

Impoliteness Strategies Used by Haters in Will Smith's Instagram Comments.

Abstract

This research aims to highlight the type of impoliteness strategies used by haters in Will Smith's Instagram comments. It is chosen as the source of data because as an actor there must be a lot of children see the impoliteness in his Instagram. The study is conducted based on personality theory of Sigmund Freud under the approach of speech act, connected to impoliteness strategies theory by Culpeper. Culpeper's theory divides impoliteness strategies into four types; they are bald on record impoliteness, positive impoliteness, negative impoliteness and the last is sarcasm or mock impoliteness. The method used in this study is descriptive qualitative method focused on the language containing thought, attitude, and action of the haters on the comment field as the source of data. The results show that bald on record is shown in Will Smith's Instagram comments by his haters, negative impoliteness most appeared when his fans talk about how they hate his wife, and positive impoliteness is well seen when the haters talk about Will Smith's wife for insult her and the last is sarcasm or mock is clearly seen by all the haters when it comes to mock him about his act when he slapped Chris Rock.

Keywords: Impoliteness Strategies, Bald on Record, Positive Impoliteness, Negative Impoliteness, Sarcasm