



## Analyzing the impoliteness of netizens in commenting on the Deddy Corbuzier Podcast

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### Abstract

*The aims of this research are to find out the kind of impoliteness strategies that netizens comment on the Deddy Corbuzier Podcast and to find the most dominant type of impoliteness strategies that netizens use in comments on Deddy Corbuzier's podcast. Since the data for this study were gathered in the form of word sentences, a descriptive qualitative approach was used to conduct it. The data used in this study were gathered from a podcast by Deddy Corbuzier. based on the findings, it can be concluded that in the comments column of Deddy Corbuzier's podcast account, Four types of impoliteness strategies are Bald on Record Impoliteness (1,16%), and Positive Impoliteness (67,44%). It consists of 43,02% where the readers use taboo words, 15,11% calling out other people's names, and 9,30% case of be unconcerned, disinterested, and unsympathetic. Negative Impoliteness (29,06%), it consists of 12,79% the action condescending, 13,95% scorning or ridiculing the other and 2,32% of fearing the other. And Sarcasm/Mock Politeness (2,32%) and the total of comments is 85 comments. based on the comments that have been analyzed, the researcher concluded that netizens mostly use positive impoliteness, It was found in 58 cases (67,44%) out of 85 comments. It consists of 38 cases where the readers use taboo words, 13 call out the other people's names and 8 case of be unconcerned, disinterested, and unsympathetic. The majority of netizens use the where the readers use taboo words, it found in 38 cases. Positive Impoliteness is mostly used in the comment column of the Deddy Corbuzier podcast account.*

**Keywords:** *impoliteness, netizens, comments, Deddy Corbuzier podcast account.*

### INTRODUCTION

By connecting it to a number of apps, the internet is a medium that makes communication processes more effective. In 2005, there was Prihatna. The internet, according to Wing Wahyu (2006), is a global computer network. The internet network may be used to access almost every significant city and region with a telephone network. The goal of using the internet, according to Wiratama (2017), is to broaden knowledge from various fields around the world. Communication through the internet also makes it easier and faster, and the ease of shopping online and using the internet as a source of entertainment makes it simpler to find job openings.

Additionally, users of the Internet are affected by it in both positive and harmful ways. The

benefits of using the internet include more knowledge and easier contact between locations, while the drawbacks include pornographic content, the propagation of hoaxes, and cruel acts. We can see this information in one of the podcats material, but the existence of the internet is a modernization of advancement that makes it simpler for everyone to communicate and obtain the most recent information.

Everyone can listen to podcasts, which are audio recordings of discussions covering a particular topic. This media first appeared in 2005, gained popularity in 2007, and has continued to expand ever since. Podcasts are available and usable anytime, anywhere. According to Laila (2020), this podcast is referred to as effective because it may be utilized as a learning tool and because the playback equipment is easy to use and portable. Podcats are interviews that are broadcast online or on YouTube that feature multiple persons discussing popular works by Indonesian artists that have gone viral. With the advancement of technology, it is now quite simple to obtain the most recent information by simply accessing the internet or YouTube, as appropriate. However, in order to access this information, we require an internet data plan; the objective is for us to be able to daily access all of the material that is put on the internet and YouTube.

To view videos that have been shared by others, use the new media or application Youtube. Users are able to upload, watch, and share videos. YouTube typically has video content in the form of movie trailers, music videos, music clips, and lessons. YouTube, according to Sianipar (2013), is a database of popular video material for social media and a source of many useful pieces of information, such as the most recent news. You may view videos directly on YouTube or use the search option to find out more about them. YouTube is made to be a website for sharing videos and is particularly well-liked by the younger generation. In the current digital age, it is also used as a platform for knowledge sharing. YouTube is a platform for video sharing, so users can upload and view a variety of video clips using any computer browser, according to Miller (2009).

Deddy Corbuzier is one of several Indonesian artists and content producers who hosts podcasts. Deodatus Andreas Deddy Cahyadi Sunjoyo, Ph.D., also known as Deddy Corbuzier, is an Indonesian YouTuber, presenter, and actor who also has a podcast channel on YouTube. He was born on December 28, 1976. Most Indonesians watch the program because it is in their own language. The hospitality of Indonesia is well known. When a society's speech and behavior do not adhere to the norms and components of the culture in which they live, the community is considered negatively uncultured and may even be excluded from the community space, according to Zamzani (2011), who claims that politeness is a cultural phenomenon. Therefore, what is considered polite by one culture may not be the case with other cultures. Additionally, Utami and Nandang (2016) noted that politeness is a code of conduct that is established and adhered to by a certain group and is frequently referred to as manners. Close the Door, a podcast produced by Deddy Corbuzier on his YouTube channel, illustrates how this is inversely proportionate to reality. Many Indonesian internet users insulted Deddy Corbuzier in the podcast on the Youtube account. Jonathan Culpeper, who also created the theory of politeness by Brown and Levinson, produced the theory of linguistic impoliteness. According to Culpeper (1996), there are three causes of verbal impoliteness: 1) an imbalance of power between the speaker and the discourse partner. 2) The speaker's purposeful decision to turn away from his speaking partner. 3) Because speakers and speech partners have such close social ties, rude behavior is tolerated.

Impolite language includes any intentional acting out of words or utterances that can shame the other party between the speaker and the conversation partner. The five techniques that makeup Culpeper's (1996) theory of verbal impoliteness are as follows: 1) Direct impoliteness (bald on record) is impolite behavior in which the speaking partner threatens the face in a direct, clear, unambiguous, and succinct manner. 2) Positive impoliteness is a tactic intended to undermine or destroy the positive face of the speech partner. 3) Negative impoliteness, also known as negative impoliteness, is an impoliteness tactic used to diminish or completely remove the discourse partner's bad face. 4) Mock impoliteness is a technique that portrays the speaker as someone who is only outwardly courteous to speaking partners. By employing this tactic, the speaker engages in a false or fake act of civility. 5) Withhold impoliteness (withhold impoliteness) refers to a scenario in which the speaker refrains from using an impolite tactic.

Based On September 24, 2022, Deddy Corbuzier broadcast a Podcats on YouTube. Sometime later this was commented on by the majority of thousands of Indonesians, based on the observation

on the comment page that I saw on the podcats, there were many Indonesians who gave negative comments. And this is inversely proportional to the reality that says that Indonesia is very suave. Here's an example of impolite I found in a podcats comment on Deddy Corbuzier youtube account.

The context: "Speech events occur in dialogues in content podcats on Deddy Corbuzier YouTube channel entitled Cloose the Door. The speech event involved two figures named Catheez and Deddy Corbuzier. Deddy Corbuzier invited Catheez to guest star in podcats. In the podcats Deddy Corbuzier many questions about Catheez, one of deddy corbuzier questions that made netizens give negative comments was asking about Catheez's virginity".

(Comment @Anggiathasibuan3039 Anjir maksa banget si deddy ngomongin perawan sama ketek,ga percaya banget sama apa yang di omongin si catheez. Anjir forces Deddy to talk about virgins with Ketek, he doesn't believe what Catheez is talking about).

Based on the observations that the writer have done, the writer found that netizen comments can be classified as an impolite strategy. and from the type of impolite strategy that manifests positive disrespect for asking for someone's privacy and it can be seen that @Anggiathasibuan3039's comment is included in impolite language behavior, this is because in his comment there are harsh words that read: Anjir which means dog.

The Context of the: "conversation between the speaker and the speech partner, the speaker questioned the employment status of Catheez parents and said that her parents worked online gambling". (Comment @Novelkucingempox4159 Pertama kaliknya om ded di panggil ASU, The first time deddy corbuzier was called ASU).

Based on the observations that the writer has done, the writer have found that netizen comments can. be classified as an impolite strategy. and from the type of impoliteness strategy that manifests negative impoliteness by harassing or deaminging. @Novelkucingempox4159 comment is included in impolite language behavior, this is because in his comment there is a harsh word, namely asu which means dog.

The Context of the: "conversation between the speaker and the speech partner, the speaker asks the speech partner whether he has ever kissed someone of the same sex or not." (Comment @Aryacok9852 Om deddy tolol, deddy stupid) Based on the observations tha the writer has made, the writer found that netizen comments can indeed be classified as an impolite strategy. and from the type of impolite strategy that manifests negatively by harassing or demeaning disrespect for asking someone's privacy and it can be seen that @Aryacok9852 comment is included in impolite language behavior, this is because in his comment there are harsh words that read deddy stupid.

Therefore, this study will be studied using a pragmatic approach and is expected to be one of the useful research in developing the theory of impoliteness. The selection of this study was caused by several reasons, namely: impoliteness in language. Based on the explanation above, the author is interested in analyzing the impoliteness of netizens in commenting on Deddy Corbuzier Podcast..

## METHOD

Since the data for this study were gathered in the form of word sentences, a descriptive qualitative approach was used to conduct it. Most sorts of written documents and audio/visual assets can be used as content analysis data, as well as other formats. In addition to the motivation behind Deddy Corbuzier Podcast's usage of these practices, this study described the kinds and methods of impoliteness. Data was also gathered from videos on the Deddy Corbuzier YouTube channel. The data used in this study were gathered from a podcast by Deddy Corbuzier. The information came from a podcast video on the deddy corbuzier YouTube channel. Deddy Corbuzier and Catheez are featured in a video chat that was downloaded from the internet ([https://youtu.be/\\_SfIvIshX8g](https://youtu.be/_SfIvIshX8g)). Because the data source is the key to learning more about the research, the researcher used the data source to assist the study. Observation and documentation will be used as the instrument for data collection in this study. While watching and observing the video on the YouTube channel, the writer will produce a transcript of the words spoken by Deddy Corbuzier in the video. Data will be gathered by the author from the Deddy Corbuzier channel on YouTube. Donald Ary (2009) defined qualitative research as the use of written materials to understand the phenomenon being studied. These materials can be personal, like autobiographies, diaries, and journals; official, like files, reports, or minutes

prepared by observers of an event or setting; or popular culture-related, like books, films, and videos. The technique for data analysis was the act of acquiring, modeling, and transforming data with relevant information, suggesting conclusions, and aiding decision-making.

## RESULTS AND DISCUSSION

After identifying and analyzing the data in the comment column posted by netizens on Deddy Corbuzier's podcast account. The researcher found that:

**Table 1.** Findings of the Percentage of impoliteness strategy

NO	Types of Impoliteness Strategies	Realization of Impoliteness	Number	Percentage
1.	Positive Impoliteness	Ignore the other	-	-
		Discourage from participating in an activity with the other	-	-
		Dissociate from the other	-	-
		Be unconcerned, disinterested, and unsympathetic	8	9,30%
		Use inappropriate identity markers	-	-
		Use cryptic or secretive language	-	-
		Seek out disagreement on a sensitive topic	-	-
		Make the other feel uncomfortable	-	-
		Call out the other people's names	13	15,11%
		Use taboo words	37	43,02%
2.	Negative Impoliteness	fearing the other	2	2,32%
		Condescending	11	12,79%
		Scorning or ridiculing the other	12	13,95%
		not taking the other seriously	-	-
		Invading the other's space	-	-
		explicitly associating the other with a negative aspect	-	-

		putting the other's indebtedness on record	-	-
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From the table above, the researcher found that there are four types of the impoliteness strategies. They are Bald on Record Impoliteness (1,16%), Positive Impoliteness (67,44%). It consists of 43,02% where the readers use taboo words, 9,30% be concerned, disinterested and unsympathetic, and 15,11% Call out the other people's names. Negative Impoliteness (29,06%), it consists of 12,79% the action condescending, 2,32% fearing the other. 13,95% scorning and ridiculing the other. And Sarcasm/Mock Politeness (2,32%) And the total of the comments is 86 comments. Based on the comments that have been analyze, netizens mostly use positive impoliteness. It was found in 58 cases (67,44%). The majority of netizens use the uses tabo words , it found in 37 cases. Most of it is done using unorthodox taboo language, Which has a meaning that is dirty and very rude.

From the table above, show that Positive Impoliteness is mostly used in the comment's column of Deddy Corbuzier podcast account Positive Impoliteness is the most used of the whole comments. The data above told that 58 out of 86 comments are using Positive Impoliteness, it consists of 37 cases where the readers use taboo words, 8 be concerned, disinterested and unsympathetic and 13 case of be unconcerned, disinterested, and unsympathetic. Then there are 25 Negative Impoliteness in the comments. It consists of 11 cases the action consending, 2 fearing the other, 13 scorning and ridiculing the other. While for Sarcasm/ mock politeness there are 2 comments. Then the least comments are bald on record there are 1 comments.

## Discussion

Based on the research that have done by ( G.P. Wibowo and K. Kuntjara, 2019) with tittle "impoliteness strategies used on online comments in an Indonesian football website". This research investigates linguistic impoliteness used in online football comments through the examination of impoliteness strategies proposed by Jonathan Culpeper. The research uses descriptive qualitative method supported by quantitative data. First, the writer found that Indonesian participants mostly used positive impoliteness strategy to express their negative attitude on giving comments. Second, there are three out of five impoliteness strategies used by Indonesian.

Based on the research that have done (Purwati, Eliana Destri, Deri Wildianto, and Abdul Rani, 2022) with title "Language Impoliteness in the comment section of Baim Wong Youtube Channel". This research focused to explain the impoliteness strategies used by netizens comment in social media. The research method used in this research is descriptive qualitative research method. The data is the speech of netizens impoliteness via youtube. The data source of this research is a document in the form of a screenshot of account youtube. The results of the study found three impolite speeches that matched the impoliteness strategy by Culpeper (1996). From the five impoliteness strategies, three impoliteness strategies were found that match the data, namely bald on record impoliteness, positive impoliteness, negative impoliteness.

In this study, the research done by the researcher also analyzes online comments in Indonesia, uses Jonathan Culpeper's theory, uses descriptive qualitative method to support quantitative data and found that four out of five strategies recommended by Culpeper. The four rudeness strategies are rudeness, positive rudeness, and negative rudeness. and sarcasm or mock politeness. Addressing the second research question about the most used rudeness strategy, the author found that the most used positive rudeness strategy. A strategy to avoid being rude, it was not used at all as it is used in real speech.

Based on the research that have done by Subyantoro & Apriyanto (2020) examined impoliteness in Indonesian language hate speech on social media contained in the instagram account. The hate test in this study is seen from the perspective of the impoliteness theory. This research was conducted by descriptive qualitative research. Based on the data analysis it can be seen that the most positive impoliteness strategy is found as much as 47%. Followed by negative impoliteness strategies 37.15%, and strategies of satire or scoffing at 22.50%. In other words, linguistic hate speech can be sent in the form of words, phrases, clauses, sentences, and in the 31 form of discourse.

Based on the research data, it can be seen that hate speech in the form of phrases is 37.5%, in the form of words and clauses together at 20%, in the form of sentences 15%, and at least in the form of discourse 7.5%.

Based on the research that have done by Arasyad (2019) investigated the impoliteness strategies in youtube comment section found in Indonesian presidential debate. This research focused to find impoliteness strategies based on Culpeper theory (1996). This research was descriptive qualitative research. The data on this research were words, phrases, and sentences in online comments that contained impoliteness strategies found in social media, youtube. The results of analysis showed that four by five strategies found in this research were bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. The strategies that were not found was withhold politeness because it only occurred in spoken language. The most used strategies was positive impoliteness (47%).

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## CONCLUSION

This researcher used a qualitative case study as a method to examine the types of rudeness strategies used in the comment column of Deddy Corbuzier's podcast account. In addition, after doing the research, the researcher wants to draw conclusions about some points to answer the research problem. They are as follows:

1. In order to answer the first problem of the study, based on the findings, it can be conclude that in the comments column of Deddy Corbuzier podcast account, there were four types of impoliteness strategies that was used by the netizen in the comment's column on Deddy Corbuzier podcast account. Four types of the impoliteness strategies are Bald on Record Impoliteness (1,16%), Positive Impoliteness (67,44%). It consists of 43,02% where the readers use taboo words, 15,11% call out the other people's name and 9,30% case of be unconcerned, disinterested, and unsympathetic. Negative Impoliteness (29,06%), it consists of 12,79% the action condescending, 13,95% scorning or ridiculing the other and 2,32% of fearing the other. And Sarcasm/Mock Politeness (2,32%) and the total of the comments is 85 comments.

2. In order to answer the second problem, based on the comments that have been analyze, the researcher concluded that netizens mostly use positive impoliteness. It was found in 58 cases (67,44%) out of 85 comments. It consists of 38 cases where the readers use taboo words, 13 call out the other people's names and 8 case of be unconcerned, disinterested, and unsympathetic. The majority of netizens use the where the readers use taboo words, it found in 38 cases. Positive Impoliteness is mostly used in the comment's column of Deddy Corbuzier podcast account.

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- "Impoliteness in Social Media: A Case Study of YouTube Comments" - Artikel di blog atau website yang membahas topik ini.
- "The Psychology Behind Internet Trolling and Impoliteness" - Artikel yang mengulas perilaku netizen di media sosial.