Instagram account Positive Impoliteness is the most used of the whole comments. The data above told that 36 out of 80 comments are using Positive Impoliteness, it consists of 12 cases where the readers use taboo words, 4 case of seek disagreement ,17 case of Inappropriate identity markers and 3 case of be unconcerned, disinterested, and unsympathetic. Then there are 28 Negative Impoliteness in the comments. It consists of 12 cases the action condescends, 9 cases of the action scorn or ridicule, 5 case of explicitly associate with negative thing and 1 case of fearing the other. While for Bald on record there are 4 comments. Then the least comments are Sarcasm/ mock politeness, there are 12 comments.

Discussion

1. Types of impoliteness strategies in the comment column of Nadiem Makarim Instagram Account.

Based on the research that have done by the researcher on this research which analyze the online comments in Instagram Account, uses Jonathan Culpeper's theory. Additionally, it uses a descriptive qualitative approach to support quantitative data and discovered that four of the five Culpeper-proposed strategies worked. Bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness are the four impoliteness strategies (Muthi'ah et al., 2022).

It supports by the study "impoliteness strategies used on online comments in an Indonesian football website" by G.P. Wibowo and K. Kuntjara. Through the analysis of impoliteness strategies put forth by Jonathan Culpeper, this study looks into the linguistic impoliteness present in online football comments. With the aid of quantitative data, the study employs a descriptive qualitative methodology. The writer found that there are four out of five impoliteness strategies used by Indonesian. And Indonesian participants mostly used positive

impoliteness strategy to express their negative attitude on giving comments. Second, there are four out of five impoliteness strategies used by Indonesian.

The study by Permana et al., titled "uncovered students' impoliteness strategy during online learning in Covid-19 pandemic," is the second study that can support this one. This study set out to explain the impoliteness strategies adopted by MTS Ma'arif Andong students during online instruction 32 using the WhatsApp app. The descriptive qualitative research method was employed in this study. The information is impolite student speech collected via WhatsApp. The study's findings revealed eight rude speeches that corresponded to Culpeper's impoliteness strategy (2005). Four of the five impoliteness strategies—bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness—were found to be consistent with the data participants.

2. The dominant of impoliteness strategies that used by netizen on Nadiem Makarim's Instagram Account.

Based on the research that have done by the researcher on this research which analyze the online comments in Instagram post by Nadiem Makarim's, uses Jonathan Culpeper's theory. It also uses descriptive qualitative method support quantitative data. Dealing with the second research question about the mostly used impolite strategy used, the writer found out that positive impoliteness strategy is the highest usage. One strategy, withhold impoliteness, was not used at all because it uses in the real spoken interaction.

It is supported by research by Subyantoro & Apriyanto (in Novalia, 2021), which looked at impoliteness in hate speech on social media that was posted to an Instagram account and was in the Indonesian language. The impoliteness theory is used to interpret the hate test in this study. This study used descriptive qualitative research methods. The data analysis shows that the most positive impoliteness strategy is present up to 40.00%. Negative impoliteness techniques come next (37.15%), then sarcasm or mocking (22.50%). Based on the research, it can be conclude that hate speech in the form of phrases is 37.5%, in the form of words and clauses together at 20%, in the form of sentences 15%, and at least in the form of discourse 7.5%.

The following study that supports this one looked at the different gendered impoliteness tactics employed by Ahok's supporters and opponents in online comments. This study was conducted by Shinta et al. (in Mayangsari & Fauziati, 2022). The goal of this study was to identify methods of rudeness based on Culpeper's theory (1996). Descriptive qualitative research was used in this study. Data for this study was gathered between January and

October 2017 from words, phrases, and sentences in online comments that utilized rudeness tactics on Facebook and Instagram. Four by five strategies were identified in this research based on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness according to the analysis' findings. The most used strategies were positive impoliteness (52%).

CONCLUSION

This researcher used qualitative case study as the method to find out the types of impoliteness strategies in the comments column of Nadiem Makarim Instagram account. Moreover, after conducting the research, the researcher would like to conclude some points in order to answer problem of the study. They are as follows:

1. In order to answer the first problem of the study, based on the findings, it can be conclude that in the comments column of Nadiem Makarim Instagram Account, there were four types of impoliteness strategies that was used by the netizen in the comment's column on Nadiem Makarim Instagram account. Four types of the impoliteness strategies are Bald on Record Impoliteness (5%), Positive Impoliteness (45%). It consists of 15% where the readers use taboo words, 5% of seek disagreement, 21,25% of Inappropriate identity markers and 3,75% case of be unconcerned, disinterested, and unsympathetic. Negative Impoliteness (35%), it consists of 15% the action condescending, 11,25% of the action scorn or ridicule, 6,25% of explicitly associate with negative thing and 1,25% of fearing the other. And Sarcasm/Mock Politeness (15%) and the total of the comments is 80 comments.
2. In order to answer the second problem, based on the comments that have been analyze, the researcher concluded that netizens mostly use positive impoliteness. It was found in 36 cases (45%) out of 80 comments. it consists of 12 cases where the readers use taboo words, 4 case of seek disagreement ,17 case of Inappropriate identity markers and 3 case of be unconcerned, disinterested, and unsympathetic. The majority of netizens use the action of inappropriate identity markers, it found in 18 cases. Most of them are done through use a title and surname when referring to a close relationship or nickname when referring to a distant relationship. Positive Impoliteness is mostly used in the comment's column of Nadiem Makarim Instagram account.

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