An Analysis of Impoliteness Strategies Used by Indonesian Netizens on *Twitter* with #Usuttuntaskanjuruhan: A Case Study of Hate Speech

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ABSTRACT

The Kanjuruhan tragedy in the last 2022 became a concern for people all over the world. It caused hundreds of people to die. Numerous people commented on this tragedy on *Twitter*. Many Indonesian netizens commented in an impolite way. This study focuses on the impoliteness strategies used by Indonesian netizens on *Twitter* concerning the case of the Kanjuruhan disaster. This study aims to reveal the impoliteness strategies used and the possibility of impolite expression leading to hate speech. It examines the impolite expressions to raise people's awareness of their tweets has a chance to lead to hate speech. The descriptive qualitative method is used in this study to describes and interprets impolite expression from Indonesian netizens. This research was conducted by implementing impoliteness strategies types by using Culpeper's (1996) framework. The result showed four impoliteness strategies which are bald on record impoliteness with a percentage of 40.00%, positive impoliteness in 26.67%, negative impoliteness in 20.00%, and mock politeness or sarcasm with a percentage of 13.33%. Bald on record impoliteness is the most common impoliteness to be used in tweets concerning the Kanjuruhan case by using #usuttuntaskanjuruhan. From the analysis, the impolite expression has a huge chance of leading to hate speech.

Keywords: Impoliteness strategies; hate speech; *Twitter*; kanjuruhan tragedy; qualitative study

INTRODUCTION

Indonesian people were shocked by a disaster tragedy in the last 2022. More than 100 people died in this tragedy. It happened in the BRI Liga 1, a football league competition in Indonesia. At that time, the competition faced Arema FC vs. Persebaya Surabaya at Kanjuruhan Stadium on October 1, 2022. The two teams' meetings are always exciting because they have been longtime enemies. Persebaya Surabaya took the victory in this match with a score of 2-3.

However, after the game ended, a supporter ran into the field. Because he violated the FIFA regulation, which states that the spectators are not allowed to enter the field, the security (police) tried to stop him. At the same time, other supporters went to the field, and the police started to fire tear gas in order to keep the safety of the players of both teams. This made the situation become riots due to they were jostled to get out of the stadium and found it hard to breathe.

In this case, when the riots happened and people tried to come out of the field, unfortunately, there were problems at doors 3, 10, 11, 12, and 14. As a result, numerous victims experienced asphyxia (lack of oxygen) and died after suffering fractures and severe damage. According to the most recent data, 135 individuals died as a result of this disaster (Venny & Hasibuan, 2022).

This tragedy became a public concern and even spread throughout the world. The easier of social media makes the news fast and easy to spread. One of many popular social media platforms is *Twitter*. *Twitter* is one of many social media that are used to communicate and share information. Fairuz, Ramdhani, and Tanjung (2021), cited in Katiandhago et al. (2023), *Twitter* is a social network that enables user interaction via a tweet feature. Users can write or text up to 280 characters using the tweet feature. It was developed in 2006 by Jack Dorsey and Evan Williams (Katiandhago et al., 2023). According to Kwak, Lee, and Moon (2010), the microblogging site *Twitter* has become a popular new media due to recent events. The users can easily and quickly get information or tweets from others if they follow others.

Furthermore, in the view of Kwak et al. (2010), unlike most online social networking sites like Facebook or MySpace, following and being followed does not require reciprocation. Then, an update or post from the user on *Twitter* is called a tweet. A user can make a tweet text only or provide a picture.

The popular topic on *Twitter* in the last of 2022 is the Kanjuruhan tragedy. Many users make a post to support Indonesian football, the players, and also the victims of the disaster. The support came from the Indonesian president, the government, the Indonesian fans, and many others. Even the world football federation (FIFA) also gives support. The FIFA president comes to Indonesia to give his support to Indonesia. Famous football stars Wayne Rooney, Mesut Ozil, Sergio Ramos, and many more give support to Indonesian football.

Much of the support was given by Indonesian netizens on *Twitter*. They gave support in various ways. Those are given support by providing motivation, hope, prayer, and also criticism. Indonesian football fans are known as fanatical fans. Some of them gave criticism by using impolite expressions. Then this study focused on impoliteness strategies. Impoliteness, according to Culpeper et al. (2003), is a communicative tactic used to damage the face and lead to conflicts and disharmony. Impoliteness strategies are the opposite of politeness strategies proposed by Brown and Levinson (1978), which are (1) bald on-record politeness; (2) positive politeness; (3) negative politeness; and (4) off-record or mock politeness.

According to Culpeper's (1996) model of impoliteness strategies are, (1) bald on record impoliteness, the face-threatening act (FTA) is carried out in a clear, straightforward, and obvious manner.; (2) positive impoliteness is the employment of techniques that damage the addressee's positive face.; (3) negative impoliteness, the use of techniques aimed at damaging the addressee's negative face; (4) mock impoliteness, the FTA employs fake politeness techniques that only result in surface realizations; (5) withhold politeness, the absence of polite manners when it might be appropriated. For instance, forgetting to express gratitude for a gift would be considered purposeful impoliteness.

Then impolite expressions have a considerable chance of leading to hate speech. Freedom to express something on social media can lead to hate speech if conveyed with bad words. Incitement, libel, defamation, and the spread of untrue information about individuals or other groups based on their race, colour, ethnicity, gender, disability, sexual orientation, religion, or nationality are all examples of hate speech (Subyantoro & Apriyanto, 2020).

In Indonesia, the government has made regulations regarding the written action that prohibited on social media, violating the contents of articles 27, 28, and 29 of Law No.18 of 2016 concerning Information and Electronic Transactions amendment from Law No. 11 of 2008 [6], for everyone who violates the regulations will get sanctions that apply in article 45 of Law No. 19 of 2016 concerning Information and Electronic Transaction (Widiantho, 2020).

The National Police Chief also issued a circular regarding handling hate speech. According to the Circular of the National Police Chief number: SE/06/X/2015 about handling hate speech, it is said that hate speech can be in the form of a criminal offence regulated in the Criminal Code (KUHP) and other criminal provisions outside the Criminal Code, which takes the form of, among others : (1) insult; (2) defamation; (3) blasphemy; (4) unpleasant acts; (5) provocation; (6) incitement; and (7) spreading fake news. Those types of hate speech aim to incite hatred against individuals and groups of people in various communities that are differentiated by ethnicity, religion, belief, race, inter-group, skin colour, gender, people with disabilities, and sexual orientation. Based on the explanation, the researcher is involved in conducting research related to An Analysis of the Impoliteness Strategies Used by Indonesian Netizens on *Twitter* with #usuttuntaskanjuruhan: A Case Study of Hate Speech.

Numerous studies have investigated impoliteness strategies and hate speech from various aspects. Siahaan et al. (2023) analyzed the impoliteness strategies entitled Impoliteness strategy used by netizen in the comment column on Nadiem Makarim's instagram post about online policy. This study has a primary focus on examined the types of impoliteness strategies and revealed the most

dominant impoliteness strategis used. The result showed four impoliteness strategies has been found, namely bald on record impoliteness, positive impoliteness, negative impoliteness and sarcasm. However, withhold politeness were not found in Siahaan et al. (2023) study. This study revealed the most dominant impoliteness strategies in Nadiem Makarim's Instagram comment in positive impoliteness.

Donald Trump's tweets was examined by Bustan and Alakrash (2020) in relation to the countries in the middle east. This study uses Culpeper's (1996) impoliteness strategies theory to reveal the impoliteness strategies from Donald Trump's tweets. From five impoliteness strategies types, this study found four of them. There are bald-on-record impoliteness, positive impoliteness, negative impoliteness, and mock politeness. Positive impoliteness is the most used by Donald Trump in his tweets addressing Middle Eastern countries.

Erza and Hamzah (2018) analyzed the impoliteness strategies used by haters on Instagram comments. This study reveals the comment on the Instagram account of some Indonesian entertainers. The result of this study found all types of impoliteness strategies, including withhold politeness. Another study conducted by Indrawan (2018) impoliteness strategies in Instagram cyberbullying with an Indonesian artist who gets cyberbullied on the Instagram account @lambe_turah. The result showed that this study found four of five Culpeper's impoliteness types. The most impoliteness used by netizens regards to the posts is negative impoliteness.

However, there seems to be no study that has been undertaken on impoliteness strategies and hate speech conducted concerning the Kanjuruhan tragedy on *Twitter* as the data so far. This issue is interesting to study since it became big news and included in one of the biggest rioting disasters in a football match.

Then Indonesian netizens are also netizens who have a low level of politeness. As in the Microsoft study (2021), in 2020, Microsoft conducted research on the digital civility index on the internet, followed by 16,000 respondents in 32 countries, including 503 Indonesians. This survey states that the Netherlands is the country with the highest netizens' politeness index in the world, and Singapore is the Southeast Asian country with the highest politeness index. In contrast, Indonesia is at level 29 of the 32 countries studied. This proves that Indonesian netizens have a high level of impoliteness in online interactions.

Therefore, the researcher conducted this research to investigate what impoliteness strategies Indonesian netizens used in the tweet concerning the Kanjuruhan tragedy, examine the most impoliteness strategy used in the tweets, and reveal the possibilities of the tweets that can lead to hate speech. The researcher expected this paper would provide benefits for readers. Social media users or netizens are expected to be more polite on using any social media. This research can help in studying impoliteness strategies and enrich previous research on impoliteness strategies. For future researchers, this research is expected to be a reference for the following research.

METHOD
This research paper explains Indonesian netizens' impoliteness strategies on *Twitter* and the possibility of the comment leading to hate speech. Therefore, this research used a descriptive qualitative method with secondary data collection. The descriptive qualitative method is used because this research interprets impolite expressions from Indonesian netizens who might be categorized as hate speech. According to Vanderstoep and Johnston (2009), qualitative research is creating a descriptive text of the phenomenon with the intention of being more descriptive.

In doing the analysis of this study, the author used the Culpeper (1996) framework of impoliteness strategies. The sample for this research used purposive sampling because in collecting the data, it was collected by some particular characteristics that fulfil the needs of this research. According to Etikan, Musa, and Alkassim (2016), the judgement sampling approach, also known as purposive sampling, involves an intentional selection of participants. There are no underlying theories or a particular minimum number of participants needed for this nonrandom technique.

With regard to participants, the researcher chose the participants Indonesian netizens on *Twitter*. The data for this study were collected from a popular social media platform, *Twitter*. The data are the

tweets and replies on *Twitter* by Indonesian netizens concerning the Kanjuruhan case.

When collecting the data, the researcher started by collecting the tweets of Indonesian netizens by searching the hashtag #usuttuntaskanjuruhan. The researcher made the limitation of time of the tweets. It is from October 1, 2022—when the disaster happened—to December 2022. The data are selected only the impolite tweets.

A cleansing strategy is used to easier understand the tweets more when analysing the tweets. It is the process of identifying and correcting or removing incorrect, incomplete, or irrelevant data from a dataset (Katiandhago et al., 2023). After that, the impolite tweets were classified into five types of impoliteness strategies by Culpeper (1996), namely (1) bald on record impoliteness; (2) positive impoliteness; (3) negative impoliteness; (4) mock impoliteness; (5) withhold politeness. Then the classified tweets were analysed and revealed the possibility of these impolite expressions leading to hate speech.

In order to reveal the possibilities of the tweets to the hate speech, the theory by the Circular of the Nation Police Chief number: SE/06/X/2015 is used in this research. There are types of hate speech regulated in the Criminal Code (KUHP) which are: (1) insult; (2) defamation; (3) blasphemy; (4) unpleasant acts; (5) provocation; (6) incitement; and (7) spreading fake news.

FINDINGS

The following is the collected data taken from *Twitter*. The data are the comment by Indonesian netizens who tweets with the hashtag #usuttuntaskanjuruhan. There are 30 impolite comments found on *Twitter*. The data were identified by using Culpeper's (1996) framework of impoliteness strategies. From (5) five Culpeper's (1996) model of impoliteness strategies, the most impoliteness strategies used is bald on record impoliteness. The second is positive impoliteness. Then the next most used is negative impoliteness. It was followed by sarcasm or mock politeness. However, the last impoliteness strategy, which is withhold politeness, is not found. The following table shows the findings of impoliteness strategies used on *Twitter* by Indonesian netizens concerning the Kanjuruhan tragedy.

Table 1

Findings of Impoliteness Strategies in Twitter with #usuttuntaskanjuruhan

Model of Impoliteness	F	%
Bald on Record Impoliteness	12	40,00%
Positive Impoliteness	8	26,67%
Negative Impoliteness	6	20,00%
Mock Politeness or Sarcasm	4	13,33%
Withhold Politeness	0	0,00%
Total	**30**	**100%**

Table 1 indicates that of the five impoliteness strategies by Culpeper (1996), bald-on-record impoliteness is the most used strategy by Indonesian netizens. This strategy was found in 12 comments with a frequency of 40,00%. It is followed by a positive impoliteness strategy with a frequency of 26,67%. The next strategy is followed by negative impoliteness with the findings of 6 comments, and the frequency is 20,00%. Then, the mock politeness or sarcasm strategy came after the negative impoliteness strategy. It was found four comments that used this strategy with a frequency of 13,33%. However, in doing this research, the researcher seems not to have found the last impoliteness strategy, namely withhold politeness.

The first model of impoliteness was the easiest impoliteness strategy found because in addressing impolite expressions, the face-threatening act is performed in a straightforward and clear way. Bald on-record impoliteness was explored by Culpeper (1996) the FTA is carried out in a straightforward, unambiguous, and concise way when the face is neither irrelevant nor minimised. When producing impolite expressions, the speaker/writer addresses his expression to damage others by clearly and boldly stating his intention to the target.

Based on the findings, the researcher found 12 bald on record impoliteness comments with a percentage of 40.00%.

1. *Eweuh timnas-timnasan, eweuh STY-STYan. Bubarkeun PSSI. Mundur kabeh goblog jeung sa Asprov-Asprovna. 132 nyawa dek ditukeur ku trofi naon sih anyeng? AFF? HIH. #UsutTuntasKanjuruhan*

   No more national team, no STY. Disperse PSSI. Go back, stupid, all with the provincial football association. What trophy do you want to exchange 132 lives for? AFF? HIH. #UsutTuntasKanjuruhan

The expression "There is no more national team, no STY. disperse PSSI" is an attack on the face of the hearer because it is a clear and straightforward statement. In this comment, a netizen expresses his disappointment about the tragedy. He said no more national team, no STY (STY is standing for Shin Tae-Yong, he is an Indonesian football team coach), and he wants the PSSI to disperse. He wants the Indonesian Football Association (PSSI), the government, and all of the football associations in Indonesia to respect the victim of the Kanjuruhan tragedy. According to his comment, he felt this disaster caused the death of 132 people is enough, and he does not want this disaster to happen again. He also asked what trophy to exchange for the victims. The expression 'AFF? HIH' means that he believes the AFF trophy cannot exchange for the victim who died in this disaster.

2. *MANAKALA POLISI MENJADI JAGAL! Betapa gampang mereka membunuh manusia secara membabi buta dan sarat rekayasa. Tragedi ini sungguh paradoks di negara penganut asas kemanusiaan yang adil dan beradab, Sungguh tragis dan sejatinya mengerikan! YNWA SAM ✿#Usuttuntaskanjuruhan*

   WHEN THE POLICE BECOME THE BUTCHER! How easy it is for them to kill humans blindly and full of engineering. This tragedy is truly paradoxical in a country that adheres to the principles of fair and civilized humanity. It is truly tragic and truly terrible! YNWA SAM ✿#Usuttuntaskanjuruhan

The statement "POLICE BECOME THE BUTCHER" and "kill humans blindly" clearly state that the impoliteness strategies used in this comment are bold on record impoliteness. The sender believes that the police are the ones who caused the death of many people in the Kanjuruhan tragedy. The sender expressed his disappointment with the country because the country has the principle of fair and civilized humanity. According to him, the sender did not expect the police to violate the principle in this country, and it was a terrible incident.

The second model of impoliteness is positive impoliteness. This is the use of strategies designed to damage the addressee's positive face wants, e.g., ignoring the other, excluding the other from an activity, being disinterested, unconcerned, unsympathetic, using inappropriate identity markers, using obscure or secretive language, seeking disagreement, use taboo words, call the other names (Culpeper, 2005). This model found eight comments with a percentage of 26,67%.

1. *Bagi mereka bisnis harus tetap berjalan. Persetan dengan Bisnis #UsutTuntasKanjuruhan*

   For them, the business must continue. To hell with Business. #UsutTuntasKanjuruhan

This tweet is a response from a netizen to the post from Arema FC about the team starting to train again. This statement is using positive impoliteness strategy. The sender gave his reaction by disappointing the Arema FC team and management. He/she feels that Arema management is more concerned with the business rather than investigating the Kanjuruhan case. Then this tweet also contains taboo words, which is one of the conditions of positive impoliteness. The word "persetan" means that the sender is really disinterested because there is something more important than business.

2. *Dahlah...stop nonton bola indonesia...maupun timnas. Beneran kasusnya menguap aja, ngga ada kejelasan, ga ada keseriusan investigasi. Karena #usutTuntaskanjuruhan ga pernah terlaksana*

   Bye... stop watching Indonesian football... and the national team. It's true that the case just evaporated, there was no clarity, and

5

there was no seriousness in the investigation. Because #usutTuntakanjuruhan has never been implemented

The statement there means that the sender has no interest in watching Indonesian football again. Even he said, "dahlah…stop nonton bola Indonesia," which means that he does not want to watch Indonesian football since the case of Kanjuruhan did not seriously investigate the case. He also believed that the investigation of the Kanjuruhan case had never been implemented. This tweet used a positive impoliteness strategy in the form of being disinterested and unconcerned with Indonesian football.

The third impoliteness strategy is negative impoliteness which is the use of strategies designed to damage the addressee's negative face wants. Culpeper (2005) defined negative impoliteness as the use of strategies designed to damage the addressee's negative face wants, e.g., frighten, condescend, scorn or ridicule, be contemptuous, do not treat the other seriously, belittle the other, invade the other's space (literally or metaphorically), explicitly associate the other with a negative aspect (personalize, use the pronouns "I" and "You"), put the other' s indebtedness on record. The data found six comments included in this model, and the percentage is 20,00%.

1. *134 Korban jiwa melayang. Proses Hukum udh sampe mana? #UsutTuntasKanjuruhan*

   134 fatalities were lost. Where did the legal process go? #UsutTuntasKanjuruhan

The netizen gave a tweet in response to the Kanjuruhan case. In this tweet, netizens charge and ask about the continuation of the legal process in the Kanjuruhan case. This is a big case, but the government doesn't seem to be taking it seriously in investigating this case. So that netizens asked about the continuation of the legal process by giving confirmation that there were 134 victims in this Kanjuruhan case. This is a negative act of impoliteness because it demands and asks for something with annoyance..

2. *Revolusi PSSI!! ora ngurus da kunu onok Iwan Budianto #usuttuntaskanjuruhan*

   PSSI Revolution!! Does not take care of Iwan Budianto #usuttuntaskanjuruhan

This tweet contains a negative impoliteness strategy. A netizen here made a tweet in Javanese with the meaning ordered and suggested revolutionizing the Indonesian Football Federation (PSSI). He also suggests not caring about Iwan Budianto; he is one of several Arema club owners. The sender prefers the government and other netizens to support the PSSI revolution rather than the problem of Iwan Budianto as the owner of the Arema club.

In line with the name sarcasm, this fourth model has the characteristic that the expression given has a different meaning than what is intended. Culpeper (2005) reveals that sarcasm or mock politeness has the FTA is performed with the use of politeness strategies that are obviously insincere and thus remain surface realisations. In some situations, in giving expressions, the speaker/writer gives the expression by using 'sarcasm words' or giving expressions that have a different meaning with the intent of satire. It was found four sarcasm tweets with a frequency of 13,33%.

1. *Usir para jagoan! #UsutTuntasTragediKanjuruhan #UsutTuntasKanjuruhan #UsutTuntas*

   Get rid of the heroes! #UsutTuntasTragediKanjuruhan #UsutTuntasKanjuruhan #UsutTuntas

The statement "para jagoan" in this comment refers to the police. The netizen gave his comment on the Kanjuruhan tragedy by saying, "Get rid of the heroes," but he/she has another intention by using irony or sarcasm. The heroes of this comment are not the heroes as well, but the heroes refer to the police who caused the death of people by using tear gas. He/she uses the sarcasm clause "the heroes" because the police are intent on intervening in the riots in Kanjuruhan Stadium, but the police action is wrong by using tear gas and causing the situation to become scary and getting worse..

2. *mau nonton di stadion takut di kunciin dari luar trus di tembakin ampe berasep*

Nonton di cafe aja deh bareng kamu Iya kamu ..@Suporterindonesia #AFF2022JAKARTA #UsutTuntasKanjuruhan

I want to watch it at the stadium but I'm afraid I'll be locked from the outside, then I'll shoot it until it's smoky. I'll just watch it in a cafe with you Yes, you.. @Suporterindonesia #AFF2022JAKARTA #UsutTuntasKanjuruhan

This comment contains implicit meaning rather than the afraid of the sender watching football at the stadium. The sender here is not really afraid to be locked at the stadium. It means that in the sender's opinion, the problem of the doors, when the Kanjuruhan case happens, is deliberately locked, and there was no other problem that caused the stadium door to be difficult to open. Then, the expression "ditembakin ampe berasep" is sarcasm aimed at the Kanjuruhan case, where the police fired tear gas.

The last model of impoliteness from Culpeper (1996) is withhold politeness. In this model of impoliteness, there are not any politeness strategies used where it would be expected. However, from the collected data concerning #usuttuntaskanjuruhan, the researcher does not find any tweets using this impoliteness strategy. It may be caused by this comment which contains more criticism of the government, and Indonesian football does not need to say gratitude.

In giving the impolite expression on *Twitter* concerning #usuttuntaskanjuruhan, several tweets have the possibility to lead to hate speech. According to the Circular of the Nation Police Chief number: SE/06/X/2015, the data found the types of hate speech regulated in the Criminal Code (KUHP). The type of hate speech found in the data are insult, defamation, and provocation. Insult is a comment or action intended to upset someone, the designation of insults is to offend and demean individuals or organisations.

Based on the result of the study, several tweets considered insults were found in the impolite tweets concerning #usuttuntaskanjuruhan.

a) *Manakala polisi menjadi jagal*
b) *...federasi fun football*
c) *...pssi ini memang culas betul*
d) *Lawan polisi pembantai*

The several expressions are tweets that contain insults, and the netizens give their comment about the case of the Kanjuruhan disaster by using impolite expressions. Based on the insult tweets, the netizens are disappointed with the work of the Indonesian football federation (PSSI) and the Indonesian police.

Defamation is an act of attacking and accusing the honour of a person. A person's reputation or honour is attacked and damaged in a defamatory act. utilising the victim's brand name or utilising hate speech are examples of speech that fall under this category (Nasution, Izar, and Afifah, 2021). Based on the data, the defamation action is found as follows.

a) *Pssi tempatnya para napi*
b) *...@PSSI saat ini belum banyak berubah yang diduga sebagai sarang mafia...*
c) *"lembaga sampah masyarakat berseragam"*

The tweets from Indonesian netizens are included in the defamation because the expression is attacked the honour of someone. The tweet (a) means PSSI is a place for the convict or prisoners. It has a negative connotation because the prisoner is people who violated the rules and proved guilty. Then according to the tweet, the people in the PSSI are prisoners. The second tweet has a similar intention to the first tweet. It means that the PSSI is a place for the mafia. According to the Cambridge University Press (n.d), a mafia is a large criminal organization, and especially it is a secret criminal organization that is active in the US and Italy.

The tweet (c) is defamation from a netizen that is aimed at the police. The netizen said, "lembaga sampah masyarakat berseragam", which means that the police are an agency using uniforms and they are the scum of society. Those tweets are included in defamation because the tweets are used to damage and attack the honour of the people. Even though the tweets are aimed at the institution and the agency, it has an implicit meaning that the defamation is aimed at the people there.

Another hate speech was found in the collected data, namely a provocation. It is a speech act that incites others to do something to attack and damage the target.

a) *Bubarkeun PSSI*
b) *Usir para jagoan*

This is a tweet from an Indonesian netizen response to the Kanjuruhan case by saying, "bubarkeun PSSI". The netizen comment by using Sundanese, which means incite and influence others to disperse PSSI. This tweet is a provocation since this case is not entirely PSSI's fault, but he wants PSSI to disband. Then the second tweet also provocated others to expel the "heroes". The word "jagoan" here is sarcasm aimed at the police. Both tweet (a) and (b) has similar meaning does not want the existence of both police and PSSI.

DISCUSSION
This research aimed to reveal the impoliteness strategies used by Indonesian netizens on *Twitter* concerning the case of the Kanjuruhan disaster with #usuttuntaskanjuruhan. It examined the impolite tweets by using the impoliteness strategies from Culpeper's (1996) framework. The second aim which proposed in this research is can the impolite expressions be categorized as hate speech or not. The findings showed that Indonesian netizens' tweets with #usuttuntaskanjuruhan mostly states the impolite expression in clear and direct ways.

The results of this study indicate there are four impoliteness strategies were used by Indonesian netizens, which are bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. While withhold politeness was not found in this study.

Bald on-record impoliteness is the most impoliteness strategy used by Indonesian netizens when tweeting their response to the Kanjuruhan case. In the tweets with #usuttuntaskanjuruhan, this type of impoliteness was found 12 times with a percentage of 40%. It is followed by positive impoliteness with a percentage of 26.67%, negative impoliteness with 20.00%, and sarcasm or mock politeness with a percentage of 13.33%.

This current study is in line with the previous study conducted by Siahaan (2023). This study and

Siahaan (2023) study found four impoliteness strategies and withhold politeness were not found. Since this study revealed the the bald on record is the most dominant type used with a percentage of 40.00%, while Siahaan (2023) study showed the most most dominant type used is positive impoliteness with a percentage of 45.00%.

The result of this study also aligns with the result of the previous research conducted by Erza and Hamzah (2018). This study found four of five impoliteness strategies, namely bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. In comparison, the study of Erza and Hamzah (2018) found the same impoliteness strategies types. Moreover, the last type of impoliteness strategies which not found in this study, namely withhold politeness, found in the Erza and Hamzah (2018) study.

However, this study is different from Erza and Hamzah (2018) in terms of the most impoliteness strategies used. This current study found the most impoliteness strategies used are bald on record impoliteness. While the study of Erza and Hamzah (2018) reveals the most impoliteness strategies used is positive impoliteness. Even though the comment of female haters on Instagram artists mostly used bald on record strategies, it does not make this type to be the most strategies used overall in Erza and Hamzah (2018) study. Bald on record impoliteness comes in the second rank of impoliteness strategies by haters in made a comment on the Instagram of Indonesian entertainers.

Then, this study is in accordance with the study from Bustan and Alakrash (2020) and Indrawan (2018). Those studies found four of five impoliteness strategies from Culpeper's (1996) framework. The impoliteness strategies found are bald on record impoliteness, positive impoliteness, negative impoliteness, and mock politeness or sarcasm. Another type of impoliteness strategies, namely withhold politeness, was not found in the result of those studies. It might be caused by the criteria of withhold politeness is not suitable in giving comment to the case, and the addressers are more comfortable using other impoliteness strategies.

Despite of this similarity, the most impoliteness strategies used in this current study and in the Bustan

and Alakrash (2020) study were different. The study conducted by Bustan and Alakrash (2020) in analyze the impoliteness strategies by Donald Trump in addressing to Middle East countries found that Donald Trump mostly used negative impoliteness. It was also found in the Indrawan (2018) study.

Impolite expression also can lead to hate speech. The result of this study reveals that impoliteness expressions might contain some criteria of hate speech. The Circular of the Nation Police Chief number: SE/06/X/2015 about handling hate speech, which is regulated in the Criminal Code (KUHP), the forms of hate speech are an insult, defamation, blasphemy, unpleasant acts, provocation, incitement, and spreading fake news.

This research found three types of hate speech, namely insult, defamation, and provocation. Several netizens made hate speech tweets in order to express their expression, comment, and response concerning the Kanjuruhan case. Most of the hate speech tweets happen when the netizen gives their opinions in response to the Kanjuruhan case. Their opinions are aimed at the police and the PSSI. The addressers claim that the works of both PSSI and the police are not good enough. They made the hate speech in giving their opinion caused by wanting to respect the people who died in this disaster. The researcher inferred that the netizens felt disappointed with the work of the police, PSSI, and the Arema FC team.

From all previous research, it seems that there are no scholars investigating the possibility of impolite expressions can lead to hate speech. Thus, this research has no similarity with previous research, and even this research has filled the gap of the study of impoliteness strategies.

CONCLUSION

The current research was conducted to identify the impoliteness strategies adopted by Indonesian netizens in the tweets towards the disaster case in Kanjuruhan on October 1, 2022. Various studies have examined politeness strategies but not toward the tweets of Indonesian netizens with #usuttuntaskanjuruhan. The findings of this research found four impoliteness strategies framework by Culpeper (1996). There are bald on record impoliteness, positive impoliteness, negative impoliteness, and mock politeness or sarcasm.

However, withhold politeness is not found in the result of this research. The most impoliteness strategies found in the tweets concerning #usuttuntaskanjuruhan is bald on record impoliteness. It is realized the expressions in the tweets are given in clear, direct, and unambiguous ways. It is followed by positive impoliteness in the second place. The positive impoliteness in the tweets of Indonesian netizens with #usuttuntaskanjuruhan is found in the forms of utilizing taboo words, being disinterested, and unconcerned. Then the negative impoliteness is expressed in the form of giving requests and suggests. The last type of impoliteness strategies found in this research is mock politeness or sarcasm. In giving their opinions, the netizens realized the expression of insincere politeness.

From several types of hate speech, this research found at least three types of hate speech. The first hate speech found in the tweets is an insult. It is aimed to offend and demean the people and organizations, namely PSSI and the police. The second type used is defamation. It is expressed by damaging and attacking the person's honour. The netizens attack by making the similarity with the negative things. Then the last one is provocating. The data found the tweets inciting the other to damage the target. Since the types of hate speech found in the impoliteness tweets, this research reveals that impoliteness expressions have a huge chance of leading to hate speech.

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