Deviations from the Principles of Language Politeness in the @dpn.ums Instagram Account and Its Relation to the Teaching Module

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Abstract. The principle of politeness of language in social media is very important to learn in order to understand more deeply the form, and meaning behind the speech expressed in commenting. This study aims to describe the forms and causes of deviations in the principle of politeness in the comments column of the Instagram social media account @dpn.ums and their relation to the teaching module of pragmatic courses. This research uses qualitative descriptive method. Therefore, the data is described in words from comments from posts on instagram social media account @dpn.ums. Data is collected from the comments column and an analysis process is carried out. The object of this study is the Instagram social media account @dpn.ums. The collection technique uses the listen and record technique. The analysis technique carried out is to identify utterances that contain deviations in the principle of language politeness by paying attention to pragmaic theory. This study found 36 speech politeness deviations obtained from the comment section of 588 posts consisting of single politeness deviations and double politeness deviations. With a singledeviation of civility, the maxim of generosity is 16.6%, the maxim of appreciation is 38.8%, the maxim of sympathy is 2.7%, the maxim of wisdom is 16.6%, the maxim of manufacture is 2.7%, and the maxim of simplicity is 2.7%. Thedouble compensation is the maxim of generosity and appreciation of 11.1%, the maxim of generosity and manufacturing of 2.7%, the maxim of wisdom and appreciation of 5.5%. The causes of this deviation are the emotional drive of the speaker, the nature of keeping opinions, criticism with harsh words, lack of understanding of the principle of language politeness. The form of language politeness deviation on the Instagram account @dpn.ums can be used to be an example and direction in making language politeness teaching modules in pragmatic courses.

Keywords: Deviation · Language Politeness · Teaching Module · Pragmatics · Instagram

1 Introduction

In today's technological age, the use of social media has a huge impact on all sectors of human life ranging from work, economy, and personality. According to Muslim, Al, & Medan (2022) Social media is an online media where all users can easily participate,

share, and speak words [1]. According to Hamzah, Rahim, & Iskandar (2022) the existence of internet networks and social media can have an impact on various areas of life. [2], where language is no exception. One of the social media that is currently being used is Instagram. In this application we can share pictures and comment with each other or exchange messages with fellow followers [3]. Instagram social media is very popular with all circles, both young and old, almost all activities can be shared on Instagram social media ranging from personal life, politics, school, news, and others. Instagram is a commonly used social media outlet where now almost everyone is used to it [4]. However, over time this Instagram social media began to make people forget a politeness in speaking because of the unrestricted freedom in this application. The level of politeness in language being low is the impact that occurs due to technological advances at this time, especially since there is freedom in the communication tool itself [5]. However, with this freedom, there are many deviations in language politeness found in this application, one of which is on the @dpn.ums account.

The Instagram account @dpn.ums is an account created by students of the University of Muhammadiyah Surakarta with the aim of voicing students' opinions of the university. However, in reality, many people actually use these accounts to provoke, reproach, insult, and even slander with profanity. One of them can be seen in the following data.

@madeby.axxx Kritik boleh tapi utamakan gunakan OTAKNYA DULUAN MIN. Kasihan otaknya ga dipake. Mending dijual jadiin gulai banak. Dapet duit dan mengenyangkan #nyamnyam silahkan di ss lalu dibikin narasi yang heboh, gapapa, toh gw juga bisa lacak elu dan hancurkan elu seakar-akarnya. Baik fisik maupun jiwa. (Criticism is okay but prioritize the brain first. It's a shame the brain isn't being used. It's better to sell it and then make lots of curry banak. Get money and fill #nyamnyam. Please capture the screen and then make a horrendous narrative. It's okay, because I can also find you and destroy you to the core. Both physical and soul).

The data contains a form of deviation from the principle of language politeness. This points tothe lack of civility of the followers of these social media accounts. Civility is an attitude that must be possessed by mankind. When spelled out in language, a generation of arrogant, unethical, and rude will be born [6]. Civility is deeply embedded in the order of society. In politeness, it is divided into three parts, namely politeness in doing/behavior, politeness in dress, and politeness in speaking in language. Language is a tool for humans to communicate and convey messages to each other [7]. In language there is a principle of language politeness. By and large, the language possessed and used by human beings is neither better nor worse [8]. Language literacyalways involves civility in order to maintain social relations between speech partners and speakers [9].

According to Fauziati (2013) language politeness has occupied a central place in life in language studies and has even become a subject of intensive debate on sociolinguistics and pragmatics [10]. Pragmatics is a branch of linguistics that studies the relationship of the context outside of a language to the intent of speech from its speakers. Pragmatik will only pay attention to the attention drawn to the proposition which is the kind of thing that dapat relevant and correct [11]. There is also another opinion according to Sadapotto & Hanafi (2016) in pragmatics regarding meaning in relation to all matters related to the speech situation [12]. In language politeness there must be a deviation. Such deviations can occur due to internal and external factors in the human being himself

such as the environment, psychological states and habits. So that these things can be used as a reference for making pragmatic learning materials, especially in language politeness materials. Matters concerning language politeness deviations can be used as a reference in learning language politeness. That the deviation is an example of not violating the principles of language politeness. Every human being will want to actualize himself to maintain politeness, because politeness is a key to harmony in living life. However, there are still many humans who do not maintain their civility, especially in their speech acts. It tends to develop in adults and influences the environment. This causes limited knowledge from a speaker which consists of several factors, namely the principle of manners, the context of language, and the principle of cooperation [13].

As a human being who has been affected by the times, let alone technological developments. Society has been so much affected that it forgets the principles of civility in language and communication. Communication is usually played by two or more people and occurs in two directions [14]. Communication is closely related to politeness because communication requires a politeness so that speakers and speech opponents do not misunderstand each other. Communication provides a series of processes in an information about a particular news to another person [15], therefore, in communicating we must instill a politeness.

Politeness is something that shows awareness of the dignity of others in language, both spoken and written language [16]. In addition, according to Astuti (2020) the principle of politeness is a rule in speech that must be considered by every speaker [17]. In communicating, humans perform a speech act with other humans, according to Prayitno et al., (2019) speech partners will pay attention to the topics presented by speakers [18]. However, speech acts sometimes cause impropriety in a conversation. This is a deviation from language politeness. Cipta, Permata Christine, & Eny Rahayu (2019) stated that the types of deviations in the principle of language politeness consist of double deviations and single deviations. This deviation consists of deviations in the maxims of generosity, wisdom, simplicity, manufacture, appreciation, and sympathy [19]. Deviations in one's own language politeness can occur anywhere both in real life and cyberspace such as social media.

2   Research Methods

The type of research used is a qualitative descriptive method. Qualitative description is a label used in qualitative research for descriptive studies and is widely used to describe socially related phenomena [20]. The object of this study is the Instagram social media account @dpn.ums. At the data collection stage, it is related to data mining techniques, types, and data sources themselves [21]. The data and data sources in this study will be obtained from all comments of all posts of the Instagram account @dpn.ums. In this study, researchers collected data with listening and recording techniques taken from writing sources. Rahmayanti (2018) stated that data collection techniques are a way that in carrying it has the aim of obtaining the data needed [22]. The listening and recording method is used to obtain data using the way of listening and recording from the use of spoken and written language [23]. At the data analysis stage, researchers will collect data by observing the @dpn.ums instgram account virtually through the devices that

have been provided which then the data will be clarified according to the category of deviations in the maxim of the principle of language politeness.

3   Results and Discussion

In the research conducted, it was found that there were forms of deviations and causes of deviations in the principles of language politeness and the relationship between language politeness deviations in the @dpn.ums Instagram account with the pragmatic teaching module.

3.1   Deviation of the Maxim of Politeness in the Comment Section of the Instagram Account @dpn.ums

Based on the overall results of the research data, the number of language politeness deviations was obtained as many as 36 utterances from the comment section of the post which amounted to 588, consisting of single politeness deviations and double politeness deviations. With the breakdown of single politeness deviations, namely the maxim of generosity 16.6%, the maxim of appreciation 38.8%, the maxim of sympathy 2.7%, the maxim of wisdom 16.6%, the maxim of manufacturing 2.7%, the maxim of simplicity 2.7% while the deviation of double politeness the maxim of generosity and appreciation 11.1%, the maxim of generosity and manufacturing 2.7%, the maxim of wisdom and rewards 5.5%. Here is the form of deviation in the Instagram account @dpn.ums.

3.1.1   Single Deviation of Politeness

A single deviation of civility is a deviation consisting of only one type/form of deviation. The single types of deviations present on the @dpn.ums account are as follows.

3.1.1.1. Maxims of Generosity
According to Wahyuni (2018) the maxim of generosity is a maxim where speech participants will reduce personal gains at the expense of the speech participants themselves [24]. However, this maxim is often distorted by speech participants by demeaning the other party so that this violates the principle of the maxim of generosity. In the @dpn.ums account, there is a deviation in the maxim of generosity which amounts to 6 data.

(1) @narsirrhaxxx: *ramutu demo pansosan bayi* (trashy demos, social climbing, baby)

Context:
There was a group of students who took part in the demonstration demanding the fuel oil policy.

In data (1) the speaker violates the maxim of kedemawarnan because the speech contains degrading elements and harms others. The speaker insulted that the student who demoed was only limited to social climbing, which if interpreted as a famous number. From this speech, the speaker said that the student was useless during the demo and only became famous.

3.1.1.2. Maxim of Appreciation
The appreciation maxim is a principled maxim that speakers should not insult others and speakers can give as much praise as possible in the language. On the @dpn.ums account, there are as many as 14 deviations in the appreciation maxim.

(2) @aufalxxx *lanange rupane koyo sego goreng cemaro kandang* (the man's face like fried rice cemaro kandang)

Context:

Post a photo about the disappearance of a student at the Muhammadiyah University of Surakarta who apparently only went with a man who was suspected of being the lover of the student. In this post, you can see the man's face sitting with the missing student at the police station.

In data (2) the speaker violated the maxim of the award. This can be seen from the sentence *"lanangane rupane koyo sego goreng cemaro kandang"* which when interpreted as a man's face is like cemaro kandang's fried rice, cemaro cage fried ricewith black na which if attributed can signify the speaker insulting the physical face of a certain party who is judged to be black.

3.1.1.3. Maxims of Wisdom

According to Rama (2019) the maxim of wisdom is a maxim in which the speaker makes the loss to the other party as small as possible and the other party's profit is as large as possible [25]. On the @dpn.ums account there are deviations in the maxim of wisdom as many as six utterances.

(3) @bagaxxx *kukira senyum sapaan, ternyata senyum… isi sendirii prendd* (I thought a greeting smile turned out to be a smile. Fill it yourself friends)

Context:

Post a photo of a library administration service employee at the University of Muhammadiyah Surakarta who is suspected of harassing a female student.

In data (3) the speaker violated the maxim of discretion because he accused certain parties, namely employees of library administration services, of sexual harassment without solid evidence. This can be seen from the sentence I thought the greeting smile turned out to be a smile. This utterance leads to the context that the smile of the accused party is a perverted smile. This makes a loss for the accused party because his good name is tainted.

3.1.1.4. Maxim of Simplicity

According to Leech (in Aji, 2020) the maxim of simplicity expects speech participants to have a lowtian by reducing praise for themselves [26]. In the @dpn.ums account, there is a deviation in the maxim of simplicity which amounts to as many as one utterance.

(4) @enrico_yuxxx *WOWWWWWWWW SANGAT SANGATT RA BANGGA, AKU BANGGA NEK PARKIRAN FEB DI GEDEKNE WESA KUI TOK* (wow very very not proud, I'm proud if the FEB parking lot is more expanded, that's all)

Context:

Posts about the construction of student houses at the Muhammadiyah University of Surakarta which are considered less important and better for building inadequate campus facilities.

In data (4) the speaker violates the modesty maxim because it shows an arrogant impression on him. This can be seen by the use of capital letters used by speakers who are considered impolite and sentences used as if the speaker's speech must be carried out. This is because the speaker feels that his opinion is better than building a student residence.

3.1.1.5. Maxim of Sympathy

According to Ramadhan & Suharyo (2017) the maxim of sympathy is a maxim that expects the speech partner and the speech partner to maximize sympathy and eliminate antipathy [27]. In the @dpn.ums account, there is a deviation in the maxim of sympathy which amounts to one data.

(5) @kuehixxx *Doi kan pake kacamata tuh, kayaknya kurang tebel lensanya* (He wears glasses, it looks like the lenses are not thick enough)

Context:

Video of a student at the Muhammadiyah University of Surakarta smoking, even though there is a ban on smoking right in front of him.

In data (5) the speaker violates the sympathy maxim because he shows antipathy. According to Humairah & Awaru, T, O (2016) antipathy is the opposite of sympathy, antipathy describes that one does not like something [28]. In this speech, the speaker brings a certain party's shortcomings, namely physical deficiencies that concern eye health.

3.1.1.6. Maxim of Manufacturing

According to Alfi & Indonesia (2019) the manufacturing maxim is a maxim that reduces the rejection of agreements between speakers and speech partners [29]. Meanwhile, the @dpn.ums account found deviations in the maxim of manufacturing as much as one data.

(6) @shellyexxx *gila hormat asuu, gateli banget too* (snobby dog, so itchy)

Context:

Post a student conversation with a lecturer who is considered that the lecturer is too snobby to make a big deal out of small things.

In data (6) the speaker violated the maxim of manufacturing because he quickly accused the opponent of being insane, regardless of the opinion on the part of the lecturer.

3.1.2   Deviation of Double Politeness

A double deviation of civility is a deviation consisting of two deviations at once. On the @dpn.ums account there are double deviations of politeness as follows.

3.1.2.1. Maxims of Generosity and Appreciation

(7) @aaaazxxx *Wes otak mesuk, sangean, ra toto, ngajar karo ngudud.. fix idaman akhlake dosene cacat.. Ko ngon iso dadi dosen ums. Kyai Ahmad Dahlan menangis melihat fenomena ini.* (Already dirty brain, lust, not civilized, teaching while smoking. So the moral ideals of the lecturer are flawed. Like that could be a UMS lecturer. Kyai Ahmad Dahlan cried seeing this phenomenon)

Context:

Post the face of a lecturer at FKIP UMS who is suspected of sexually harassing his students.

In data (7) the speaker violates the maxim of generosity and the maxim of appreciation for insulting the lecturer with swear words and from these words makes the lecturer lose the dignity of the lecturer's self.

3.1.2.2. Maxims of Generosity and Manufacturing

(8) @ianadxxx *Rapopo lah… sak orane sg galak2 itu menampakkan wajahnya.. wani ngetok.. ora sok2an mengkritik segala hal tapi bersembunyi dibalik akun berkedok perwakilan netijen, dan menjadi pihak yang maha benar* (It doesn't matter. At least the fierce one showed his face, dared to be seen. Pretending to criticize everything but hiding behind an account under the guise of a netizen representative, and being the most righteous party)

Context:

Posts about the POMB event which are considered to be senior siblings like to snap.

In data (8) the speaker violates the double maxim, namely the maxim of generosity and the maxim of consensus. This can be seen from the speaker who stated that the account owner was only under the guise of a netizen hero and the speaker denied that the account owner was the right party by not displaying clear evidence so that the speech was accusatory.

3.1.2.3. Maxims of Wisdom and Appreciation

(9) @enwecoxxx *Pembunuh kok ga di hukum? Mahasiswa kok bodho yo…* (killers go unpunished? student but stupid)

Context:

Post regarding the open recruitment of a student organization at the Muhammadiyah University of Surakarta.

In data (9) the speaker violated the maxim of wisdom and reward for accusing and insulting a particular party by saying that the party was a murderous organization and a stupid student.

3.2 The Cause of the Deviation of the Principle of Language Politeness in the Comment Section of the Instgram Account @dpn.ums

The irregularities on theInstagram account @dpn.ums must have a cause. Deviations can occur if the speaker says disrespect to the speech partner. The causes of language politeness deviations on the @dpn.ums account are as follows.

3.2.1 Emotional Impulse of Speakers

Sometimes when speaking, often emotional impulses arise, giving the impression that the speaker is angry or has hatred towards the speech partner. This is often referred to as hate speech. There are several factors that cause hate speech, namely getting carried away by emotions, misunderstandings, personal hatred, or being onawhim [29].

(a) @arifaifauxxx *kui enek jenenge ig ne to ig hafiq kontooooolllllll blok* (it has an instagram name hafiq, dick, stupid)

Context:

A student who took part in a demonstration according to the fuel policy but instead brought up an inappropriate topic.

Speech (a) seems to be spoken emotionally and full of anger this can be seen from the use of harsh words written with the repetition of letters so that if read it seems angry with a loud tone.

3.2.2   The Nature of Keeping Opinions

In speaking, often the speaker will keep his opinion so that the speech of the opponent of the speech cannot be trusted by the other party. This is done so as not to cause feelings of shame caused when the speaker's speech lowers his self-esteem [30].

(b) @nv_xxx *sok bgt sih mas, kemaren aja diprank. Pdhl udah ngisi biodata, jd ngeri datanya dijual. Perbuatanmu bisa melanggar hukum* (just pretend. Just had a prank yesterday. Even though I have filled in my bio, I'm afraid the data will be sold. Your needs may violate the law).

Context:

Screenshot photo of a vaccine committee commenting on the @dpn.ums account about the vaccine prank he was doing.

Speech (b) is impolite because the speaker states that he is protecting his speech by saying the opponent's mistake, namely about the speech opponent's actions, can be unlawful. This utterance also stated that the opinion made by his speech opponent was wrong.

3.2.3   Criticism with Harsh Words

Criticism of speech partners by using harsh words will cause the speech to be disrespectful and violate politeness so that it can offend the speech partner. According to Almani (2019) harsh words can express hatred, unpleasant situations, and dissatisfaction about the matter at hand [31].

(c) @bdulkarimpashtexxx *Si paling senior Ng0ntol, kudune POMB ki menyenangkan ora dibentak-bentak. Payah !!* (The most senior dick. POMB should be fun, not made fun of. sucks!!)

Context:

Posts about POMB are considered to be senior sisters who like to snap.

Utterance (c) offends speech partners because the sentences used are not guarded. It would be better if the use of the word suck was changed to less work maximum.

3.2.4   Lack of Understanding of the Principle of Language Politeness

From the causes of deviations in the principle of language politeness carried out by @dpn.ums can be analyzed that many do not understand the principle of language

politeness. According to Jayanti & Subyantoro (2019) in the context of understanding the principle of politeness, not all speakers can express their speech using good and polite language and pragmatic rules that are violated resulting in violations of the principle of language politeness [32]. These things can be seen from the comments from the posts of the @dpn.ums account such as deviations with insulting purposes, deviations with the aim of criticizing, deviations with the aim of provoking, and others.

3.3 The Relationship Between Language Politeness Deviations in the @dpn.ums Instagram Account with the Pragmatic Teaching Module on Language Politeness on Social Media

The teaching module in the context of learning is a component that must exist because the teaching module is a component that must be observed, studied, and learned, as well as used as material that will later be mastered [33]. In the teaching module, always use language as a scientific delivery in learning. Learning related to the deviation of language politeness is in pragmatic learning. The pragmatic learning process consists of deicsis, presumption, conversational implicature, and speech act. The concept of language politeness is a pragmatic study that examines behavior in the use of language. From a pragmatic point of view itself, politeness in language becomes an attraction to observe how a person behaves politely in language [34]. This polite behavior is often called language politeness. The implementation of language politeness as teaching material aims to achieve learning competencies with competency standards.

This research has the title "Deviations in the Principles of Language Politeness in the Instagram Account @dpn.ums and Its Relation to the Teaching Module" which will be associated with teaching modules that are used as material material in pragmatic studies, especially language politeness in language learning in higher education. The content of this teaching material consists of 1) types/forms of deviations from civility; 2) patterns of deviation of language politeness.

Teaching materials are one of the most important factors in the effectiveness of a learning, especially at the university or college level [35]. The types of teaching materials are divided into two, namely from the shape and the way they work. Koesnandar (in Paulina, Pannen, 2009) teaching modules based on the subject are divided into two types, namely a) teaching modules that are deliberately made for learning; b) teaching modules that are not made for learning but can be used for learning, for example newspapers, magazines, and others [36].

The relationship between language politeness deviations from this study is the form / type of language politeness deviations. In line with the form of deviation from language politeness, it can be attributed to teaching materials that include materials, examples, and things that can be used as teaching materials from this research that can be related to pragmatic learning. Therefore, the results of this study can be related to language learning, namely in the field of pragmatics.

4   Conclusion

The deviations in the principle of language politeness in the comments column of the @dpn.ums account include single politeness deviations and double politeness deviations. The single politeness deviation contained in the @dpn.ums account consists of a variation

of the maxim of generosity of 6 data or 16.6%, the deviation of the award maxim of 14 data or 38.8%, the deviation of the maxim of sympathy of 1 or 2.7%, the deviation of the maxim of wisdom of 6 data or 16.6%, the deviation of the maxim of manufacturing of 1 data or 2.7%, and the deviation of the maxim of simplicity of 1 data or 2.7%. The deviation of double politeness on the account @dpn.ums consists of two maxims. The deviation of the maxim of generosity and reward was 4 data or 11.1%, the deviation of the maxim of generosity, and the manufacturing of 1 or 2.7%, the deviation of the maxim of wisdom and appreciation was 2 data or 5.5%. Things that influence the occurrence of language politeness deviations include the emotional drive of the speaker, the nature of keeping opinions, criticism with harsh words, and a lack of understanding of the principle of language politeness. From the deviations and causes of these deviations, the relationship with the teaching module is as a reference for making material in pragmatic studies, especially language politeness in language learning in higher education.

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