

INSULTS ON SOCIAL MEDIA AS A FORM OF DIGITAL COMMUNICATION IMPOLITENESS: A CASE STUDY OF INSULTS IN COVID-19 PANDEMIC

PENGHINAAN DI MEDIA SOSIAL SEBAGAI BENTUK KETIDAKSANTUNAN KOMUNIKASI DIGITAL: STUDI KASUS PENGHINAAN DALAM KONTEKS PANDEMI COVID-19

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Abstract

Communication through online media has increased during the Covid-19 era. This was done to reduce face-to-face interactions to inhibit the potential spread of Covid-19. However, on the other hand, this condition also increases the potential for insulting communication on social media. This article aims to explain the forms, types, and causes of impoliteness in utterances on social media regarding Covid-19. This research is descriptive qualitative. The data used is utterances containing insults about the Covid-19 pandemic on social media. Data comes from social media, such as Instagram, Facebook, Twitter, WhatsApp and Youtube. This article uses an observation approach and record method to collect data. Furthermore, the collected data was analyzed based on three things, 1) the Indonesian Criminal Code (KUHP) to formulate forms of insults, 2) pragmatic politeness theory to see the types of communication violations that result in insults, and 3) cultural themes to explore the factors that cause someone to commit insults. The results of this study are that 1) insults can be classified into 2 categories, slander, and insults, while criticism is an opinion for progress; 2) types of politeness violations in interactions on social media fulfill the 6 elements of the politeness category initiated by Leech; and 3) the cause of humiliation is not only because of hatred but also the humiliation factor that is based on sensation.

Keywords: cybercrime; impoliteness; insult; social media

Abstrak

Komunikasi melalui media daring semakin meningkat di masa covid-19. Hal itu dilakukan untuk mengurangi interaksi tatap muka sehingga menghambat potensi penyebaran Covid-19. Namun, di sisi lain, kondisi itu juga meningkatkan potensi komunikasi penghinaan di media sosial. Artikel ini bertujuan untuk menjelaskan bentuk, jenis, dan penyebab ketidaksopanan dalam ujaran di media sosial seputar Covid-19. Penelitian ini bersifat deskriptif kualitatif. Data yang digunakan ialah tuturan yang mengandung penghinaan seputar pandemi covid-19 di media sosial. Data berasal dari media sosial, seperti Instagram, Facebook, Twitter, WhatsApp,

dan Youtube. Artikel ini menggunakan pendekatan observasi dan metode catat untuk mengumpulkan data. Selanjutnya, data yang terkumpul tersebut dianalisis berdasarkan pada tiga hal, yaitu 1) Kitab Undang-Undang Hukum Pidana (KUHP) Indonesia untuk merumuskan bentuk penghinaan, 2) teori kesantunan pragmatik untuk melihat jenis pelanggaran komunikasi yang mengakibatkan penghinaan, dan 3) tema budaya guna menelusuri faktor-faktor penyebab seseorang melakukan penghinaan. Hasil dari penelitian ini ialah bahwa 1) bentuk penghinaan dapat diklasifikasikan ke dalam 2 kategori, yaitu fitnah dan penghinaan, sedangkan kritik adalah pendapat untuk kemajuan; 2) jenis pelanggaran kesantunan dalam interaksi di media sosial memenuhi 6 unsur kategori kesantunan yang digagas Leech; dan 3) penyebab penghinaan tidak hanya karena kebencian, tetapi juga muncul faktor penghinaan yang berdasarkan pada sensasi.

Kata kunci: *cybercrime; ketidaksantunan; penghinaan; media sosial*

1. Introduction

Everyone should use polite language in communicating. However, condescending attitudes resulted in the emergence of abusive language. Impoliteness tends to use harsh language so which is associated with verbal violence (Wahyudin 2,013). The phenomenon of language impoliteness has an impact on social disharmony.

In the virtual era, social media has to turn out to be a modern communication for conversations that is free, fast, and easy. However, the improvement of social media has additionally caused the improvement of language impoliteness (Arianto, 2021: 4). Humiliation is one form/one type of impoliteness that has increased. Regarding insults, there are 3 groups of social media users, (1) groups who're privy to the criminal impact, (2) groups who aren't conscious that their movements will have criminal consequences, and (3) groups who apprehend the criminal impact; however, underestimate it. In general, speakers of insults do not know the impact of their speech.

The language of insults is subjective. An utterance may be taken into consideration as an insult; however, it can additionally be taken into consideration as normal speech. This increases criminal doubts. Therefore, language evaluation wants to show the means of the utterance. To discover using an utterance, pragmatics may be used as an

analytical tool. Speech is a verbal motion accomplished with speech. In pragmatics, speech isn't confined to verbal actions, but additionally actions. When someone utters an insulting speech, he isn't simply conveying a verbal symbol; however, has additionally devoted an insulting act. In decoding speech, pragmatics can not be separated from the Context that surrounds the speech. An utterance can suggest insult in a single Context; however, in any other Context, it's simply a normal speech. The language of insults uses harassing speech, inappropriate speech, excessive speech, and speech that causes conflict. In pragmatics, language impoliteness correlates with behavior that harasses the face, attacks the face, and threatens the face of the hearer (Culpepper, 2011; Terkourafi, 2015)

Face in this case is defined as self-image, reputation or honor. In Indonesian there is a term "losing face" which represents the meaning of shame. Someone who is insulted thinks that his good name has been defamed so that a feeling of of ashamed to appear in public. Therefore, everyone has the right to be respected and not burdened (Djatmika 2016). The concept of face respect in linguistics has in common with the concept of contempt in law. Soesilo (2013) explains humiliation as an act of attacking a person's honor and reputation to make him feel ashamed. Thus, contempt is a form of hate speech that

creates conflict through the use of impolite language.

Many studies of impoliteness have been executed before. *First*, impoliteness in social media, Vani and Sabardila (2020) review the impoliteness of the millennial on Twitter. The focus of the insult is targeting Kekeyi, a newcomer celebrity. There are 3 outcomes (1) the language in Twitter includes harsh words, swearing, ridicule, negative nicknames, and satire; (2) Politeness strategies include positive and negative impoliteness; (3) Social factors that reason impoliteness are distant interpersonal relationships.

Maulidi (2015) examines impoliteness on Facebook. The outcomes are (1) using language on Facebook includes impoliteness, (2) kinds of impoliteness consist of violations of generosity maxim, modesty maxim, tact maxim, approbation maxim, agreement maxim, and sympathy maxim.

Kusmanto and Purbawati (2019) examined the impoliteness of commenting on Instagram. This examination indicates that impoliteness is found out via violations of the approbation maxim, tact maxim, and generosity maxim. Violation of tact maxim dominates impoliteness with feedback that comprises criticism, insults, and marginalization of the hearer.

Karjo and Ng (2020) speak the language of propaganda in a Facebook put up as one in all hate speech. The cognizance of this examination is hate posts towards Muslims. This examination determined the main corporations of hate-spreaders. The first institution in the western world, along with the US and the UK understand Muslims as risky criminals, whilst the second institution comes from inside Indonesia who picture the authorities and corporations outdoor them as enemies.

Awan (2016) tested a hundred special Facebook pages, posts, and feedback and de-

termined 494 times of online hate speech directed towards Muslim communities. The findings revealed some thrilling parallels and not unusual place traits shared inside those corporations, which helped the writer to create a typology of 5 traits of anti-Muslim hate espoused on Facebook. Overall, this examination determined Muslims being demonized and vilified online which had manifested via terrible attitudes, discrimination, stereotypes, bodily threats and online harassment which all had the capacity to incite violence or prejudicial action.

Second, impoliteness in the play script, Aydınoğlu (2013) carried out an examination entitled Politeness and impoliteness techniques: an evaluation of gender variations in GERALYN I. HORTON'S PLAYS. As a result, (1) guys use extra incivility than ladies, (2) ladies are uncovered to incivility extra regularly than guys; and HANIM (2017) examination impoliteness in Ted's film. This examination concludes that (1) there are 4 sorts of impoliteness techniques, particularly bald on record, high quality impoliteness, terrible impoliteness, and sarcasm or mock politeness; (2) guys talk impolitely extra regularly than ladies; (3) there are 5 new techniques, particularly euphemism, dysphemism, epithet, racism, and bodily metaphor.

Third, impoliteness within the novel, particularly PLEYER (2018) examines Impoliteness in Children's Fiction: Linguistic and Cross-Cultural Aspects. This examination caused numerous conclusions, inclusive of (1) more potent characters using extra impoliteness, (2) robust characters regularly begin conflict, (3) Contextual expertise within the tale will lessen impoliteness, (4) impoliteness metalanguage clarifies the violation of maxims. politeness, and (5) translation can lessen politeness within the goal language. The outcomes of this examination

shows that characters who've excessive positions can do impoliteness from characters with decreased positions due to near relationships outdoor in their co-workers.

Fourth, impoliteness and law, particularly Kusno and Rahman (2016) observation language impoliteness that has criminal implications. The examination concluded that (1) the utterances in instances of insult and defamation have been tested to comprise impoliteness; (2) The impoliteness is ruled with the aid of using the violation of the maxim of reward and the maxim of settlement; Bukhroni and Aisyah (2020) attempting to find hate speech within the speeches of musicians with the initials ADP. As a result, ADP's speech can be crooked as it includes provocation, incitement, insult, blasphemy, defamation, and hoaxes.

This research focuses on 3 things, (1) the records supply used is extra complex. There are 5 social media used, Facebook, Instagram, Twitter, YouTube, and WhatsApp; (2) The studies are primarily based totally on language evaluation so that it isn't always correlated with felony impact; and (3) the goals of this examination are extra diverse. This examination explains the sorts of insults and sorts of language impoliteness within the Context of the Covid-19 pandemic. In addition, social factors that provoke insults on social media also are described.

2. Method

This stage describes three parts in data analysis, (1) the use of linguistic theory, (2) data collection, and (3) data analysis steps. The three parts are used to find continuity of research in a structured manner.

Politeness in language is closely related to the theory of speech acts in pragmatics. Scholars fluctuate on the definition of impoliteness. However, the reason for impoliteness is to deliberately harass, attack,

threaten, or demean the alternative person's honor to harm interpersonal relationships (Aydinoğlu, 2013; Limberg, 2009; dan Terkourafi, 2015). There are three factors of impoliteness within the definition, judging others badly, intentionality, and strained relationships among speakers.

Culpepper (2011) offers 3 factors of impoliteness, the intimacy of social relations, social power, and intentional factors. The closer the connection between the speaker and the hearer, the more impoliteness will arise. Speakers with excessive social popularity tend to be disrespectful to their listener. However, this popular situation isn't always absolute. The virtual verbal exchange makes human beings with low social popularity dare to show language impoliteness to different individuals with whom they aren't familiar.

To answer the politeness anomaly, the researchers observed Culpepper's lead. They used the antithesis of Leech (1983) politeness idea. The idea rests on four-matters, (1) losses and gains, (2) approval, (3) praise, and (4) sympathy. These four matters are translated into six maxims, tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. The six maxims seem to be a contravention of Leech's politeness, as proven within the following table.

Table 1
The Antithesis of Leech Language Politeness

Maxim	Self	Other
tact maxim	-	+loss - profit
generosity maxim	+ profit - loss	-
approbation maxim	-	+ reproach - praise
modesty maxim	+ praise - reproach	

agreement	+ incompatibility with others
maxim	- compatibility with others
sympathy	+ antipathy to others
maxim	- sympathy with others

(+): increase

(-): decrease

The violation of Leech's politeness can open the factors for the emergence of language impoliteness more widely. The impoliteness issue no longer most effectively depends upon social status, intimacy, intentionality, however additionally numerous different elements. This is beneficial whilst there may be an anomaly -in language impoliteness. This takes a look at the makes use of the theoretical framework of politeness sourced from Leech's politeness to locate sorts of politeness violations on social media related to the COVID-19 pandemic.

Criminal provisions in the Criminal Code are also used as a way of assessing the contradictions of insults in social media. Article 310-Article 315 of the Criminal Code states that actions that are classified as acts of humiliation are those that contain humiliating the dignity of others in public, be it insulting, slandering, or defaming.

The research locations are on social media, Facebook, Instagram, and Twitter. Data is collected by observing uploads on social media. More technically, the search for hashtags (#) regarding insults, slander, and COVID 19 was carried out on a massive scale so that it was obtained from several social media. the information obtained is in the form of writing or images containing insults, defamation, or slander during the COVID-19 pandemic.

Data analysis used the Miles, Huberman, and Saldana (2016) method, namely data collection, data reduction, data display, and conclusion drawing. Data was collected using the observation method through social media with the help of

hashtags to make it easier to sort out the classification of posts that contain insults. After the data is collected, it is necessary to sort it carefully so that only the data needed for the research is used. The presentation of data is done by narrating research data through pictures or writing that is narrated in accordance with the research. The final analysis step is concluding the big narrative into small narratives that can be understood simply.

3. Results and Discussion

By the research objectives which will describe forms of insults, types of politeness violations pragmatically, and causes of social impoliteness, the following describes the three objectives in sequence.

The form of insult is intertwined with the insult described in the Criminal Code, namely Article 310 slander, Article 311 insult, and Article 315 mild insult. Types of politeness violations follow the classification of flouting maxims in pragmatics. The factor for the emergence of impoliteness on social media is obtained from data that is naturally collected on social media.

3.1 Forms of Insult

3.1.1 Blasphemy

The term blasphemy is considered synonymous with insulting religion. In law, blasphemy is associated with accusing someone in public to embarrass him. That is, blasphemy is synonymous with defamation. This study uses the meaning of blasphemy according to the law because it is considered to have a more detailed meaning. The data of this research intersects with the realm of law, but the discussion is only on linguistic issues. Here are some examples of data containing blasphemy.

Table 2
Blasphemy

Data	Meaning	Context
(1) <i>anak sekolah libur panjang enak donk pada guru gaji buta</i>	college students have a protracted holiday, do not you watched it is desirable for a blind prof-its trainer	The authorities closed colleges at some point in the pandemic as an attempt to suppress the virus. The speaker assumes that the trainer does now no longer works, however nonetheless receives profit
(2) <i>polisi sma dokter bunuh saja, seenaknya membuat keputusan. Padahal itu cuma cari uang aja</i>	Just kill the police and the doctor. they make choices arbitrarily, although they may be simplest searching out cash	Although it has now no longer been shown, among the deaths had been shown with the aid of using Covid with the of hospitals. Speakers suspect hospitals have incentives for deaths because of Covid

Blasphemy is marked by an accusation. Data (1) *gaji buta*. This term refers to a person who does not work, but receives wages. The pandemic has made the teacher's job even more difficult. Apart from having to continue teaching online, they also have to change their distance learning methods. (2) *Cuma cari uang saja*. Doctors are given the authority to cure Covid-19 patients, while the police are to control the spread of Covid-19

in the community. However, their authority is misunderstood by society. They are accused of seeking profit behind the disaster.

3.1.2 Insults

The act of insulting causes a person's honor to say no socially. However, there's a distinction between blasphemy and humiliation. Soesilo (2013) states that-it's referred to as blasphemy or defamation if there are accusations, at the same time as insults do now no longer comprise accusations. Saying silly to others inside the Context of anger is taken into consideration insulting, at the same time as the phrases of a cheater comprise accusations of deceiving others. Insults and cruel phrases are taken into consideration minor insults. Here are a few examples of facts containing moderate insults.

Table 3
A Mild Form of Insult

Data	Meaning	Context
(3) <i>Telah meninggal ibunya si plang-plongo terkena virus corona. Mudah-mudahan si plongo nyusul ibunya, amin</i>	The plang-plongo's mother has died from the coronavirus. Hopefully, the plang-plongo will follow his mother, amen	The Indonesian President's mother passed away during Covid-19. Without feeling sad, the speaker mentioned the nickname plang-plongo to Joko Widodo.
(4) <i>Jokowi: saya cuma menurut perintah tuan cina, kan saya jongs cina</i>	Jokowi: I'm just following the orders of the Chinese master, I'm a Chinese maid	The data is accompanied by a picture of the governor of Jakarta and the President of Indonesia facing each other.

The governor's hand points to the president. It is as if the governor is pointing at and blaming the president for the entry of foreigners. Traders are annoyed with Covid-19 officers. they are disappointed with the government's policy of limiting opening and closing times

(5) *Pol PP ne Bajingan kebeh, asu.* all *praja* police are bastards, dogs.

Mild insults are indicated with the aid of using the presence of swear words, including (3) *plonga-plongo*. Some human beings suppose that *plonga-plongo* comes from the phrase *melongo* in Indonesian because of this astonishment. However, an extra unique meaning is a scene while a person is harassed and would not realize what to do. The phrase became addressed to the president so that the president became deemed not able to work. (4) *Jongos*. That means *jongos* is male servants. The Indonesian president is taken into consideration as an aide to China. *Jongos* is a shape of dysphemism from the phrase *helper*. (5) *Asu*. In Indonesian, *asu* is likewise referred to as a dog. Indonesian tradition considers the dog as a taboo phrase due to the fact it's far irrelevant to say. Dog swearing may be interpreted as the sufferer being likened to a dog.

3.1.3 Criticism

Criticism and insults are different. Criticism has a message so that the hearer can extrude

for the better, at the same time as insult attempts to humiliate the hearer. Although each is judged, the complaint presents a beneficial assessment in place of insult. Evaluation in the complaint is primarily based totally on deviations from social norms. Critics additionally take into account the Context of the speech so that the message arrives well. Swear phrases aren't a part of the complaint. Here are a few examples of criticism data.

Table 4
Criticism Considered an Insult

Data	Meaning	Context
(6) <i>Visa izin tinggal diperpanjang. Koq ga syg sm rakjat,</i>	The visa permit has been extended. Don't you love the people?	The authorities have extended house allow visas for overseas people who had been in Indonesia all through the pandemic. This is taken into consideration irrelevant with the aid of using the community
(7) <i>Gajah di mall bandara pelabuhan dll tak tampak, virus di tempat2 ritual peribadatan tampak</i>	Elephants in malls, airports, ports, etc. are not visible, viruses in places of worship are visible	The Covid has ended in a ban on gatherings. However, the speaker supposes that the authorities have cornered Islam due to the prohibition of praying in mosques. While the gang on the

mall isn't
 punished

Criticism incorporates recommendations to the hearer to be better. Data (6) shows that the authorities ought to pay greater interest to their people. (7) Elephants and ants are metaphors of huge and small groups. Elephants as a huge organization are by no means visible as incorrect, even as ants are constantly withinside the incorrect position.

3.2 Violation of Language Politeness

3.2.1 Violation of Tact Maxim

A speaker maximizes the damage to others or minimizes profits to others. The attention of this maxim is at the aspect of the hearer. The hearer is predicted to go through losses from an utterance. This is a contravention of tact maxim on social media

8. *ngenah jadi guru iyemah ngahakan gaji buta, jeng gedung sakolaan rek di sewaken ka nu rek harajat.*

Being a teacher is good to get a blind salary. The school building can also be rented out for weddings.

Violators of tact maxim do matter that damage others. In this study, the infection of honor is a loss. Data 8, the wrongdoer accused instructors of receiving blind salaries and that faculty homes can be rented out. Teachers need to educate online. The accusation harms the teacher.

3.2.2 Violation of Generosity Maxim

Speakers maximize their profits and limit their losses. This maxim is centered at the speaker's facet. The speaker attempts to make his speech comprise blessings for himself. This is a contravention of the generosity maxim on social media.

9. *Dada saya udh sesak, manggil2 perawat saja mw minta minum 2jam Bru dtg, dsuruh makan, tapi nasi nya msh layak di blg beras*

mentah, apa itu yg pantas di makan oleh seorang pasien????

My chest is tight, I called the nurse to ask for a drink and it came 2 hours later. When I arrived, I was told to eat, but the rice given was uncooked rice. Is it worth it for the patient???

Violators of generosity maxim do matters that gain themselves. Benefits aren't the simplest material, however additionally withinside the shape of sympathy. Data 9, the speaker said that his fitness situation should be lower due to the nurse's return. Even though it's far adverse to the nurse, the speech is more sympathetic to the speaker's loss.

3.2.3 Violation of Approbation Maxim

A speaker maximizes disrespect for others and minimizes recognition for others. This violation makes a specialty of the facet of the hearer. The hearer is predicted to tarnish his call and revel in deep shame. This is a contravention of the approbation maxim on social media.

10. *perawat meapai mua ni endu dolo supaya malai corona ilalang d puimmu*

Nurse, what if we rape first so that Corona will disappear in your vagina

11. *Kadrun memang biadab. Yang diharapkan Kadrun dari lock down agar timbul kekacauan & kerusakan ditambah bumbu penjarahan & pemerkosaan. Dibuatlah demo berjilid2 utk gulingkan Jokowi lalu ganti pimpinan dari kaum Kadrun. Masuklah Indonesia ke masa kegelapan. Kan taaeee ...*

Kadrun is savage. Kadrun hopes there will be a lockdown. The goal is chaos & riots and looting & rape. They held repeated demonstrations to bring down President Joko Widodo. The goal is to be replaced by their group. Indonesia will experience a period of darkness. It's shit

Violators of the approbation maxim usually demean others through mocking, insulting, bullying, and so on. Generally, the sufferer feels ashamed due to the fact his true call has been tarnished. Data 10, is an utterance that demeans nurses through threats of rape. The speaker assumes that Covid-19 got here from the nurse's genitals. Data 11, the speaker assesses the hearer as having a much less commendable, savage nature. He additionally accused the hearer of being a troublemaker, a priest, and being ambitious. This is adverse to the other.

3.2.4 Violation of Modesty Maxim

The speaker maximizes singing his praises and minimizes self-disrespect. This violation specializes in the speaker's side. He attempts to reward himself so that his role is more honorable. This is a contravention of the modesty maxim on social media.

12. *untung ajh dulu suruh kuliah ga mau karna gua berprinsip mau jadi bos bukan jadi babuk. Orang kampung percuma punya gelar tinggi tapi gaji dikit pa lagi jadi perawat ga mau ketawa gag sesuai dengan bayar kuliah puluhan juta eh pas kerja gaji Cuma 600 ribu kadang dibawah 1 juta sedih gua kadang lihat iyha... mendng jadi pengusaha uang*

I'm lucky not to go to college. I have the principle that I want to be a boss and not a servant. Villagers have high titles, but low wages. Nursing tuition is high, but after working her salary is only 600,000 Rupiah. I'm sad to see it...better to be a money entrepreneur.

Violators of modesty maxim constantly recognize themselves as greater than others. Respect is a compliment. In data 12, the speaker assesses himself as a fortunate person due to the fact he did not end up as a nurse. He complimented himself with that luck.

3.2.5 Violation of Agreement Maxim

The speaker maximizes confrontation with others and minimizes agreement among them. This violation specializes in looking to reject all utterances. The refusal reasons confrontation or incompatibility withinside the speech. This is a contravention of the agreement maxim on social media.

13. *Yg seharusnya dilakukan @kementan dalam wabah COVID-19: -Panduan bertani & beternak yang aman - Pengelolaan daging dsb agar tidak jadi hotspot penularan - subsidi yg berdampak. Bukannya malah berbisnis pseudoscience membodohi masyarakat begini. Inikah visi Presiden pak @Jokowi?*

This is what @Kementan must do to suppress COVID-19: 30. - A guide to safe farming - Meat management so as not to transmit the virus - providing subsidies for affected people. Don't do pseudoscience that fools the public. Is this President @Jokowi's vision?

The violator of the agreement maxim rejects the opinion from the other. The refusal become withinside the shape of the speaker's confrontation with the Covid-19 managing policy. In data 13, the speaker shows an error in determining the health aspects from the Ministry of Agriculture. Health aspects aren't the area of the Ministry of Agriculture, but the area of the Ministry of Health. Therefore, the speaker rejected the fitness necklace policy.

3.2.6 Violation of Sympathy Maxim

The speaker maximizes antipathy and minimizes sympathy for others. This violation specializes in antipathy toward different people's speech. Disappointment breeds rejection. Happiness is rewarded with displeasure, love is returns to hatred, and so on. This is a contravention of the sympathy maxim on social media.

14. *Stop berita virus corona. Sekarang rame ibu setan jokowi isdet terkena virus corona.*

Hehehe... saya tetangga nya di suruh layat, gak sudi. Udah isdet ya bngkus plastik buang ke jurang tengah hutan saja. Hahahaha ...

Stop news about the Coronavirus. Now, there is a lot of news about the death of Jokowi demon's mother affected by covid. hehehe ... I as a neighbor was asked to mourn, but I refused. If someone is dead, just wrapped in plastic and then thrown into a ravine in the middle of the forest. ha ha ha ...

Violators of sympathy maxim sense stress over the happiness of others, sense satisfaction over the unhappiness of others, and so on. In short, it emphasizes antipathy toward different people. Data 14 includes facts approximately the dying of the mom of the President of Indonesia, Joko Widodo. The responses are given varied, along with now no longer displaying sorrow, displaying accusations, and congratulating. That reaction contained no sympathy for the alternative party's grief. They tend to sense satisfied approximately the unhappy facts.

3.3 The Insult Factor

3.3.1 Emotional Factor

Emotions are associated with emotions that broaden and subside in a quick time. Emotions are because of a volatile mental state. One shape of emotion is anger. When angry, someone can trouble with harsh phrases and condescending phrases that cause insults.

15. *Telah meninggal ibunya si planga-plongo terkena virus corona. Mudah-mudahan si plongo nyusul ibunya, amin*

His mother, the planga-plongo, has died from the coronavirus. Hopefully, the plongo catches up with his mother, amen

Emotions are every so often expressed with swear phrases. *Plonga-plongo* pertains to an intellectual mindset. In nearby culture, *plonga-plongo* denotes a mixture of mental and physiological. Psychologically, *plonga-plongo* indicates the mindset of a person who's burdened through the situations

around him. This mindset is observed through a gaping mouth.

3.3.2 Corner Factor

When the speaker pushes the hearer right into a tough situation, he has cornered the hearer. The speaker attempts so that his will isn't always opposed.

16. *OBAT YANG DIBELI JOKOWI DARI CINA KOMUNIS, SANGAT BERBAHAYA DAN BERAKIBAT KEMATIAN !!!!! SURUH JOKOWI AJA YG MINUM OBAT TERSEBUT*
MEDICINE FROM COMMUNIST CHINA WHICH JOKOWI BUYS, IS VERY DANGEROUS AND CAUSES DEATH!!! ASK JOKOWI TO DRINK THE MEDICINE

Cornering does now no longer include swear words. The speaker attempts to suppress the opponent in opposition to his will. Data 16, the speaker attempts to stress the President together along with his will. He advised the president to take risky drugs.

3.3.3 The Blame Factor

Blaming is a situation while the speaker assumes or accuses the hearer of creating a mistake. The accusations frequently do not have sturdy proof so they cause accusations.

17. *ini kan corona nyebar krn ulah jkowi yg mnampungi cinakomunis d tanah nair kmi..jd bila kalian masih da hati trhadap rakyat jgn lah bubarkan mngusir rakyat yg sdang berniaga atau smpainlbmmtup masjid spert gaya pki...dolusi itu kasih sarung tangan masker tuk rakyat itu solusi ny bkn sprt saat ini nmanya intimidasi rakyat dan umat islam ...#lengserkaujokowi*

Corona spread because Jokowi accommodated communist Chinese in Indonesia. So, if you still feel sorry, don't disperse and expel the people who trade. Don't close mosques like the PKI. The solution, give gloves and masks. Do not intimidate the people and Muslims.

The speaker accused the president of allowing foreigners throughout the pandemic. When the quantity of inflamed humans soared, the speaker blamed the president.

The dying of the president's mom is likewise related to the access of foreigners into Indonesia who unfolds the Covid-19 virus. The speaker considers the coverage of granting access allows to foreigners is wrong, inflicting Covid-19 deaths to increase.

3.3.4 Suspicion Factor

Suspicion arises due to emotions of mistrust of the fact or the honesty of others. He believes in his prejudices although he has no stable evidence.

18. *Yang pake hp Xiaomi cepat buang hp kalian, karna virus Corona berasal dari china, dan menyebar melalui server, dikeluarkan dari speaker Xiaomi!*

Xiaomi smartphone users please throw away your phone immediately. The coronavirus originated in China, spread through Xiaomi's servers, and came out of its speakers.

The first sufferer of the Covid-19 virus become discovered in China. There is a developing hypothesis that the Chinese can transmit the virus, together with all items from China. This suspicion is based on the Xiaomi logo mobile phone is a virus supplier, so they must be aware of it.

3.3.5 Disappointment Factor

Disappointment is due to unrealized desires, ensuing in dissatisfaction. The sadness issue is due to the fact the speaker is disenchanted with the performance of government or regulations concerning the Covid-19 pandemic.

19. Italy - lockdown
America - lockdown
Denmark - lockdown
China - lockdown
Iran - lockdown
Indonesia - Just wash your hand, and get special price for domestic flight.
Libur nasional jadi 14 hari
#IndonesiaButuhPemimpin,"
"Italy - lockdown, America - lockdown, Denmark - lockdown, China - lockdown, Iran - lockdown, Indonesia - Just wash your hand, and get special price for a domestic flight. 14-day national holiday.
#IndonesiaNeedsaLeader

Data 19 shows that speakers are disappointed with the government's rejection of the lockdown. Other international locations have performed so that you can suppress the virus. This sadness caused the preference to update the president via way of means of echoing the hashtag #IndonesiaNeedsLeading.

3.3.6 Bad Prejudice Factor

Prejudice is known as an unfavorable assumption on something uncertain. Prejudice method to have assumptions for which there's no evidence. Data 24, speakers have allegations of injustice withinside the distribution of presidency assistance. He alleged that the distribution of useful resources changed into most effective given to shut relatives.

20. *Desa Sukowono Pujer Bondowoso BLT Hanya Di Pilih Keluarga dekat kerabat Desa SJ Mohon ditindak lanjuti Sebelum Rakyat Bertindak atau Demo.*

Assistance in Sukowono Village, Pujer, Bondowoso was only given to SJ's immediate family. Please follow up before people do demonstrations.

3.3.7 Threatened Factor

Insults can arise while someone feels in a kingdom of risk so that he utters phrases that demean others. The threatened situation additionally approaches being in a kingdom of being forced with the aid of using the strength of others.

21. *Pol PP ne Bajingan kebeh, asu.*

The civil service police are all bastards. They are dogs.

Speaker 21 suffered losses because of the closure of his vicinity of the business. Officers limit meals stalls from working all through the pandemic due to the fact it can cause crowds. Feeling threatened with the aid of using closure, the speaker insulted the officer with taboo phrases. Speakers of forty-eight additionally revel in the equal thing. He took into consideration the officials had achieved immoderate motion in opposition to a cleric. He suspected the immoderate

motion changed into a chance to different violators.

3.3.8 Sensation Factor

Insults stand up due to a person's fad or preference to are looking for interest from the alternative party. Speakers do now no longer have emotions of hatred in the direction of the hearer. He spontaneously issued something that struck the public's interest.

22. *Woi Polisi bacot, kontrol.., Woy sini polisi anjing.., Gue lagi nongkrong.., Yoi..lagi nongkrong sini.. santuy”.*

Police talk a lot. cock. Police are like dogs. I'm hanging out relaxing.

Generally, humans want to be noticed. However, now no longer do all people love to take note of different humans. As a result, to draw sympathy, a few humans create immoderate sensations. Data 22, the speaker cursed the police with harsh words. He spontaneously made a video whilst the police were suppressed by, then uploaded it to social media. The unplanned motion changed into geared toward attracting public sympathy.

4. Conclusion

Based on the description above, numerous conclusions may be drawn as follows. Impoliteness is a verbal act that violates the norms of politeness. One of the consequences of impoliteness is the presence of insults in speech. The shape of insults in social media is withinside the shape of blasphemy and insults. Blasphemy has to comprise accusations that make the hearer embarrassed. Insults do now no longer require accusations. Insults intersect with harsh words, insults, reproaches, and so on. If the hearer feels humiliated with the aid of using swear words, the speaker has insulted. Criticism does now no longer comprise insults and accusations. The language of complaint is extra well mannered which targets to rouse the hearer.

Impoliteness is the antithesis of politeness. The antithesis of politeness increases the time violation of politeness or language impoliteness. The politeness violation on this observation consisted of six maxims,

tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Every motion takes under consideration the placement of the sufferer and the offender. Violation of tact maxim specializes in the placement of the sufferer to enjoy a loss, even as while the offender benefits, it's far referred to as the impoliteness of the generosity maxim. When the speech specializes in degrading the sufferer's dignity, it's far referred to as impoliteness the approbation maxim. However, in case you flatter yourself, it may be stated to violate the modesty maxim. When a person rejects the concept of the hearer, he's doing the agreement maxim. Meanwhile, speech is opposite to the emotions of the hearer, then the speech violates the sympathy maxim.

Various elements cause insults, inclusive of emotions of disappointment, terrible prejudice, and threatened conditions. The 3 elements are in keeping with the assumptions of Walters and Brown (2016: 25--30). Insults also are done due to the choice to be looking for sensation (McDevitt, Levin, and Bennett 2002: 304). Apart from those elements, numerous different elements cause insults, emotions, acts of looking to corner, acts of looking to blame, and suspicion.

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