

## Analysis of Netizens' Language Impolence in the Comments Column on the Instagram Account @Lambe

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### Abstract

*Social networks are part of communication media. Instagram is a social network that has many users, its users range from children to the elderly. Social networks centered on photo and video platforms are currently experiencing extraordinary popularity, but it cannot be denied that different impacts can occur due to each person's reaction. As a social networking user, various impacts can arise, such as impolite language and violating the rules of politeness. The results of this analysis show that there is language impoliteness of internet users in the comments column of the @lambe\_turah Instagram account regarding the news "Lulu Tobing is suing Bani Mulia for divorce again after reconciliation, now undergoing first mediation session" thus causing a violation of the principles of politeness proposed by Leech which include six maxims, namely the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of politeness, the maxim of approval, and the maxim of sympathy.*

### Keywords

*Impolite; language; Instagram*



## I. Introduction

Language is a form of human communication. Humans are social creatures who interact with each other to fulfill life's needs, because humans cannot live alone and must live side by side with other people. Language plays an important role in human life, because language is the main means of communication. As a communication tool, language consists of words, groups of words, clauses and sentences expressed orally or in writing.

Apart from being a communication tool, language can also be interpreted as an expression of personality. Language is often a measure of someone's politeness. Politeness is not only expressed in attitudes and behavior, but is also appreciated and expressed through language. The speech will be considered polite if the speaker does not appear pushy or arrogant and pays attention to his words and language so that they can be conveyed well to the person he is speaking to.

Polite means refined and good (politeness, behavior); patient and calm (Amri, 2023). In this case, Lakoff (1975) defines politeness as behavior that reduces shifts in an interaction. This can be interpreted as politeness aimed at avoiding conflict. The essence of language politeness is ethics in social communication in society or in other social places. Use good language and word choice and pay attention to where to speak, when to speak, and with whom to speak, because language is a culture. To understand language you must first understand the culture in a social environment.

As technology develops, examples of current technological developments are the many social networks that are popular and loved by all levels of society. Currently, there are many social networks in the form of applications that people can use to express and

interact with other people. Instagram is an example of a social networking application that is widely used by the public.

Instagram is a photo and video based social network. Instagram is also the most popular social network today. As one of the most popular social networks, Instagram offers many features that can be useful and accessible to everyone. Instagram users can also provide various types of comments on photos and videos uploaded by other Instagram users. Freedom to express themselves on social networks through written or spoken media, internet users always try to express their identity and prove their existence in cyberspace. It is not uncommon for many netizens to make inappropriate comments. These comments even deviate from the principles of language politeness.

Using inappropriate language on social networks can also lead users to what is called misuse of internet functions, for example the spread of harsh words (words that encourage hatred). In fact, one of the functions of language is an interpersonal function, which means that language can be used to build and maintain social relationships. A social networking user who knows how to choose the right words and language style will have a positive impact on the communication process and vice versa.

## II. Review of Literatures

Pragmatics is a branch of linguistics that studies the relationship between the external context of language and the meaning of utterances. Context outside language is a factor outside speech that influences the meaning of speech. According to Leech (1993: 8) pragmatics is the study of meaning in relation to speech situations which includes the elements of conveying and receiving, context, purpose, illocutionary acts, speech, time and place.

Language politeness is an integral part of pragmatic research. Leech (1993: 126 – 127) considers politeness to be something that cannot be taken lightly, because according to Leech politeness is associated with the relationship between subjects participating in communication, especially the speaker and listener. So, the speaker should politely use this expression to offend the feelings of his audience. When speaking, you should pay attention to the principles of politeness so that your words can be accepted and considered polite and courteous. Leech (1993: 206 – 219) proposed studying the principles of politeness in pragmatics which include six maxims, namely:

1. Maxim of Wisdom

The basic principle of the maxim of wisdom obliges speech participants to minimize other people's losses and maximize their profits. According to the maxim of wisdom which is centered on others, jealousy can be avoided if we adhere to the principles of wisdom. Good treatment of other parties is carried out to be polite and protect the feelings of the other person.

2. Maxim of Generosity

The main principle of the maxim of generosity expects participants to minimize profits and maximize losses or sacrifices. While the maxim of wisdom focuses on others, the maxim of generosity focuses on oneself.

3. Maxim of Appreciation

In accordance with the maxim of respect, a person is said to be polite if he respects other people. With this maxim, it is hoped that speech participants will not belittle or insult each other, because this action is bad and polite behavior that should be avoided

in social environments. This maxim requires each participant in the speech to maximize respect for others, or in other words, minimize insults towards others and maximize praise for others. If someone cannot respect other people, it means that he does not carry out these orders and does not have polite language.

4. Maxim of Consent

The maxim of agreement or maxim of appropriateness emphasizes the conformity between the speaker and the addressee (interlocutor). It is hoped that speakers and speakers will be polite if an agreement is reached. A person cannot interrupt and immediately argue with the interlocutor. Many factors can be considered such as age, position or social status. In other words, participant speech maximizes congruence and minimizes discordance between speakers.

5. Maxim of Politeness

The maxim of politeness has the principle that participants can act humbly by minimizing personal praise and maximizing self-deprecation, so that participants do not appear superior. The speaker must be humble in order to focus the main attention on himself.

6. Sympathy Maxim

The maxim of sympathy has the principle that speech participants must maximize sympathy and minimize antipathy towards other people.

The maxims above can be used to measure the politeness scale. Chaer (2010: 66 – 69) believes that there are five scales of politeness, namely:

- a. Profit – loss scale (cost – benefit).
- b. Optional scale.
- c. Indirectness scale.
- d. Authority Scale.
- e. Social distance scale.

With the principle of politeness, speakers are expected to be able to use language politely. Speaking politely cannot be separated from the age of a speaker when dealing with the person he is talking to. A good speaker is able to adapt to the situation of the conversation, both who and what is being said.

However, on social media, the principle of politeness is often violated by its users. Social media is online communication that encourages social interaction. Social media uses web technology to turn communication into interactive dialogue. Thanks to social networks, people can create or publish content in the form of news, promotions, articles, images and videos.

According to BK Lewis (2010) in his work entitled *Social Media and Strategic Communication Attitudes and Perceptions Among College Students*, social media is a label that refers to digital technology that has the potential to enable everyone to connect and interact, produce and share messages.

In general, Instagram can be understood as an application that can function as a means of sharing photos and videos on social networks. Just like other social networks, Instagram also has the concept of interaction between users by following or followers. Users can also add comments, like and save photos or videos to their account.

Instagram provides a new way to communicate or express yourself on the social network through photos and videos. In the Instagram application, when someone uploads a photo or video, a caption column is provided. In this column the uploader can freely write and compose words that can attract and strengthen the uploader's personality or with this column the uploader can convey messages to other Instagram users. After a successful

upload, Instagram also provides a comments column for other users to comment on the account owner's upload. These comments are what bring Instagram to life. Other users can casually express their opinions regarding the downloads they upload. Other users can provide responses in the form of praise, insults, suggestions and criticism.

### III. Research Method

This research uses data analysis methods or techniques in the form of qualitative descriptive data. This research method is research that utilizes qualitative data and is described descriptively. This type of qualitative descriptive data analysis is often used to analyze social events, phenomena or situations. According to Sugiyono (2016: 9) the qualitative descriptive approach method is a research method based on the philosophy of postpositivism used to research the conditions of natural objects, where the researcher as the key instrument of data collection techniques is carried out using triangulation (combination), data analysis is inductive or qualitative and Qualitative research results emphasize meaning rather than generalization. Qualitative descriptive research.

### IV. Results and Discussion

Based on the analysis carried out, several comments from netizens were found that violated politeness guidelines. The following are the results of data analysis of language disorders in the form of language impoliteness in the comments column of the @lambe\_turah Instagram account regarding news "Lulu Tobing is suing Bani Mulia for divorce again after reconciliation, now undergoing first mediation session."

#### 4.1 Violation of the Maxim of Politeness

##### a. Maxim of Wisdom

The basic principle of the maxim of wisdom obliges speech participants to minimize other people's losses and maximize their profits.

The results of the data analysis found several netizen comments that violated the maxim of wisdom. These comments include the following:

Data (1)

@morysharma	<i>Yaiiixxx.. apakah dia Star Syndrome??? Klo dipikir<sup>2</sup> yg trah CENDANA aj di lepeh, aduuwadidaawww... gmn yg lain?? Pdhl lakinya ini lumayan tajir loo</i>	Yaiiixxx.. is he Star Syndrome??? If you think about it, the sandalwood breed just got scalded, aduuwadidaawww... what about the others?? Even though this guy is quite rich, you know
@gufronwelcome juni	<i>Kontol</i>	Dick
@dinapinem85	<i>Ni tipe<sup>2</sup> manusia yang nggak saling nerima, entar kalau ditanya ujungnya beda prinsip</i>	These are the types of people who don't accept each other, and if you ask me, they end up with different principles

Source: <https://www.instagram.com/p/CzSYMyKvxlV/?igshid=MTc4MmM1YmI2Ng==> Accessed November 05, 2023

In this data, the context of speech occurs when the Instagram account @lambe\_turah shares posts in the form of news "Lulu Tobing is suing for divorce from Bani Mulia again after reconciliation, now undergoing first mediation session." In the news post, Lulu Tobing filed a divorce suit against Bani Mulia after previously reconciling. This means that before there was a divorce lawsuit, there had already been a previous divorce between Lulu Tobing and Bani Mulia but they reconciled.

Netizens flocked to comment on the news post. Several of these comments have been stated in Data (1) which are considered detrimental to Lulu Tobing. On @morysharma: *Yaiiixxx.. apakah dia Star Syndrome??? Klo dipikir<sup>2</sup> yg trah CENDANA aj di lepeh, aduuwadidaawww... gmn yg lain?? Pdhl lakinya ini lumayan tajir loo*. Lulu Tobing is considered to be at a disadvantage because she is considered to have star syndrome because she divorced Bani Mulia, who is known to be very rich.

The second comment on Data (1) was written by @gufronwelcomejuni: *Kontrol*. This comment is considered detrimental to Lulu Tobing because it equates Lulu Tobing and her divorce suit with male genitalia.

Meanwhile, the last comment on Data (1) was written by @dinapinem85: *Ni tipe2 manusia yang nggak saling nerima, entar kalau ditanya ujungnya beda prinsip*. In this comment, Lulu Tobing was disadvantaged because she was considered a human being who could not accept the strengths and weaknesses of Bani Mulia.

## 2. Maxim of Generosity

The main principle of the maxim of generosity expects participants to minimize profits and maximize losses or sacrifices.

The results of the data analysis found several netizen comments that violated the maxim of generosity. These comments include the following:

Data (2)

@kumlotoh	Ngapain rujuk2 klw emng udaah kaga cocok..ngotor2in pengadilan aja yaa cere balik cere	Why reconcile if it's not compatible anymore... just get dirty in court, let's talk back and forth
@minsunofficial_2021	Duuhh org2 pada gampang nikah cere nikah cere laahh gw blm nikah jg	Wow, it's easy for people to get married, just get married, I'm not married yet
@xmen.from.east	Kirain sinetron tersanjung tayang lagi	I think the soap opera will be broadcast again

Source: <https://www.instagram.com/p/CzSYMyKvxlV/?igshid=MTc4MmM1YmI2Ng==> Accessed November 05, 2023

Still the same as Data (1), Data (2) is taken from the context of speech when the Instagram account @lambe\_turah shares posts in the form of news "Lulu Tobing is suing for divorce from Bani Mulia again after reconciliation, now undergoing first mediation session."

From various netizen comments on this news post, Data (2) includes three data. The first comment from @kumlotoh: *Ngapain rujuk2 klw emng udaah kaga cocok..ngotor2in pengadilan aja yaa cere balik cere*. This comment was considered more

self-serving because he thought that if he was already divorced and felt that it was not suitable, why would he reconcile and then divorce would only pollute the court?

In the second comment written by @minsunofficial\_2021: *Duuuhh org2 pada gampang nikah cere nikah cere laahh gw blm nikah jg*. In this second comment, the commentator (@minsunofficial\_20210) is considered to be selfish because he revealed that he is not married yet, while other people are busy with the problem of divorce, divorce, divorce.

In the last comment on Data (2) written by @xmen.from.east: *Kirain sinetron tersanjung tayang lagi*. This comment is considered self-serving because he thinks that the flattering soap opera starring Lulu Tobing is airing again, where the story is almost the same as this news post, namely marriage, divorce, marriage, divorce.

### 3. Sympathy Maxim

The maxim of sympathy has the principle that speech participants must maximize sympathy and minimize antipathy towards other people.

The results of the data analysis found several netizen comments that violated the maxim of politeness. These comments include the following:

Data (3)

@mr_yusak	Maklum sepi job, buat sensasi	Understandably the job is quiet, create a sensation
@lionelsikudo	Kalo gak cerai gak seruuuuu	If you don't get a divorce, it's not fun
@info_angagetin	Aku suka melihat keretakan rumah tangga	I like seeing family breakdowns

Source: <https://www.instagram.com/p/CzSYMyKvxIV/?igshid=MTc4MmM1YmI2Ng>  
Accessed 05 November 2023

Data (3) is taken from the context of speech when the Instagram account @lambe\_turah shares posts in the form of news "Lulu Tobing is suing for divorce from Bani Mulia again after reconciliation, now undergoing first mediation session." Still the same as the previous data.

In Data (3), the first comment is written by @mr\_yusak: *Maklum sepi job, buat sensasi*. This comment was seen as a form of netizens' lack of sympathy for the news post, because netizens who commented thought that Lulu Tobing released news like this because of the sensation and lack of work at the moment.

In the second comment written by @lionelsikudo: *Kalo gak cerai gak seruuuuu*. In this comments column, netizens are unsympathetic to the news that Lulu Tobing has divorced Bani Mulia again, because she feels that divorce would not be fun because Lulu Tobing and Bani Mulia had previously divorced but reconciled and in the end divorced again.

The last comment on Data (3) was written by @info\_angagetin: *Aku suka melihat keretakan rumah tangga*. This comment is considered not to convey sympathy because the commentator expresses the word like when he sees the breakdown in other people's households.

## V. Conclusion

Language is a form of human communication. Language can also be interpreted as an expression of personality. Personality can be assessed from the language spoken, namely language politeness. Language politeness is one form of success of the speaker and



interlocutor in communicating. Adherence to politeness rules will have an impact on speaking fluency. On the other hand, violating the rules of politeness will result in discomfort in speaking.

The freedom to use social networks in this modern era increasingly has a negative impact on netizens or internet users who are not wise in their use. For example, in the comments column of the Instagram account @Lambe\_turah on the postnews "Lulu Tobing is suing for divorce from Bani Mulia again after reconciliation, now undergoing first mediation session."

The conclusion of the analysis of language disorders in the form of impolite language by netizens in the comments column of the Instagram account @lambe\_turah regarding the news "Lulu Tobing is suing for divorce from Bani Mulia again after reconciliation, now undergoing first mediation session" is that the comments of netizens or internet users consistently deviate from the politeness principles presented. by Leech.

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