CHAPTER I
INTRODUCTION

1.1   Background

Language cannot be separated from human life because it is an important tool used to organize ideas and collect information to each other. Nowadays language has a prominent role in communication, many language phenomena can be observed from the way people use language to communicate. For example, many people use language on social media. Along with the development of technology, communication media also developed.

Nowadays, people use social media to communicate with each other. There are many social media that can be used as a communication tool, such as WhatsApp (WA), Facebook (FB), Twitter, Instagram, etc. It allows people to share ideas at large, give and get comments from others. Most people usually use social media to connect and make friends without distance issues. There are two types of communication that can be served by social media, namely private chat and media that can be responded to by many people. One of the most widely used social media and received a response from many people is Instagram.

Instagram is one of the social media used to post photos and videos, where others are free to respond to photos and videos posted by someone, and created by Kevin Systrom and Mike Krieger. Instagram was launched in October 2010. A version for Android devices was released a year and a half later, in April 2012. (Blair, 2014:3)

It is stated that instagram is a social network based around sharing fifteen second pictures and videos which can be posted to other social media sites. But now it is more developed with additional features such as Reels and Instagram Stories.

This means that people can post photos or videos on other local online networks and everyone can see what we upload on social media.

Instagram is not only used by ordinary people but also used by famous people especially by entertainers, such as singers, actors or actresses, such as Willard Carroll Smith II or known professionally as Will Smith, he is an American actor, rapper, and producer, best known for his work in music, television and films. Recently he went viral because of his case of slapping a comedian because he felt the comedian had insulted his bald wife.

As an actor, he often shares several photos or videos on his Instagram account. After experiencing an unpleasant incident, of course, many netizens flooded their posts with various things and comments, some were insulting, but some gave support. Because on Instagram there are no filters or rules for using this social media, there are various responses including the use of language, for example people are free to give positive or negative comments or use polite and impolite language. Most of them choose impolite language to show feelings of hatred or dislike.

According to Culpeper (2011) Impoliteness is a negative attitude towards certain behaviors that occur in certain contexts. It is supported by expectations, desires, and/or beliefs about social organization, including, in particular, how the identity of a person or group is mediated by others in interactions. So, impoliteness is language or behavior that is evaluated negatively in a certain context. They are evaluated negatively because they attack a person's identity or rights. They cause certain emotional reactions for example, hurt, and anger.

Will Smith was chosen as the object because of a recent incident, where he slapped a comedian in front of many people at an event because his wife had insulted. This action also reaped many comments from netizens regarding Will

Smith's decision to commit violence in public. Beyond that, he is an actor who is full of achievements. Smith has received various accolades, including an Academy Award, a BAFTA Award, a Global Globe Award, a Screen Actors Guild Award, and four Grammy Awards, and nominations for a Primetime Emmy Award and Tony Award. Smith has achieved and held several US and international box office record and as of 2021, his films have grossed over $9.3 billion globally, making him one of Hollywood's most bankable star.

This study focuses on Impoliteness Strategies used by Haters in Will Smith's Comment Instagram. Instagram is one of social media that makes an entertainer truly interactive with his followers through the world of social media. Instagram allows followers to find out what their favorite clothes are, what they are up to, what they think, and what netizens might want to know. In interacting on Instagram, one person does not always have the same feelings as others. In expressing their differences, haters tend to show disapproval when it is not in accordance with their feelings. According to Culpeper (2011) impoliteness is a negative attitude towards specific behavior occurring in specific contexts. This is supported by expectations, desires and/or beliefs about social organization, including, in particular, how the identity of a person or group is mediated by others in interactions. Culpeper (1996) proposed five impoliteness strategies, he asserted that instead of enhancing or favoring the face, the super impolite strategy was a means to attack the face. Culpeper (1996) proposes the following super impolite strategy: (1) Bald on record impoliteness, (2) Positive Impoliteness, (3) Negative Impoliteness, (4) Sarcasm or mock impoliteness, (5) Withhold politeness.

There are 4 reasons why this research is interested; first is because the study is interested as one of linguistic study that is pragmatics. Second is because Will

Smith is one of the most popular actors who won many Awards and have many talents as an actor that is why it is important to understand about impoliteness because as an actor Will Smith is like a role model for his fan, especially children that admire him who read those comments on his instagram, it will influence their thought about how to express their feeling about something. Third is because the incident that happened to Smith recently went viral on social media. Fourth is because by knowing the impoliteness of the strategy, we can avoid using it, so that harmony in social interactions goes well.

The first is because the topic is interested to studying as one of linguistic study that is pragmatics. Pragmatics is a branch of linguistics. It studies how people understand and produce communicative actions or speech acts in concrete speech situations.

The second reason is because Will Smith is one of the most popular actors who won many Awards and has many talents as an actor. Will Smith truly has a good talent in acting, the incident that happened also reflected the kindness of his heart where he defended his wife who he loved so much. But, as an actor Will Smith is like a role model for his fans, especially the children who admire him who read the comments on his Instagram. It is important to understand impoliteness strategies to avoid these cases, so that we know what is right and wrong and know how to avoid it.

The third reason is because the incident that happened to Smith recently went viral on social media. there are many pros and cons that can be seen in the contents of Will Smith's Instagram comments which are interesting to discuss, besides that his courage in defending his wife deserves a thumbs up because he is willing to lose his career for his wife who is said to not love him.

Fourth reason is because by knowing the impoliteness of the strategy, we can avoid using it, so that harmony in social interactions goes well. The event that is the object of this research is very interesting because it discusses modern cultural traditions, whether the current younger generation has been eroded by modernism or even the lack of knowledge about ethics and even religious knowledge, this is very important to study in order to avoid it.

To analyze the impoliteness strategies in Will Smith's instagram comments, tried to apply Culpeper's Impoliteness theory. According to Culpeper (2011) impoliteness is a negative attitude towards certain behaviors that occur in certain contexts. This is supported by expectations, desires and/or beliefs about social organization, including, in particular, how the identity of one person or group is mediated by the interactions of others. Positioned behaviors are viewed negatively considered disrespectful when they conflict with how one expects them to be, how one wants them and/or how one thinks they should be.

So it is appropriate with Culpeper's as the theory. Based on the reasons above, the title chosen as: **IMPOLITENESS STRATEGIES USED BY HATERS IN WILL SMITH'S INSTAGRAM COMMENTS**

1.2 Problem Identification

Base on the background and focus on study above, formulated the problem by making the research question below:

1. What are functions of impoliteness strategies found in Will Smith's instagram comments?

2. How impoliteness strategies are used by haters in Will Smith's instagram comments?

1.3   Objective

Related to the problems of the study, the objectives that wanted to reach are:

1. To find out functions of impoliteness strategies found in Will Smith's instagram comments.

2.   To analyzehow impoliteness strategies are used by haters in Will Smith's instagram comments.

1.4   Scope

The analysis is focused on comments of Will Smith's haters in a photo in his Instagram account with his wife posted on March 28th 2019 on his instagram account. Takes 100 comments to save time and many other things. Those comments are taken around a month from may 25th to june 25th 2022. In this study the presupposes a hypothesis according to Culpeper (1996), namely Bald on Record impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or mock politeness and Withhold impoliteness and the function of using impoliteness strategies was analyzed using Culpeper theory (2011) namely Affective impoliteness, Coercive impoliteness, and Entertaining impoliteness.

1.5   Significance

This analysis expected to get the two findings which are theoretical and practical. The theoretical, This study will be significant and useful for the readers who want to know deeply about impoliteness toward social media nowadays in term Culpeper's Impoliteness theory through the analysis of impoliteness strategies used by haters in Will Smith Instagram comments. It will also serve as a future reference for researches, and of course, this thesis increasing the knowledge and writing

collection about the impoliteness strategy and the function. The practical, enrich our knowledge and can become a valuable reference for the readers and real life, add insight to be smarter in responding to the same things in life, especially in social media.

CHAPTER II

LITERATURE REVIEW

2.1 Related Theories

This chapter contains the theories which are used as the guidance of the analysis. It contains one main theory and one supporting theory. Impoliteness stands as the main theory. In this case, this analysis uses Culpeper's Impoliteness theory, especially for the hater's impoliteness comments. And to support the theory, the theory of Functions of impoliteness by Culpeper is used which discusses strategies and impoliteness functions. It is divided into four types of strategies; Bald Impoliteness, Positive Impoliteness, Negative Impoliteness and Sarcasm or Mock Politeness. Moreover, to support this analysis completely, attaching the previous study is needed.

2.2 Psychology of Literature

Psychology of literature is a discipline of science that shows the state of human psychology which is reflected in such kinds of literary works. This discipline considers the literature as an individual's special transcription as a personal awareness (Ratna, 2003: 13). It simply shows that literary works are an exact instrument in picturing the reality due to the psychological state of human beings that never be the same for everyone based on personality, family problems, society and events in the surrounding.

According to Jatman in Endaswara (2003:97) states that literary work and psychology have a close relationship indirectly and functionally. Indirect relationship comes from the similarity of objects to be analyzed, which is human life. Meanwhile,

the functional relationship comes up because both psychology and literature attempt to understand the other psychological condition. The difference is that the symptom in psychology is real, while the symptom in literature is imaginative.

Hardjana (1991:60) also delivers their own interest and opinion in behalf of psychology of literature, he says that "psychology of literature can be meant as the way to analyze literature based on psychology view and the assumption that literature always discuss about the sequence event of human which as the reflection of human's life and understanding it in giving the response toward life. It definitely shows that literary works as a definite means in denoting human's psychic never to be separated from reality.

In reality, delivering their own interest and opinion can also be found in social media, especially when the object is a famous actor or actress, it is considered normal to give any suggestion or critics, no matter positive or negative, nowadays people are free to give any comment to others.

According to Wellek & Warren (1995:30) that psychology and literature are similar. Both of them are studying human beings. Literature shows human's characteristics as people in real life, meaning that literature is realized as a form that helps humans to gain a better life. It is because information such as human psychology can be found inside literary work. It means that the information gained can broaden and deepen human understanding.

Psychological approach reflects the effect that modern psychology has had upon both literature and literary criticism. Fundamental figures in psychological criticism include Sigmund Freud, whose thought that "psychoanalytic theories changed human behavior in our nation by exploring new controversial areas like wish fulfillment, sexuality, the unconscious and repression" as well as an expanding

our understanding of how language and symbols operate by demonstrating their ability to reflect unconscious fears or desires. The attitude that occurs reflects the impoliteness that can be done by anyone, especially in the digital world where everything is online and can be accessed freely by anyone. That is why psychology of Literature is needed to connect a person's nature with his daily behavior, therefore speech acts are needed to help write the contents of the thesis.

2.3   Pragmatics

Pragmatics can generally be defined as the study of how utterances have meaning in certain situations. A speaker, when conveying his message to a listener, has several intended meanings. This intended meaning is sometimes not expressed directly, but implicitly for certain purposes. As stated by Yule, pragmatics studies how people convey their intentions, assumptions, intentions or goals when they speak (1996: 4). Thus, pragmatics focuses on what is not stated explicitly in utterances and how people interpret those utterances based on the situational context.

Yule (1996:3) also adds four definitions of pragmatics. First, pragmatics is the study of the speaker's utterances and the listener's attempts to interpret those utterances. Second, pragmatics is "the study of contextual meaning". This definition concerns the interpretation of the speaker's utterance each utterance in relation to a particular context and how context affects what the speaker says. In this case, both the speaker and the listener must be aware of the context that follows the speaker's utterance. Third, pragmatics is a study that explores how the unspeakable is recognized as part of what is communicated. It explores how a listener can make assumptions on a speaker's utterance in order to get the correct interpretation.

Finally, pragmatics is the study of the relationship between linguistic forms and the use of these forms.

Yule calls this terminology the "physical environment" and this section is the most important thing in analyzing speech, because the meaning of an utterance depends on the context that follows the utterance (1996:21). In simple terms, speech acts are compound words between speech and action. It is used by people to express their actions through speech or speech.

Communication in society occurs mainly through language. However, language users as social beings communicate and use language in society; people control their access to linguistics and communicate meaning. Pragmatics is a study that discusses how humans use their language in communication, based on a study of these premises and determining how it affects them as language users, and makes their language effective. Therefore pragmatics studies the use of language in human communication which is determined by the conditions of society (Mey 1993:5).

The related definitions above help to fully understand that pragmatics is a study that investigates the meaning of language which is closely related to its context. Pragmatics focuses on how language is used as a tool to create meaningful communication by considering the situation or context of its use. Pragmatics is the study of meaning in communication, such as some utterances conveyed by a speaker who interprets these statements, namely the listener or reader. So pragmatics is interpreting the meaning or intent of utterances especially to help analyze impoliteness in social media.

2.4   Speech Act

Speech acts were originally introduced by the philosopher Austin (1975) in his book How to Do Things with Words and developed by Searle. Such terminology of language functions is called speech act (Austin, 1975: 22).

Speech act is a phrase that consists of two words, namely speech and action. Parker (1986:14) says speech acts because every speech is an action. Speech acts are part of social interactive behavior and must be interpreted as aspects of social interaction (Mey, 2009:927). Austin defines speech acts as what we do when we produce speech. Searle (1969: 18) says that if the speech act performed by the utterance of a sentence generally serves the meaning of the sentence. Speech acts are also referred to as actions taken by a speaker with an utterance. Everyone knows that a speech act can also be interpreted as an action performed by a speaker with speech, and conveyed to the listener messages and thoughts.

According to Yule (1996:47) speech acts as "actions carried out through speech" which can be classified into apologies, complaints, compliments, invitations, promises, or requests. When a speaker says something, he then expects that the listener will be influenced by his speech. For example, when a speaker submits a complaint to a listener, he or she not only hopes that the speech will be heard by the complainant, but more importantly, he or she also wants the complainant to correct the error based on the complaint.

According to Searle (1969:16) the reason for concentrating on the study of speech acts is: all linguistic communication involves linguistic actions. Nowadays everyone is concerned with linguistic communication even on social media, especially Instagram, especially if the object being discussed is a public figure. Therefore one must study speech acts. It is very important to communicate, to know

how conversation works in practice, and to convey messages and thoughts to the reader well.

In an effort to express messages and thoughts, people not only produce words that contain grammatical structures and words, they act through them. Actions performed through speech are generally called speech acts. According to Austin (in Levinson, 1997:236) involves three basic sentences where in saying something someone does something and three kinds of actions. Speech acts theory generally explains these utterances as having three parts, they are locutionary, illocutionary, and perlocutionary (Yule, 1996: 48; Cutting, 2002: 16).

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2.4.1   Locutionary

According to Yule (1996:48) Locutionary acts are the basis of utterance, or producing a meaningful linguistic expression. There is no intention of the speaker when saying the utterances, it also called the act of saying something. Locutionary acts mean the basis of speech, or produce a meaning. (Leech, 1983: 199)

2.4.2 Illocutionary

Illocutionary acts performed by speakers with their words (Cutting, 2002:16). Yule (1996:48) adds that illocutionary acts are carried out through the communicative power of an utterance which is generally known as illocutionary power. In simple terms, illocutionary acts are carried out through the communicative power of an utterance.

Searle states that the illocutionary act is done by saying something; it can be defined as a sentence used to perform a function. The illocutionary act is the intention behind the speaker's speech, because people will use language to perform the action. According to Yule (1996:48) illocutionary acts are the communicative power of an utterance or what is commonly called illocutionary power. Is a speech act or speakers say sentences such as asking, asking, promising, ordering, apologizing, blaming, congratulating, stating, giving permission, joking, mentioning names, thanking, threatening, and asking. People will say something to make a statement, offer, or vice versa, which means that in every utterance there is another action in the utterance.

For example, the statement will rain. From this statement, not only words are interpreted as weather. Based on the illocutionary act, this speaker's speech style warns the listener that it will rain, so he can bring an umbrella. From the example above, it can be said that the illocutionary act is a real picture of the interaction conditions.

2.4.3 Perlocutionary

Rahardi (2009:17) states that perlocutionary acts can be referred to as phrases, acts of influencing someone. In perlocutionary, there is influence because

the speaker tries to influence the listener to do what he wants to do. This is known as the perlocutionary effect. The perlocutionary act is to perform an action by saying something. The perlocutionary speech act is the third type of speech act.

As Rahardi (2009:17) states that this perlocutionary act can be called as a phrase which affects someone else. In a perlocutionary act, the speaker tries to influence the listeners to do the things that she wants to do, and it"s called an influence or perlocutionary effect. In this act, the illocution will produce a certain effect to influence the addressee. The effect is expected by the speaker to the hearer with an utterance from the speaker. By the utterance, the speaker will expect that the effect or response itself will be achieved by the hearer. Take an example if someone says "where is your phone?" it may be because you look over your bag or pocket quickly or you might respond "my mom is missing home". That is why speech act is needed to analyze human behavior especially in social media, such as impoliteness comments.

2.5   Impoliteness

According to Culpeper (2011) impoliteness is a negative attitude towards certain behaviors that occur in certain contexts. This is supported by expectations, desires and/or beliefs about social organization, including, in particular, how the identity of one person or group is mediated by the interactions of others. Positioned behaviors are viewed negatively and considered disrespectful when they conflict with how one expects them to be, how one wants them and/or how one thinks they should be. Such Behavior always has or is deemed to have had emotional consequences for at least one participant, i.e. caused or was deemed to have caused the offence. Variety of factors can exacerbate how offensive and impolite behavior is

considered to be, including for example whether a person perceives a behavior as highly intentional or not.

Impoliteness or rude behavior does not employ the expected politeness strategy, such that the utterance can only be reasonably interpreted as intentional and negative confrontational (Lakoff 1989).

According to Terkourafi (2008) Impoliteness characterized by rudeness or appropriate rudeness occurs when the expressions used are unconventional relative to the context of the incident; after recognition of the speaker's intention to threaten the face by the listener, marked rudeness threatens the face of the interlocutor. Impoliteness occurs when the expression used is unconventional relative to the context of the incident; it threatens the face of the interlocutor, but no face-threatening intent is associated with the speaker by the listener.

Goffman (1967) was one of the first scholars to recognize the importance of the "face" in human life. In general, everyone has a face that must be protected. The term "face" is not defined as a physical part of the human head, but is defined as an identity, reputation, character, and positive image that must always be protected. It is an endless struggle for one to maintain a great reputation in front of others.

Yule (1996:60) states that the face is considered a person's image in public. It refers to the emotional and social sense of self that everyone has and expects others to acknowledge. "The term face can be defined as the positive social value that a person effectively claims for himself through the lines that others perceive him to have taken during a particular contact" (Goffman, 1967:5). This means that the face is a positive public image that the community wants to build in social interaction.

According to Brown and Levinson (1987), politeness means showing awareness of the wishes of other people's faces in interactions with speakers and

working together to respect other people's faces. In other words, politeness is seen by Brown and Levinson (1987) as a complex system for reducing face-threatening behavior.

In addition, Yule (1996:60) defines politeness as the ability to recognize other people's faces. This is influenced by distance or social closeness. Respect is usually described as being aware of another person's face when the other person is socially distanced. While solidarity is usually used to describe showing awareness when other people are close socially.

Leech cited in Culpeper (2011) defines politeness aims to build pleasant relationships to maintain social balance, and can help listeners and speakers interact cooperatively. Brown and Levinson (in Culpeper, 2011:2), state that politeness is a valid diplomatic protocol, on the other hand, Lakoff says that politeness can minimize confrontational discourse.

Mills (2005) defines impoliteness as any type of linguistic behavior that is considered to be intended to threaten the face or social identity of the listener. The intonation of the interlocutor when speaking must be considered. Any behavior or speech that strikes another person's face is called disrespectful. Culpeper (2005:38) defines rudeness as a communicative strategy designed to strike the face and thereby cause social conflict and disharmony. Self-destruction is considered impoliteness. Culpeper (2005:36) states that the phenomenon of disrespect is related to how violations are communicated and committed.

2.6 Impoliteness Strategy

According to Culpeper (1996) the impolite strategy is a strategy used to attack face to face, causing social conflict and disharmony. There are five

impoliteness strategies, he asserted that instead of enhancing or favoring the face, the super impolite strategy was a means to attack the face. Culpeper (1996) proposed the following super impolite strategy:

a. Bald Impoliteness

Face threatening actions (FTA) are direct, clear, unambiguous and concise where faces are irrelevant.

b. Positive Impoliteness

The use of strategies designed to undermine the wishes of the recipient's positive face.

c. Negative Impoliteness

The use of strategies designed to undermine the wishes of the recipient's negative face.

d. Sarcasm or Mock Politeness

The FTA is carried out using a politeness strategy that is clearly insincere, and thus remains a surface realization.

Culpeper (2005) defines that impoliteness arises when:

1. The speaker communicates a face-attack intentionally, or

2. The listener perceives and constructs the behavior as a deliberate advance, or a combination of the first and second.

Based on the statement above, Mullary (2008) focuses on the second part of this definition and said in this definition the role of the listener as well as the intentionality of a speech act has been considered. In other words, the face attack may occur intentionally on the speaker's part but the listener does not perceive it as a face attack or vice versa, the speaker's intention is not to attack the listener's face but the listener builds a deliberate facial attack. Therefore, impoliteness is constructed

through interaction and requires the discourse and cues used in the interaction to be analyzed by both the speaker and the interlocutor.

Culpeper (2005) also makes two points about his revised definition; first, intention is a central aspect of this definition which can be referred to Goffman's notion of what is not impoliteness. However, recognizing intentions is not an easy task, it can be obtained through communication. Second, the concept of advance still presents the notion of violation.

2.6.1   Bald on Record Impoliteness

Bald on record Impoliteness is typically deployed where there is much face attack, and where there is an intention on the part of the speaker to attack the face of the hearer. The face threatening act is performed in a direct, clear, unambiguous and to the point way in circumstances where the face is not irrelevant or minimized (Culpeper, 2005). The example of bald record will be elaborated below from @hailsatan91's comment, one of the users of instagram account.

"You can shave all the hairs off my ass and glue it to your cheating wife's head! ;)"

Based on the comments above, it is clear that haters insult very clearly and unambiguously when haters say "You can shave all the hairs off my ass and glue it to your cheating wife's head! ;)". From these comments, we can see that haters don't like Will's wife and insult her bald hair.

2.6.2 Positive Impoliteness

Culpeper (1996) describes positive impoliteness as the use of strategies designed to undermine the positive face of the recipient who wishes to be recognized as part of society. A positive face here means the desire of someone to be respected and needed by others. According to Culpeper (1996) the output strategies of positive hate speech are:

1. Ignore, the other snub failed to acknowledge the presence of the other.

2. Exclude others from an activity.

3. Separate from others, for example, refusing association or similarities with others, avoiding sitting together.

4. Uninterested, uncaring, unsympathetic.

5. Use inappropriate identification markers, for example, use titles and surnames when closely related, or nicknames when distant relationships.

6. Use obscure or confidential language for example, confuse others with jargon, or use codes that are known to others in the group, but are not the target.

7. Look for disagreements choose a sensitive topic.

8. Make other people feel uncomfortable, for example: not avoiding silence, joking, or using small talk.

9. Call another name.

10. Use taboo swear words, or use abusive or obscene language.

An example of positive impoliteness will be described below from the comment of @sonic10135, one of the Instagram account users.

"Your wife looks like megamind"

From this comment, we could see that the haters calls Will's wife with the other name, that is "megamind". As we know that megamind is a super-intelligent alien shows in one of American movie in 2010, it's simply an insult for his wife because the hater does not like her.

2.6.3 Negative Impoliteness

According to Culpeper (1996) Negative Impoliteness is the use of strategies designed to weaken the recipient's negative face desire. Negative face here means one's desire not to be disturbed. Negative face is the desire of every competent adult member not to be hindered by others. It also means the desire to perform acts of freedom. There are several outputs of negative hate speech strategies according to Culpeper (1996).

1. Frighten, instill a belief that action detrimental to others will occur.

2. Condescend, scorn or ridicule ─ emphasize your relative power. Be contemptuous.

3. Do not treat others seriously. Belittle the other (e.g use diminutives).

4. Invade the other space ─ literally (e.g. position yourself closer to the other that the relationship permits) or metaphorically (e.g. ask for or speak about information which is too intimate given the relationship).

5. Explicitly associate the other with the negative aspect ─ personalize, use the pronouns I and you.

6. Put the other's indebtedness on record.

An example of negative impoliteness will be described below from the comment of @kimberlyablaine, one of the Instagram account users.

"Chris Rock looked really sad, stunned, and embarrassed in a video I saw right after you slapped him – I actually shed a few tears for him. I think he suffered a lot as a child from being bullied. You were a bully on this day. I hope you seek to rectify"

From this comment, we could see that the haters frighten Will byinstill a belief that his actions detrimental to Chris will occur, said that he was bully Chris by slapped him in front of a lot of people.

2.6.4   Sarcasm or Mock

Sarcasm (mock politeness for social disharmony) is clearly the opposite of banter (mock hate speech for social harmony). Sarcasm is a face threatening act which is performed through the employment of politeness strategy insincerely (Culpeper, 1996). Someone can use sarcasm for expressing his/her opposite feelings which means not the real meaning of what he or she says. It can be concluded that the realization of sarcasm or mock hate speech is implying insincerely politeness. Bousfield (2008) gives an example of sarcasm which is taken from the excerpt of The Clampers. There is a workman who returns to his car which is illegally parked. He finds his car is clamped by the clamper. Then he says to the clamper, ``Have a good day!''. In fact, the man sarcastically says the opposite meaning of what he feels. He thinks that it is a bad day for him.

Based on the example above, it can be seen that a man is very unlikely to express sincere polite wishes, on the contrary he expresses through implicature the opposite, hate speech in the hope that he is having a bad day. Hence, it denotes sarcasm or mocking hate speech.

An example of sarcasm or mock impoliteness will be described below from the comment of @mojo212, one of the Instagram account users.

"You should keep other man out of your wife #JustSaying"

From this comment, we could see that the haters ask Will to "keep other man out of your wife" means that he must keep his wife away from other men in a bad way or insult Will Smith's previous actions.

2.7   Function of Impoliteness

Not much effort has been made to identify the function of impoliteness. The last attempt proposed by Culpeper (2011). There are three functions of impoliteness, namely: affective impoliteness, coercive impoliteness and entertaining impoliteness. Each is presented below.

2.7.1   Affective Impoliteness

The first function of impoliteness is referred to as affective impoliteness. Culpeper (2011: 223) states that affective impoliteness is the targeted display of an intensely escalating emotion, such as anger, which implies that the production of negative emotional states is the responsibility of the target.

The following example shows an impoliteness strategy used by a girl who is angry with her friend.

Girl: How dare you treat me like that! You can't just slap me in front of so many people! Who do you think you are?

In this example, the girl uses harsh words to express her anger and frustration to her friend.

2.7.2 Coercive Impoliteness

The second function of impoliteness is coercive impoliteness. It is impolite to seek a value reset between producers and targets where producers gain more or their current profits are strengthened or protected (Culpeper, 2011: 226). The terms producer and target here can refer not only to individuals but also to groups or institutions.

This function involves coercive action defined by Tedeschi and Felson (in Culpeper, 2011: 226) as actions that intend to impose harm on others or impose an agreement. According to Culpeper (2011: 252), this function seems to occur in situations where there are differences in social structural strength or social status. However, it can also be used in more equal relationships to generate social power gains.

2.7.3 Entertaining Impoliteness

The last function of impoliteness is to entertain impoliteness. This impoliteness function exploits the target or potential target of impoliteness which includes entertainment at the expense of it (Culpeper, 2011: 252). Along with all genuine disrespect, a victim or potential victim is always needed.

It's not surprising that while rudeness tends to hurt people or make them angry, it can also be comforting. Unlike other pragmatic studies that have a pair of speakers and listeners, impoliteness can be managed equally for both the over-hearing audience and the target audience, and can entertain the audience (Culpeper, 2011: 234).

2.8   Relevant Studies

In this research, analyzed the Impoliteness Strategies used by Hater in Will Smith's Instagram Comment. To make sure this research is original; below is presented the other researches that have close relation with the study.

1. The study by Rosa, Renita (2017) entitled *The Analysis of Impoliteness Strategies in Film "The Fault in Our Stars".* The research endeavors to analyze kinds of the impoliteness strategies that occur in the Film The Fault in Our Stars then classify the type of counter strategies used in the film.

    In accordance with the study above, there is a similarity of the present study with the study above, that is, both studies use Culpeper's theory as a means of analysis. The differences between the two studies are: (1) The present study not using psychological approach but also Pragmatic Approach, while Rosa's only use Pragmatic Approach (2) The two studies use different object; the previous study using novel as the object of the research, while the present study using instagram comment as the object of the research.

2. The study by Akmal, Muhammad Rihanul (2021) entitled *Impoliteness Strategies in Billie Eilish's Instagram Account Comments.* The research aims to analyze impolite utterances by haters of Billie Eilish on her Instagram comments using pragmatic approach and describe the types and function of impoliteness strategies.

    In accordance with the study above, there is a similarity of the present study with the previous study above, that is, both studies use Culpeper's Theory as a means of analysis. The differences between the two studies are: (1) The previous study only used a pragmatic approach while the present study using Psychological approach and pragmatic approach; (2) The two studies use

different instagram accounts as an object of the research.

3. The study by Siahaan, Indah Permata Sari (2019) entitled *Impoliteness Strategies Used by Haters of Lady Gaga in Her Instagram Comment: A Pragmatic Analysis.* The research aims to analyze impolite utterances by haters of Lady Gaga on her Instagram comments using pragmatic approach and describe the types and function of impoliteness strategies.

In accordance with the study above, there is a similarity of the present study with the previous study above, that is, both studies use Culpeper's Theory as a means of analysis. The differences between the two studies are: (1) The previous study only used a pragmatic approach while the present study using Psychological approach and pragmatic approach; (2) The two studies used different instagram accounts as an object of the research.