



# Linguistics Features of Impoliteness Language in Political Comments on Social Media

Rosmita Ambarita<sup>1</sup>, Khairina Nasution<sup>2</sup>, Mulyadi Mulyadi<sup>3</sup>, and Mhd. Pujiono<sup>4</sup>

<sup>1</sup> rosa\_ambar@yahoo.com, <sup>2</sup> khairinanasution@usu.ac.id, <sup>3</sup> mulyadi@usu.ac.id, <sup>4</sup> mhd.pujiono@usu.ac.id

Linguistics Study Program, Faculty of Cultural Science, Universitas Sumatera Utara, Medan 20155, Indonesia

khairinanasution@usu.ac.id

**Abstract.** The study of Impoliteness has gained some popularity recently. Impoliteness has been researched in various contexts and media, including television and online interactions. The linguistic features in social media can provide valuable contextual information for understanding the meaning and significance of social media posts, especially in political comments. Analyzing both linguistic and nonlinguistic features shaped by netizen when communicating on social media give more understanding of the meaning and feeling of the speaker. In this discussion, it can be described that linguistic features of impoliteness language in social media communication, such as the use of marks, namely punctuation, full stop, exclamation, question, capitalization, and syllabogram or rebus writing used to decorate the speaker is more beautiful and exciting to be read and attract the reader attention. On the other hand, nonlinguistic features of impoliteness language in social media communication, like emoticons, are used by the speaker to show their true feelings toward the comments, which adds to the reader's communication situation.

**Keywords:** Impoliteness, Linguistic Features, Nonlinguistic Features, Political Comments, Social Media.

## 1 Introduction

The study of Internet linguistics, also known as CMC (computer-mediated communication), started in earnest in the 1990s and has since developed in tandem with the Internet. David Crystal, a pioneer in the field, claims in his 2005 article that the Internet has given languages new stylistic varieties, particularly expanding their expressive range at the informal end of the language spectrum [1]. Rather than condemning it, therefore, we should be exulting in the fact that the Internet is allowing us to explore the power of the written language once more creatively" (p.2). Given the size and diversity of the Internet, a wide range of interdisciplinary research is inevitably conducted there. Androutsopoulos said [2] that the field " is divided into sub-varieties that are related to different communication modes," including forums, email, and instant messaging. Although these modes may share some linguistic characteristics, they all have

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unique communicative norms. Studies on CMC frequently concentrate on categorical variables like gender, age, and race. It still needs to be determined how much social categories influence language use online and whether the impact is the same as other forms of speech. Mentioning gender and comparing CMC to different types of speech or text, Herring [3] noted that little evidence of gender differences on the grammatical or word level has been discovered. Phonology is typically unimportant.

One area of pragmatics that has gained some popularity recently is Impoliteness. Impoliteness has been researched in various contexts and media, including television and online interactions. Studying Impoliteness enables people to comprehend bad behavior or unkind words, allowing us to control their behavior when speaking to others. Impolite behavior is visible to people in real life and on social media. A general term referring to the social uses of Internet communication, social media is a well-known medium with numerous websites that draw Internet users. Social media platforms serve as platforms for content creation, social interaction, and identity formation.

The use of emoticons and emojis, the omission of function words, the use of borrowings, punctuation, capitalization of words, and letter repetition are a few linguistic features that have caught the attention of researchers [4]. However, using non-standard features also depends on social factors like personal preferences, age, gender, familiarity with CMC traditions, and discourse topics [5].

The word "emoticons" is a shortened version of "emotion icons," which refers to cartoonish symbols like the smiley face. Facebook comments are more frequently written in a sentence-like format, which improves writing and allows for a more accurate depiction of people's emotions. Netizens often use emoticons in their Facebook comments to express their feelings. Because rude comments are being made in more significant numbers on social media sites like Facebook, Instagram, and other platforms, sentiment analysis has recently attracted much attention. Impolite remarks are made about how these media use texts to express friendship, rage, and sadness. [6]. Computer-mediated textual communication frequently includes these nonlinguistic characteristics [7]. Positive emoticons have smileys, winks, tongues, angels, shades, and blushes. Emoticons representing negative emotions include frowns and other expressions like shock, skepticism, evil, anger, and failure. Emoticons come in a wide variety of shapes and meanings. The original emoticons were facial expression symbols, but as time passed, many new symbols emerged for various objects, including the heart, candle, and knife. Dresner and Herring [7] claimed that emoticons primarily function in one of three ways: as indicators of emotion that are directly mapped onto facial expressions, as indicators of non-emotional meanings that are conventionally mapped onto facial expressions, or as indicators of elocutionary force that are not conventionally mapped onto a facial expression.

Discussing technical terms like face, face-threatening acts, face-saving acts, negative and cheerful faces, and bald on record leads to discussions about rudeness. Yule defines a person's face as their outward appearance [8]. It alludes to each person's emotional and social sense of self and anticipates that others will share. The negative face is the need to be independent, exercise freedom of action, and avoid being imposed upon by others. Cheerful face is the desire to be acknowledged, even liked, by others, to be treated as a group member, and to be aware that others share one's desires. What a

speaker refers to as a face-threatening act jeopardizes another person's expectations for their self-image. The speaker's attempt to lessen the potential threat is known as a face-saving act [8].

As defined by Culpeper [9], Impoliteness is when a speaker purposefully communicates a face attack, when the hearer perceives and constructs behavior as an intentional face attack, or when a combination of the two occurs. Even though there are differences between these definitions, it is clear that the two most essential points in common are face and intention. Impoliteness is a poor attitude toward a particular behavior in circumstances [10]. Culpeper Expectations, desires, or beliefs about social organization, specifically how one person's or a group's identities are mediated by others in interaction, serve as its foundation. Impoliteness is defined as words or actions that are perceived negatively in a particular setting [10]. They receive a bad reputation because they violate someone's rights or identity. We can see examples of these on the social media sites Facebook and Instagram, where they cause specific emotional reactions (like hurt or anger), as someone who vehemently despises a particular person or thing. In contrast, according to Mills [11], participants interpret interactions to determine what is appropriate, and previous events may impact those interpretations. Locher & Watts [12] note that despite this, "impolite, polite, and appropriate behavior are difficult to assess because it is likely that the social interactants will vary in attributing these evaluations." In other words, the speaker and hearer are unlikely to interpret something similarly and will likely solve something differently depending on how impolite it is. Even though Locher & Watts and Bousfield & Locher [12] [13] define Impoliteness as a face-upsetting behavior in a specific situation, researchers have no consensus regarding what Impoliteness is. When the speech harms the speech partner, whether through harsh language or an irate tone, the language is said to be impolite. When this happens, the speech can become impolite [14] [15] [16] [17]. Social media are online platforms that encourage interpersonal communication. Social media use web-based technology to transform communication into interactive dialogue. Blog, Twitter, Facebook, Instagram, Path, and Wikipedia are well-known social media platforms available today. Nasrullah [18] claims that social media is a platform for media that focuses on the existence of users and facilitates their interactions. As a result, social media can be viewed as an online facilitator that improves user relationships and a sense of community.

According to Nasrullah [18], social media is a platform that users can use to represent themselves online and interact, collaborate, share, and communicate with other users to form social bonds. The use of language in social communication on computers, particularly the Internet, is a recent development.

Instagram is a smartphone app designed specifically for social media. It is one of the digital media, and its function is very similar to that of Twitter. The difference is that Instagram allows users to share information employing photos instead of tweets. According to Atmoko [19], Instagram features that enhance photos to make them more attractive, artistic, and better can inspire users and boost creativity.

## 2 Method

The research analyzes both linguistic and nonlinguistic features shaped by netizens when communicating on social media, giving more understanding of the meaning and feeling of the speaker in the social media conversation. It focuses on the Impoliteness of language on Facebook and Instagram social media platforms.

## 3 Findings and Discussion

### 3.1 Linguistic Features of Impoliteness in Social Media Communication

In linguistics, phonetics plays a role in social media communication, which can be described through punctuation, full stop, exclamation, question, capitalization, and syllabogram or rebus Writing. These marks can be explained as follows.

**Table 1.** Linguistics feature of Impoliteness in social media

Data	Phonetics					
	Punctuation	Full Stop	Exclamation	Question	Capitalization	Syllabogram
1	6	3	2	2	6	4
2	6	4	4	3	3	5
3	7	3	5	4	5	3
4	3	5	3	5	4	5
5	8	7	6	6	3	6
Freq	30	22	20	20	21	22
%	6	4.40	4	4	4.2	4.40

Table 1 describes linguistics features from 5 media socials: Facebook and Instagram. It is found that 30 (6%) for punctuation, 22 (4.40%) for the full stop, 20 (4%) for exclamation, 20 (4%) for a question, 21 (4.2%) for capitalization, 22 (4.40%) for syllabograms, indicating that the most dominant linguistics feature netizens use in social media communication is punctuation. Punctuation is the system of signs or symbols given to a reader to guide them to understand the meaning of the text in social media. The analyzed data taken from Facebook and Instagram can be described as follows.

#### a) Use of Punctuation Mark

Grammar devices known as punctuation are used to highlight various grammatical meanings. Because users repeated some punctuation marks to elicit different emotions, this study examined punctuation marks that were not used correctly in grammar. In giving comments to the posted news, netizens used incorrect punctuation grammatically. Some were repeated, achieving various emotions in full stops, hyphens, repetition of commas, and use of more than one exclamation and question mark, as the following examples are taken from the Facebook and Instagram sites.

### b) Use of Full Stop

A full stop is usually used as a punctuation mark to signify the end of a sentence, but in this study, the full stop is used to convey sentence stress.

*Dimsher dimasherr: sebenarnya bngak perlu cerdas, apa saja yg telah dikerjakan JOKOWI kampret dan bani Micin Cukup...*

The comment written by Dimsher Dimasherr is categorized as Impoliteness because it contains an insult. The word 'Jokowi kampret' means Jokowi damn. 'Kampret' comes from the slang word 'damn.' This word is categorized as a swear word. At the end of the sentence, it uses a full stop to signify the sentence stress, which tries to explain the vital information. In Dimsher dimasherr's comment, 'bani Micin Cukup...', this full stop describes two meanings, 'bani micin' or 'cukup' as important information and the sentence stress. 'Bani micin' can be meant as anti-Jokowi groups or often blaming Jokowi for his policies, and 'cukup' can be indicated as required. It means that a full stop can not only describe sentence stress and essential information but also can change the meaning of a word significantly when the speaker wants to show a specific meaning to be communicated thoughtfully.

### c) Exclamation Mark

An exclamation mark is used to express strong emotions or to add emphasis. Exclamation points are used in this study to denote feelings such as joy, sorrow, amazement, shock, order, anger, emphasizing an opinion, or a harsh sentence.

*Muhammad Budi Utomo JKW: asw malah ketangkap Goblok!!!*

Impoliteness comment contains insult. The word 'Goblok' means idiot. At the end of the sentence, it uses exclamation marks to show the anger. In the word Goblok!, the exclamation marks describe the speaker as *an intense emotion when something has gone wrong*.

Exclamation marks can also signify humor or satire in a sentence.

*Aalreapers: kalau sudah begini kecebong bisa apa??? Palingan nganyut!!!*

Aalreapers's comment describes Impoliteness with criticism. The word "kecebong" is a nickname for people who support Joko Widodo. At the end of the sentence, it uses exclamation marks to show the satire. In the phrase "palingan nganyut!!!" means just drifting. The real meaning of this phrase is that 'it must have just disappeared or gone.' Therefore, the impolite sentence means the criticism that people who support Jokowi must have just disappeared or gone.

Furthermore, the exclamation marks are used for different reasons depending on the user and the discussed topic.

*Laskar 10101010110: prabowo antek asing, prabowo kafir, prabowo mencla mencle, prabowo pki!!!!*

Laskar 10101010110 gives his response to the news on Facebook as impolite because it contains accusing. Prabowo antek asing, prabowo kafir, prabowo mencla mencle, prabowo pki! describes an accusing toward Prabowo as people who act to harm others. At the end of the sentence, it uses exclamation marks to show different reasons depending on the user. The phrase Prabowo pki! can describe two meanings; it can be meant that Prabowo is a member of the Indonesian Communist Party and Prabowo's behavior is cruel, like a communist.

#### **d) Question Mark**

A question mark is grammatically used to imply that a sentence is a question. Nevertheless, in this study, if a question mark uses two or more, it means stress on the speaker's anger.

*Ahmadharapsh: banyak bacot di ujung? ....mata ente juling otaknya jga juling???*

Ahmadharapsh comments in the Instagram 'banyak bacot di ujung?...mata ente juling otaknya jga juling???. It is categorized as impolite with accusing. The word 'bacot' means people known as 'a liar.' The question mark "banyak bacot di ujung?" describes just a question because it uses only 1 question mark. The speaker wants to know how many the liar at the corner. Nevertheless, for this word 'mata ente juling otaknya jga juling? It uses two question marks, which implies stress on the speaker's anger. "Mata ente juling otaknya jga juling???" means you have misaligned eyes. Thereby, your brain is also misaligned. This sentence figuratively means that Ahmadharapsh remains someone with his anger for not being stupid.

#### **e) Capitalization**

Capitalization refers to the use of capital letters in a sentence. However, in this study, capitalization can be implied by shouting or anger. This anger arises because people do not associate themselves with the emotions they bring out. That is why the capitalization in a sentence is meant to imply stress on words.

*Syamsuri 84: rakyat kadal gurun kale yg marah..begini jadinya kalau kebanyakan MINUM KENCING ONTA, kebanyakan nyinyir...*

Based on Syamsuri 84 comments 'kebanyakan MINUM KENCING ONTA' is categorized as impolite with angering. The phrase "kencing onta" means camel piss, a disgusting drink. Usually, people only drink fresh water for their life. This impolite meaning wants to describe the idiot people. Besides this phrase describing disrespectful words, the capital letters imply shouting or anger. Syamsuri 84 shows anger because something is unsuitable with his thinking, so he states 'MINUM KENCING ONTA' to indicate stress on words.

### f) Syllabogram or Rebus Writing

Syllabogram or Rebus Writing is a written symbol representing a single syllable. However, in this study, syllabograms use numbers, abbreviations, and symbols instead of sounds in words.

*Asuke\_adv: sebenarnya bngak perlu cerdas, apa saja yg telah dikerjakan JOKOWI kampret dan bani Micin Omongan muter2 kyk tai...kerja '0'.*

The comment of *asuke\_adv* is categorized as impolite with emotional feelings. The word 'tai' means as feses. Feses is uuseless body waste is excreted through the anus. Through this disrespectful sentence, the speaker describes the uselessness of speaking. This impolite sentence uses a syllabogram with writing number 2, "muter2". This syllabogram describes reduplication where the word is repeated into 'muter-muter.' Then, the syllabogram also occurs in the word 'kyk' as the abbreviation of 'kayak' (as like as). The speaker uses these syllabograms to show his identification with other FB users. Syllabogram uses the symbol '0', which implies a particular meaning. '0' is a number, but in this syllabogram, '0' can be meant as nothing or useless. The speaker uses these features to make the text more appealing and exciting to read and grab the reader's attention.

### 3.2 Nonlinguistic Features of Impoliteness in Social Media Communication

Nonlinguistic features relate to sounds, gestures, and facial expressions. On Facebook and Instagram, non-linguistics can be seen in emoticons. Some expressions can be described through emoticons. Therefore, it is easy for the reader to understand the speaker's feelings in their comments on Facebook or Instagram.

*Rohmanudinalfarisi: orang kayaaaabgt tai nya si babihok ngamuk*



The comment of *Rohmanudinalfarisi* is categorized as impolite and insulting. The words 'tai' and 'babihok' are known as disrespectful to insult someone who relates to the most complex character (A Hok or Basuki Cahaya Purnama). He was known as ex-Governor of Jakarta in 2014-2017. His most complex character and extrovert make him constantly be insulted by many people who do not like him. This impolite sentence means the speaker hates someone because of his highest character, like A Hok. At the end of the sentence, the speaker uses emoticons to stress his real feelings. The emoticon describes a laugh loudly. Therefore, it can be assumed *Rohmanudinalfarisi* wants to show his dislike of someone by insulting him by laughing harder.

*Cantika ayu: baru segitu aja chebong dah kejang2 kepanasan bagaimana nanti...*



When Cantika Ayu wants to show her response to a news on Facebook, her comment 'baru segitu aja chebong dah kejang2 kepanasan bagaimana nanti' is categorized as impolite with accusing. The word 'chebong' means people who support Jokowi. At the end of the sentence, the speaker uses emoticons to stress his real feelings. The emoticon describes a laugh loudly. Therefore, it can be assumed Rohmanudinalfarisi wants to show his dislike of someone by insulting him by laughing harder. The emoticon used by the speaker on Facebook and Instagram is intended to convey the speaker's true feelings toward the comments and to further the reader's understanding of the communication situation.

## 4 Conclusion

The linguistic features of impoliteness language in political comments on social media can be portrayed as bilinguals and multi-lingual practices over the communication of users of Facebook and Instagram. In this study, the phenomenon of this feature occurs in linguistics and non-linguistics, which have some functions such as (1) Linguistic Features of Impoliteness Language in Social Media Communication such as the use of marks namely punctuation, full stop, exclamation, question, capitalization, and syllabogram or Rebus Writing. The speaker uses these marks to decorate their comment and attract the reader's attention attractively; (2) Nonlinguistic features of impoliteness language in social media communication, like emoticons used by the speaker to show their true feeling toward the comments and add the communication situation for the reader.

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