

Netizens' Violating Politeness Principles in Critizing The Indonesian Government

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Abstract: The purpose of this study is to find the form of speech that violates the principle of politeness and to find out what maxims are violated. The statement came from the tweet reply column from @FiersaBesari twitter account. This research is a descriptive qualitative research. Data collection techniques in this research used documentation, listen, and notes. The results of this study were found 15 utterances from @FiersaBesari tweet reply column that violated the principle of politeness. The maxims that were violated in the speech found were the maxim of generosity, the maxim of wisdom, the maxim of appreciation, the maxim of consensus, and the maxim of sympathy.

Keywords: Politeness, Maxim, Social Media

INTRODUCTION

Nowadays, social media growing rapidly. In technological development era, it is clear that various types of social media can be accessed easily. A type of social media that is still often used is Twitter. Through twitter, many people that active in cyberspace or in Indonesia commonly called as netizen, can interact with many people. Twitter according to (Ramadhani, 2019) is a social media that can be categorized into a microblogging. The purpose of microblogging itself is a service that is like a blog, nevertheless this type is shorter than the usual. Thus, Twitter presents a part of collection paragraphs, sentences, and words collection. Twitter provides a place called a reply. In the reply column, there will be interactions between netizens that produce various types of speech. One form of speech in pragmatic terms is known as speech that can be called language politeness. Speech politeness in language is an utterance that stick to the principle of politeness.

The speech of politeness in language has a purpose, (Iswara & Susana, 2019) states that politeness is agreed form of behavior in a relationship between individuals who feel mutual conformity and provide something that has the meaning of mutual respect. Besides, language is a form of language behavior that is agreed upon by speakers of a particular language community with the aim of appreciating and respecting one another. So, the goals are to avoid a feeling of offence and to narrow the potential for conflict. A person can be said to be polite if the values and norms of politeness that have been agreed upon in society are successfully implemented. (Wardono et al., 2020) stated that politeness is an important principle in the use of language, especially as an educator. The purpose of language politeness itself, is to create a pleasant atmosphere in the process of interacting, so it will run effectively and it will not threaten for each other (Tubi et al., 2021). It can be concluded that politeness in language is a form of behavior in language or in saying that the purpose of something both in oral written is respecting each other. Thus, in this form of speech politeness, the speaker and the speech partner respect each other.

In pragmatics, language politeness itself has principles for analyzing speech politeness in language. Searle affirms that when we speak with people should be performing a speech acts, acts such like a making statements, giving commands, questions, and making a promise (Humaira & Lumusiah, 2016). (Bajrami, 2016) Politeness it is a linguistic strategy used to establish also maintain for harmonious human relationship. Politeness is a generic term in which linguistic rules are applied in real communication (Darong et al., 2020).

This theory is famous with the four politeness strategies from Brown and Levinson namely (1) direct politeness (bald on record), (2) negative politeness, (3) positive politeness, and (4) indirect politeness (Syah, 2021). According to Leech, these principles are the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of simplicity, the maxim of consensus, and the maxim of sympathy (Iswara & Susana, 2019). According to (Iswara & Susana, 2019), the six maxims have their own meaning and purpose. The maxim of wisdom is the maxim that influences the speaker to intentionally reduce his or her advantage. This maxim seeks to reduce losses to others and provide benefits to other parties. Specifically, this maxim avoids jealousy and envy, which results in a less polite attitude towards the interlocutor. If it is not in accordance with this concept, the speech of the speaker is an impolite speech. The maxim of generosity is the maxim of cheapness. Speakers are expected to respect others. This maxim seeks to maximize benefits for others and reduce benefits for oneself. If it is not in accordance with the concept, the speech from the speaker is a impolite speech.

Moreover, maxim of appreciation tries to give an appreciation to the partner. It is hoped that there will be no utterances that mock, berate, and demean each other. In other words, this maxim seeks to reduce criticism to other parties. If it is not in accordance with this concept, the speech of the speaker is an impolite speech. The maxim of simplicity can be called the maxim of humility. Speakers are expected to emphasize humility towards the speech partner. This maxim seeks to reduce self-praise and increase self-criticism. If it is not in accordance with this concept, the speech of the speaker is an impolite speech. Consensus maxim wants to get an agreement or a match between the speaker and the speech partner. If in speaking between the speaker and the speech partner find an agreement or match, then the speech is a polite speech. If it is not appropriate, it is an utter impoliteness. Maxim of sympathy is a maxim that maximizes the sympathy attitude of the speaker for the speech partner. It is hoped that it will not create antipathy. If it is not in accordance with this concept, the speech of the speaker is an impolite speech.

In addition to principles, Scollon also explains factors that influence an utterance of politeness. There are three influencing factors, (1) power which means that there is a tendency to increase the level of politeness when interacting with speech partners who have higher power than the speaker. (2) Social distance which means that the closer or closer a person is, the lower the awareness of politeness used. On the other hand, when the relationship is not so intimate, the higher the level of politeness used. (3) The level of importance (weight of imposition) which means that the higher the level of importance, the more polite the speech will be (Iswara & Susana, 2019). These principles serve as guidelines for speakers and speech partners in polite speech. If the speaker violates this principle, the speech or interaction that occurs between the speaker and the speech partner is classified as impolite speech. In addition to the principle, there are factors that influence the level of politeness between the speaker and the speech partner.

Various stories from netizens can be found in the reply column on the Twitter account @FiersaBesari. However, not all of the speeches as a form of comments by netizens were conveyed by taking into account the principle of politeness. This means that not all accounts that say in the reply column on Fiersa's tweet are polite speeches. Probably, the speaker said an utterance that violated the principle of politeness. So, it can be ascertained that the speech is not polite.

One of twitter account that has quite a lot of followers is @FiersaBesari. Fiersa is a writer and musician who has a hobby of climbing mountains. His tweets often get a lot of attention from netizens in his reply column. At that time, Fiersa had a sarcasm tweeted to Indonesian government. The tweet said, "*Katanya ingin rakyat cerdas dan mampu bersaing di tingkat dunia. Tapi kerjanya kok dibego-begoin terus?*," or can be translated as, "He said he wanted people to be smart and able to compete at the world level. But how come the work is being fooled around?" Thus, the tweet reaped many replies from netizens. In addition, the tweet was tweeted at a critical time when the bill was ratified, as well as the many times of demonstrations that carried out protests. So that it attracted the attention of netizens to just join in the reply column after Fiersa tweeted the tweet.

It often found impolite utterances in Fiersa's reply column. As if they were dissatisfied with the government's performance, the way of criticizing the government violated the politeness principle. Although it was not all of them, but the speech was quite dominating when Fiersa tweeted something in the context of satirizing the Indonesian government. This is absolutely a form of netizen's expression. However, in a pragmatic study, it is necessary to examine what kind of speech violates the principle of politeness.

Due to the research on language politeness is very diverse and it is still a favorite in pragmatic study research, as for the previous research conducted by (Astuti & Wahyudi, 2017) entitled "*Speaking Politeness in the Linggau Pos Newspaper*". The study found as many as 21 sentences that violated the principle of politeness which was dominated by the maxim of praise. Furthermore, research from (Budiwati, 2017) with the title of "*Student Language Politeness in Interacting with Lecturers at Ahmad Dahlan University: Pragmatic Analysis*". The study found that as many as 35 conversations between students and lecturers contained violations of the principle of politeness. Also, the researcher stated that most students seemed less polite in sending messages. Then, there are deviations from several maxims, such as the maxim of wisdom, the maxim of generosity, the maxim of acceptance, the maxim of approval, and the maxim of sympathy.

Further research was carried out by (Fudlah et al., 2020) entitled "*Politeness in Language of the Public Service Hotline of the Tribun Jateng Newspaper February-May Edition*". The study found that the violation of the principle of politeness in several maxims was more dominant than compliance with the principle. It was explained that only 56 utterances obeyed the maxims and 60 utterances violated the maxims.

Seeing that language politeness is very closely related to daily life, it is not surprising that language politeness is an interesting topic of study to be studied by researchers in the study of pragmatic science (Hitijahubessy, 2019). Based on this description, this study aims to describe what utterances are spoken by netizens in the reply column for @FiersaBesari's tweet that violates the principle of politeness. More specifically, what netizens say in the reply column of @FiersaBesari's tweet which is the data in this research is speech that criticizes the Indonesian government.

METHOD OF RESEARCH

This research is a descriptive qualitative research. Descriptive qualitative research is a research that presents data by presenting a collection of words, sentences, and paragraphs. The object of research in this study was a form of citizen tweet found in the reply column of one of @FiersaBesari's tweets, especially @FiersaBesari's tweet that satired the government. The data in this study took speeches in the form of sentences from @FiersaBesari's followers who put their criticizing tweets to Indonesian government in the reply column. Certainly, researchers selected those tweets that contain impolite speech.

Data collection techniques in this study used three ways, those were taking documentation, listening, and taking notes. Documentation used to get a capture of a citizen's tweet. Then listen was used to listen to various speeches from netizens, and notes were used to record various impolite speeches that are found. So, these techniques was mutually sustainable. In addition, the data analysis technique used in this study was the agih method in accordance with what was stated by (Sudaryanto, 2015) that the agih method is a technique used to examine data in a language. Furthermore, the application of the agih method in this study was carried out with the basic technique for direct elements and the extension technique as an advanced technique.

RESULT AND DISCUSSION

Politeness is said to be polite if it does not violate the principle of politeness. The following is the principle of politeness theory from Leech which divides it into six principles, those are the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of simplicity, the maxim of consensus, and the maxim of sympathy (Iswara & Susana, 2019). The six maxims have their respective concepts, purposes, and meanings.

The following are various tweets from @FiersaBesari which were tweeted on October 24, 2020 which reaped more than 200 replies from netizens which will be presented in the following table.

Tabel 3.1 The Maxim of Generosity Violation

User	Utterance
@GodokKematengen	<i>tiap hari pemerintah isinya skandal mulu kek judul pelem</i> (In everyday, the government is full of scandal, as like a title of movie)
@ejaaabae	<i>Itulah pemerintah jaman now , sulit di mengerti apa tujuan nya, seakan hilang makna untuk mencerdaskan kehidupan bangsa</i> (That's why the government nowadays is hard to understand what their aim are, as losing the meaning to enrich the life of a nation)
@shdqlmsbh	<i>Berani ngritik = masuk penjara</i>

The maxim of generosity is the maxim of cheapness. Speakers are expected to respect others. This maxim seeks to maximize benefits for others and reduce benefits for oneself. As (Samosir, 2019) states that speech that does not violate the politeness maxim of generosity, namely speech is related to reducing profits for oneself and sacrificing for oneself. If you violate these rules, the utterances that are spoken are impolite speeches. As for other research (Wulandari, 2016) the violation of the maxim of generosity can occur if the speaker shows an attitude of reducing self-sacrifice and increasing profits for himself.

The three utterances in the table are utterances that violate the principle of politeness maxim of generosity. The three said speeches that did not respect the other party, the government. The first statement, explained that the government had many scandals such as the title of the film which was very clear here, speakers do not respect the government. In the second speech, the speaker explained that it was increasingly difficult to understand a government that was increasingly not educating the nation's life. Which, he no longer respected the government because of its unpredictable performance. In the third statement, the speaker explained that now people who dare to criticize the government would go to jail. It was clear that he did not respect the government because of the government's desire which did not seem to want to be criticized.

Tabel 3.2 The Maxim of Wisdom Violation

User	Utterance
@SuawaRoni	<i>Kan uda di bilangin rakyat suda pada cerdas, kok gampang di bego2in sih</i> (It was said that the citizen have been smart, then why it is easy to be fooled)
@sintanurlaa	<i>Yang kerja diswasta gaji pada dipotong, yang ga kerja dikasih sumbangan hmmm</i> (Those who work in the private sector have their salaries cut, those who do not work are given donations)

Wisdom maxims, maxims that influence the speaker to intentionally reduce his benefits. This maxim seeks to reduce losses to others and provide benefits to other parties. More specifically, this maxim avoids jealousy and envy, which results in a less polite attitude towards the interlocutor. If it is not in accordance with this concept, the speech of the speaker is an impolite speech.

The article that conducted a similar study, (Indriani et al., 2019) with entitled "*Violation of the maxim of politeness in language in Tere Liye's novel Negeri Para Bedebah*" found forms of speech that violated the maxim of wisdom. Violation of the maxim of wisdom is characterized by the presence of a coercive form of speech, speech that is indirectly included in the form of satire. Research on language politeness was carried out by (Putri et al., 2019) with the title "*Use of Language Politeness Principles in Mata Najwa Talkshow '100 Days of Anies-Sandi Ruling Jakarta'*". The study confirms that the violation of the maxim of wisdom occurs when it is not in accordance with the concept of speaking to minimize losses for others and maximize benefits for others.

Tuturan pertama dan kedua keduanya melanggar maksim kebijaksanaan karena keduanya menguntungkan dirinya sendiri. *Tuturan pertama*, penutur merasa dirinya kesal dengan rakyat dan pemerintah. Penutur kesal dengan rakyat yang kerap kali merasa benar serta sekaligus tidak menghargai pemerintah dan merasa kalau pemerintah membodohi rakyat. *Tuturan kedua*, penutur merasa pemerintah tidak adil dengan pegawai swasta. Karena merasa tidak bekerja di perusahaan yang ada kaitannya dengan pemerintah, justru perihal gaji dipotong, sedangkan yang tidak bekerja diberi sumbangan. Penutur mengkritik pemerintah karena ia merasa dicurangi.

The first and second utterances violated the maxim of wisdom because they both benefit themselves. The first utterance, the speaker felt himself annoyed with the people and the government. User were annoyed with the people who often felt right, and at the same time did not respect the government and felt that the government was fooling the people. The second utterance, user felt that the government was unfair with private employees. Because they felt they didn't work in a company that had anything to do with the government, their salaries were cut, while those who did not work were given donations. The speaker criticized the government because he felt cheated.

Tabel 3.3 The Maxim of Appreciation Violation

User	Utterance
@kicauaja	<i>Kan anjg ya bung</i> (It is bastard bro)
@LutfiAndri20	<i>aku cinta Indonesia tp tdk dgn koruptornya!!</i> (I love Indonesia, but not with he corruptor)

Maxim of appreciation tries to give an award to the partner. With this maxim, it is hoped that there will be no utterances that mock, berate, and demean each other. In other words, this maxim seeks to reduce criticism to other parties. (Indriani et al., 2019) conducted a similar study and stated that the violation of the maxim of appreciation which can be called the maxim of praise is speech that criticizes and puts the speech partner down. Another study (Setiawan & Rois, 2017) states that the violation of the maxim of appreciation is characterized by speakers who do not maximize respect for the speech partner.

Those two utterances in the table were utterances that violate the principle of politeness maxim of appreciation. This two had absolutely no respect for the higher person, in the context of speech both refer to the government. The first statement was a hate speech that was indirectly directed at the government. In this case the speaker clearly did not respect the government. The second statement, he respected his country but he did not respect the government that was entangled in corruption cases. So here he showed his frustration with the government.

Tabel 3.4 The Maxim of Agreement Violation

User	Utterance
@fahrrur_	<i>bukan kita yang dibego-begoin, pemerintah kita yang kurang jujur.</i> (We are not the one being fooled, unless our shady government)
@van_thedark	<i>Kalo kepinteren ntar di pecat, soalnya ngga bisa di atur</i> (If you are too smart, you will be fired, because it is hard to control)

Consensus maxim wants to get an agreement or a match between the speaker and the speech partner. If in speaking between the speaker and the speech partner find an agreement or match, then the speech is a polite speech. If it is not appropriate, it is an utter impoliteness.

In a study (Mahmudi et al., 2020) states that the violation of politeness in the maxim of consensus is characterized by speech that seemed not conveyed well, rebellious, and showed an attitude of incompatibility with the speech partner. In addition, research (Indriani et al., 2019) also explains that the violation of the maxim of consensus can be assessed by not giving a choice to the speech partner, speaking not in accordance with the subject of the discussion, and appearing to disagree with the speech partner.

Those two utterances in the table were utterances that violate the maxim of consensus politeness principle. Both utterances clearly conveyed utterances which stated that there was no match between the speaker and the speech partner. In the first utterance, the speaker explained that it was not us who were stupid or being fooled by the government, it was basically the government that was less honest. Here the speaker explains that there was no match. The second statement explained that if you become a citizen who was too smart, you would be fired because it was difficult to manage. He felt that the government did not really like intelligent people because they were difficult to manage. In the sense of being invited to cooperate in bad things.

Tabel 3.5 The Maxim of Sympathy Violation

User	Utterance
@ariinsmnia	<i>Rasanya pengen pindah planet aja</i> (It feels like want to move to other planet)
@mhdprima_	<i>Bersaing di tingkat dunia. Tapi nggak diizinkan cerdas di negeri sendiri</i> (Compete in the world level. Unless, it is not allowed to smart in the own country)
@orangdalem_	<i>kalo rakyatnya pinter2 meraka ga mungkin punya jabatan</i> (If the citizen is smart, they will not have a position)
@Sikibul_	<i>Iya benar mau buat rakyat jadi cerdas, tapi rakyat yg mana. Rakyat ghoib kah???</i> (Is it true that want to create smart people, but which people. Invisible people, right?)
@suarofsy	<i>Bukannya memang begitu tugas pendongeng?</i> (Isn't that the storyteller's job?)

Maxim of sympathy is a maxim that maximizes the sympathy attitude of the speaker for the speech partner. It is hoped that it will not lead to antipathy. If it is not in accordance with this concept, the speech of the speaker is an impolite speech. Found five forms of speech that violate the principle of politeness maxim of sympathy. The five utterances reflect antipathy towards the government. Antipathy here is an attitude that reflects that someone has a dislike for the government.

Research by Imbowati et al (2018) states that violations of the maxim of sympathy can be assessed in speaking, speakers do not minimize antipathy between themselves and their speech partners. In addition, it does not maximize the sympathy between oneself and the speech partner. Similar to the opinion (Indriani et al., 2019) which states that a violation of the maxim of sympathy can occur if it is marked by not giving sincere sympathy to the speech partner and being antipathetic to the speech partner.

The first utterance, the user wanted to move planet. This was interpreted because he was bored with the performance of the Indonesian government, so that there was no element of speech that benefits the government as a speech partner. The second utterance, speakers felt that the government gave high expectations to the people, especially in the field of education. However, the reality was that the government did not fully support it. Here the speaker clearly did not have the slightest element of exalting the government as a speech partner. The third utterance, the speaker expressed his frustration with the government with his speech that did not in the slightest exalt the government. In the fourth speech, the speaker said that he was annoyed because he felt that the government was not educating the people. Here the speaker clearly did not have the slightest element of exalting the government as a speech partner. The fifth speech, the speaker quipped at the government with the following speech that demeans as a storyteller.

CONCLUSION

The conclusion in this study showed that in @FiersaBesari's tweet which satirized the government, it was found that there were 15 utterances that violated the principle of politeness. The maxims violated by speakers in speaking were the maxim of generosity, the maxim of wisdom, the maxim of appreciation, the maxim of consensus, and the maxim of sympathy. So it could be concluded that five from six maxims that exist were violated by netizens or speakers who were in the reply column of the @FiersaBesari twitter account. From those five maxims that were violated, the most dominant was sympathetic maxim. It was violated by the speaker in the reply column of @FiersaBesari's tweet. Here it could be concluded that there were still many impolite speeches in criticizing the Indonesian government.

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