IMPOLITENESS IN THE E-NEWS SOCIAL MEDIA COMMENT SECTION: A DESCRIPTIVE STUDY

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A B S T R A K

Tujuan dari penelitian ini adalah untuk melihat ketidaksopanan di bagian komentar media sosial E-News. Pengguna internet seringkali tidak menyadari bahwa mereka menggunakan ekspresi yang tidak bersahabat. Berdasarkan teori Culpeper, penelitian ini menggunakan metode kualitatif untuk menyelidiki ketidaksopanan. Penulis menganalisis teknik ketidaksopanan yang dijelaskan oleh orang-orang yang menggunakan internet di bagian komentar akun Instagram E-News. Bagian komentar politik CNN sebagai sumber data penelitian ini. Lima strategi ketidaksopanan ditemukan di bagian komentar media sosial E-News: ketidaksopanan bald on record, ketidaksopanan positif, ketidaksopanan negatif, sarkasme atau kesopanan pura-pura, dan penahanankesopanan. Ketidaksopanan positif adalah teknik yang paling umum digunakan oleh pengguna online di bagian komentar media sosial E-News. Sementara itu, terdapat beberapa faktor-faktor yang berkontribusi terhadap munculnya ketidaksopanan di media sosial E-News.

A B S T R A C T

The objective of this article was to look into impoliteness in the E-News social media comments section. Internet users are frequently unaware that they are using an unfriendly expression. Based on Culpeper's theory, this research employs a qualitative method to investigate impoliteness methods. It analyzes the impoliteness technique described by people using the internet in the comments section of the E-News Instagram. CNN's political comment section provided the knowledge. Five impoliteness strategies were found in the E-News social media comments section: negative impoliteness, positive impoliteness, bald on record impoliteness, sarcasm or mock politeness, and withholding politeness. The positive impoliteness was the most common technique used by online users in the E-News instagram comments section. In the meantime, the following factors contribute to the presence of impoliteness in the E-News' Instagram account.

1. Introduction

Social media has emerged as an important source for news readers. According to Matsa and Shearer (2018), two-thirds of Americans have admitted to receiving information from social media since August 2018, with two in ten doing so frequently. E-Newsletters, in addition to social media, are increasingly being used to reach out to users. CNN Indonesia is one of the E-News providers. It is a news channel founded by Trans Media in collaboration with International Turner, the parent firm of CNN (Yurita & Sani, 2019).

CNN is preoccupied with general information, business, sports, technology, and show business, and it broadcasts both local and foreign programming in Indonesia. CNN Indonesia has more than two million Instagram followers, making it the account with the second-highest amount of followers after Detikcom's Instagram account. Businesses, organizations, and even government officials are using Instagram as a new medium for communicating news and promotional media (Mutiah & Rafiq, 2021). The existence of a comment section allows users to express their feelings or make observations about the content. Previous studies have discovered that specific journalistic frames on social media can lead to online behaviors such as clicking on news items, commenting on their content, or sharing them with others (Muddiman, 2019). According to Benson (2017), the comments section has been suggested to create substantial meaning matter of an issue on social media. Furthermore, the comment section enabled users to express their opinions, making it more difficult to find factual information. Comment sections are one form of mediated speech that contributes to an issue's context for the networked public.

As a result, the comment section is usually full of craziness and hate. Hate speech, verbal assault, and other toxic expressions in public comments are critical issues not only for media workers and platform owners but also for the general public and journalists (Schemer, 2020) We've often noticed people expressing their opinions in the comments section on specific topics have not been validated. In the world of pragmatism, there was politeness and rudeness. Individuals have visible self-images or faces They hope people will notice their pretty faces to be accepted in society, and they must pay attention to their manners Everyone around you must be respected.

On the other hand, bullying, threats, or humiliation are pervasive in society despite the knowledge that these actions are seen as hostile. They are currently using language tactics that can attack or threaten the identity of others. Impoliteness is considered an unacceptable form of communication because it creates social tension. According to Culpeper (2011), impoliteness is a negative attitude toward certain behaviors that occur in a relationship. This is supported by hopes and beliefs about individual or group identities. Thus, impoliteness is a language or topic that is viewed negatively in a given situation. Terkourafi (2008:70) defines impoliteness as a face-threatening behavior that violates social conventions in the context of what is happening, and the listener attributes the face-threatening target to the person. Researchers were more likely to engage in rude topics on social media, such as Harassment on Instagram. Social media brings together various data such as news, leisure, and sports events, and often attracts the interest of many netizens who want to dig out the latest hot topics in comments. In

this study, however, the researchers focused on the contempt displayed by the CNN Indonesia Instagram account. The authors dedicated their research to the impoliteness strategies observed by e-news Instagram users, including active impoliteness, restrained impoliteness, passive impoliteness, sarcastic or mocking impoliteness, and outright impoliteness.

The goal of this paper is to look into the impoliteness of discussion in the comments section of the E-news Instagram account and figure out why it's impolite. The author meant the impoliteness research because, in this recent time, netizens should be aware of posting reasonable comments on social media, particularly in the material of E-News' social media pages. Moreover, netizens were unaware of the impoliteness classification. As an outcome, the author performed this study.

2. Method

This research adopts a qualitative method. Qualitative methods are used to explain human processes. Keep a sequential log, noting events leading up to results and getting relevant summaries. Qualitative data then lead to unexpected discoveries and novel combinations (they help authors extend original concepts and create or transform developing ideas). In the end, the findings are undeniable. Words are organized into scenarios or stories with strong, obvious, and fundamental meanings that audiences can attest to and agree with (Miles, Huberman, & Saldana, 2014). At the same time, qualitative research methods, also known as post-positivism (viewing social reality as a holistic, complex, dynamic, meaningful, and interactive symptomatic relationship), are used to study the components of objects in nature (as opposed to experimental), with the researcher as the central tool. Qualitative research relies on observation and analysis, as this study aims to describe rudeimpolite behavior in the Instagram comment section of e-news. This research plan was used to help the authors conduct a more comprehensive investigation. This method was used to collect data to describe, rate, and explain impolite behavior in the Instagram comments section of eNews.

3. Finding and Discussion

This study investigates the impoliteness encountered by netizens using Culpeper's theory. The information for this study came from CNN Indonesia's Instagram account, which focused on a political issue in July 2022. Politics is the activity of influencing a government's actions and policies, as well as gaining and retaining power in a government. CNN Indonesia uploaded nine political topics in July 2022, and it got 37 comments, including impoliteness strategies, according to the findings.

Table 1. The classification of impoliteness categories in the E-News Comment Section

No	Type of Impoliteness	Amount
1	Positive Impoliteness	17
2	Bald on Record Impoliteness	1
3	Withholds Politeness	1
4	Sarcasm or Mock Politeness	2
5	Negative impoliteness	16
	Total	37

The researcher found 37 examples of impoliteness strategies. CNN Indonesia's most effective impoliteness approach is positive impoliteness. Positive Impoliteness is the most impoliteness found in CNN Indonesia's E-News Comment Section, according to the chart earlier in this section. It alludes to strategies intended to harm the addressee's good image and desire to be admired or approved of. Ignoring the other, excluding the other from an activity, being uninterested, uncaring, and unsympathetic, using unsuitable identity identifiers, using cryptic or clandestine language, pursuing dispute, using forbidden terms, and making derogatory comments are all part of the strategy. There are 17 outcomes.

Table 2. the List of reasons in Asserting Impolite Comments in E-News Social Media

No	Factors	Amount
1	Disagreement	13
2	Anger	8
3	Frustration	2
4	Disappointment	1
5	Relief/ happy	1
6	Seeking Change/ betterment	2
7	Emotional	1
8	Lack of trust	11
9	Dishonesty	1
	Total	40

The research also found nine variables that led to the impolite comment on a political topic made in the E-News social media comments section. The causes are anger, disagreement, frustration, sadness, lack of confidence, wanting change/betterment, emotional relief/happiness, and dishonesty. Disagreement is defined as refraining from criticizing the other person's viewpoints and beliefs. Anger is a bad emotional condition distinguished by aggressive ideas, psychological arousal, and maladaptive behavior. Frustration is described as a state of being troubled or irritated, frequently as a result of an inability to change or accomplish anything. Disappointment is sadness or dissatisfaction caused by the inability to fulfill one's standards or aspirations. A distrust is defined by a loss of conviction or a feeling of doubt. Pursuing change/improvement involves abandoning someone or something in favor of someone or something new. An unjustifiable action prompted by feeling is referred to as emotional. A feeling of calm and relaxation that follows the discharge of anxiety or pain is referred to as relief. And dishonesty is deception expressed in a person's personality or deeds. Meanwhile, with 13 data points, the most frequently stated cause by internet users is disagreement. The most frequently used element by internet users is disagreement. The news of the constitutional court's limitation on medical marijuana use for health purposes prompted much discussion.

4. Conclusion

From the perspective of value homogenization, this study examines the impoliteness of e-news sites such as CNN Indonesia, Tempo, and Merdekadotcom. After analyzing the data, the following conclusions can be drawn: Culpeper (1996, 2005) proposed five impoliteness techniques, but only four were identified in the data: 1) Bald impoliteness; 2) Sarcastic or sarcasm; 3) Negative impoliteness; 4) aggressive impoliteness. Impolitenss encourages the expression of accepted social views and can therefore play an important role in forming like-minded groups online. Given the importance of social media for disseminating information and forming opinions, the idea of homogenization of values and the related role of impoliteness warrants further scholarly research.

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