



### IMPOLITENESS COMMENTING ON INSTAGRAM ”KEKEYI”

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Keywords	Abstract
<p><i>Keywords: Impoliteness Strategy, Instagram</i></p>	<p>This study aims to find the impoliteness strategies in the commenting of Instagram. The source of the data is taken from Instagram account “Kekeyi” a beauty vlogger who viral because of her uniqueness “using water balloon as sponge” and her controversy in social media. These situation make her get Bullying from her followers. The harassment and impolite language cannot be avoided in the commenting of Kekeyi’s Instagram. By identifying and analyzing of all the data, the writer found that there are three strategies of impoliteness language used by the followers. They are bald on record, positive impoliteness and negative impoliteness. Based on the data, the writer also found that positive impoliteness as the dominant strategy used by her followers. The use of the three strategies seems as the way of her follower to show their disappointment toward what Kekeyi did in her posting and caption were not what they expected. Studying of language impoliteness is very important to avoid verbal bullying in social media.</p>

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### INTRODUCTION

The growth of technology in today’s era provides easiness for the people in communication. The easiness are such sharing document, photos, videos and comment through Instagram. Instagram is the one of growth of technology. Instagram allows users to share their experience through photos, videos, caption, Instastory and provide comment for the followers to give their opinion. We cannot deny that the coming of instagram also open

for the users to speak freely. But, many users tend to practice in the wrong way. Moreover, as reported in Fatimah Kartini Bohang, she reported that Instagram is the most commonly used social media for bullying “cyber-bullying”. At least that is according to the results of a survey from the anti-bullying donation organization, Ditch the Label. Cyber-bullying referred to in this case includes negative comments on certain posts, unfriendly personal messages, and spreading posts or certain social media account profiles by making fun of (Bohang, 2017). This case shows that many people tend to use language impoliteness. It means that many people use a language in wrong way and inappropriate manners.

Language impoliteness is defined as behavior that does not applied politeness strategies as expected so that the resulting communication can be interpreted in a confrontational manner intentionally or negatively (Eelen. g, 2001). Impoliteness is also defined as behavior causes the speaker to lose face or the speaker to feel losing face (Pramujiono, 2012).

The impoliteness also causes the loss of face can occur due to conflicts. When someone tries to maintain positive social values that they believe in from threats or pressure from others, this can lead to reactions that people lose face (Cullpeper, 2005).

The behavior of language impoliteness is happening on Instagram comment “Kekeyi”. Kekeyi is a beauty blogger who have a lot of negative comment and sarcasm from her haters in her Instagram comment. Kekeyi is a newcomer to the world of beauty. Kekeyi appeared and went viral since she showed her skill in using a water balloon as a sponge for makeup. Through this uniqueness Kekeyi began to be invited to various television stations and received special attention from several Indonesian artists. They provide several makeup tools and other media to support her hobby. Since those time, the name “Kekeyi” has been known on social media. Kekeyi became increasingly famous and had a large followers when she was rumored to have made a relationship or gimmick with an Indonesian artist. Then, Kekeyi comments column is filled with disrespectful language from her hater. As a result, Kekeyi repeatedly felt frustrated and depressed by the harsh language that she received in her comments column. Based on the description above, the writer interests to see how the strategies of language impoliteness used by haters in Instagram comment column “Kekeyi”.

## **RELATED LITERATURE**

### **IMPOLITENESS**

Charles Morris was the first to introduce the modern pragmatic concept. For the first time, Morris defined pragmatic as a branch of semiotics that studies origins, uses and signs. Pragmatic includes the study of Deixis, presupposition, speech act, implicative, language politeness, impoliteness and rudeness (2005:195)

This concept of impoliteness can be easily understood as the opposite of politeness language. The impoliteness has the negative effect, it can cause conflict for others because of using disrespectful language and create hurt feelings.

The study of impoliteness was spearheaded by Jonathan Culpeper, Derek Bousfield, and Miriam A. Locher. Impoliteness is negative attitudes and behaviors that occur within certain contexts(Culpeper, 2017). Disrespectful behavior is to turn around with expectations, desires and beliefs regarding certain values. The negative behavior are frequent to be considered as a "impolite" when there is conflict, defense, or expect which is not suitable to others.

Impoliteness is defined as communication behavior that aims to attract negative evaluation in context and lead to offense. Despite its origins from pragmatics and interactional sociolinguistics, impoliteness is include to a multidisciplinary field, overlapping with, for example, the study of aggression and interpersonal conflict (Culpeper, 2017).

### **IMPOLITENESS STRATEGY**

Culpeper distinguishes five strategies which impoliteness can be created and received (Culpeper, 1996). They are:

1. Bald on record impoliteness

This strategy is used to attack the listener's face down with an impolite language.

The speaker intends to attack the speech partner

2. Positive impoliteness

This strategy is used to deny the listener positive desires (his/her desire should be accepted) Culpeper adds various sub-strategies for being positive impoliteness. including (Mullany, L. & Stockwell, 2010)

- Insulting the others

- Rejecting of common ground with listeners

- Changing of topics that are sensitive or don't want to talk about

- Using an inappropriate code
- They are not interested in the conversation
- Looking for disagreements
- Use unclear and confidential language
- Using taboo words

3. Negative Impoliteness

This strategy aims to destroy the negative face of interlocutor. These strategies include; scare as if his/her actions will be harmful, speak harass, ridicule, do not treat talking partner seriously, seizing opportunities

4. Sarcasm or mock impoliteness

This strategy is clearly insincere or pretend. It appears polite but basically it is impolite.

5. Withhold politeness.

It is truly not doing politeness strategies as expected, for example not saying thank you to a partner give gifts or greetings.

## **INSTAGRAM**

Instagram is also called IG or Insta. It is an application which allows the user to take photo, video, apply digital filters, and share them on various social networking services, including Instagram itself. Instagram has a uniqueness through its ability in cutting of the photo into a square shape make them looks like the result of a Kodak Instamatic and Polaroid camera.

Instagram can be used on any iPhone, iPad or iPod Touch with iOS 7.0 Android mobile with 2.2 (Froyo) or above, and Windows Phone 8. The user can download this application through the Apple App Store and Google Play.

The report On April 9, 2012, it was announced that Facebook had agreed to take over Instagram for an estimated \$ 1 billion.

Instagram is launched on 2010 by the two CEO Kevin Systrom dan Mike Krieger. The name of instagram firstly emerged based on the function of this application. The word “insta” comes from “Instant”, as polaroid camera known as Instant camera. Meanwhile, the word “gram” comes from the word “telegram” which means that send information instantly.

Likewise, Instagram has an ability to upload photo using internet network directly and quickly. Therefore, the combination between the two functions became “Instagram”.

## **FEATURES ON INSTAGRAM**

As the favorite application, Instagram offers uniqueness features to the users, they are followed by:

### **Follower**

The social system on Instagram is follow other users' accounts, or have Instagram followers. This feature allows the users build communication between users and followers/following. It also provides button likes and also commenting on caption or photo uploaded by the users. Followers and the number of likes have a great role in Instagram. It influences the photos became a popular photo. To find friends who are on Instagram, you can use their friends who also use Instagram through social networks such as Twitter and Facebook.

### **Uploading Photo**

The main function of Instagram is as a media to upload and share photos with other users. The photos that you want to upload can be obtained through the iDevice camera or photos in the photo album on the iDevice.

### **Camera, effect and title**

Instagram has camera to take photo or video directly and save them in iDevice. Instagram allows the users to upload photo unlimitedly but in the certain size. Then, Instagram grows their satisfied by adding effects on photo. Here, the users can use the effect to beautify their photos or video. Instagram also provide the users Editing photo before uploading and give the title for the photos

### **Arroba @**

Instagram provides “arroba” to mention the others users in the photos, caption and comment. It is like a marking for every users

### **Labelling**

A label in Instagram is a code that makes it easy for users to find the photo using "keywords". When users label a photo, it will be easier to find it.

### **Competition**

Instagram can be used as the competition such as photography competition. In this competition, the committee uses a label tag to indicate that the photo that has been uploaded has participated in the competition. A photo competition through Instagram is one way to make a product more recognized by the community widely.

### **Publication of Social Community and Organization**

Instagram is not only as a place for competition, but also as an occasion for the users to publish the creativity in the social community and organization. Many people will recognize the product or services by publishing on the instagram

### **Geotagging**

After uploading the photo title, the next part is the Geotag section. This section will appear when iDevice users activate their GPS on their iDevice. Thus the iDevice can detect the location of the Instagram users. Geotagging is the identification of geographic metadata on websites or photos.

### **Linking**

In sharing photos, users can share their photos through instagram and connected to other social networks such as Facebook, Twitter, Foursquare, Tumblr, and Flickr

### **Mark LIKE**

Instagram also has a "LIKE" feature. This is similar to Facebook, it is as a marker that other users like the photo that has been uploaded. Based on the length of time and the number of likes on a photo on Instagram, this is a special factor that influences whether the photo is famous or not. However, the number of followers is also an important in making a photo famous. When a photo becomes famous, it will directly enter the popular page

## Setting

There are several separate regulations from Instagram. It is a must to user to obey the regulations. The most important rules on Instagram are strictly prohibiting pornographic photos, and also uploading photos of other users without asking permission.

## Photo tagging with a flag

Marking a photo with a flag works if the user wants to make a complaint against other Instagram users. This is done if a photo contains pornographic elements, threats, stolen photos or photos that are copyrighted. In flagging a photo, information about the party that has marked it will be kept confidential.

Having of instagram account is easy, the user can easily download this application through Google play or Apple Store. Then, the user only has an email or telephone number to register their self. The user can follow the guide on creating of instagram account. The steps are in the following picture

### Step 1



### Step 2

The users can choose registration from email or telephone number.



### Step 3

Next, input the user name, password and press the button “Lanjutkan”



### Step 4

Instagram has automatically created a username. If you don't like the username, you can change it. Please click "Change Username" to edit the username. If the user name has been available before, Instagram will remind “the name has already”. It means that the users should change it in another user name



Dengan mengklik Selanjutnya, Anda menyetujui  
Ketentuan, Kebijakan Data, dan Kebijakan Cookie kami.

### Step 5

After editing the user name, the user can connect to Facebook and the contacts on the telephone as an information way to the other friend that you have contacted on Instagram. The user can change the profile Instagram for the first time to make it easy for other users to find your account and if you are not interested, you can skip this section





## Step 6

The welcoming word will see on the first page of your instagram and you can ready to use it.



## KEKEYI PROFILE

Rahmawati Kekeyi Putri Cantikka or better known as Kekeyi (born in Nganjuk, East Java, March 23, 1995; age 25 years). She is a YouTuber and Instagram celebrity from Indonesia. She is known for creating makeup tutorial content using balloons as the beauty blender. In July 2020, her YouTube channel can reach more than 1 million subscribers. Kekeyi is known through makeup tutorial content, called as "beauty vlogger", was first

uploaded on April 1, 2018. Kekeyi admits that she often experiences bullying because she has a chubby body and is not tall. However, Kekeyi proved that a woman is beautiful.

Kekeyi is getting more viral due to the controversy. It started to rumor "gimmick" with Indonesian actor "Rio Ramadhan". This makes her followers insult kekeyi with harsh and impolite language. However, this situation did not stop her to make creativity. Based on her bad love experience, on May 29, 2020 she launched her single hit: "Keke bukan Boneka". As of June 4, 2020, the video has been viewed more than 18 million times. However, on the same day, YouTube removed the video due to alleged copyright infringement after the lyric was found to be similar to Rinni Wulandari's song "Aku Bukan Boneka" by Novi Uma.

## **METHOD OF RESEARCH**

In conducting of this study, the researcher uses descriptive research. The source of the data is taken from the Instagram comment "kekeyi". The procedure of research is followed by Collecting of the data since June 2020. The data is taken by identifying of impoliteness strategy in the whole comment from each kekeyi's caption. Then, extract them based on the theory of impoliteness strategy and analyzed by using the context of pragmatics.

## **FINDING**

After collecting and analyzing of the data, the writer found that there are three strategies proposed by Culpeper coded in kekeyi's Instagram. Firstly, kekeyi's followers dominantly use positive impoliteness. They are very frequent to insult and using taboo words to in commenting of kekeyi's Instagram. They speak taboo words to insult kekeyi's performance physically. The second is strategy bald on record impoliteness. Kekeyi's followers tends to treat kekeyi's face by using impolite word directly. It seems that they try to attack kekeyi to lost her self-esteem and herself confident in creating of her creativity. Kekeyi's follower hopes that kekeyi will know that what she posted in Instagram is not suitable to them. The last is using of negative impoliteness. Kekeyi's followers use impoliteness language to scare kekeyi that what she has done is useless for her followers. It will give a negative effect to her followers especially to the teenagers. Her followers try to remind Kekeyi that her behavior does not show the interesting for the people. Meanwhile, the negative impoliteness and withhold impoliteness almost disappear in the commenting. The following data will show several impoliteness commenting in Kekeyi's Instagram:

1. Bald on Record Impoliteness

Comment 1

*“dikira lucu ya, dikira menghibur mending nonton pengajian, webinar lebih banyak manfaatnya, ada nilai edukasinya. Dari pada nonton konten Lo yang sama sekali ga da faedahnya”*

Comment 2

*“Kesian lu key, segitunya mau tenar !!!! mending lu buat content make up kek dulu lagi, dari pada lu ikutan buat setingan pacaran ga jelas, ga lucu. Bikin enek...”*

Comment 3

*“Kamu boleh jelek, tapi tolong jangan membosankan kelakuannya!!”*

Comment 4

*“Ga boleh sombong lu bilang??? Lu tu yang sombong, sok ceramahin orang”*

Comment 5

*“Jangan mancing2 key, ini dah mulai banyak loh yang respect am elo. Cobalah buat konten tanpa harus memancing hujatan. Ga bakal lama juga terkenal atau banyak uang kerna hujatan!!!”*

The sentences above shows that her follower. It is aimed to kekeyi directly that she should reflected and corrected herself to create the useful content for her followers

2. Positive impoliteness

Comment 1

*“Ntar IGNYa ilang lagi, nagis lagi dasar \*\*\*i!”*

Comment 2

*“Mukanya kek K\*\*\*K.. Zuma wkwkwkwk”*

Comment 3

*“Sikekeyi giginya T\*\*\*\*\*!!!jadi kering dan Bau Bangkai”*

Comment 4

*“Si G\*\*A mulai beraksi”*

Comment 5

*“Bisa mingkem ga si lu anak A\*\*\*\*G muke kek \*\*\*\*\*!!!”*

From the sentences above, it can be seen that there are a lot of kekeyi's follower commented by using taboo words to express their reaction to what kekeyi done and posted in instagram.

3. Negative impoliteness

Comment 1

*"Sekarang ga laku lagi postingannya hahahahaha"*

Comment 2

*"Uda mulai redup karirnya hahahaah kasian deh lu...."*

Comment 3

*"Kalo elu tukangnya, yang ada bukan bangun rumah tapi bangun masalah"*

Comment 4

*"Gue mampir kesini hanya untuk ngelike comment orang yang negebully elu..."*

Comment 5

*"Najis banget aku lihat elu, ga takut apa bakal ditiru ama anak2 yang ngelihat postingan lo..."*

These sentence above shows that Kekeyi's followers scare her that what she has done is not suitable to their expectation and useless.

## CONCLUSION AND SUGGESTION

Based on the findings, it can be concluded that studying impoliteness language is very important. By recognizing some strategies of impoliteness, the user of social media will be very smart in commenting. Because of impoliteness language is include to the cyber bullying. Nobody knows what will happen in the next time after giving taboo words and insult someone in social media.

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