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THE VIOLATIONS OF POLITENESS PRINCIPLE IN HATE SPEECH BY HATERS TO BARBIE KUMALASARI AS THE ACTREES OF INDONESIA IN YOUTUBE COMMENTS

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Abstract

YouTube is a video sharing website that is growing rapidly among the public. Children to adults love to watch YouTube. They can freely search for any videos they want. Comment pages are also available for those who want to provide responses to the video. Sometimes comments from netizens are not only positive but can also be negative. Negative comments are given in the form of hate speech. In understanding of the hate speech an understanding of the context is needed. Pragmatics is a language science that talks about context. Context is very closely related to politeness. The hate speech is utterances that violate the rules of politeness. The using of hate speech by the Barbie Kumalasari's haters proved to violate of politeness principle. The purpose of this study was to describe the form of violation of politeness principle carried out by the Barbie Kumalasari haters. Data was obtained from comments of YouTube channel netizens on the Rumpi No Secret program which featured Barbie Kumalasari as a guest star. This research is qualitative research that use pragmatic discourse analysis. There are several forms the violations of politeness principle performed by the haters of Barbie Kumalasari including: approbation maxim and agreement maxim.

Keywords: Pragmatics, Politeness Principle, Hate Speech, Youtube, Barbie Kumalasari

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I INTRODUCTION

McDevit et. al. (2002) stated in a study that feeling happy or sensation is something that is pursued by 66% of hate speech actors. Interestingly, those who pursue this pleasure are not people with high levels of prejudice, but rather people with low or moderate levels of prejudice. In other words, it is not those who hate one party to the fontanel that has this motivation, but those who simply don't like it or for a moment's sentiment that is often found to make hate speech.

Haters, that's a term for people who are sentimental and don't like others. Haters give criticism to certain people or groups who are

mostly public figures. Harsh words that seem hateful and provoking are enough to be used by haters to criticize someone. The criticisms given mostly contain insults to vent emotions. Even though, haters and people who are criticized don't know each other. Haters often appear in social media commentary columns like Instagram, Facebook, Twitter and YouTube.

YouTube is able to provide television program videos uploaded to YouTube pages. One of them is an infotainment television program. Infotainment is one of the television programs that interests Indonesian people. "Rumpi No Secret" (RNS) is one of the unique

and interesting infotainment, because Feni Rose as the host is able to present sharp questions to the guest stars. RNS replays can be found on the YouTube page at each episode. Lots of hate speech found in the RNS YouTube comment column when the episode Barbie Kumalasari was invited as a guest star. Barbie Kumalasari is a controversial public figure because of the "*Ikan Asin*" case and is considered by the public as a woman who has a high level of hallucinations by hallucinating as a rich person.

The linguistic content in the case of haters' hate speech to public figures is interesting to

study. The study of politeness maxims that are violated by haters causes an expression of hate speech and contempt for celebrities that are interesting to analyze by considering the context. Pragmatic is one of the sub-disciplines in linguistics that studies meaning and context. In this study, researcher analyzed the violations of the Politeness Principle in haters utterances on the YouTube comment to Barbie Kumalasari in the "Rumpi No Secret" program. The results of this study aim to be able to reveal various violations of the principle of politeness that causes haters to speak utterances of hate speech.

II RESEARCH METHODS

To describe the analysis of form the violation of politeness principle in utterances of hate speech by haters to the artist a descriptive qualitative research method was used. The qualitative research method is the process of a study that produces descriptive data in the form of written and oral words about individual traits, circumstances and symptoms of certain groups that can be observed (Moleong; 1994). The object of this research is the violation of the politeness principle in the utterance of hate speech by haters to Barbie Kumalasari as a public figure in the YouTube comment column at the Barbie Kumalasari episode in Rumpi No

Secret program as a guest star. Data and data sources used in the study are in the form of documents and YouTube page that has been downloaded. Document data sources are internet user's comment texts posted in the comments column on YouTube with the website address in YouTube page <https://youtu.be/cfbSPZ2p14w>. Researcher has found 60 hate speech samples from existing data source. While the data analysis technique uses pragmatic discourse analysis. This research aims to reveal various violations of the politeness principle in hate speech spoken by haters to Barbie Kumalasari as an artist.

III RESULTS AND DISCUSSION

According to Leech (1993) politeness is often interpreted superficially as an act that is merely civilized, but the more important meaning obtained from politeness is that manners are a missing link between the principle of cooperation and the problem of how to link power with meaning. According to Rahardi (2005) politeness research examines the use of language (language use) in a particular language community. The speech community in question is a society with various backgrounds in the social and cultural situations that encompass it. As for what is studied in politeness research is the aspect of the purpose and function of speech.

Pragmatic needs the principle of politeness. The principle of politeness is related to two conversation participants, namely 'self',

and 'other' (Wijana: 2009). The 'self' is the speaker and the 'other' person is the hearer and the third person is spoken of between the speaker and the hearer. In addition to paying attention to speakers and hearer there are some contexts that must be understood. Mulyana (2005: 21) states that the context is the situation or setting in which a communication occurs. Context can be considered as the cause and reason for a conversation or dialogue. Everything related to the speech, whether it is related to the meaning, purpose, or information, is very dependent on the context behind the speech event.

From the explanation above, it can be concluded that the notion of politeness in language is a custom of courtesy in speaking good words by linking meaning and power.

Politeness is also a rule of conduct that has been established and conventionally agreed upon by a particular society and makes politeness a prerequisite agreed upon by social behavior. Politeness must be understood contextually by the speaker and the hearer.

In fact, in giving speeches that are polite the speaker and hearer must look at the principle of politeness. Like the principle of politeness that forward by Leech (1993) namely, tact maxim; generosity maxim; approbation maxim; modesty maxim; agreement maxim; sympathy maxim. Hate speech happens because the speaker ignores the principle of politeness. Pranowo said that (2009) there are several factors that led to violations of the principle of politeness including: (1) speakers expressing criticism directly with rude words or phrases. (2) speakers were pushed by a sense of emotion when speaking. (3) speakers are protective of their opinions. (4) the speaker intentionally wants to discourage the hearer in speaking. (5) the speaker submits the allegation on the basis of suspicion of the hearer.

The following are forms of violations of the politeness principles in hate speech given by haters to Barbie Kumalasari on the YouTube comment page:

3.1. The Violations of Approbation Maxim

The netizens violated the approbation maxim by giving harsh speeches with condemnation so that it looked down on Barbie Kumalasari as an artist. The harsh utterances are expressed in the following ways:

3.1.1. Speakers express criticism directly with harsh words or phrases.

Of course if we convey a criticism with harsh words or phrases it will cause impoliteness in speech. Even more so if the utterance is revealed on social media where netizens think that they can talk whatever they think. As an example in some netizens sentences below:

(1) *“aah dasar pengacara abal2, barang2 jg KW jd kalau.ngomong jg nglantur sijah sudah stress kali ya”*

(2) *“YA AMPUN SEMPAK FIRAUN..GEDEKKK GUWA LAMA2..MANUSIA MINUS MALUUUUU..BS YAAH IDUP KEK GTU..”*

1) The basic lawyer is shameless. The items are also imitations. So, if you say don't digress. Have you been stressed? (said a netizen with the initial SN on the youtube comment page)

2) Gosh, Pharaos's underwear. human has no shame ... being able to live like that "(said a netizen with the initials RP on the youtube comments page on the RNS program)

In the datum (1), SN criticized Barbie Kumalasari as a lawyer who was not competent in handling her husband Galih's case, so SN also criticized Barbie Kumalasari's financial problems which she considered using imitation items to look luxurious lifestyle. In the end SN also issued a harsh utterance such as "Ijah has been stressful, huh" Ijah is a mockery call for Barbie Kumalasari, because Barbie Kumalasari started her career by starring in a sinteron who acted as a household assistant with the name 'Ijah'. SN's utterance tends to be rude and condescending to Barbie Kumalasari. In the utterance (2) By equating Barbie Kumalasari with the 'pharaoh's underwear', of course it is a rude speech because 'the underwear' are male underwear and the 'Pharaoh' is an evil and phenomenal figure. These two negative meanings are combined to make fun of Barbie Kumalasari. Both of the data above is a form of violation of the approbation maxim because it conveys criticism with harsh words and condescending opponents.

3.1.2. Speakers are pushed by a sense of emotion when they speak.

In language, humans will show their respective expressions, especially in expressing their emotions which eventually lead to negative expressions to the hearer. The overflowing emotions that netizens raise in his remarks on the YouTube comment page are as follows:

(3) *“Betapa sabar nya kak Rose gak gampang mulut dia ya ya..biar dower tu mulut sih ijah yg kebiasaan tukang bohong greget bangeet akuutu*

(4) *Pgn tak kucir mulut nya. Sebel*

(3) it's very patient sis Rose. She could not slap her mouth huh. so that the mouth of the liar is broken. I'm so annoyed (said by MC)

(4) I want to tie her mouth. Annoyed (said by RH)

MC in the datum (3) expresses his emotions with emotional speech in which the MC will be very satisfied if Feni Rose as Host can slap Barbie Kumalasari's mouth which she considers to be a liar. Whereas in speech (4) RH said that she wanted to tie his mouth so that Barbie could not speak again. With such speech RH has given a hate speech expression to Barbie Kumalasari who shows her hatred for all the false statements given by Barbie Kumalasari. Utterances in the two data are speech that violates the principle of approbation because speakers give speech with a sense of emotion.

3.1.3. Speakers intentionally want to drop the hearer

Speech that is impolite is one of the utterances that has the purpose of aiming to discredit the hearer. Even though the accusations made are not necessarily true and tend to be insulting. The utterances can be seen as an example below:

(5) *Ini yang katanya pengacara, ngomong aja blebetan. Anak SD mah kalo boong aja pinter, ini yg katanya pengacara tapi boongnya muter2*

(6) *Katanya pengacara..tapi ko oon udh jelas2 itu galih ngomong organ intim...pake ngeless,,semua orang juga cerdas kaleee*

(5) Is this a lawyer?, just talk mess. Even elementary school kids are good at lying, this is a lawyer but the trick is complicated (speech delivered by STN)

(6) They say lawyers ... but how stupid. it's clear that Galih is talking about intimate organs ... still pretending to be empty, everyone is smart too (speech delivered by WI)

In data (5) and (6) speakers downed Barbie Kumalasari as an incompetent lawyer. STN says that a lawyer is not likely to talk like an uneducated person like most lawyers. Barbie Kumalasari is considered to have deceived many people with lies that are full of lies. Whereas WI drops Barbie more by saying she is a lawyer who is stupid because Barbie's statement says that the

"ikan asin" case is a food phrase not leading to intimate organs. According to WI netizens all understand where the "ikan asin" conversation meant by Barbie Kumalasari's husband in an interview on the YouTube channel. The speech in data (5) and (6) is a speech that violates the maxim of approbation because the speaker intentionally condemns the hearer so that the speaker drops and feels humiliated and insulted by the speaker.

3.1.4. The speaker delivers the accusation based on suspicion of the hearer.

Disrespectful speech can be raised from the suspicion of hearer to certain parties by giving various kinds of accusations that have no evidence. The allegations that cause hate speech among netizens can be observed in the sample data below:

(7) *Ini si Kumalasari dah gak pny urat malu kyknya... dah bohong ketahuan public eh masih nyolot... emang sich gak ada yg laparin lu Krn kebohongan lu tpi malu wooiipny malu gak sich...boneka palsu*

(8) *Ijah kebanyakan bohong, mangkanya idungnya pencong2*

(7) This Kumalasari has no shame seems to be ... lying has been found out by the public eh still stubborn ... indeed nobody reports you because of your lies. embarrassed woiii ... have no shame? fake dolls (spoken by BY)

(8) Ijah mostly lies, so his nose is crooked (spoken by SAS)

BY, on the datum (7) suspects Barbie Kumalasari with accusations that Barbie Kumalasari is a liar because of the many Barbie Kumalasari statements that do not correspond to reality. In the data (8) the accusation submitted by SAS is his belief that Barbie Kumalasari is indeed a liar. The accusation delivered by the two speakers is an expression of hate speech that violates the approbation maxim on the principle of politeness.

3.2. The violation of Agreement Maxim

The Violations of politeness principle occur due to differences of opinion between the speaker and the hearer spoken with an insulting

speech. The following forms of speech in this study violate the agreement maxim:

(9) *Sumpah ya, mbk nya yg ngaku berbi ini menurut saya bener2 gak tau diri. Maaf sih kalo komen saya kasar, soalnya pas dia ditanya mengenai mr puisi yg dia anggap ayah angkat dia jawab "saya memang menganggap dia ayah angkat, tapi kalo dia gak ya gak ada masalah" kok gak tau diri banget gitu, dengan pedenya dan dengan entengnya bilang gitu. Gak punya malu ni orang.*

(9) I swear, she who claims to be a Barbie doll, in my opinion, really doesn't know herself. Sorry, if I commented harshly, the problem was when she was asked about *Mr. Puisi* that she considered adoptive father

she answered "I do consider him adoptive father, but if he doesn't have no problem" she was shameless, with self-confidence and easily said like that. You don't have any shame. (spoken by UK)

UK, in datum (9) has violated the maxim of the agreement by opposing and not agreeing to the statement given by Barbie Kumalasari. FK's disagreement with Barbie Kumalasari's statement that *Mr. Puisi*, one of the rich people in Indonesia, was her adoptive father made her give insulting remarks by saying Barbie Kumalasari was "ignorant and shameless". FK's utterance is speech that violates the principle of agreement.

IV CONCLUSION AND SUGGESTIONS

From the description and analysis above shows that hate speech given by netizens to Barbie Kumalasari as a public figure is proven to violate the principles of politeness. Violations of the politeness principle such as: *first*, the violations of approbation maxim with various factors that encourage speakers to violate the maxim include: 1. Speaker expresses criticism with harsh words or phrases. 2 speakers are pushed by a feeling of emotion when speaking. 3. The speaker intentionally wants to drop the hearer in speaking. 4. The speaker delivers the allegation on the basis of suspicion to the hearer

by giving insulting speeches. Second, there are utterances that have violated of agreement maxim. Many utterances of hate speech on social media should make netizens think before giving out their speeches and uploading them on social media. If someone's treatment and actions are not in accordance with what is in our thinking, it should be conveyed properly and politely without using utterances of hate speech so as to create harmony among fellow human beings that are actually social in nature.

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