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Sociolinguistics Approach: Impoliteness Strategy in Instagram Cyberbullying in @Lambe_Turah's post of KPAI's Case

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Abstract

Social media is used by most Indonesian people, it brings good and bad influence. One of the bad influences is cyberbullying. Cyberbullying that is found in Instagram is different from other social media. Instagram has become the source of hate campaign by the occurrence of gossip account. @Lambe_turah is one of the biggest gossip accounts in Indonesia. The posts in @Lambe_turah have triggered its followers to perform cyberbullying to the person in their post, in this research is about KPAI. The aim of this study is to investigate the comments which contain cyberbullying by using impoliteness strategy proposed by Culpeper (2005). This study uses qualitative approach. It is shown by the data collection method which is done by examining documents. The analysis of this study is done by interpreting the collected data. The result shows that negative impoliteness is the most common impoliteness strategy to be used in cyberbullying. The second impoliteness strategy that is used in cyberbullying is bald on record. From both of these strategies, it can be concluded that cyberbullying tend to attack the addressee directly by using various types of statements.

Keywords: cyberbullying, impoliteness strategy, sociolinguistics

Abstrak

Media sosial digunakan oleh hampir seluruh masyarakat Indonesia, ini bisa membawa pengaruh baik dan buruk bagi penggunanya. Salah satu pengaruh buruknya adalah *cyberbullying* (perundungan secara online). Cyberbullying yang ditemukan di Instagram berbeda dengan media sosial yang lain. Instagram menjadi sumber dari kampanye kebencian yang berasal dari akun gosip. @Lambe_turah adalah salah satu akun gosip terbesar di Indonesia. Unggahan di akun @Lambe_turah telah memicu para pengikutnya atau yang disebut followers untuk melakukan cyberbullying kepada orang yang ada pada unggahan terkait, dalam penelitian ini penulis menggunakan KPAI. Tujuan dari penelitian ini ada untuk menginvestigasi komen-komen yang mengandung cyberbullying dengan menggunakan strategi ketidaksopana yang digagas oleh Culpeper (2005). Penelitian ini menggunakan pendekatan kualitatif, ini terlihat dari metode pengumpulan data yang dilakukan dengan meneliti dokumen. Analisis dari penelitian ini dilakukan dengan menginterpretasi data-data yang sudah didapat. Hasil dari

penelitian ini menunjukkan bahwa tipe ketidaksopanan negatif adalah strategi ketidaksopanan yang paling sering digunakan pada cyberbullying, dan yang kedua adalah secara langsung. Dari teratas kedua yang digunakan dalam cyberbullying, bisa disimpulkan bahwa pelaku penindasan di media sosial lebih banyak melakukan penyerangan langsung dengan menggunakan berbagai macam tipe umpatan.

Kata kunci: cyberbullying, sociolinguistik, strategi ketidaksopanan

INTRODUCTION

Sociolinguistics is the study of our everyday lives – how language works in our casual conversations and the media we are exposed to, and the presence of societal norms, policies, and laws which address language. According to Wardhaugh and Fuller (2015), the study of sociolinguistics does not as a collection of facts, but as a way of viewing the world around you. In sociolinguistics, the data analyzing has a purpose to make a generalization about language in society. In society, people will always interact to each other. These social interactions include the linguistic interaction. Interaction between society members could only be achieved when the members have competence in understanding the language.

Yule (1996) calls the interaction as ‘polite social behavior’, which has two factors that are related to this term, social distance and closeness. In society which we are bounded to a condition that people have different social status and age, we are forced to have different social distance and closeness regarding the conditions above. These factors influence how they use language based on social differentiation. For example, in Indonesia, when people are talking to someone who has higher social status or much older, they use ‘Bapak’ or ‘Ibu’ to address to the person to show their respect. This act is considered as face saving act because the speaker wants to show their awareness to other people’s face.

The culture values and norms have a concept of what is polite and impolite. If politeness is basically about face saving acts, the inversion, impoliteness will have the opposite definition. Culpeper (2005) defines impoliteness as “communicative strategies designed to attack face, and thereby cause social conflict and disharmony”. From the definition we can see that impoliteness refers to the acts that are intentionally done to attack someone’s face to cause disharmony. Impoliteness can be found in any behavior shown by the language user. It can be found in everyday conversation, in office interaction, in school interaction, and many others. All of the acts that are supposedly done by the language user to attack face are considered as impoliteness. One of the society’s act that clearly containing impoliteness is bullying. Since we are now living in digital era, bullying is also entering new era of cyberbullying.

According to Handono, Laeheem, and Sittichai (2019), cyberbullying is an aggressive act done by one person or group with the intention to hurt another powerless person or group using an electronic platform. The behavior must be performed repeatedly and over time. Like traditional bullying, cyberbullying has negative effects on the victim, particularly by causing psychological distress. According to Broll, Dunlop, and Crooks (2018), victims of cyberbullying can raise anxiety and stress,

Patchin and Hinduja (2008) add sadness and disappointment. Based on the Ditch The Label (2013), Facebook, Twitter, YouTube, Ask.fm, and Instagram have been listed as the top five networks with the highest percentage of users reporting experience of cyberbullying. Instagram is of particular interest as it is a media-based social network, which allows users to post and comment on images.

There are several research conducted in cyberbullying in social media, such as Instagram, Facebook, and etc. The first research conducted by Hosseinmardi, Mattson, Rafiq, Han, Qin, and Mishra (2015) from Institute of Behavioral Science, University of Colorado Boulder for Springer International Publishing Switzerland. They investigated the labeled cyberbullying incidents in the Instagram social network including a study of relationships between cyberbullying and a host of features such as cyberaggression, profanity, social graph features, temporal commenting behavior, linguistic content, and image content. The next research conducted by Hao Li, Griffin, Squicciarini, Miller, Rajtmajer, Caragea (2016) for Proceedings of the Twenty-Fifth International Joint Conference on Artificial Intelligence. They studied about the detection of cyberbullying in photo sharing networks with an eye on developing early-warning mechanisms for the prediction of posted images vulnerable to attacks. However, it is only few research in Instagram cyberbullying which concerned to the impoliteness strategy.

The writer found a research by Putri (2018) from Aksis Jurnal Pendidikan Bahasa dan Sastra about the deviance of politeness maxim that occur in the movie. In this research, she used Leech's theory and the result of this study was the deviations in maxim of politeness speak more than the fulfillment of politeness maxim. Another research was done by Mak and Chui (2014) for De Gruyter Mouton about impoliteness in Facebook status updates. The result of this study was participants tend to employ the impoliteness strategies of "disassociating from others", "being unsympathetic", and "not treating others seriously". Another research was conducted by Culpeper (2005) for Journal of Politeness Research, this research was about the impoliteness strategy in the entertainment world, especially in the television quiz show entitled The Weakest Link. Since, there are many research about polite and impoliteness but there is still a few about the cyberbullying in the Instagram. The writer wants to investigate the number of impoliteness strategy found in the instagram posted by @lambe_turah related to KPAI's case and the most frequent and the type of impoliteness strategy that occurred in the instagram posted by @lambe_turah related to KPAI's case.

The main goal of this research is to investigate cyberbullying in the comments section in gossip account @lambe_turah from impoliteness strategy perspective. Cyberbullying in Instagram is mostly found in the comment section, it happens because in comment section users can react and reply to other users' comments. There is an interesting phenomena related to Instagram cyberbullying in Indonesia which is the appearance of gossip account, @lambe_turah. It has 7.5 million active followers who are always active and comments on each update. This account updates about interesting news related to celebrities and controversial persons or news. The posts from gossip account are mostly trigger its follower to react and comment, by updating about controversial posts. The interesting factor is the number of followers of the gossip account is big and increasing. People follow gossip accounts to get the latest update from celebrities or other controversial or interesting news so they can judge or even blame.

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the type of impoliteness strategy that occurred in the Instagram posted by @lambe_turah related to KPAI's case. According to Culpepper (2005), impoliteness is a "communicative strategies designed to attack face, and thereby cause social conflict and disharmony". Impoliteness can be found in any behavior shown by the language user. It can be found in everyday conversation, in office interaction, in school interaction, and many others. All of the acts that are supposedly done by the language user to attack face are considered as impoliteness. One of the society's act that clearly containing impoliteness is bullying. Since we are now living in digital era, bullying is also entering new era of cyberbullying. This study will use the classification of impoliteness strategy by Culpaper (2005), those are:

1. Bald on record impoliteness: the FTA is performed in a direct, clear, unambiguous and concise way in circumstances where face is not irrelevant or minimized.
2. Positive impoliteness: the use of strategied designed to damage the addressee's positive face wants, e.g., ignore the other, exclude he other from an activity, be disinterested, unconcerned, unsympathetic, use inappropriate identity markers, use obscure or secretive language, seek disagreement, use taboo words, call the other names.
3. Negative impoliteness: the use of strategies designed to damage the addressee's negative face wants, e. g., frighten, condescend, scorn or ridicule, be contemptuous, do not treat the other seriously, belittle the other, invade the other's space (literally or metaphorically), explicitly associate the other with a negative aspect (personalize, use the pronouns "I" and "You"), put the other's indebtedness on record.
4. Sarcasm or mock politeness: the FTA is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realizations.

Withhold politeness: the absence of politeness work where it would be expected. For example, failing to thank somebody for a present may be taken as deliberate impoliteness.

METHOD

This research used qualitative approach to find out the behavior, perspective and performance of impoliteness by Instagram users. Qualitative research usually collects data by examining documents, observing behavior or interviewing participants (Creswell, 2009). This research used documents which are the comments by Instagram users which can also be used as the users behavior indicator as the source of data. Qualitative approach in this research is found in the analysis since the analysis is interpretative.

The data were taken from one of the most popular social media in the world, Instagram. There is an interesting phenomena related to Instagram is the appearance of gossip account. Gossip account is an Instagram account that only updates about interesting news related to celebrities or other important persons or even controversial persons or news. The news from gossip account are mostly negative that are purposed to entertain the followers about particular topic or person. With this characteristic, the

updates will likely to trigger people to comment. One of the biggest gossip accounts is @lambe_turah. The writer selected a post which has the highest engagement from the followers. The writer limits the data by one post about KPAI which was posted at 23 February 2020, so it will be considered as the newest news. The average comment is ranging from 1000 to 3000, but the researcher find a post that have more than 6.000 comments which becomes the sources of data in this research. However, the writer will not use all 6.000 comments. The writer limited the data to only the latest 1000 comments so it will be considered as the newest reactions. The post is about the news of KPAI which was being viral because of the controversial statement about women can get pregnant in swimming pools 'without penetration' if men with 'strong sperm' ejaculate in the water.

After the collection of data is sufficient, the writer then classified them based on characteristics of five strategies that are proposed by Culpeper (1996). The data must be read carefully to determine which category each comment belongs. The data that is not fit to five impoliteness strategies (does not contain cyberbullying) are eliminated.

RESULTS AND DISCUSSION

From one post in @lambe_turah about KPAI that has more than 6.000 comments, the writer selected the comments that are containing cyberbullying in posts from the latest 1000 posts. The posts are considered the newest interaction in the comment section. The posts are calculated and categorized based on impoliteness strategies from Culpeper (2005). From the five strategies proposed by Culpeper (2005), Indonesian Instagram users mostly use negative impoliteness in bullying the objects especially in Instagram. The second mostly used in Instagram cyberbullies is bald on record impoliteness. Then it is followed by positive impoliteness and sarcasm or mock impoliteness. The last strategy proposed by Culpeper (2005), withhold politeness is not found in Instagram cyberbullies. To get a clear understanding of the findings, it can be seen in Table 1:

Table 1. Findings of Impoliteness Strategies in Instagram Cyberbullies

No	Model of Impoliteness	Number of Findings	Percentage
1	Bald on Record Impoliteness	242	30.8%
2	Positive Impoliteness	208	26.5%
3	Negative Impoliteness	271	34.5%
4	Sarcasm or Mock Politeness	64	8.1%
5	Withhold Politeness	0	0%
TOTAL		785	100%

I. Bald on Record Impoliteness

This model of impoliteness is the harshest way and the most straightforward in addressing impoliteness to the face. In this model the face threatening act is performed in a direct and obvious way. Culpeper (2005) define Bald on record impoliteness as the FTA that is performed in a direct, clear, unambiguous, and concise way in circumstances where face is not irrelevant or minimized. From Culpeper (2005) definition, this type of impoliteness does not consider the face of the addressee. The

addresser said something straightforward without any barrier to addressee.

Regarding on how the impoliteness is being delivered in this type, harsh and rude could be the best definition to represent this model. Based on the findings, the writer found 242 comments that contain bald on record impoliteness with the percentage of 30.8%. This number goes to the second rank after negative impoliteness. It may be concluded that cyberbullying in Instagram are likely to use bald on record strategy to attack the addressee. Based on the result in table 1, bald on record is quite common to be applied in performing cyberbullies.

From table 1, two of the data will be presented to give more detailed explanation and example of how the bald on record strategy is used by instagram user to perform cyberbullying. The application of this impoliteness strategy can be seen below:

1. *Mahar***** beginilah jika sebuah organisasi isinya KADRUN*

The context from Mahar***** comment is that KPAI's members are bunch of desert animals. From the comment, it implies that KPAI's members are incompetence people, so that the irrelevant statement came out from the one of the KPAI's members. Mahar***** also indicates that human will not doing that kind of thing. In this context, Mahar***** attacks KPAI's face by stating that this organization's members are bunch of desert animals. Mahar***** stated the comment clearly, unambiguously, and obviously way to damage the image or face of KPAI.

2. *Dx***** duh buk, kayak ga sekolah tinggi aja sih. Malu buuu maluuuuuuu busetdah*

In this case, the context of Dx***** comment is the statement of one of KPAI's members is like a person who does not have good education and embarrassing. Dx***** is using the worf "ma;I" with more emphasis by adding more u letter to describe the emotion. The commentator applies this strategy to stress that this KPAI's member is really embarrassing and it likes a person who does not have higher education, since person with good education will not make statement like her. There is a word "busetdah", this term has a meaning that Dx***** is really disappointed about this phenomena. The usage of this term is informal, usually used to show the disappointment and show no respect to other person. The statement from Dx***** is delivered in a clear, unambiguous, and obvious way to damage the face of KPAI's member so ican be considered as bald on record.

II. Positive Impoliteness

The second model is positive impoliteness. The purpose of this strategy is to damage the addressee's positive face wants. Culpeper (2005) defines positive impoliteness as an act to damage the addressee's positive face wants, e.g., ignore the other, exclude the other from an activity, be disinterested, unconcerned, unsympathetic, use inappropriate identity markers, use obscure or secretive language, seek disagreement, use taboo words, call the other names. In the findings (table 1), positive impoliteness is found 208 times with the percentage of 26.5%. This number is still below bald on record impoliteness strategy. Based on the table, positive impoliteness strategy is less-common to be used in cyberbullying. One of the findings will be discussed below:

1. *Nov***** buk enak bgt ngomong renang bisa hamil gw nikah udh mau 4th tp blm hamil2 g semudah itu buk hamil dikira gampang bikin anak cuma dgn renang*

In this context Nov***** mentions about her experience that it is not easy to get pregnant by only in the same swimming pool with men, she has married for 4 years and has not gotten pregnant yet until now. According to Culpeper (2005), the seeking of disagreement is considered as positive impoliteness. This disagreement has a purpose to damage the face of KPAI's member.

2. *Sar***** suuzon aja*

This is an interesting finding because one of the participants is showing disagreement to the other participants. The context in this comment is Sar***** reacts to the previous comment made by other commentator that say that he/she is disagree to KPAI's member statement. It is common to find some argument from the commenter in comment section between the pro side and contra side. Sar***** shows that she/he expresses the disagreement to the previous comment. Seeking disagreement is one form of positive impoliteness strategy which in this case is found in Instagram comment section.

III. Negative Impoliteness

The third impoliteness strategy is negative impoliteness. This strategy is used to damage the addressee negative face wants. According to Culpeper (2005), the behaviors that can be considered negative politeness of this model are condescending, contemptuous, do not treat other seriously, belittle the other and so on. Negative politeness is found 271 times in the findings with the percentage of 34.5%. Based on Table 1, this strategy is the highest number. It indicates that negative impoliteness strategy is the most common way to perform cyberbullying. According to Culpeper (2005), belittling the other is found frequently. It can also be assumed that people tend to belittling someone when they perform cyberbullying. There are 2 statements of negative impoliteness that is found in comment section is shown below:

1. *Bc***** ibu ini sekolah dimna ????*

In Bc***** statement, the context is she/he asks about where KPAI's member studied by expressing mocking expression. Bc***** does not ask literally about where she studied, but she/he has an intention in belittle and mocking KPAI's member. Culpeper (2005) said that behavior like belittling others is considered as one example of negative impoliteness strategy.

2. *A.***** ibu nya sering nntn bokep yg main'y d kolam renang*

The context of this example of negative impoliteness is A.***** wants to mock KPAI's member by saying that she loves to watch adult films which take place in the swimming pool. The intention of A.***** is to mock and belittle KPAI's member in front of other @lambe_turah followers because most of people are mocking her. According to Culpeper (2015), this behavior is considered as negative impoliteness.

IV. Sarcasm or Mock Politeness

The fourth impoliteness strategy is sarcasm or mock politeness. This method is unique because it is insincere which does not directly state the real meaning. Mock is in this strategy is close to sarcasm that does not directly attack like mocking in negative impoliteness strategy. Differentiating both of them are a bit difficult. In this impoliteness strategy, the impoliteness is not shown obviously but more of something

indirect. The addresser seems like saying something common but the statement might have other meaning to attack the addressee indirectly. This model is found 64 times with the percentage of 8.1%. The example of sarcasm impoliteness strategy is shown below:

1. *Ferd***** Indonesia paling juara klo maen goblok2an kaya gini..*

The context of Ferd***** comment is that Indonesian people are really good in making irrelevant statements like swimming in the same pools can make women pregnant without penetration. In this context, Ferd***** attacks KPAI's face indirectly by stating "Indonesia" rather than stating "KPAI" straightly. This statement is sarcasm addressed to KPAI since KPAI is an Indonesia Commission that Indonesia is the winner in making stupid things. Culpeper (2005) said that sarcasm or mock is the behavior which does not directly state the real meaning, if the intention is to damage the face of addressee, is considered as impoliteness strategy.

2. *Tiwit***** sperma nya semacam thanos bs sekuat itu hidup dan menjalar di dalam kolam renang.. ga mati kena kaporit.. terus nimbus kain pakaian renang.. amazing!!!!*

In this context, Tiwit***** comment purposes to damage KPAI face by using indirect way. This context is related to the KPAI statement about "strong sperm" can impregnate the women even there are no direct penetration, the commentator says that the sperm is as strong as "thanos". Thanos is related the most powerful villain in the superhero movie, so the sperm must be as strong as thanos so it can go through the swimming suit without penetration. Culpeper (2005) said that sarcasm or similar behavior which does not directly state the real meaning, if the intention is to damage the face of the addressee, is considered as impoliteness strategy.

V. Withhold Politeness

The last method of impoliteness is withhold politeness. This impoliteness strategy means the absence of politeness in a situation it must be shown. In the findings, this method is not found in Instagram cyberbullying. This finding also implies that cyberbullying performers are not familiar with the use withhold politeness at all. It may be caused that in cyberbullying, the addresser has no purpose to say gratitude to other people. They do not intend to show gratitude or politeness. Based on the findings, cyberbullying is done by deliberately damaging others' face so withhold politeness is never be used.

From the findings above, the impoliteness strategy that becomes the most common to be used to perform cyberbullying in Instagram is negative impoliteness (42.6%). This is by far the most used impoliteness strategy. This might be influenced by the example of behavior of negative impoliteness which are condescending, contemptuous, do not treat other seriously, belittle and so on. These behaviors are used mostly in cyberbullying as people tend to belittling others when they perform cyberbullying. However, withhold politeness is not found in any cyberbullying in the comments (0%). This means that people tend to show the negative attitude clearly to the addressee when they are performing cyberbullying. It may be caused that in cyberbullying, the addresser has no purpose to say gratitude to other people.

CONCLUSION

This research is an sociolinguistics approach to analyze the impoliteness strategy that is applied in Instagram cyberbullying. The cyberbullying is found in Instagram gossip account, @Lambe_turah. In this gossip account, there are many posts that contain controversial news. One of the controversial news is about one of the KPAI's members state that swim together can impregnate women with no penetration. This has made netizens (Instagram users) triggered to bully her in that post. The research is conducted to find out how is the impoliteness strategy used by the cyberbullies participant in their comments when they are addressing to KPAI's member or commenting to other Instagram users. The results show that from five methods of impoliteness strategies, four of them are applicable while one of the methods is not applicable in cyberbullies.

The four methods that are used in giving comments are bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. The most used impoliteness strategy in Instagram cyberbullying is negative impoliteness. This is influence by the factor that negative impoliteness is the best choice for Indonesian people to perform cyberbullying. They use this strategy which is designed to damage the addressee's negative face wants. They use frighten, condescend, scorn or ridicule, be contemptuous, do not treat the other seriously, belittle the other, invade the other's space (literally or metaphorically), explicitly associate the other with a negative aspect (personalize, use the pronouns "I" and "You"), put the other's indebtedness on record. All of them are suited to be used in cyberbullying in Indonesia especially in Instagram because all of the criteria is purposed to attack the addressee face. Although negative impoliteness is the highest number and the most common strategy in cyberbullying society, one of the method strategies, withhold politeness is not used at all in Instagram cyberbullies. This might be caused by the purpose of cyberbullying. Cyberbullying purposes to abuse, insult, offend which all of them do not match with the last impoliteness strategy, withhold politeness. Hopefully this research will give further insight of how cyberbullying is being performed in Instagram especially in Indonesia.

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