DEVIATION OF POLITENESS PRINCIPLES IN THE COMMENTS COLUMN OF CNN INDONESIA AND KOMPAS TV IN THE SOCIAL MEDIA YOUTUBE CHANNELS

Rivo Raihan [1), Yetty Morelent 2), Temmy Thamrin3)
[1,2,3]Postgraduate study program for Master of Education Language and Literature, Faculty of Teachers and Education, Universitas Bung Hatta, Padang, Indonesia
Email: rairivo@gmail.com[1], yettymorelent96@gmail.com[2], temmy.thamrin@bunghatta.ac.id[3]
Corresponding Author: yettymorelent96@gmail.com

Abstract
Language is a symbol that allows humans to continue to communicate with each other. One of the ways humans communicate during the industrial revolution 4.0 is by using social media. Youtube is one of the most popular social media in the world, including in Indonesia. The freedom to speak makes some people lose control so they violate the language politeness principle. The purpose of this study is to describe the form and analyze the causes of violations from the politeness principle in the comments column of the CNN Indonesia channel and KOMPASTV social media Youtube. The theories used in this study were about language (Kridalaksana, 2010), pragmatics (Nadar, 2013), language politeness (Chaer, 2010), politeness principles (Leech, 1993), cooperative principles (Grice, 1981), and language dissonance (Pranowo, 2009). The type of research used was descriptive qualitative research. The data sources used are comments from the comments column of CNN Indonesia and KOMPASTV channels on Youtube social media. The data collection technique used in this study was to collect data in the form of video information including titles, sources, and comments. The validity of the data was tested by using triangulation. Data analysis techniques used were entering data in the research table to be classified, looking for causes and backgrounds of violations, analyzing data, and concluding research results. Based on the results of data analysis on the comments column of CNN Indonesia and KOMPASTV channels on Youtube social media, there were 54 data with 69 deviations from the maxim of politeness in language, the violation of the maxims were as follows; the violation of generosity maxim, agreement maxim, sympathy maxim, and tact maxim. The causes of the violation were; (1) maximizing respect, (2) less maximizing agreement, (3) less maximizing sympathy, and (4) less maximizing the loss of others. The reasons behind these politeness violations were (1) the way of submitting comments was not good, (2) using words that were not needed, (3) submitting comments without valid data, and (4) the statements submitted were irrelevant to the topic being discussed. Meanwhile, comments that did not violate the rules were dominated by comments from netizens who provide suggestions and prayers. It was concluded that some netizens in the comments column of the CNN Indonesia channel and the Youtube social media KOMPASTV were still violating language politeness.

Keywords*: politeness principles, social media, Youtube*

1   Introduction

Language is a symbol that keeps humans alive, the role of language in human life is very important. Social life will not work if there is no language as a bridge for humans to communicate and interact with others.

Industrial revolution 4.0 makes humans able to communicate and interact through digital intermediaries. Communication that initially could only be done directly, with the sophistication of human technology can interact using social media. At this time the role of social media in social life is very important because most people have become users. Due to the use of social media, the development of people's language that was originally observable is now difficult to control. Due to the difficulty of controlling language in social media, people are affected by language deviations.

Language deviation is the misuse of language rules consciously or unconsciously which causes the language to be seen as wrong by the community, one of which is language politeness deviation.

After the inclusion of social media in people's lives, language deviations that initially only occurred in the community with bad behavior, currently, social media contributes to language politeness deviations that occur in society. Social media currently plays an important role in human life, because with advances in technology people can communicate and interact through cyberspace. After getting to know social media, people can easily get entertainment by communicating, sharing, reading, and watching the content that has been provided. Social media has various types such as Facebook, Twitter, Instagram, WhatsApp, LINE, Blog, Youtube, and Google+. One of the most popular social media in Indonesia is Youtube, Youtube social media is an online media created by three friends, namely Jawed Karim, Ched Hurley, and Steve Chen which allows users to upload, watch, and share unlimited videos.

With the presence of Youtube social media, people are freer to get entertainment and freedom to express themselves. More than thousands of videos uploaded every day by content creators are increasingly pampering Youtube social media users, coupled with the comment feature presented by Youtube to criticize content creators to improve the quality of the content they create. For this reason, politeness in language use is needed so that every person who makes comments to content creators can be maintained and not offend the video maker.

Furthermore, Fatwa (2018) did research conducted on Facebook social media), this type of research is qualitative research using descriptive methods. The study found that (1) the PAS-JBO (Pasaman Selling and Buying Online) Facebook group dominantly used the maxim of generosity and/or agreement maxim, (2) the Yusuf Lubis Facebook group of the Regent of Pasaman was more dominant in praise sentences using the maxim of generosity and/or sympathy maxim, and (3) the Suara Rakyat Pasaman Facebook group also prioritizes expressing and praising sentences, but on the other hand, the Suara Rakyat Pasaman facebook group uses sentences that intend to criticize with politeness in the maxim of generosity.

Then, Puspitasari (2014) examines the use of politeness in online news: news about the minister of maritime affairs and fisheries, Susi Pudjiastuti; her analysis is based on the Leech concept. This study aims to determine the representation of the use of politeness maxims used to report the minister Susi Pudjiastuti. This study uses a qualitative research type with a pragmatic approach. The results of this study found that the news had followed the existing politeness principles. The news tends to use the maxim of appreciation.

One of the academic articles from Malaysia written by Shaari and Kamaluddin (2019) entitled "Buli Cyber: Language Disrespect and Social Media Ethics in Malaysian Youth" examines language politeness deviations which are analyzed based on Culpeper's theory. This study aims to describe how the elements of language impoliteness in social media among Malaysian teenagers. The results of this study indicate that the phenomenon of impoliteness clearly occurs among Malaysian teenagers. The flexibility presented by Youtube social media tends to make users free to comment on any content in it.

Pragmatics is a branch of linguistics that studies the language used to communicate in certain situations. It is a term that suggests that something very specific and technical is being discussed, even though the term does not have a clear meaning. Topics are some aspects that cannot be explained by direct reference to the actual conditions of the sentences spoken (Nadar, 2013:5).

Furthermore, Yule (2006:5), pragmatics is defined as the study of the relationship between linguistic forms and the users of these forms and between the three parts of the difference, only pragmatics allows humans to enter into an analysis. The function of learning linguistics through pragmatics is that human beings can speak about the meaning conveyed or intended by people, their assumptions, their intentions, and goals, as well as various types of actions such as requests that are shown when they are talking. So, From pragmatics is a branch of linguistics that studies meaning based on contexts. The study of specific utterances in particular situations and focusing on the various

ways of interpretation. The relationship between language and context is the basis for pragmatics, which examines language users to connect and match sentences and contexts appropriately.

2   Maxims & Politeness Principles

Politeness Principles generally relate to the relationship between two participants who can be referred to as 'self' and 'other'. Lakoff (1973), says that if we want our speech to sound polite to the ears of our listeners or interlocutors, there are three rules or maxims that must be obeyed. The three rules of politeness are formality, indecision, and equality or camaraderie. Meanwhile, Brown and Levison (1987) stated that the theory of language politeness revolves around facial expressions.

The theory of politeness is based on the principles of politeness which are translated into maxims (stipulations, teachings). These six maxims are maxim (1) tact maxim, (2) maxim of generosity); (3) the maxim of appropriation); (4) the maxim of modesty); (5) maxim agreement); and (6) the maxim of sympathy.

2.1 Tact Maxim

According to Leech (1993) tact maxim underscores that each participant of the speech must minimize the losses of others, or maximize the benefits of others. For example, in giving comments to other people, speakers should not give harm to others. Consider the following examples (1) and (2):

(1) *Gubernur Daerah A hanya bisa ngomong, kerjanya tidak beres dan Cuma menghambur-hamburkan duit rakyat saja.*
'The Governor of Region A can only say that his work is not right and he is just wasting
people's money".

(2) *Apakah benar Gubernur Daerah A melakukan pekerjaannya dengan kurang baik?*
'Is it true that the Governor of Region A did his job less well?'

Example (1) violates tact maxim because the statement made is felt to be detrimental to someone, namely the Governor of Region A who can defame him. Meanwhile, example (2) provides a more polite statement, because the statement used in the form of a question aims to clarify first. According to Leech (1993), the maxim of tact underscores that each participant of the speech must minimize the losses of others, or maximize the benefits of others. For example, in giving comments to other people, speakers should not give harm to others.

2.2 Generosity Maxim

Furthermore**,** Leech (1993) states that the generosity maxim requires each participant of the narrative to maximize their own losses and minimize their own gains. Speech (3) and (4) are considered less polite than speech (5) and (6).

(3)) *Pinjamkan saya uang seratus ribu rupiah!*
'Lend me a hundred thousand rupiah!'

(4) *Ajaklah saya makan di restoran itu!*
'Take me to eat at that restaurant!'

(5) *Saya tidak keberatan meminjami Anda uang seratus ribu rupiah.*
'I don't mind lending you a hundred thousand rupiah'.

(6) I would like to invite you to join us for lunch at a restaurant.

Example (3) and (4) seem less polite because the speaker tries to maximize his profits by proposing to other people. On the other hand, utterances (5) and (6) seem more polite because the speaker tries to maximize his own loss.

2.3 Approbation Maxim

The next maxim stated by Leech (1993) the maxim of generosity demands that each participant of the speech maximizes respect for others and minimizes disrespect for others and minimizes disrespect for others. Listen to the following statements (7) and (8)!

    (7) A: *Laptopmu bagus sekali*!
     'Your laptop is great'
     B: *Wah, ini laptop bekas; belinya juga di pasar loak*.
     'Wow, this is a used laptop; Also buy it at the flea market.
    (8) A: *Laptopmu bagus sekali*!
     'Your laptop is great!'
     B: *Tentu dong, ini macbook harganya mahal; belinya juga di Singapura!*
     Of course, this MacBook is expensive; buy it in Singapore too!

Speaker A in (7) and (8) behaved politely because he tried to maximize profits on (B) his interlocutor. Then, the interlocutor in (7) also tries to be polite by trying to minimize self-esteem; but (B) in (8) violates politeness by trying to maximize one's own benefit. So, B in (8) is not polite. Likewise, it can be said that speech (9) is more polite and speech (10); speech (11) is more polite than speech (10); but speech (11) is more polite than speech (10).

    (9) *Konten yang anda unggah sangat bagus*
     'Content you uploaded is very good.'
    (10) *Konten yang anda unggah tidak bagus*.
     'Content you upload is not good].
    (11) *Konten yang anda unggah kurang bagus.*
     'Content you uploaded is not good.'

2.4 Modesty Maxim

According to Leech (1993) modesty maxim requires each participant of the speech to maximize self-respect, and minimize self-respect. Consider (12) and (13) below. Then, notice the difference.

    (12) A: *Mereka sangat baik kepada kita* 'They are very kind to us.'
     B: *Ya, memang sangat baik bukan?* 'Yes, it's very good isn't it?'
    (13) A: *Kamu sangat baik pada kami* 'You are very kind to us.'
     B: *Ya, kami sangat baik* 'Yes, we are very good, right?'

Example (12) obeys the principle of politeness because speaker A praises the goodness of the other party and the response given by the interlocutor (B) also praises the person being discussed. In contrast to speech (13) in which there is a part that violates politeness. In utterance (13), the interlocutor of B does not obey the maxim of modesty because it maximizes self-respect. We can see the same problem in the following speech (14) and (15).

    (14) A: How brave that person is.
     B: Yes, he is indeed brave.
    (15) A: You are indeed very brave.
     B: Yes indeed, everyone said that too.

In order to make comments (B) in speech (15) seem polite, then (B) can answer as in speech (16) below, so that it seems that he minimizes respect for himself.

    (16) A: *Kamu memang sangata beranai* 'You are indeed very brave'
     B:*Ah, tidak; tadi Cuma kebetulan saja*. 'Oh no; it was just a coincidence'

2.5 Agreement Maxim

Maxim of the agreement requires that each speaker and the interlocutor maximize the agreement between them, and minimize disagreements between them. Look at the example (17) and (18).

(17) A: *Kericuhan dalam Sidang Umum DPR itu sangat memalukan.*
'The chaos in the General Session of the DPR was very embarrassing.'
B*: Ya, memang!* 'Yes, indeed!

(18) A: *Kericuhan dalam Sidang Umum DPR itu sangat memalukan.*
'The chaos in the General Session of the DPR was very embarrassing'.
B: *Ah, tidak apa-apa. Itulah dinamikanya demokrasi.*
'Oh, that's okay. That is the dynamic of democracy.'

In (17) the utterance is more polite than in (18) B, why? Because in (18), B maximizes disagreement with A's statement. However, that does not mean that people should always agree with the opinion or statement of the interlocutor. If he does not agree with the statement of his interlocutor, he can make a statement containing a partial agreement as shown in the following statements (19) and (20).

(19) A: *Kericuhan dalam sidang umum DPR itu sangat memalukan.*
'The chaos in the general assembly of the DPR was very embarrassing.'
B: *Memang, tetapi itu hanya melibatkan beberapa oknum anggota DPR saja.*
'Yes, but it only involves a few members of the DPR.'

(20) A: *Pembangunan di ibukota sangat luar biasa, bukan?*
'The development in the capital is extraordinary, isn't it?'
B: *Ya, memang; tetapi dibangun dengan pinjaman luar negeri.*
'Yes, indeed; but built with foreign loans.'

The utterance in (19) and (20) seems more polite than (18) because B's disapproval is not totally expressed, but partially so that it does not seem that B is an arrogant person.

2.6 Sympathy Maxim

According to Leech (1993), the maxim of sympathy requires all speech participants to maximize sympathy and minimize antipathy to the interlocutor. If the interlocutor gets luck or happiness, the speaker must congratulate him. If the interlocutor gets into trouble or misfortune, the speaker should express his sorrow or condolences as a sign of sympathy. Look at the examples (21) and (22) which are quite polite because the speaker obeys the maxim of sympathy, namely maximizing sympathy for the interlocutor who gets happiness in (21) and sorrow in (22).

(21) A: *Bukuku yang kedua puluh sudah terbit.*
'My twentieth book has been published.'
B: *Selamat ya, Anda memang orang hebat*
'Congratulations, you are indeed a great person'

(22) A: *Aku tidak terpilih menjadi anggota legislatif; padahal uangku sudah banyak keluar.*
'I was not elected to the legislature; even though I have a lot of money out.'
B: *Oh, aku ikut prihatin; tetapi bisa dicoba lagi dalam pemilu mendatang. '*
'Oh, I'm sorry; but you can try again in the next election.'

Compare the speeches (21) and (22) which are quite polite with the utterances in (23) and (24) which are not polite.

(23) A: My twentieth book has been published.
B: It's okay, Mr. X has published his sixtieth book.

(24) A: *Aku tidak terpilih jadi anggota legeslatif padahal uangku sudah banyak keluar.*

'I was not elected as a member of the legislature even though I had a lot of money out.'

B: *Wah, selamat ya! Anda memang punya banyak uang.*
'Wow, congratulations! You do have a lot of money.'

Those utterances usually happen in daily life, politeness principles tend to be violated due to the contexts and intentions of the speakers. While having a conversation, people are suggested to be polite by obeying all maxims stated by Cummings (2005), Grice (1975), and Leech (1993).

3. Cooperative Principles

Grice (1975) proposed the theory of cooperative principle that consists of four maxims known as maxims—quantity, quality, relation, and the manner Cutting (2002). These four maxims explain the specific principles that make people do effective communication. Furthermore, According to Grice (1981), the maxim of quantity expects the speaker to be able to provide as sufficient, relatively adequate, and informative information as possible. The information given to other people should not be excessive, because the information provided is only limited to the information desired by the speech partner. Speech that contains information that is not needed by the interlocutor will violate the maxim of quantity in the Grice Cooperation Principle. Then, the maxim of quality requires the speaker to convey information that is real and in accordance with the actual facts in speaking. The facts presented must be based on clear or real evidence. Next, the maxim of relevance establishes good cooperation between the speaker and the speech partner, each should be able to make a relevant contribution to something that is being spoken. The speaker must make a contribution that is relevant to the conversation situation. The topic being discussed does not deviate from what is being discussed. Furthermore, the maxim of the manner in which every speaker must speak clearly, not ambiguous, concisely, and orderly in providing information so that it is easy to understand. People who speak without considering these things can be said to violate Grice's cooperative principle because they do not comply with the maxim of implementation.

In a conversation, we can see people tend to be impolite by violating those maxims because of some reason. According to Pranowo (2009), there are several factors or things that cause a speech to be impolite. The causes of such impoliteness include (a) criticizing directly by using harsh words; (b) the emotional impulse of the speaker; (c) intentionally accusing the interlocutor; (d) protective of one's own opinion; and (e) deliberately cornering the interlocutor.

From all the concepts of politeness principles, the writers have been inspired to do the research the comments in the CNN Indonesia and KOMPASTV channels.

3   Methodology/Materials

This research is qualitative research using a descriptive method (Sugiyono, 2018). The data for this research is the language contained in the comments column of the CNN Indonesia and KOMPASTV channels about COVID-19. The data collection technique used in this research is an observation by collecting data in the form of video information including titles, sources, and comments that are used as data in conducting research.

The technique of testing the validity of the data used is triangulation. The steps used in data analysis are: (1) compiling the data into a table, (2) classifying the language politeness deviations contained in the comments and entering the data into the maxim deviation table, (3) after classifying the data, the data Maximal deviations will be entered into the table of deviation causes to find out the cause, topic, background, and reasons for the politeness deviation, (4) after that the researcher will analyze politeness deviations using Leech's theory and supported by Grice and Pranowo's theory, (5) after conducting the analysis, the researcher will make a discussion of the analysis, and (6) conclude the research results. This step will be followed carefully to get the true meaning of every comment submitted by content lovers on Youtube social media.

4   Results and Findings
        Based on the results of data analysis on language politeness deviations in the Youtube social media comment column in the comments column of CNN Indonesia and KOMPASTV channels about the news of COVID-19 (coronavirus disease 2019), it was found that language politeness deviations that occurred in the Youtube social media comment column, some netizens still deviating from language politeness, especially not maximizing praise, agreement, sympathy, and self-defeat. The deviation in language politeness occurs because a small number of netizens think that social media is a public space that is free to express expression.

4.1 The Analysis of Form
        The language politeness deviation occurred because the netizens violated one of the maxims of politeness according to Leech. The most dominant violations of the maxims found in the comments column of the CNN Indonesia channel and the Youtube social media KOMPASTV are the maxim of generosity, the maxim of agreement, the maxim of sympathy, and the maxim of wisdom. The maxim that is violated the most is the maxim of generosity because it does not maximize praise or respect and minimize criticism to others. The form of deviation from the maxim of generosity in the comments column of the CNN Indonesia and KOMPASTV channels is in the form of insults or innuendo to a person or group, such as "Most of the cynics are tadpoles". The violation of the maxim of generosity is because netizens intentionally use harsh words and emotional impulses when commenting.
        The criticisms made in the comments column of the CNN Indonesia and KOMPASTV channels should maximize the agreement, so as to make the comments polite. The form of violation of the maxim of agreement by netizens is questioning and disapproving of a statement or action, such as:

> ***Sumpah aku Kesel banget sama orang2 Indo yg kalo diomongin masalah Corona selalu bilang "Ga usah takut corona Takut lah sama Tuhan"***
> ("I swear I'm really annoyed with Indo people who when they talk about the Corona problem they always say; Don't be afraid of the corona. Be afraid of God.")

        Lack of sympathy and not minimizing antipathy to someone will also cause language impoliteness. The form of deviation from the maxim of sympathy carried out by netizens as shown in the following data:

> ***"Mana Mentri yg bilang klo indonesia g bakal terjangkit Corona!! Bullshit! Percuma ngomongin KTT G20, berkaca ma Vietnam Zero kematian..."***
> ("Which Minister said that Indonesia would not be infected with Corona!! Bullshit! It's useless to talk about the G20 Summit, wearing Vietnam Zero death glasses...".)

This can happen because they do not maximize sympathy so they do not appreciate the efforts made by others.

4.2 Factors caused Deviation

        The factors that cause someone to deviate from language politeness in the comments column of the CNN Indonesia channel and KOMPASTV social media Youtube are; (1) does not maximize respect, (2) does not maximize feelings, (3) does not maximize sympathy, and (4) does not maximize the loss of others. The most dominant cause of language politeness deviations carried out by netizens is not maximizing respect and agreement with others. The reasons behind the deviation in language politeness in the comments column of the CNN Indonesia channel and the Youtube social media KOMPASTV occurred for several reasons, such as the following: (1) the way of submitting comments was not good, (2) uttering unnecessary words, (3) submit comments without valid data,

and (4) the statements submitted are irrelevant to the topic being discussed. The most dominant violation is motivated by the way of submitting comments that are not good, so that is what causes.

5   Conclusion

Based on the results of data analysis conducted on language politeness deviations in the comments column of the CNN Indonesia channel and Youtube social media KOMPAS TV, it was concluded: First, the language politeness deviation contained in the comments column of the CNN Indonesia channel and Youtube social media KOMPASTV did not maximize respect, approval, respect. sympathy, and not minimizing losses when commenting on a video, it was concluded that some netizens still deviated from language politeness. Second, the factors that cause someone to deviate from language politeness in the comments column of the CNN Indonesia channel and KOMPASTV social media Youtube are; (1) not maximizing respect, (2) not maximizing agreement, (3) not maximizing sympathy, and (4) less maximizing the loss of others. Third, the reasons behind these politeness deviations occur for several reasons, such as the following: (1) the way in which comments are not good, (2) throws words that are not needed, (3) submits comments without valid data, and (4) the statement submitted is not relevant to the topic being discussed.

Furthermore, there were four deviations from the maxim of politeness in languages such as the maxim of wisdom, the maxim of generosity, the maxim of sympathy, and the maxim of agreement. This research can add insight to the results of qualitative research in the field of Pragmatics, especially those related to politeness research. The results of this study can be a source of reference for other researchers related to language errors.

The results of the research contribute the following suggestions, namely (1) Warganet, as a modern society, should be able to understand forms of language politeness in social media so as to avoid deviations in language politeness; (2) The Indonesian government, as the decision-maker, can find out the forms of language politeness deviations that occur in the comments column of Youtube social media, so that they can make appropriate decisions. (3) Students, as academics who have high intellectuality, are expected to be an example for others in commenting politely and behaving politely.

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