An Analysis of Hate Speech Delivery by YouTube Users on Clara Dao's Shorts Video Content: Impoliteness Theory

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Abstract. This study aimed to find out the target hate speech and to identify the impoliteness strategy and the function of the impoliteness that netizen used to delivery the hate speech in comment section of Clara Dao's shorts video. The method used in this research is decriptive qualitative research using content analysis dan documentation. The data source is hate comments that found in Clara Dao's shorts video. The result of this study found 15 hate comments with two kind of target there are generalized and directed. Reseacrher found four of five impoliteness strategy that frequently used by netizen such as 4 bald on record, 3 positive impoliteness, 3 negative impoliteness, and 5 sarcasm. For the function of impoliteness strategy the researcher found three function there are 3 affective impoliteness, 3 coercive impoliteness, and 9 entertaining impoliteness. Furthermore, this research can be used as a refrence for linguistic student to fulfill their knowledge about impoliteness theory.

Keywords: hate speech · function of impoliteness strategy · impoliteness strategy · target of hate speech

1 Introduction

A language is a tool used by humans to communicate with other people. It is undeniable that language will always be attached to human life to interact with the interlocutor. Even people who are born mute and deaf also use sign language to interact. Language can be implemented in writing or orally. Humans express many things through language and speech ranging from sadness, anger, disappointment, praise, rejection, and even hatred. This can be interpreted as a speech act. The speech act is one of the main branches of pragmatics theory. It is the study of contextual meaning, which necessitates taking into account how speakers organize what they want to say based on whom they are speaking to, where they are speaking when they are speaking, and what conditions they are in. Speech act theory is concerned with how language used to communicate intentions and goals. The notion of speech acts is separated into three sorts of actions: locutionary, illocutionary, and perlocutionary [1]. Speech acts are statements whose purpose is to say something such that the speaker's intent can be comprehended by listening. Spreading hate speech to harm someone is one type of speech violation.

In expressing a person's feelings and thoughts, a person will issue an output in the form of expression. Expressions of anger, sadness, joy, disappointment and even hatred are expressions that are shown for something he has seen, experienced and experienced. In this study, hate speech will be the main focus of the issues raised. Hate speech is negative speech to show feelings, attitudes, and dislike thoughts that attack individuals or groups [2]. Hate speech is only in the form of text but can also be in the form of images such as making memes that someone has and in the form of videos of offensive speech that invites someone to hate and berate the intended person or group. According to [3] In popular parlance, the definition of hate speech is expanding to cover not only cyberbullying, racism, or phobia of certain groups, but also comments that degrade or mock the government or individuals. Hate speech also applicable any act of interaction that involves provoking, inciting, or insulting stranger based on one or more factors, such as race, skin color, ethnicity, gender, handicap, sexual orientation, citizenship, or religion [4]. According to [5] Hate speech is defined as writing that demeans and degrades its targets because it is motivated by bias, dislike, and animosity in the online world of social media. According to [6] there are four categories of social characteristics that allow impoliteness to occur, including:

1. Embarrassment tactics that target the need to be viewed as a genuine, and capable person, or the public image of singularity.
2. In order to make someone believe that they are at a higher level or that an action won't have the same impact on them as it would on someone else, certain tactics are used that put the public's trust at risk.
3. Discourteous tactics that target the public's right to affiliation in order to communicate the impression of rejection from the group.
4. Ways of rudeness that violate the public's right to independence by focusing on the boundaries of the other.

From the analysis provided by [6] it is remarkable that someone who is impolite in expressing their feelings to others accomplishes this because they believe themselves to be superior, more impactful, or perhaps just embarrassed by the tendencies or personal circumstances of others. Impoliteness can also be defined as a person's reaction to anything that irritates or annoys them. This impoliteness is not limited to direct words, but can also be the result of everyday activities such as watching movies, attending religious events, or seeing or hearing the work of others who dislike or have no taste for conscious or unconscious acts of impoliteness [7]. According to [8] People who engage in indecent behavior sometimes have a strong hatred for their target and are never pleased until the target is destroyed; once the target is destroyed, the perpetrators of hate speech will find satisfaction.

As the pace of time and technology continues to quicken, unpleasant or even hateful words are no longer uttered only verbally, but also typed on internet platforms. Nowadays, social media is the most popular medium. Social media is used as a creative outlet for self-expression, as well as a means of communication with individuals in different nations. People spend a lot of time browsing social media in the present 4.0 era, but few even work as content creators on these platforms. One of the highest social media that people used is Youtube, these platforms make the most amount of content creators. Social media makes it easy for users to provide various kinds of feedback very quickly [9].

Accelerated feedback obtained Due to the active interaction between content creators and viewers. Not only as a place to create social media, it is also a hotbed for attacks on someone online. Its use is quite broad and also free to open access to online crimes such as fraud, cyber bullying, spreading hoax news, trolling, and spreading hate speech. One of the social media that is focused on is Youtube. Youtube is a web design that is intended for anyone to upload all kinds of videos. Due to the anomaly that is increasing from year to year, many content creators appear and post their videos on the Youtube channel. Starting from just daily life videos, education, mental health campaigns, eating shows, and others. The more cases of body shaming people experience, the more content creators raise this issue in the hope of opening and changing one's mind.

The result of the proliferation of content and content creators varieties, many individuals have developed benefits and negatives. If team members agree, they will provide good and polite feedback; but, if they disagree, are uninterested, or find what was said or who said it highly contentious, they will provide negative feedback and tend to be. Disrespectful. The foundation of free speech is human agency and dignity. Nonetheless, inproper speech might also offend these principles [10]. According to [11] people who blaspheme or deliver hate speech typically conceal their true identities and create trumped up accounts, pseudonyms, and even profile pictures to deceive their targets. From this case, researchers have learned that this element is responsible for several instances of cyberbullying and impoliteness. People do not fear that their identities will be traced since they fabricate their identities on social media, allowing them to engage in unpleasant behavior without being observed.

Clara Dao is one of the subjects of this research. Clara Dao is a feminist activist who addresses body positivity and skinny-shimming concerns. Clara Dao is a Vietnamese woman who advocated self-love for all women in the globe, especially for ladies with flat chests like herself, so that they might respect and love themselves more. Clara joined YouTube on 30 September 2016 and began posting Shorts videos in 2019. She emphasizes on the problem of female empowerment, which aids several viewers in gaining confidence through the videos she publishes. However, there are a significant amount of people who despise the topic and solely care about physical ailments (Fig. 1).

One phenomenon that can serve as an illustration is YouTube user comments Ra************: Omg it's a board hahaha. This comment was made for Clara in 2019 in one of her videos entitled THIS IS MY FLAT BODY.

Fig. 1 .

When Clara has fully accepted herself, as seen by the aforementioned phenomenon, users make fun of her. In addition to the fact that this disrespectful remark was made by a person with no strong ties to Clara, this occasion was taken to utter an impolite phrase.

To prove this research, the researcher inserts previous research related to the topic taken regarding impoliteness. [12] in his research entitled Impoliteness Strategies Used in the Movie "Easy A" analyzing the impoliteness strategies contained in the movie 'Easy A'. His research uses theories from [13]. Five of the five known impoliteness strategies bald on record (4), positive impoliteness (5), negative impoliteness (4), mock politeness (2), and withhold politeness (5) were discovered by his qualitative descriptive analysis (1).

This study is comparable to others that have looked at rudeness and bigotry in the workplace. There are, however, distinctions between this study and others that have used the same data objects and sources. The researchers took information from the YouTube video comments of Clara Dao's Shorts video. Based on the backgorund above the purpose of this study is to determine the function, strategy, and the target using of the impoliteness theory utilized by netizens, as well as the target hate speech displayed by them.

1.1 Impoliteness

[14] stated that the term of impoliteness examines the significance of the politeness theory by Brown and Levinson. Rudeness is an equivalent of impoliteness, implying that these two terms have the same connotation [15]. Examples of offensive activities that attack the victim's target include harsh words and actions. According to [13] impoliteness is clearly a personal notion that involves behavior. In carrying out an act of impoliteness there is an emotional influence that affects it, this is not only a reflex action but includes a person's cognitive assessment. However, "positive" and "negative" have a broad meaning depending on the specific or polite and impolite oppositions that meet experiencing differences. In impoliteness, a person will have a negative attitude, refuse to learn, and be thoughtless without regard for the actual facts.

1.2 Impoliteness Strategy

[16] stated that the term of impoliteness is a communicative strategy that is deliberately designed to tackle faces that can cause conflict, societal discord, and upheaval. According to [17] Social issues arise when impoliteness is used to determine an individual's attack strategy. Culpeper (1996) porposed five impoliteness strategies that speaker frequently used the following impolite expressions:

1. Bald on Record: We directly address the other means of expressing our needs.
2. Positive Impoliteness: The use of strategies of tactics intended to harm the addressee's appealing face desires.
3. Negative Impoliteness: The use of strategies designed to damage the addressee's undesirable face.
4. Sarcasm or mock impoliteness: The FTA is carried out with the use of blatantly fake politeness methods, remaining a surface realization.

5. Withold Impoliteness: This refers to the absence of politeness work where it would be expected.

[17] Stated that a lack of social harmony results from the strategy of impoliteness being used to assault the face, which goes hand in hand. Culpeper (2005) defined Impoliteness begins when either: 1) the speaker transmits face-attack with intent, 2) the hearer interprets behavior as intentional face-attack, or a combination of both.

Bald on Record. It is important to distinguish this strategy from Brown and Levinson's Bald on record. For Brown and Levinson, Bald on record is a impoliteness strategy in fairly specific circumstances. When FTA is shown, it is carried out in a direct, clear, unambiguous, and succinct manner.

Positive Impoliteness. Culpeper (1996) stated that the use of strategies of tactics intended to harm the addressee's appealing face desires. This can be done through the following ways, such as:

- *Ignore, snub the other* - ignore someone's presence.
- *Prohibit the other from an event*
- *Separate from other people* - avoiding sitting together or refusing to join a group.
- *Be disinterested, unconcerned, unsympathetic*
- *Using inappropriate identification tags* - such as purposefully calling wrong title or moniker.
- *Using secret language codes* - such as using jargon to mislead others or using hidden symbol that are known to the group but not the target.
- *Seek disagreement* - choose a sensitive issue to make the other uneasy, such as by attempting to joke or avoid silence.
- *Use taboo words* - swearing or using vulgar or offensive language.

Negative Impoliteness. Culpeper (1996) stated that the use of strategies designed to damage the addressee's undesirable face. This can be seen through the following ways:

- *Frighten* - instill the belief that people will do things that hurt other people.
- *Condescend, scorn or ridicule* - accentuate the individual strengths. Be disdainful. Making joke to other, such as by using diminutives.
- *Invade the other's space* - literally (e.g. position yourself closer to the other than the relationship permits) or metaphorically (e.g. ask for or talk about privacy).
- *Explicitly associate the other with a negative aspect* - personalize, use the pronouns 'I' and 'you'.
- *Recording and passing on other people's debts.*

Sarcasm or Mock Impoliteness. Culpeper's sarcasm or mock impoliteness is close to Leech et al., (1983) conception of irony "If you accidentally commit an act of impoliteness, don't add it in a way that is against the norm, but straight to the point so that it reaches the target through implicature". One more thing to add is that "sarcasm," which refers to making fun of rude behavior or social unrest, is unquestionably deliberate bad ridicule [17].

Withold Impoliteness. This refers to 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 [17]. To Culpeper, Brown and Levinson touch on the face-damaging implications of withholding politeness work by saying that "…politeness has to be communicated, and the absence of communicated politeness may be taken as the absence of a polite attitude".

1.3 Function of Impoliteneess Strategy

Culpeper (2011) stated that there are three functions of impoliteness strategy as follows affective impoliteness, coercive impoliteness, and entertaining impoliteness.

Affective Impoliteness. According to Culpeper (2011) states that affective rudeness is a reaction given by someone with increased emotions such as anger that makes negative emotions. This function makes a person's emotions uncontrollable and seem abnormal, according to Culpeper (2011) this function makes someone feel annoyed and blame the other person for something that irritates them.

Coercive impoliteness. According to Culpeper (2011) This function will rearrange the quality between speaker and listener. This function makes someone who is superior has more control over the situation, there is an imbalance between status and power. This makes someone who is more able to freely oppress inferior people.

Entertaining impoliteness. This strategy requires the entertainment of the show in firing its irreverent targets, as Culpeper explains. In this case they make people upset, angry, commit acts of violence, give negative thoughts, as a form of entertainment. Disrespect can be managed in a balanced way for either the listener or the speaker to be excessive to the target so that this can entertain the audience who has the negative. [13] Based on the background study, the researcher formulates the problem as follows: 1) what are the targets for delivering hate speech given by netizens in the comments column of Clara Dao's video on Youtube?, 2) what are the impoliteness strategy that used by netizen in commenting Clara Dao's video?, 3) what are the function of impoliteness strategy?

2 Methodology

The method used in this research is descriptive qualitative research with content analysis approach. The data source of this research is netizen comments in Clara Dao's Youtube column with data as many as 15 hate speech comments on 3 youtube videos posted by Clara Dao regarding skinny-shamming and uploaded body positivity. The objects of this research include the target of hate speech expressed by netizens to Clara Dao, the impoliteness strategy used by netizens in conveying hate speech, and the function of the impoliteness strategy. The approach used in this research is content. Analysis and documentation by reading the overall comments of netizens on Clara Dao's Youtube channel after that identifying hate speech comments, and analyzing them. In identifying the target of hate speech, impoliteness strategy, and the function of impoliteness strategy researcher used.

3   Result and Discussion

3.1   Target of Hate Speech

According to Isasi & Juanatey (2016) racism, insulting physical conditions, and others that hurt intentionally are examples of hate speech acts. In conveying their hate speech, the hater will attack between two targets, namely generalized or directed. This is in line with the theory of [20] which says there are two targets of hate speech when someone attacks or delivers provocative speech, including directed hate and generalized hate (Fig. 2). Directed hate is the delivery of hate speech that is expressed to attack a person's individual condition, for example, such as body shaming by netizens to Clara Dao. Netizens attack physical form and use hate speech to make Clara feel low and insecure.

Netizens with the username H***O hurled sentences containing physical insults to Clara by clearly saying that Clara is not like other women in general, and looks flat with no curves in her body (Fig. 3).

Username S**g l****s commented on Clara's physique by commenting "skinny, yes. Flat, no." According to her, she supports anyone, even herself if she wants to be skinny because the beauty standard says that being thin is beautiful. Meanwhile, Clara's body, according to her, is flat and not thin, so she refuses. This is also a hate speech that Clara gets regarding her physical condition, especially her body shape (Fig. 4)

Username S***a commented "actually I agree with some comments like "attention seeker" "she's acting sad for attention" or "stop making this shit no one cares" you content is really sucks, if you think you're normal girl then live your life like a normal one stop crying and acting sad on all your videos" he protested about Clara's videos
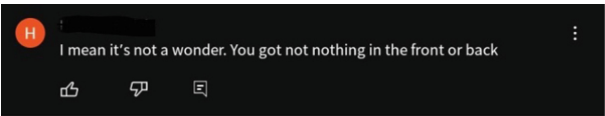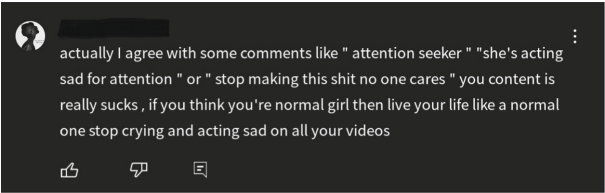

Fig. 2 .

Fig. 3 .

Fig. 4 .

always discussing body-positivity. She says clearly that Clara's content is. Rushed, and she says that Clara is an attention seeker. Clara is a content creator who really raises the issue of body-positivity and skinny-shamming so she continues to make videos on these topics.

The second target of hate speech is generalized hate, which means that the attacker will insult someone based on race, religion, gender, social orientation, which is related to. Their background. Generalized hate occurs when the hated person comes from a minority citizen who does not have great power.

Comments	Description or Meaning
Are all Asians eyes like that?	This refers to the characteristics of Asian people's eyes that tend to be slanted
You're really pretty for an asian	This statement states that Asian women are not as beautiful as white people so that they say things that hurt Asian women.
Ni hao! Are you related to Jackie Chan	This means that westerners equate all Asians to a single race, including Jackie Chan from China but instead Clara from Vietnam.

3.2 Impoliteness strategy

According to Culpeper (1996) impoliteness is the use of strategies carried out by the interlocutor to attack the intended interlocutor to cause discomfort and attack a person's psych. Culpeper (1996) states that there are five impoliteness strategies, including bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold impoliteness. The results of the study found in the comments of YouTube users who commented on Clara Dao's videos, the results of the impoliteness strategy that were found the most were sarcasm or mock impoliteness. From the above phenomenon with 15 data collected, the following results are obtained in the Table 1:

Bald On Record
Data 1

Table 1 .

Impoliteness Strategy	Amount of data	Percentage
Bald on record	4	26,7%
Positive impoliteness	3	20%
Negative impoliteness	3	20%
Sarcasm	5	33,3%
Withhold impoliteness	0	0
Total		100%

C*****e L******d: Dude your skinny ok you have said it soo many times.

In YouTube user comments, it was noted that Clara validated herself too much and displayed her slender figure.

Data 2

B******vr: Bro dude we get it your skinny chill do something else on YouTube.

Many of the comments Clara received were similar to the one above, in which netizens wished she would discuss issues other than the condition of her physical body.

Data 3

J**e: Oh hell! Please talk something else.

This statement plainly indicates that this YouTube user wants Clara to discuss issues other than Skinny-shaming and other beauty standards.

Data 4

H***ah: I support skinny-shaming.

This suggests that the netizen supports the action of skinny-shaming taken against Clara, and he further affirms this to the victim of skinny-shaming.

Positive Impoliteness

Data 1

S***yn*****t: You can never please anyone. So if you think you are "overweight" or "underweight", please just stay at home. People really don't care!

Clara was informed by a netizen that regardless of a person's situation, it is impossible to satisfy everyone. He stressed that if Clara believes that her situation is poor, no one will care about her.

Data 2

V*****t: Just give a f*ck on her!

This Netizen informed other viewers that there was no reason to worry about Clara's content.

Data 3

L***h C***r: I wish I was skinny, I mean I am but nor that much.

The current expression indicates a refusal to be as skinny as Clara, despite her desire to be tiny.

Negative Impoliteness

Data 1

S* E****g: You're such a billboard.

This netizen's sentence is quite nasty and impolite for referring to Clara, who is as thin as a billboard.

Data 2

Y**h G*****g: Do you really want to be a girl? Too skiny too flat dude.

This Utterance makes its users dislike Clara, calling it too flat for ladies and implying that Clara has no desire of becoming a woman.

Data 3

E***r: You are skeleton.

This comment was made to Clara by someone she didn't know, and it was unpleasant and insulting to Clara's physical condition.

Sarcasm

Data 1

R**c: OMG you are a girl?

The perpetrator mocked Clara and appeared to have recently discovered that she was a woman, despite the fact that Clara was a real woman in the video.

Data 2

Do**r: Is this where the flat earth theory started.

He satirized the widespread discussion regarding the form of the world, claiming that the belief of a flat earth originated from Clara, thereby insulting her physical state.

Data 3

J**n K****l: Somebody feed her anything a little bit of time and make her eat it.

The offender insulted Clara by requesting that she be fed to acquire weight.

Data 4

Ni** L*****a: I love board.

Due of her body type, many people referred to Clara as a board, and the perpetrator teased the victim by stating that she particularly enjoys boards.

Data 5

@****: You look like rope, ups.

The preceding sentence demonstrates that he is insulting Clara by comparing her to a slim and shapeless rope.

3.3   Function of Impoliteness Strategy

Based on the analysis that has been described, the researchers found three functions of the impoliteness strategy on 15 Youtube user comments data. Among them are affective impoliteness, coercive impoliteness, and entertaining impoliteness. This category is in accordance with [13] theory.

Based on the phenomenon described above, the researcher found all the functions of the impoliteness of the strategy in the hate speech comments given by the use of Youtube to Clara short videos, the result of the hypothesis that the most widely used function is entertaining impoliteness. Where users give hate speech that is irrelevant to the content in the video just to entertain themselves and other people who have the same negative thoughts. The following table results obtained on the Table 2:

Table 2 .

Function of Impoliteness Strategy	Amount of Data	Percentage
Affective impoliteness	3	20%
Coercive impoliteness	3	20%
Entertaining impoliteness	9	60%
Total		100%

4 Conclusion

Based on the results and discussions that have been conveyed, it can be concluded that Youtube users who commented on Clara Dao's short video gave hate speech by attacking personally and also her race as an Asian, they also preferred to use satire sentences to Clara rather than express it clearly and purposefully, conveying her sarcasm. Done only to entertain himself so that he feels satisfied to be able to express his negative thoughts to Clara.

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