

CHAPTER I

INTRODUCTION

This chapter consists of the background of the study, research question, purpose of the study, delimitation of the study, significance of the study, and definition of key terms.

A. Background of the Study

Language is one of the important instruments in communication. People use language to convey ideas or self-expression to others. Selfia & Marlina (2016) state that language serves not merely as a means of communication but also plays a crucial role in forming and sustaining personal relationships within a community. This means that using good language can create good relationships in the community.

Good relationships are indispensable in social life. Human will tend to make good communication in society to maintain their social interactions. Nasirli (2021) states that to maintain harmony between communities, it is necessary to follow social norms by behaving well and politely. Behaving well and politely is not only shown through attitude but can be shown through polite language when communicating. Politeness in communication is the initial capital that can be used to create good relationships in society.

Politeness is an important part when communicating with someone. Politeness strategies can be used to help minimize FTA (face-threatening act). Leech (2014) states that politeness is an effort that can be made to save

the listener's face from the speaker. In applying politeness, not only speaking politely by saying sorry and thank you, but must comply with existing rules. Politeness is needed to show awareness and respect. Yule (1996) states that politeness can be seen as a means to demonstrate awareness and respect for others' social standing and dignity. According to Brown & Levinson (1987), politeness can be interpreted as one of the efforts made to save self-image. From this statement, it can be concluded that politeness is an action or speech that is done to express feelings or ideas without offending others and saving self-image. But in life society, we cannot force someone to speak politely, because everyone has the right to express themselves when communicating, such as speaking impolitely.

Everyone has their way of saving their good image in the public, one of which is by being polite when communicating. However, we often hear a lot of hate speech, bullying, sarcasm, threats or ridicule and people know that it is included in an act of impoliteness. Culpeper (1996) states that impoliteness is an action that causes "loss of face" for the listener. Culpeper (2005) states that impoliteness is a negative action found in certain behaviors and certain contexts. So it can be concluded that impoliteness is a negative action that causes the loss of a good image of the listener due to a certain context.

Impoliteness is the opposite of politeness. Culpeper (2011) states that the purpose of politeness is to preserve social harmony and promote amicable interaction, allowing us to trust that our conversation partners are

cooperative. There are five differences between politeness and impoliteness strategies. According to Brown & Levinson (1987), classifying politeness strategies into four categories, namely, bald on record, positive politeness, negative politeness, and off record. In contrast, according to Culpeper (1996), impoliteness is grouped into five categories, namely, bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

Impoliteness can be found anywhere, such as in everyday conversations. Mocking others is one example of impoliteness in society. Impoliteness can also be found when debating and there is a dispute between participants. Sukmawati et al. (2023) state that when debating, someone will try to demonize their interlocutor in front of others. It can be concluded that impoliteness can be found a lot when arguing because when arguing, it will hurt each other's image.

In this study, the researcher uses Culpeper's theory of impoliteness to find the type of impoliteness and to explain the function of impoliteness. The reason the researcher uses Culpeper's theory is because many previous researchers have used the theory to analyze similar data as what the researcher is researching. The previous research that the researcher has mentioned uses Culpeper's theory. Culpeper spreads his theory to be used by other researchers who are interested in researching in the same field as him. The researcher collected research data from Indonesia's 2024 presidential election debate. Zuhra (2021) states that Culpeper uses films,

series, dramas, documentaries, quiz programs, speeches, debates, modern communications, and anything else for research objects.

The researcher used debate on the 2024 Indonesian presidential election. The debate organized by *KPU (Komisi Pemilihan Umum)* was held five times. The first debate was held on December 12, 2023, with the theme of “*Hukum, HAM, Pemerintahan, Pemberantasan Korupsi, dan Penguatan Demokrasi*”. The second debate was held on December 22, 2023, with the theme of “*Pertahanan, Keamanan, Geopolitik, dan Hubungan Internasional*”. The third debate was held on January 7, 2024, with the theme of “*Ekonomi (Kerakyatan dan Digital, Kesejahteraan Sosial, Investasi, Perdagangan, Pangan, Pajak (Digital), Keuangan, Pengelolaan APBN dan APBD, Infrastruktur)*”. The fourth debate was held on January 21, 2024, with the theme of “*Energi, SDA, SMN, Pajak Karbon, Lingkungan Hidup, dan Agraria dan Masyarakat Adat*”. The last debate was held on February 4, 2024, with the theme of “*Teknologi Informasi, Peningkatan Pelayanan Publik, Hoaks, Intoleransi, Pendidikan, Kesehatan (Post-Covid Society), dan Ketenagakerjaan*”.

From the five debates above the researcher takes the third session because a lot of impoliteness was found in it. The presidential candidates attacked each other during the debate and these conditions allowed for impoliteness. One of the impoliteness strategies found is negative impoliteness, which occurs when a presidential candidate judges his opponent's performance badly in person. On the other hand, not all

impoliteness strategies can be found in the debate. So the debate is a suitable media to use for learning.

Debate is one of the media that can be used to find impoliteness in it. Debates are conducted live without any planning. The presidential election debate is held every five years. The debate is conducted five times by presidential and vice presidential candidates. In this debate, the candidates can convey their vision and mission as presidential candidates to the public. The public can also assess the attitude of the candidates' answers during the debate to address various country problems.

Research on impoliteness in debates has often been done. Many similar studies from previous research support my research. The first research comes from Arrasyd & Hamzah (2019) from Padang State University. This research focuses on the impoliteness found in YouTube comments during the Indonesian presidential debate. The results of this study found that out of 200 comments collected, 267 impoliteness strategies were found. Four of the five strategies found in this study are bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. The strategy that was not found was withhold politeness because it only occurs in spoken language. The most widely used strategy is positive impoliteness. However, there are differences between the research conducted by Arrasyd & Hamzah and the research I conducted. The difference lies in the subject of research, Hamzah & Arrasyd used YouTube comments while the researcher used debates.

The second research was conducted by Apriliyani & Wahyuni (2019) from Padang State University. This research focuses on the impoliteness strategies used by Habib Rizieq and Felix Siauw haters found in the comments on Instagram. The results of the study are that the male and female haters only use four of five impoliteness strategies. The strategies are bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. The higher impoliteness strategy that is used by male and female haters is sarcasm or mock politeness. Researcher finds the differences between male and female haters but it is not significant. The difference between male and female haters was 10%. This research is different from the research I did, namely, this research uses Instagram social media and examines haters' comments, while the researcher examines the presidential election debate.

Another study was conducted by Simanjuntak & Ambalegin (2022) from Putera Batam University. This research focuses on analyzing the impoliteness strategies used in the movie Easy A. The result of this study is that the movie Easy A uses 16 utterances, including 4 bald impoliteness, 5 positive impoliteness, 4 negative impoliteness, 2 mock or sarcasm politeness, and 1 withhold politeness. Positive impoliteness and negative impoliteness are most frequently used by Easy A. The difference between this research and my research lies in the research subject. The research conducted by Simanjuntak & Ambalegin used movies as the research subject, while the researcher used debates.

Based on the facts described above, the purpose of this study is to examine the strategy of impoliteness in the Indonesian presidential election debate in 2024. This research focuses on Culpeper's types of impoliteness strategies used in presidential candidates during debates. In addition, this research also focuses on how the strategy of impoliteness is used in presidential candidates during debates. Therefore, the research conducted a study with the title *Impoliteness Strategies On Indonesian Presidential Candidate Debate 2024*.

B. Research Questions

Based on the background of the study that has been explained, some problems can be identified as follows:

1. What are the types of impoliteness strategies used in the Indonesian Presidential Debate 2024?
2. How were the impoliteness strategies used in the Indonesian Presidential Debate 2024?

C. Purpose of the Study

Based on the research question that has been mentioned, the researcher arranges some purposes of the study as follows:

1. To find the impoliteness strategies used in the Indonesian Presidential Debate 2024.
2. To describe the functions of impoliteness strategies used in the Indonesian Presidential Debate 2024.

D. Delimitation of the Study

The researcher limits and focuses the research using Culpeper's theory to evaluate the kinds of impoliteness strategies in the Indonesian presidential election debate in 2024. Although it has done several literature reviews for several theoretical studies, the researcher only found Culpeper's theory (1996) where there are five types of impoliteness strategies, namely bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. Culpeper's (2011) theory of the function of impoliteness, namely affective function, coercive function, and withhold impoliteness. In this study, the researcher limited the scope of his research to only explore the three presidential candidates in the third round.

E. Significance of the Study

Following what has been explained, this research is entitled "Impoliteness Strategies". This research holds significant value both theoretically and practically. The theoretical contribution is to put into practice Culpeper's theoretical ideas about the kinds of impoliteness and the function of impoliteness. This research can be used by other academics to research similar things. This research will provide references and information related to the theory of impoliteness in their research. This research can help find out what is meant by impoliteness, how to utilize impoliteness, and the kinds of impoliteness used in the community. From this research, the data that I found along with the analysis can be used as

examples or teaching materials related to impoliteness strategies. For those who study pragmatics, impoliteness with the same topic.

F. Definition of Key Terms

1. **Impoliteness strategy** is an action shown by some people to express dissatisfaction or to dominate and intimidate the listener.
2. **Presidential debate** is a forum used for presidential candidates to talk to each other and convey their vision and mission, as well as discuss some of the problems that occur in the country.
3. **Impoliteness strategies in the presidential debate** an act to hurt the face of the listener can happen in a debate to bring down the opponent's image.