



Analysis of Networker's Language Disability in the Comments Column Instagram Account @Medantalk

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Abstract: *Social media is part of communication media. Instagram is one of the social media that is being loved by many people. Its use is also very diverse, ranging from children to the elderly. Social media, which focuses on photo and video sharing platforms, has skyrocketed in popularity, but it is undeniable that the various impacts that can be caused are due to responses from each netizen as a social media user, for example the emergence of the use of impolite language which causes a violation of the principle of politeness speak. The results of this analysis indicate that there is impoliteness in the language of netizens in the comments column of the @medantalk Instagram account, causing a violation of the principle of politeness in language put forward by Leech. The politeness principle put forward by Leech consists of six maxims, namely the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of modesty, the maxim of agreement and the maxim of sympathy.*

Keywords: *language impoliteness; instagram*

I. Introduction

Language is a form of human communication. Humans are social creatures who must interact with each other in fulfilling various needs of life. Because it is impossible for humans to live alone without interacting with other people. Language has an important role in human life because it is the main means of communication. As a communication tool, language includes words, groups of words, clauses, and sentences that are expressed orally or in writing.

Aside from being a means of communication, language is an expression of personality. Language is often a measure of one's politeness. Politeness is not only seen from attitudes and behavior but also assessed and expressed in language. Speech will be called polite if the speaker does not sound pushy or arrogant, speech will be polite if the speaker pays attention to the words and language that will be conveyed to the interlocutor.

Polite means smooth and good (politeness, behavior); patient and calm (Amri, 2023). Politeness is a rule of behavior established and mutually agreed upon by a certain society so that politeness is also a prerequisite agreed upon by social behavior (Yule, 1996: 104). The essence of language politeness is our ethics in socializing in society, or where we are, by using language and choosing good words, and paying attention to where, when, and to whom we speak because language is culture. To understand a language we must understand the culture itself.

As time goes by, technology is growing very rapidly. One example of the rapid development of technology is the rise of social media which is in demand and used by the public. Many applications can now be used by the public to express themselves and interact with many people. One example of a social media application that is widely used by the public is Instagram.

Instagram is photo and video based social media. Instagram is one social media with the most users in the world. As one of the popular social media, Instagram provides a variety of features that are very useful and can be accessed by anyone regardless of age. Instagram users can also provide various kinds of comments on uploaded photos or videos from other Instagram users. They have the freedom to express themselves on social media. Through written and oral media, netizens always try to present their own identity and show their existence in cyberspace. Not infrequently, many netizens comment inappropriately. These comments even greatly deviate from the principle of language politeness.

The use of language that is not appropriate in social media can also lead users to something that is referred to as misuse of internet functions, for example the dissemination of harsh words (hate speech). Even though one of the functions of language is an interpersonal function, that is, language can be used to build and maintain social relationships. A social media user who has the intelligence to choose the right words and variety of speech will have a positive effect on his communication process, and vice versa. Therefore, language skills are absolutely necessary in using social media.

II. Review of Literature

Pragmatics is a branch of linguistics that studies the relationship between the external context of language and speech intent. The context outside the language is an element outside the utterance that influences the intention of the utterance. According to Leech (1993: 8) pragmatics is the study of meaning in relation to speech situations which include elements of the addresser and the addressee, context, purpose, illocutionary act, speech, time and place.

Politeness in language is an inseparable part of pragmatic studies. Leech (1993: 126-127) considers politeness as something that cannot be underestimated, because according to Leech politeness is related to the relationship between communication participants, namely speakers and listeners. So the speaker uses the sentence in his speech politely without offending the listener. In speaking, he should pay attention to the principle of politeness so that the utterances spoken can be well received and considered polite. Leech proposed to complement Grice's cooperative principle with the politeness principle. Leech (1993: 206-219) suggests a study of politeness principles in pragmatics which consists of six maxims, namely the maxim of discretion, the maxim of generosity, the maxim of appreciation, the maxim of modesty, the maxim of agreement, and the maxim of sympathy.

2.1 The Maxim of Wisdom (Tact Maxim)

The basic principle of the maxim of tact obliges the speech participant to reduce other people's losses and maximize other people's benefits. If the speaker maximizes other people's benefits, the other person must maximize himself. The utterances on the maxim of wisdom are centered on others. One can avoid jealousy if one adheres to the maxim of wisdom. Beneficial treatment of other parties is done so that they are considered polite and protect the feelings of the interlocutor (Chaer, 2010: 57).

2.2. Generosity Maxim

The generosity maxim is also known as the generosity maxim. The main principle in this generosity maxim expects participants to reduce their own gains and maximize their own losses or self-sacrifice. If the wisdom maxim is centered on others, the generosity maxim is self-centered.

2.3. Approbation Maxim

According to the maxim of respect, people can be considered polite if they respect others. With the maxim of respect, it is hoped that the speech participants will not belittle or insult each other. Because the act of mocking is an act of impolite and should be avoided in association. This maxim obliges each speech participant to maximize respect for others, or in other words reduce insults to others and maximize praise to others. If someone does not respect other people, it means not carrying out this maxim and not achieving good language politeness.

2.4. Modesty Maxim

According to the modesty maxim or modesty maxim, participants can be humble by reducing self-praise and maximizing self-deprecation, so participants are not said to be arrogant. Speakers are expected to be humble so that the main focus of attention lies on themselves (Tarigan, 1986: 87-88).

2.5. Maxim of Consensus (Agreement Maxim)

The maxim of agreement or the maxim of conformity emphasizes the compatibility between the speaker and the interlocutor. It is hoped that the participants and speech partners will be polite if there is an agreement. One cannot cut off and directly argue with the person who is speaking. Many factors can be taken into consideration such as age, position, or even social status. In other words, speech participants maximize compatibility and minimize incompatibility between speakers (Rahardi, 2005: 64-65).

2.6. Sympathy Maxim (SympathMaxim)

According to the sympathy maxim, participants must maximize sympathy and minimize antipathy towards the other person. Society values sympathy for others, while someone who is cynical is considered impolite. When other people face difficulties, they should help and when others get success, they should congratulate them.

The maxims above stated by Leech can be used to measure the politeness scale. The politeness scale is a politeness rating starting from the most polite to the most impolite. Chaer (2010: 66-69) argues that there are five politeness scales. The five scales are:

1. Profit loss scale (cost-benefit scale)
2. Optional scale
3. Indirectness scale
4. Authority scale (authority scale)
5. Social distance scale

With the principles of politeness, speakers are expected to be able to use language politely. Politeness must be upheld so that among speakers there are no misunderstandings that can lead to disputes. When speaking politely, it cannot be separated from the age of a speaker when dealing with his interlocutor. A good speaker must be able to adjust the interlocutor whether he is younger, the same age or older.

However, in social media the politeness principle is often violated by its users. Social media is online media that supports social interaction. Social media uses web-based technology that turns communication into interactive dialogue. Through social media, everyone can create, edit and publish their own news content, promotions, articles, photos and videos (Nurudin, 2012: 53).

According to BK Lewis (2010) in his work entitled Social Media and Strategic Communication Attitudes and Perceptions among College Students, which was published in 2010, social media is a label that refers to digital technology that has the potential to make everyone connected and interact. , production and sharing of messages.

One of the most popular social media today, namely Instagram. In general, Instagram can be interpreted as an application that can function as a media for sharing photos and videos in a social network, allowing users to take photos and videos, and add filters to add an interesting impression to photos (Amri, 2022:15). Just like social media networks other, Instagram has the concept of interaction between users by following (following) or followers (followers). Users can also add comments to photos and videos, like, send, and save them in an account.

According to Atmoko (2012: 21-64), Instagram provides a new way to communicate or express oneself on social media through photos and videos. In the Instagram application, when someone uploads a photo or video, a caption column is provided. In this column, the uploader is free to write and arrange words that can captivate and strengthen the character of the upload or the uploader can convey messages through this column to netizens. After the upload has been successfully uploaded, Instagram also provides a comment column for netizens to be able to comment on the account owner's upload. It is from these comments that make Instagram come alive. Other users can freely express their thoughts about the uploads that have been uploaded. Other users can provide any comments, be it praise, insults, suggestions, insults, or criticism.

III. Result and Discussion

Based on the analysis that has been carried out, several netizen comments were found that violated the politeness principles of Leech. The following is the result of an analysis of netizen language impoliteness data in the comments column of the Instagram account @medantalk.

3.1 Violation of politeness maxims

a. Maxim of Wisdom

The basic principle of the maxim of tact obliges the speech participant to reduce other people's losses and maximize other people's benefits. If the speaker maximizes other people's benefits, the other person must maximize himself.

The results of the data analysis found several comments by netizens who violated the maxim of wisdom which was marked by speakers using harsh diction. These utterances include the following:

Data (1)

@jaka_leo_pratama	: The important thing is not asking you for money to buy cigarettes...
@zuhriananda	: He's old, he's not dead, he's busy taking care of cigarettes
@rachmadryadi	: HotNews!! After a long sunset, it turns out that the mongoose has reappeared with a change of change **emoticon laugh**

Source: <https://www.instagram.com/p/CmtE7dqrpxK/?igshid=Yzg5MTU1MDY=> accessed Saturday, 31 December 2022.

The context of the speech in this data occurs when the Instagram account @medantalk uploads a photo of the Vice President, namely KH Ma'ruf Amin accompanied by an inscription that contains "Prohibition of Selling Cigarettes, Vice President: Prevent Child Buyers". In uploading the photo, Vice President (wapres) Ma'ruf Amin assessed that the prohibition on selling cigarette sticks was an effort to prevent certain groups of consumers from consuming cigarettes. This rule is contained in Presidential Decree Number 25 of 2022 concerning the 2023 Government Preparation Program.

By uploading the photo, netizens flocked to give their comments to the Vice President. From the several comments made by netizens on Data (1), it is actually detrimental for Ma'ruf Amin. For example, in a comment written by account @jaka_leo_pratama: The important thing is not to ask you for money to buy cigarettes,... Ma'ruf Amin is at a disadvantage because he is considered to be too controlling for someone when it comes to buying cigarettes even though they bought the cigarettes with their own money.

In the comments written by the account @zuhriananda: Dh is old, he's not dead, he's busy taking care of cigarettes. Ma'ruf Amin was at a disadvantage because he was seen as old and should have died but instead was busy taking care of the smoking problem. Even though Ma'ruf Amin is the Vice President of the State of Indonesia who is supposed to carry out his duties as Vice President.

Meanwhile, in the comments written by the @rachmadryadi account: Hot News!! Long after sunset, it turns out that the mongoose has reappeared with a change of change *laughter emoticon**. Ma'ruf Amin was disadvantaged because his appearance in making a ban on the sale of cigarette sticks to prevent minors from buying cigarettes, instead received a negative response stating that his appearance only brought about trivial regulations. Small change in slang means a term usually used to describe something as trivial, cheap or of low quality.

b. Generosity Maxim

The generosity maxim is also known as the generosity maxim. The main principle in this generosity maxim expects participants to reduce their own gains and maximize their own losses or self-sacrifice.

The results of the data analysis found several comments by netizens who violate the generosity maxim which is characterized by a more selfish attitude. The utterances include the following.

Data (2)

@blmndprtw	: the problem is I'm using an ipad where are you going the bigger the battery **the emoticon melts**
@bubblesid_	: y don't it doesn't work, it's good, if you put the card back and forth, pull out the battery so it doesn't die, how come this actually happens
@nicolechen265	: It's not better to use a built-in battery, it lasts really long, I used a built-in battery, it's lasted a few months than the battery that used to be taken off used to be bloated and replace it too, too lazy to use a loose battery

Source: <https://www.instagram.com/p/CmtN9VSvl2z/?igshid=Yzg5MTU1MDY=> accessed Saturday, 31 December 2022.

The context of the speech in the data occurs when the Instagram account @medantalk uploads a photo of a cellphone battery accompanied by an inscription that contains "New Rules, Smartphones Will Return to Using a Removed Battery". The photo upload explains the new regulations for smartphone or smartphone batteries that can be replaced or removed, echoed again. The new regulations are pushing smartphone manufacturers (original equipment manufacturers/OEMs) to go back to using user-replaceable batteries. The regulation aims to make all types of cell phone and laptop batteries easier to remove and replace.

From some of the comments made by netizens on Data (2), it can be said that it is a form of violation of the generosity maxim because it maximizes one's own benefits. For example, in a comment written by the account @blmndprtww: the problem is I use an iPad where to go where the battery is getting bigger *the emoticon melts**. This comment is considered more self-serving because he uses an iPad and does not accept that his iPad battery has to be replaced with a removable mode battery, which according to him the battery will definitely be bigger.

In the comments written by the account @bubblessid_: y don't freak out, it's good, if you put the card back and forth, pull out the battery so it doesn't die, how come this is the case. This comment is considered more self-serving because according to him, using a planted HP battery makes it easier to install a SIM card without having to pull out the battery and turn off the cellphone again and again.

Meanwhile, in the comments written by the account @nicolechen265: Don't use a built-in battery, it's really durable, I used a built-in battery, it's been a few months longer than the battery you used to take it off. This comment is considered more self-serving because according to his experience, using a mobile phone battery with a built-in battery is far more durable than using a loose cell phone battery, which is easily bloated, so that makes him feel lazy if he has to go back to using a mobile phone battery in the loose mode.

c. Maxim Award

According to the maxim of respect, people can be considered polite if they respect others. With the maxim of respect, it is hoped that the speech participants will not belittle or insult each other. Because the act of mocking is an act of impolite and should be avoided in association. This maxim obliges each speech participant to maximize respect for others, or in other words reduce insults to others and maximize praise to others. If someone does not respect other people, it means not carrying out this maxim and not achieving good language politeness.

The results of the data analysis found that several comments by netizens who violated the maxim of appreciation were marked by giving criticism that put others down, spoke but hurt others, and did not respect others. The utterances include the following.

Data (3)

@ahmadmaulana. nst	: Introduce my name Name: Sambo Hobby: NgeBacOT
@shasha_larissa	: It's a stubborn stain, it's been a long time **the yawning face emoticon**. What's the stress really? It's wrong, still insist
@anggik. nasution	: Ee balehong, we want peace in 2023. Don't add to the burden on this country, gecko!

Source: <https://www.instagram.com/p/CmwgKmJvTlb/?igshid=Yzg5MTU1MDY=> accessed Saturday, 31 December 2022.

The context of the speech in the data occurs when the @medantalk account uploads a photo of Ferdy Sambo accompanied by an article containing "Ferdy Sambo sues the President and the National Police Chief regarding dismissal".

From some of the comments made by netizens on Data (3), it can be said that this is a violation of the maxim of respect because the photo upload received slanted comments that cornered Ferdy Sambo. For example, in the comments written by the account @ahmadmaulana.nst: Introduce my name Name: Sambo Hobby: NgeBacOT. This comment was considered insulting to Ferdy Sambo and claimed that Ferdy Sambo had a hobby of babbling. The word babbling in this speech means that Ferdy Sambo is someone who talks too much or is loud.

In the comments written by the account @shasha_larissa: Kek, the stain is stubborn, huh, it's been a long time **the face emoticon is yawning**. What's the stress really? It's wrong, still insist. This comment was considered to have offended Ferdy Sambo because he had likened Ferdy Sambo to the stain of a bandit that was hard to get rid of and considered Ferdy Sambo to be someone who was stressed because he still insisted even though he was guilty.

Meanwhile, in the comments written by the account @anggik.nasution: Ee balehong, we want peace in 2023. Don't add to the burden on this country, geckos are pinched! This comment was again considered to have offended Ferdy Sambo because he had called Ferdy Sambo a pinched lizard because he was annoyed by Ferdy Sambo's behavior which caused life to become uneasy.

d. Simplicity Maxim

According to the modesty maxim or modesty maxim, participants can be humble by reducing self-praise and maximizing self-deprecation, so participants are not said to be arrogant.

The results of the data analysis found several comments by netizens who violated the modesty maxim marked by an arrogant attitude. The utterances include the following.

Data (4)

@praska.restu.wiyono	: If I'm cheated on... I'll forgive but I have to buy a house + car + cell phone + polygamy++++++ that's the point
@meiamdc	: For iPhone 14 Promax it is. But if Esia guides, the police station will become.
@dindaaudia1	: It's not like that, it doesn't apply to me anyway.

Source: <https://www.instagram.com/p/CmwThQzv5Or/?igshid=Yzg5MTU1MDY=> accessed Saturday, 31 December 2022.

The context of the speech in the data occurs when the Instagram account @medantalk uploads a photo of an affair that occurred between a pair of lovers accompanied by an inscription containing "Survey: 33% of People, Will Forgive a Cheating Spouse if Buying a New Cellphone". The photo upload explains the problems in love relationships, generally around infidelity. For some people cheating is a big mistake that cannot be forgiven. But some choose to give their partner who has an affair a chance, with conditions. According to a recent study, people will forgive infidelity if given expensive gifts.

From several comments made by netizens on Data (4), it can be said that this is a violation of the maxim of moderation. For example, in the comments written by the account @praska.restu.wiyono: If I am cheated on... I forgive but I have to buy a house + car + cellphone + polygamy + basically. This comment is considered a form of self-arrogance because it is more concerned with personal interests and demands more, such as having to buy a house + car + cellphone + polygamy and other pluses if the affair happens to him.

In the comments written by the @meiamdc account: For iPhone 14 Promax it is. But if Esia guides, the police station will become. This comment is considered to be a comparison that the iPhone 14 Pro Max cellphone is more respected than the Esia Hidayah cellphone and this allows him to forgive a partner who cheats on him if he is given this cellphone. However, if it wasn't the iPhone 14 Pro Max that he got but the Esia Hidayah HP then he was ready to take legal action.

Meanwhile, in the comments written by the account @dindaudia1: That's not it, it doesn't apply to me anyway. This comment seems arrogant because according to him, whatever form of gift/apology in the form of goods and others, even if the gift is very expensive, he still cannot forgive what is called an affair. For him, an affair is such a fatal thing that bribes do not apply to him.

e. Maxim of Consensus

The maxim of agreement or the maxim of conformity emphasizes the compatibility between the speaker and the interlocutor. It is hoped that the participants and speech partners will be polite if there is an agreement. One cannot cut off and directly argue with the person who is speaking.

The results of the data analysis found several comments by netizens who violated the maxim of agreement, marked by the absence of mutual agreement from both parties. The utterances include the following.

Data (5)

@arrikuswari	: Yes, give them work too, if you dare to forbid it, don't just make it illegal, you can't give a solution
@zulfandirr	: @arrikuswari look for yourself bro, others are also working hard to find work to make a living. If you don't move to Germany, let the country support you
@xvrhere	: @arrikuswari whose name is begging is still illegal.

Source: https://www.instagram.com/p/Cmvc9OqrLu_/?igshid=Yzg5MTU1MDY= accessed Saturday, 31 December 2022.

The context of the speech in the data occurs when the Instagram account @medantalk uploads a photo of one of the silver people who is being secured by Civil Service Police Unit (Satpol PP) officers accompanied by writing that contains the words "MUI North Sumatra Gives Haram Fatwa on Activities and Givers of Silver Humans" . The uploaded photo explains that the Indonesian Ulema Council (MUI) of North Sumatra (North Sumatra) has issued a fatwa that is haram for one of the jobs or activities of silver people. The fatwa was issued because it was considered contrary to Islamic law.

From several comments made by netizens on Data (5), it can be said that this is a violation of the maxim of agreement. For example, in a comment written by the account @arrikuswari: Yes, thank them for the job if they dare to ban it, don't just make it illegal, you

can't give a solution. In the comments he wrote, he seemed to disagree or even dislike it if the MUI issued a fatwa against being a silver human being and he also hoped that the MUI would not only prohibit it, but also provide jobs for those who previously worked as silver humans.

The comments submitted by @arrikuswari finally received a negative response which caused a mismatch in communication. The presence of comments submitted by several netizens such as @zulfandirr: @arrikuswari look for yourself bro, others are also working hard to find a job to earn a living. If you don't move to Germany, the state will support you, and a comment from the @xvrhere account: @arrikuswari whose name begging is still illegal, this data seems to corner the account owner @arrikuswari. This is because @arrikuswari does not agree with the MUI which issued a fatwa haram. Even though the uploaded photo contains a caption that explains and even gives reasons why the MUI issued an unlawful fatwa against the work of the silver man.

f. Sympathy Maxim

According to the sympathy maxim, participants must maximize sympathy and minimize antipathy towards the other person. Society values sympathy for others, while someone who is cynical is considered impolite.

The results of the data analysis found several comments by netizens who violated the sympathy maxim marked by a lack of sympathy and being cynical towards others. The utterances include the following.

Data (6)

@putraalgofahri	: Your friend used his brain, you don't have your father, you don't belong..
@_na. fiana	: It's good for a child like this to be prayed directly, sir
@sainsanissaii	: You've been disobedient to God, disobedient to your parents again, passed the requirements for going to hell

Source: <https://www.instagram.com/p/CmqKNPzv6iL/?igshid=Yzg5MTU1MDY=> accessed Saturday, 31 December 2022.

The context of the speech in the data occurs when the Instagram account @medantalk uploads a photo of a person whose hands are in police handcuffs accompanied by an inscription containing the words "Anger Awakened for Prayer, Child Abuses His Father". In the uploaded photo, he explained that when he was angry when he was awakened for the midnight prayer, a man in Kauman Hamlet, Pagu Village/District, Kediri Regency had the heart to slash his own biological father, Sunday morning (25/12) at 02.30 WIB. Now the stabbing suspect, Awin Julianto (32), has been arrested by the police while taking his father Heri Santoso (72) to the Aura Syifa Hospital.

From several comments made by netizens on Data (6), it can be said that this is a violation of the sympathy maxim. For example, in a comment written by the account @putraalgofahri: A friend used his brain, your father doesn't have you... This comment is considered a form of blasphemy against the perpetrator of the stabbing of his own biological father, by telling the perpetrator to use his brain more and to be aware that without the figure of the father, the perpetrator would not be born into this world.

In the comments written by the account @_na.fiana: A child like this is good to pray directly, sir. This comment was considered as a form of anger at the perpetrator of the stabbing of his own biological father, thus suggesting that the perpetrator be prayed for immediately. The word pray here has a cruel meaning, namely that a child like this should deserve to die so that his body can be prayed for immediately.

Meanwhile, in the comments written by the account @sainsanissaii: You have been disobedient to God, disobedient to your parents again, passed the requirements for going to hell. This comment was considered as a form of lack of sympathy and being cynical towards the perpetrator of the stabbing of his own biological father, labeling the perpetrator as a disobedient child and also as a disobedient servant to his God so that the perpetrator deserved to go to hell.

V. Conclusion

Politeness is one of the keys to the success of speakers and speech partners in communicating. The use of compliance with the politeness principle will have an impact on speech that runs smoothly. Conversely, the use of violations of the politeness principle will have an impact on speech that is not comfortable to continue. The existence of freedom in using social media in this modern era has increasingly had a negative impact on netizens who are not wise in using it. For example, in the comments column on the @medantalk Instagram account, the results of this analysis conclude that netizen comments on the @medantalk Instagram account always deviate from the politeness principles conveyed by Leech.

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