

ABSTRACT

Wahyu Ajeng Damayanti, 2024. *Impoliteness Strategies on Indonesian Presidential Candidate Debate 2024*. Thesis. Faculty of Teacher Training and Education, UNIVERSITAS PGRI MADIUN. Advisor: Dr. Rosita Ambarwati, S.S., M.Pd., Co-Advisor: Theresia Budi Sucihati, S.S., M.Pd.

Key Words: Impoliteness Strategies, Debate, Pragmatic Study

Impoliteness plays an important role when communicating. Many people may forget to act politely when communicating with others. This study has two research problems, namely (1) finding impoliteness strategies in the 2024 Indonesian presidential candidate debate. (2) finding the function of impoliteness in the 2024 Indonesian presidential candidate debate. This study aims to examine impoliteness strategies and function impoliteness in the Indonesian presidential candidates 2024 debates. The researcher chose to analyze the third debate was held on January 7, 2024. Culpeper's theory is used as the basis in analyzing impoliteness strategies. This research uses a descriptive-qualitative approach. This research uses the utterances used by the three candidates, Anis Baswedan, Prabowo Subianto, and Ganjar Pranowo as the 2024 Indonesian presidential candidates as the data source. Data collection used observation and documentation methods. The results of this study are strategies of impoliteness were found in 37 data. Bald on record impoliteness was found as much as 1 (2.7%), positive impoliteness was found as much as 21 (56.8%), negative impoliteness was found as much as 11 (29.7%), and sarcasm or mock politeness was found as much as 4 (10.8%), while in the type of withhold politeness, no data was found. In this study, the positive impoliteness strategy was found to be the most widely used strategy by Indonesian presidential candidates during the debate. Furthermore, 23 data were found on the impoliteness function. Affective impoliteness was found in as many as 5 (21.8%) and coercive impoliteness was found in as many as 18 (78.2%), while in the entertaining impoliteness function no data was found.

ABSTRAK

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Kesopanan memainkan peran penting saat berkomunikasi. Banyak orang yang mungkin lupa untuk bertindak santun ketika berkomunikasi dengan orang lain. Penelitian ini memiliki dua masalah penelitian, yaitu (1) menemukan strategi ketidaksantunan dalam debat calon presiden Indonesia 2024. (2) menemukan fungsi ketidaksantunan dalam debat calon presiden Indonesia 2024. Penelitian ini bertujuan untuk mengkaji strategi ketidaksantunan dan fungsi ketidaksantunan dalam debat calon presiden Indonesia 2024. Peneliti memilih untuk menganalisis debat ketiga yang diadakan pada 7 Januari 2024. Teori Culpeper digunakan sebagai dasar dalam menganalisis strategi ketidaksantunan. Penelitian ini menggunakan tuturan yang digunakan oleh tiga kandidat, Anis Baswedan, Prabowo Subianto, dan Ganjar Pranowo sebagai calon presiden Indonesia 2024 sebagai sumber data. Pengumpulan data menggunakan metode observasi dan dokumentasi. Hasil dari penelitian ini adalah strategi ketidaksantunan ditemukan sebanyak 37 data. Ketidaksantunan *bald-on record* ditemukan sebanyak 1 (2,7%), ketidaksantunan positif ditemukan sebanyak 21 (56,8%), ketidaksantunan negatif ditemukan sebanyak 11 (29,7%), dan kesantunan sarkasme atau ejekan ditemukan sebanyak 4 (10,8%), sedangkan pada jenis ketidaksantunan menahan diri tidak ditemukan data. Dalam penelitian ini, strategi ketidaksantunan positif ditemukan sebagai strategi yang paling banyak digunakan oleh para calon presiden Indonesia selama debat berlangsung. Selanjutnya, ditemukan 23 data mengenai fungsi ketidaksantunan. Ketidaksantunan afektif ditemukan sebanyak 5 (21,8%) dan ketidaksantunan koersif ditemukan sebanyak 18 (78,2%), sedangkan pada fungsi ketidaksantunan menghibur tidak ditemukan data.

Kata kunci: *Impoliteness Strategies, Debate, Pragmatic Study*