Expressing Frustration Online: Examining Indonesian Instagram Comments on National Football Team Reacting to Football Defeats Through Culpeper's Impoliteness Framework

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ABSTRACT

This study aims to analyze the impoliteness strategies used by Indonesian fans on instagram reacting to national team defeats. This research used a descriptive qualitative approach. The data from this study are impolite strategies taken from Indonesian instagram comments on Timnas (Indonesian National Football Team) instagram. The results of the study showed that only four types of impoliteness strategies presented in the comments by the football fans on Indonesian Football National Team (Timnas) Instagram. The strategies are bald on-record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. Bald on-record impoliteness was dominantly used in the comments. The study also found that most of the impoliteness comments were aimed at the coach, appealing for his dismissal.

Keywords: Impoliteness Strategies; Indonesian Football National Team; National Team Defeats

Introduction

In this day and age, social media undoubtedly has revolutionized the way sports fans engage in discourse, providing a platform for immediate reactions, celebrations, and criticisms. In Indonesia where the national identity is deeply rooted in football, interactions among fans on platforms such as Instagram play a crucial role in shaping football-related discussions. However, the Indonesian fans' intense investment in their national team's performance often gives rise to passionate expressions, especially as a reaction to losses. When the team unperformed, the fans will turn social media to be a space for frustration, disappointment, and, in many cases, impoliteness. Online discussions, especially in post-match commentary, frequently contain impolite, hostile or confrontational language, making it indispensable to analyze the nature and function of such expressions.

The increasing frequency of rudeness in online football discourse raises important research problem. Instagram comment sections on football-related posts increasingly

incorporate impolite remarks, insults, and verbal hostility targeted at players, coaches, and officials. While passionate criticism is common in sports culture, the presence of animosity raises concerns about the broader implications of digital aggression. Therefore, examining how supporters use impolite strategies to vent their frustration is necessary to understand this phenomenon.

Impoliteness, a study of pragmatics, was pioneered by Culpeper in 1996. Culpeper (2011) describes the functions that the theory of impoliteness performs. When a researcher has an understanding of where impolite behavior comes from, it is easier for them to discover the strategy behind rude behavior and the purpose of the rude behavior itself. Moreover, (Culpeper, 1996) states that individuals who hold control have the capacity to push power onto others and are free to perform rude acts because of a power disparity.

This study aims to identify the types of impoliteness strategies used by Indonesian football fans in Instagram comments on Indonesian National Football Team's instagram account following national team defeats. Using Culpeper's (1996, 2005, 2011) impoliteness framework, the research will analyze the linguistic patterns and functions of impoliteness in online discourse. By investigating these aspects, the study contributes to pragmatics and impoliteness research in digital discourse. Understanding how fans communicate their feelings online sheds light on the dynamics of sports communities and digital aggression.

Literature Review
1. Impoliteness

Culpeper (2011) defined impoliteness as the use of language with the intention of causing offence by attacking an individual's positive and negative face. A positive face referred to a person's desire to be accepted, treated equally by others, and appreciated for what he believes while a negative face refers to an individual's desire for freedom and need from imposition and interference (Brown and Levinson's 1987).

According to Wandini & Damanik, (2020) impoliteness can be easily understood as the opposite of politeness. Impoliteness has the negative effect which can cause conflict for others due to utilizing disrespectful language and make harmed sentiments. The communicative strategies involved in impoliteness are intended to belittle, insult, or create conflict in social interactions. Thus, impoliteness can lead to social disruption (Spencer-Oatey, 2005). In contrast with politeness, which aims to maintain social peace and harmony, impoliteness interrupts it by deliberately breaching social norms and expectations.

1.1 Types of Impoliteness

Culpeper (1996) identifies several impoliteness strategies that speakers use to communicate rudeness and hostility in interaction:

a. Bald-on-record impoliteness occurs when a face-threatening act (FTA) is performed in a direct and explicit manner, without any attempt to minimize its impact. This strategy is characterized by a clear, concise, and unambiguous delivery, making the impoliteness unmistakable.

b. Positive impoliteness involves damaging the recipient's positive face, which refers to their need for social approval and belonging. This strategy includes actions such as ignoring or excluding the interlocutor, displaying disinterest, using inappropriate address terms, employing vague or cryptic language, deliberately disagreeing, using offensive words, and engaging in name-calling.

c. Negative impoliteness targets an individual's negative face, which reflects their desire for autonomy and freedom from imposition. It includes intimidating, belittling, or ridiculing someone, showing contempt, refusing to take them seriously, invading their personal space, associating them with undesirable characteristics, and publicly highlighting their obligations or debts.

d. Sarcasm or mock politeness introduced as a refinement of the metastrategic nature of sarcasm, which had previously been classified alongside other super strategies (Culpeper, 2005). Off-record impoliteness occurs when offense is implied rather than directly stated, relying on implicature. This allows the speaker to deny the intended offense or provide justification, clarification, or further elaboration. However, the dominant intentional meaning is still recognizable despite the possibility of alternative interpretations.

e. Withholding politeness occurs when an expected polite act is deliberately omitted. For example, failing to thank someone for a favor or a gift may be perceived as a deliberate act of impoliteness, as it violates social expectations.

Research Method

This research was conducted by using a qualitative approach with a descriptive research. The research object was taken from impoliteness statements in the comments section on Indonesian National Football Team's instagram account following national team defeats. The data for this study is obtained from the football fans comments on Indonesian Football National Team (Timnas) instagram account using a documentation method as a data collection technique. The data taken from comments during World Cup Qualifiers match between Indonesia and Japan on 15 Nov 2024. The game was dominated by Japan, securing 4-0 victory over Indonesia. The data collected were thoroughly classified according to Culpeper's impoliteness strategies, namely bald-on-record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

Result and Discussion

The types of impoliteness strategy on Indonesian Football National Team (Timnas) Instagram based on Culpeper (1996) can be seen in the following table.

Table 1. Types of Impoliteness Strategy on Indonesian Football National Team (Timnas) Instagram

Impoliteness Strategies	Frequency	Percentages
Bald on Record Impoliteness	29	51,8 %
Positive Impoliteness	2	3,6 %
Negative Impoliteness	3	5,4 %
Sarcasm or Mock Politeness	22	39,2 %
With-hold Politeness	-	-
Total	56	100%

The table shows that the most frequently used impoliteness strategy found on Indonesian Football National Team (Timnas) Instagram comment section is bald on record impoliteness appeared 29 times, accounting for 51.8 %. Sarcasm or Mock Politeness followed closely with 39, 2 % . Only a few comments found contain ositive

Impoliteness and Negative Impoliteness. Both strategies accounted for 2,6 % and 5, 4% respectively. Meanwhile, the strategy of withholding politeness was not observed in any comments (0%).

According to the data gathered, only four types of impoliteness strategies presented in the comments by the football fans on Indonesian Football National Team (Timnas) Instagram. The strategies are bald on-record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness.

Bald on Record Impoliteness

Bald on-record impoliteness takes place when the speaker deliberately threatens the hearer's face (Culpeper et al., 2011). This approach involves delivering the message in a straightforward, explicit, and unambiguous manner.

Data 1 :

adang_simanjuntak @shintaeyong7777 mana eliano kenapa selalu di coret, bahkan di cadangan aja ga ada namanya, kenapa malah bawa kiper 3 , eliano jelas lebih baik dari hokky caraka, STY OUT

11w 1 like Reply See translation

Where's Eliano? Why is it always crossed out, even in the backup there is no name. Why did you even bring goalkeeper 3. Eliano is clearly better than Hokky Caraka, STY out

The commenter expressed his disappointment with the coach STY (Shin Tae-Yong) who did not choose a footballer, Eliano to play. Also, the commenter believed that this player is better than other footballer. He also appealed for the coach dismissal.

Positive Impoliteness

Positive impoliteness is a strategy employed by speakers to undermine the positive face of their interlocutor. Positive face refers to an individual's need to be acknowledged, respected, valued, included, and appreciated for their beliefs and identity.

Data 2

limsmorgan Pelatih medioker miskin taktik

11w 3 likes Reply

—— Hide replies

Mediocre coach with poor tactics.

The commenter directly expresses his dislike towards this coch, calling him a coach with poor tactics. There impoliteness strategy used in this comment is positive impoliteness as he did not respect the coach and complained about his strategies during the match.

Negative Impoliteness

Negative impoliteness aims to threaten the recipient's desire for autonomy and freedom of action. Similar to positive impoliteness, it includes several strategies, such as instilling fear, belittling, mocking, intruding on personal space, directly linking the person to a negative trait, and openly highlighting their obligations.

Data 3

muchamadfiqri_ Pelatih tarkam minim taktik taek

11w   Reply

The tarkam trainer has minimal tactics. shit.
The commenter did not show any respect to the coach by expressing the disgusting comment. The negative impoliteness is used here.

Sarcasm and Mock Politeness
Sarcasm and mock politeness involves the use of politeness strategies that are clearly insincere. While appearing polite on the surface, this strategy carries an underlying impolite intent, often making use of irony or sarcasm to mock the recipient.

Data 4

leondssm Level timnas kita udh Asia cuma level pelatih nya yang masih asia tenggara. Pelatih yang top dan punya CV hebat dia bakal adaptasi sama gaya sepakbola modern.

11w   1 like   Reply   See translation

Our national team level is already Asian, only the coaching level is still Southeast Asian. A top coach who has a great CV will adapt to modern football styles
In sarcastic way, the commenter compared the level of football players and the coach which are not compatible.

Conclusion
There were 56 data from the football fans' comments on Indonesian Football National Team (Timnas) instagram presenting impoliteness strategies proposed by Culpeper (2011). Only four types of impoliteness strategies presented in the comments, namely bald on-record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. In this study, bald on record impoliteness was the most frequently used in 29 data. Meanwhile, the type of impoliteness that is most rarely found is positive impoliteness with only 2 data out of a total of 56 data analyzed. Most comments containing the impoliteness strategies were directed at the coach.

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