# IMPOLITENESS STRATEGIES IN UFC PRESS CONFERENCE

# **THESIS**



# BY:

**SOFIYAN HADI** 

**REG. NUMBER: A73216132** 

ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
UIN SUNAN AMPEL SURABAYA
2020

#### DECLARATION

I am the undersigned below:

Name

: Sofiyan Hadi

NIM

: A73216058

Department

: English Department

Faculty

: Art and Humanities

University

: UIN Sunan Ampel Surabaya

Truly state that the thesis I wrote entitled "IMPOLITENESS STRATEGIES IN UFC PRESS CONFERENCE" is really my original work, and not a plagiarism in part or in whole.

If in the future it is proven that this thesis results from plagiarism, either in part or in full, then I am willing to accept sanctions for such actions in accordance with the applicable provisions.

Surabaya, 28 February 2020

Sofiyan Hadi

# APPROVAL SHEET

#### IMPOLITENESS IN UFC PRESS CONFERENCE

by Sofiyan Hadi Reg. Number: A73216132

Approved to be examined by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

> Surabaya, February 26th, 2020 Thesis Advisor

Dr.A. Dzo'ul Milal, M.Pd NIP. 196005152000031002

Acknowledged by: The Head of English Department

Dr. Wahju Kusumajanti, M. Hum NIP. 197002051999032002

#### EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on 18th March 2020

The Board of Examiners are:

Examiner?

Examiner 2

Dr. A. Dzo ul Milal, M.Pd NIP 196005 52000031002

Dr. Muhammad Kurjum M.Ag NIP 196909251994031002

Examiner 3

Examiner 4

Raudibtul Jannah, M.App.Ling NIP 197810062005012004

NIP 198905282018011002

Acknowledged by:

The Dean of Faculty of Arts and Humanities

UIN Sunan Ampel Surabaya

Dr. H. Agus Aditoni, M. Ag

NIP: 196210021992031001



# KEMENTERIAN AGAMA UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300 E-Mail: perpus@uinsby.ac.id

#### LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya: : Sofiyan Hadi Nama : A73216132 NIM : Adab a Humaniora / Saska Inggris Fakultas/Jurusan : Sofiyanhadi 711 egmail. com E-mail address Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah: ☑ Sekripsi ☐ Tesis ☐ Desertasi ☐ Lain-lain (.....) yang berjudul: Press Conference Strategies (mpoliteness beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Ekslusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara fulltext untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan. Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta

Demikian pernyataan ini yang saya buat dengan sebenarnya.

dalam karya ilmiah saya ini.

Surabaya, 15 Juni 2020

Penulis

Sofyan Hadi nama terang dan tanda tangan

#### **ABSTRACT**

Hadi, Sofiyan. (2020). *Impoliteness Strategies in UFC Press Conference*. English Department, Faculty of Arts and Humanities. UIN Sunan Ampel Surabaya. Advisor: Dr. A. Dzo'ul Milal, M.Pd.

Keywords; Impoliteness, Politeness, Press Conference, Entertainment.

This thesis aimed at examining the use of impoliteness in the UFC Press Conference. The phenomena of impoliteness can be found in any human interaction. It also can be found in any situation. One of them is entertainment. One of the entertainments show is UFC. This thesis examines the impoliteness strategies in UFC Press Conference. This study aims to analyze the use of impoliteness done by Conor McGregor and its responses done by Khabib Nurmagomedov. Furthermore, this thesis also analyzes entertainment factors that trigger the use of impoliteness done by McGregor.

The press conference of UFC 229 between Conor McGregor and Khabib Nurmagomedov is selected as the data of this study. In this research, the researcher applies Culpeper's (2005) framework about impoliteness and its responses. Moreover, Culpeper's theory about generic factors is applied. The researcher in this study applies a qualitative approach. In order to collect the data, the researcher transcribes press conference video into transcription text. The researcher underlines and gives codes to all sentences, words, and phrases that contain impoliteness and their responses. Since this study is in the entertainment area, the researcher interprets the data in order to examine the entertainment factors that trigger the use of McGregor's impoliteness.

The researcher found that Conor McGregor performed four types of impoliteness proposed by Culpeper (2005): Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Mock Impoliteness or Sarcasm. Withhold Politeness did not find in the data. Meanwhile, Khabib performed all types of responses toward impoliteness. Four types of responses doe by Khabib are Accepting Face Attack, Offensive Countering, Defensive Countering, and No response. Moreover, the researcher found that three generic factors exist in McGregor's impoliteness and journalist's questions, they are intrinsic pleasue, voyeuristic pleasure, and the audience is safe.

#### **ABSTRAK**

Hadi, Sofiyan. (2020). *Strategi Ketidaksantunan dalam Konferensi Pers UFC*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora. UIN Sunan Ampel Surabaya. Pembimbing: Dr. A. Dzo'ul Milal, M.Pd.

Kata Kunci: Impoliteness, Politeness, Press Conference, Entertainment.

Skripsi ini bertujuan untuk mengkaji penggunaan ketidaksopanan dalam konferensi pers UFC. Fenomena ketidaksopanan dapat ditemukan dalam setiap interaksi manusia. Itu juga dapat ditemukan dalam situasi apa pun. Salah satunya adalah hiburan. Salah satu pertunjukan hiburan adalah UFC. Skripsi ini membahas strategi ketidaksopanan dalam Konferensi Pers UFC. Tujuan dari penelitian ini adalah untuk menganalisis penggunaan ketidaksopanan yang dilakukan oleh Conor McGregor dan tanggapannya yang dilakukan oleh Khabib Nurmagomedov. Selain itu, Skripsi ini akan menganalisa faktor-faktor hiburan yang memengaruhi penggunaan ketidak satunan yang di ujarkan Conor McGregor.

Konferensi pers UFC 229 antara Conor McGregor dan Khabib Nurmagomedov dipilih sebagai data penelitian ini. Dalam penelitian ini, peneliti menerapkan kerangka kerja Culpeper (2005) tentang ketidaksopanan dan tanggapannya. Selain itu, teori Culpeper tentang faktor generik diterapkan. Peneliti dalam penelitian ini menggunakan pendekatan kualitatif. Untuk mengumpulkan data, peneliti menyalin video konferensi pers ke dalam teks transkripsi. Peneliti menggarisbawahi dan memberi kode pada semua kalimat, kata, dan frasa yang mengandung ketidaksopanan dan tanggapannya. Karena penelitian ini berada di area hiburan, peneliti menafsirkan data untuk meneliti faktor hiburan yang memicu penggunaan ketidaksopanan McGregor.

Peneliti menemukan bahwa Conor McGregor melakukan empat jenis ketidaksopanan yang dikemukakan oleh Culpeper (2005): Bald on Record Impoliteness, Impoliteness Positif, Impoliteness Negatif, Mock Impoliteness atau Sarkasme. Withhold Politeness tidak ditemukan dalam data. Sementara itu, Khabib menurturkan semua jenis respons terhadap ketidaksopanan. Empat jenis respons yang dilakukan oleh Khabib adalah Menerima Fcae Attack, Offensive Countering, Defensive Countering, dan No response. Selain itu, peneliti menemukan bahwa ada tiga faktor generik dalam ketidaksopanan dan pertanyaan wartawan McGregor, mereka adalah intrinsic pleausre, voyeuristic pleasure, dan audiens is safe.

# TABLE OF CONTENTS

Cover Page	
Inside Cover Page	i
Approval Page	ii
Examiner Sheet	i۱
Declaration	7
Acknowledgment	V:
Abstract	Vi
Abstrak	vii ix
List of Table	X
	Λ
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 The Problem of Study	7
1.3 Objectives of the Study	7
1.4 Significant of the Study	8
1.5 Scope and Limitation	ç
1.6 Definition of the Key Terms	ç
CHAPTER II REVIEW OF RELATED LITERATURE	11
2.1 Pragmatic	11
2.2 Politeness	11
2.3 Face	12
2.4 Impoliteness Strategies	13
2.4.1 Types of Impoliteness Strategies	13
2.5 Responses Toward Impoliteness	19
2.6 Impoliteness and Entertainment	22
CHAPTER III RESEARCH METHODS	24
3.1 Research Design	24
3.2 Data Collection	25
3.2.1 Data and Data Source	25

3.2.2 Research Instrument	25
3.3 Techniques of Data Collection	25
3.4 Data Analysis	27
CHAPTER IV FINDINGS AND DISCUSSION	
4.1 FINDINGS	29
4.1.1 Conor McGregor's Impoliteness	30
4.1.2 Khabib Nurmagomedov's Responses	45
4.1.3 Impoliteness and Entertainment	53
4.2 DISCUSSION	55
CHAPTER V CONCLUSION AND SUGGESTIONS	
4.3 Conclusion	59
4.4 Suggestion	60
REFERENCES	62
APPENDIXCES	65

# LIST OF TABLE



# CHAPTER I INTRODUCTION

#### 1. Background of The Study

This part is the first part of this research, which presents the reason that attracts the researcher to conduct the research. It Includes background of the study, statement of problems, objectives of the study, significance of the study, scope, and limitation of the study, and the definition of key terms.

# 1.1 Background of The Study

Levinson (1983:5) defines pragmatics is the study of the use of the language and pragmatics concerned about the language and the context. In Communication, knowing the context will make good communication. Robin Lakoff (1989:116) stated that pragmatics has two rules of competence; be clear and polite. Talking about being polite, it relates to the study of politeness in the pragmatics field. Politeness is the important one that has important roles in our communication. Politeness is used to ensure smooth communication and harmony between people in our social communication. So, It can be said that to make smooth and harmonious communication in our social communication, politeness strategies are needed and it becomes an important thing to make well communication.

Brown and Levinson (1987) proposed four strategies in communication called politeness strategies, including bald on notes, negative politeness, positive politeness, and off-record politeness. On the other hand, Culpeper, in *Towards an anatomy of impoliteness* (1996), proposed five strategies of impoliteness. In his

work, Culpeper attempted to build an opposition of Brown and Levinson's framework about Politeness strategies, called Impoliteness super strategies. Culpeper proposed four types of impoliteness strategies, including Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, and the last s Sarcasm or Mock Impoliteness. Those super strategies are purposed to attack or damage the addressee's face (Culpeper, 1996: 355-356). This present study uses Culpeper's super strategies of Impoliteness as the theoretical framework to analyze the data. Culpeper (1996:356) states that four super strategies of impoliteness are used to damage or attack the face of the addressee or hearer face. Furthermore, Culpeper et al. (2003:1546) defined impoliteness as a strategy in communication that is designed to attack the other's face in resulting in social conflict and disharmony. To discuss further impoliteness, it is important to explain the notion of face. According to Brown and Levinson (1987:61), they state that face is the public self-image that every people own. Besides, Yule (1996:60) stated that face is the image of a person in public. Everyone has an emotional and social sense of themself that expects everyone else to recognize. It can be said that people want to be respected by others in their social interactions. The face is divided into two categories, positive and negative face. Biner (2013:201) stated that a person's negative face is the desire to be independent, to be respected and to be left alone. A person who has a negative face can not be forced to do something because they want to be independent or freedom to do something. But, people who have a positive face want to be related to the other, it means that they want to be included in the interaction with the others.

The studies about Impoliteness strategies have been done before in various objects, such as TV series (Laitinen, 2010; Gunawan, 2017), social media (Hammod,2017), websites (Yulidar,2017), conversation (Arumningtyas,2017), debates (Hazim, Muarich& Shahooth,2015). Gunawan (2017) analyzes the impoliteness strategies that are used by Sherlock Holmes in Sherlock Holmes Tv-series. He also analyzed the response of the other character toward the impoliteness strategies that are used by Sherlock Holmes. In this study, four impoliteness strategies occurred in the Sherlock Holmes TV series. Next, he concludes that in each different topic, the responses to the impoliteness strategy are also different.

Another study has been conducted by Hammod (2017). This study aimed at relating sociolinguistic and pragmatics studies. He analyzed and compared the impoliteness strategies that are used in English and Arabic page on Facebook. Further, the researcher investigated the influence of the topic that attracts Facebook users to use impoliteness strategies in both Arabic and English contexts. The findings of this research are both Arabic and English context has similar results. All of the impoliteness strategies occurred in Arabic and English contexts. Then, the Facebook users in English Facebook are more impolite in medical, while Arabic is more impolite in entertainment pages. The researcher found that anonymity has a big influence on using impoliteness strategies both in Arab and English contexts with an anonymous account is more impolite.

Also, many recent studies have discussed the impoliteness Strategies by numbers of researchers in assorted settings: Academic (Arumningtyas, 2017),

Politic (Shamilah,2015), the court (Piaa,2012), and entertainment (Culpeper,2005) & (Kustiari,2015). In the layer of the entertainment world, some researches have been conducted in analyzing the phenomenon of Impoliteness. Firstly, Culpeper (2005) analyzed the Impoliteness in TV Quiz Show. Culpeper (2005) correlated impoliteness with entertainment. He investigated the impoliteness of the Television Program "Chat and Quiz" Show as entertainment.

Another research has been done by Karina (2015) in her work

"Impoliteness in Simon Cowell's Utterances in The X-Factor USA Reality Show."

She analyzed Simon's Impoliteness and investigated the factors behind Simon's

Impoliteness. She also proves that entertainment factors also affect Simon's

Impoliteness. From the analysis, the researcher finds that impolite utterances that

are uttered by Simon Cowell are purposed to attack contestant's positive and

negative face by using his power as a judge in X-Factor USA. Further, Simon has

more power and higher status in case he offense contestant's faces by using

impoliteness strategies.

This research also analyzes the impoliteness in one kind of entertainment and fight show as the main data. But, the present research fills the gap and complete the previous research by analyzing the responses toward Impoliteness. Besides, the researcher analyzes the way entertainment factors affect impoliteness strategies that are uttered by the fighter. So, this stud completes and fills the gap of the previous research.

In this research, the researcher uses press conferences as the object of the study because UFC (Ultimate Fight Championship) is one of the entertainment

shows as well as a fight show. The fight show held by UFC is a paid show that has made a big stage for fighters (McClearen,2017). UFC press conference that is chosen is the press conference of UFC 229. The press conference is held by UFC before and after the fight match. Surely, this press conference is also interesting for UFC'S fans in the world.

UFC 229 is the match between Mcgregor and Khabib Nurmagomedov. It is the event by UFC that was held on Nevada on October 6, 2018. Conor Mcgregor is the UFC fighter from Ireland. He joined UFC in 2013. He is the biggest star in the field of mixed Martial Artist while claiming the Ultimate Fighting Championship's featherweight and lightweight titles. McGregor has recorded on winning two divisions simultaneously. Meanwhile, his opposition is Khabib Nurmagomedov. He is the fighter that is born in Dagestan, Russia. He joined UFC in 2011 and UFC 229 he defeated Conor McGregor. Conor Mcgregor and Khabib Nurmagomedov have a different personality, which Conor, who is the celebrity of UFC that is known with arrogance, meanwhile Khabib has a different or contrast personality. Consequently, the researcher interest in analyzing Mcgregor's Impoliteness and Khabib's responses toward it. Furthermore, the present study also investigates in what way entertainment factors affect Mcgregor's impoliteness since UFC is one of the entertainment shows.

UFC 229's press conference is chosen to be the main data because this match can be said as one of the biggest fights in MMA (Mix Martial Artist) history. This match breaks the records. Dave Meltzer reports via CNN that UFC 229 extravaganza sold approximately 2.4 million pay-per-views. These numbers

break down to about 1.9 million sold via traditional PPV, and another 470,000-480,000 via online streaming. This destroys the previous UFC PPV record, which was for UFC 202 (McGregor vs. Diaz), which sold in the 1.5-1.7 million PPV range. From (UFC 229 break PPV sales record,2018) So, it can be said that UFC 229 is one of the biggest and important matches in UFC as well as the entertainment show.

The researcher decides to analyze impoliteness in the press conference of UFC pre-match because of some factors. First, there is a lack of previous research concerning impoliteness in an entertainment show, especially the press conference of the fight show. Secondly, the research that analyzes impoliteness strategies in the layer of entertainment is still few, and this issue is a lack of interest in the previous studies. So, the researcher thinks that the present study will be interesting in analyzing impoliteness strategies in the UFC press conference. The reason the researcher decides to use the press conference from UFC is that the press conference of UFC contain much impoliteness from each fighter and investigate the entertainment factors behind the impoliteness. It means that provocation will also become entertainment for UFC fans. As noted earlier, impoliteness strategies can also be entertainment (Culpeper, 2005). So, the researcher expects that this present study is useful to enrich the knowledge about the impoliteness strategies in the press conference, in this context UFC Pre-match press conference.

Regarding the explanation above, the present study would like to uncover the impoliteness strategies that are used by Conor Mcgregor in the pre-match of UFC 229 against Khabib Nurmagomedov and how Kbaib Nurmagomedov's

response towards the impoliteness strategies that are used by Conor Mcgregor. Also, the researcher would like to explain in what way entertainment factors affect impoliteness strategies that are uttered by Conor Mcgregor at the UFC press conference. T The present study is interesting because this present study tries to expose the impoliteness strategy in UFC's 229 pre-match press conference and it is different because the researcher relates impoliteness and entertainment. So, it fills the gap and completes the previous research. This present study also would like to enrich discussion about impoliteness strategies in a press conference. The researcher expects that this research could be beneficial in both practical and theoretical terms. Furthermore, the present study is also expected to give contribution to the field of linguistics, especially the field of Sociolinguistic.

# 1.2 The Problems of The Study

This research is conducted to answer several problems that are formulated in the following question:

- 1 What types of impoliteness strategies are uttered by Conor McGregor in the UFC 229 Press Conference?
- What types of responses are used by Khabib Nurmagomedov toward Mcgregor's Impoliteness?
- 3 How can entertainment factors trigger McGregor's impoliteness?

#### 1.3 The Objective of the Study

Based on the problem of the statements, the objectives of the study are the following:

- To describe the types of impoliteness strategies that are proposed by Jonathan Culpeper that are uttered by Conor McGregor in the press conference of UFC 229 before the fighting.
- To describe Khabib Nurmagomedov's responses toward the impoliteness strategies that are used by Conor McGregor in the press conference of UFC 229.
- 3. To describe in what way entertainment factors affect impoliteness that uttered by Conor Mcgregor. Further, it also describes impoliteness for te entertainment purposes in the UFC press conference.

#### 1.4 Significance of the Study

The result of this study is expected to give a valuable and beneficial contribution to the English Department's students to add their knowledge about impoliteness strategies. This study is also hoped to give advantages in both practical and theoretical terms. Theoretically, it will be a reference for the next researcher who has an interest in analyzing impoliteness strategies and pragmatics studies. It also helps the reader to understand about impoliteness strategies in the press conference. The present study is also can be an example of the research in the field of pragmatics, especially impoliteness strategies.

Furthermore, the present study can be practically valuable for the readers. They can adopt the analyses of impoliteness strategies in their daily life. It can be deduced that this present study is truly worthy for the researchers himself and the readers. It can help in the case of not only practical but also theoretical framework.

#### 1.5 Scope and Limitation

To make a border of this research, the researcher makes the scope and limitation of this study. The study of impoliteness can be associated with another aspect, such as entertainment. In this research, the UFC 229 press conference between Conor McGregor and Khabib Nurmagmedov is chosen as the data.

On the other hand, the limitation of this research is focused on Mcgregor's utterance and responses of Khabib Nurmagomedov by applying impoliteness strategies that are proposed by Culpeper(2005). The main focus of the analysis on impoliteness strategies used by Conor Mcgregor is because Mcgregor's character, which is full of controversy and provocation it makes the researcher decides to focus on Mcgregor. Meanwhile, Khabib Nurmagedov, who has a very contrasting character, will be analyzed in how he responses to Mcgregor's impoliteness strategies.

Moreover, the press conference is analyzed by using impoliteness strategies. But, the researcher makes a limitation by focusing on the impoliteness strategies, its correlation with entertainment factors, and the responses toward the impoliteness strategy that occur in the press conference.

#### 1.6 Definition of key terms

**Impoliteness strategies** are the set strategies in communication that is designed to attack the other's face in resulting in social conflict and disharmony.

**Response** is the hearer's reaction toward impoliteness.

**FTA** An act that infringes on the hearers' need to maintain their self-esteem and be respected. (Brown & Levinson, 1978)

**The face** is Image of a person in public

**Positive Face is** a personal desire to be respected and appreciated.

**Negative Face** is The personal right to be independent or freedom in action.

**UFC 229** is The Mixing Martial Arts match that was held by UFC between Conor Mcgregor and Khabib Nurmagomedov in Nevada. The winner of this match is Khabib Nurmagomedov

**Entertainment** is something performed to entertain or amuse.

# CHAPTER II REVIEW OF RELATED LITERATURE

Some related theories that are needed in this study will be presented in this chapter. It aims to support the theoretical framework and background of the problems presented in the previous chapter.

# 2.1 Pragmatics

In daily communication, there are possible meanings when we are talking with someone. Sometimes, in our daily conversation, we can give a treat to our addressee unintentionally. To know what the speaker's meaning of his or her utterance, we can know the meaning through the study of pragmatics. Some linguists define pragmatics as part of linguistic study. Levinson (1983:5) defines pragmatics is the study of the use of the language and pragmatics concerned about the language and the context.

In addition, Leech (1983:36) states that pragmatics can solve the problem of communication, which is pragmatics solves both from the speaker's point of view and the addresses point of view. Another definition comes from Yule. He defined pragmatics as the study of the speaker's meaning, a study of contextual meaning. (Yule,1996:3).

#### 2.2 Politeness

In this case, Culpeper's (1996) framework of politeness is the opposite model of politeness strategies by Brown and Levinson. Culpeper (2005:42) stated that his model of impoliteness strategies is inspired and the opposite of Brown and

Levinson's model of politeness. As the researcher stated before, this study applied Culpeper's revised framework about impoliteness. We have to know about the concept of politeness proposed by Brown and Levinson. Politeness, as defined by Brown and Levinson (1987), is a universal feature of language use, in which every language has different ways to express politeness. They added that politeness is rational of behavior to all human, and everyone has a negative and positive face. Furthermore, the theory concludes that most speech acts, for example, demand, supply, and praise, inherently threaten both the face of the Listener and the Speaker's face and that politeness is involved in correcting face-threatening actions (FTA). Brown and Levinson proposed four types of politeness strategies, who is bald on notes, negative politeness, positive politeness, and off-record politeness.

#### 2.3 Face

In the study of politeness, it relates to the concept of face. According to Yule (1996:60), stated that face is the image of a person that claimed by themselves in public. Besides, Brown and Levinson (1987:70) added that the face is the public image that claims by people for himself. Everyone has an emotional and social sense of themself that expects everyone else to recognize. It can be said that people want to be respected by others in their social interactions. Yule (1996:61) added that there are some types of face studies such as Face threatening act (FTA), face-saving act, negative face, and positive face. Yule (1996:61) defined Face Threatening Acts (FTA) is an act that is purposed to attack or

threaten other people's self-image. Then, a face-saving act is an act that is performed by the speaker, which is purposed to minimize the possibility of threat. There are two kinds of face, positive face and negative face. According to Birner (2013:201), a person's negative face is the desire to be independent, to be respected and to be left alone. A person who has a negative face can not be forced to do something because they want to be independent or freedom to do something. But, people who have a positive face want to be related to the other, it means that they want to be included in the interaction with the others.

# 2.4 Impoliteness Strategies

Culpeper (1996:356) stated that each of the politeness strategies that are proposed by Brown and Levinson (1987) has its opposition; its called impoliteness strategies. He also added that each super strategies that proposed are the parasite of each strategy of politeness by Brown and Levinson, except mock impoliteness or sarcasm that is inspired by the Irony model by Leech (1983).

According to Culpeper, Bousfield, &Wichman (2003:1546), impoliteness is a strategy in communication that is designed to attack the other's face in resulting in social conflict and disharmony. He also added that impoliteness occurs when the speaker intentionally communicates face-attack to the hearer and when the hearer perceives what the speaker does is the face-attacks, or it can be the combination of both (Culpeper, 2005:38). Besides, Tracy and Tracy (1998: 227) defines impoliteness as communicative acts that are intentionally purposed to attack other faces that are perceived and often indeed by the speaker or social community. Impoliteness strategies are used to make the other feel unpleasant or

attack the other face. There are impoliteness strategies that are proposed by Culpeper; those are: Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Politeness and Withhold Politeness.

# 2.4.1 Types of Impoliteness Strategies

Culpeper proposed five supers strategies of impoliteness; those are: Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Politeness and Withhold Politeness.

#### 2.4.1.1 Bald on Record Impoliteness

According to Culpeper (1966:356), Bald on record Impoliteness is the strategy that is used by the speaker to attack the hearer's face directly and unambiguously. This strategy is designed to attack the hearer's positive face wants. The example of these strategies is captured as the following dialogue Paul: Today, we have an exam. Mrs. Lina said to me this morning.

Simon: I would get my best score on Math today, we'll see.

Conor: No, you get, never.

The context of the dialogue above is in the class. When Paul said that Mrs.Lina, their math teacher will take the score for midterm and Simon said that he would get the best score. Conor's response damage Simon's face, he said that Simon would not get a good score in the midterm. The underlined utterance above is the example of bald on record impoliteness.

#### 2.4.1.2 Positive Impoliteness

Culpeper (2005:41) stated that this strategy designed to attack the hearer's positive face wants. He also mentioned some output of these strategies is elaborated as below:

- 1. Ignore the other
- 2. Exclude the other from an activity- the example of this impolite strategi is disassociated the other from a relationship. It can also be when someone tries to restrain freedom or separate others from a group or community that they consider to be a part of them. this strategy is an action that will threaten the positive face of the listener. (Bousfield,2008)
- 3. Be unconcerned, disinterested, unsympathetic- This strategy occurs when the speaker doesn't care or has no sympathy for the hearer's condition. the absence of sympathy for a condition will certainly threaten the face of the hearer. (Bousfield,2008)
- 4. Use obscure or secretive language
- 5. Avoiding sitting together
- 6. Seek disagreement
- 7. Use inappropriate identity markers: This strategy seems to overlap with other strategies, namely mock impoliteness or sarcasm. The use of an identity maker that is not appropriate to the context will look insincere or similar to sarcasm. An example of the realization of the use of this strategy is the use of nicknames for unrelated remote relationships. or vice versa,

16

that is, using a family name when a close relationship qualifies.

(Bousefild, 2008)

8. Use the taboo word: using a swear word, profane language. It should be

noted, however, that the use of the Taboo swear word does not always

occur directly. The use of this strategy must be emphasized in context.

This is because it will overlap with the use of a booster.

The example of the realization of these strategies can be captured as the

following:

Context: Jason is wrong in inputting data where he works. Thus, the company

suffered losses and lost the confidence of its clients.

Boss: Tell me, what are you doing, my fellow, huh?

Jason: (silent)

Boss: Just tell what's fucking wrong with you.

Jason: I know Boss, I know. I will fix it.

Boss: Fix it, wrap it, my fellow

In the conversation above, the underlined identity markers seem insincere.

The use of "fellow" is included in the use of inappropriate identity markers. Boss

calls Jason as a 'fellow,' in such conditions, of course, that is by sincere speech. It

can also be included in the mock impoliteness which will be explained later.

# 2.4.1.3 Negative Impoliteness

This strategy is designed to attack or damage the hearer's negative face wants. In this strategy, the speaker damages the hearer's negative face wants. The output strategies of this impolite strategies are the following:

- 1. frightening this strategy is used by the speaker to scare the listener. This is intended to limit actions that are likely to occur later.
- 2. scorning or ridiculing, condescend -
- 3. do not threaten the other seriously Underestimate the others.
- 4. Invading the other's space.
- 5. Explicitly associate the other with negative aspects This strategy, the addressee's face, is threatened by the speaker by associating negative aspects. This strategy can be used in extracting the conversation below.

The example of this impolite strategies is captured as the following dialogue:

Context: A cook helper is not well in cooking steaks. The steaks are undercook, and the head chef reprimands him. He threatened the position or the job of the cook helper.

Cook Helper: I don't know, I lost my mind, I was.

Head Chef: I don't care about your fucking problem!

Cook Helper: I'm sorry. It won't happen again.

Head Chef: Think about your kids.

In the dialogue above, the head chef said to his assistant that he should think about his kids. It means his job position is threatened. In such circumstances, the

18

position of the cook helper is threatened by the utterance of the Head Chef. He ould think that he would be fired because of his mistake. Thus, what the head chef said is the one of negative impoliteness, Frightened.

#### 2.4.1.4 Sarcasm or Mock Politeness

The next strategy that is proposed by Culpeper (1996) is the sarcasm or Mock Politeness. Sarcasm is a politeness strategy that is done insincerely or can be attributed to actual intentions. In the use of sarcasm, the speaker speaks the opposite of what he intended. Sarcasm is a face-threatening act which is designed through the using of politeness strategy insincerely (Culpeper,1996:356) Culpeper's concept of sarcasm or mock impoliteness, and it is explained that this strategy is a strategy of politeness that is done in a way that is not sincere, dishonest or just pretends. in other words, utterances that contain sarcasm usually have biased meaning on the surface and so on. (Bousfield,118;2008). The example of this strategy can be seen as the following dialogue:

Benjamin: The baby wasn't well. I got not enough sleep.

Parker: Really? You are a great mother and I have to finish it by myself.

#### 2.4.1.5 Withhold Politeness

Culpeper (2005:42) stated that this strategy that is used by people to expect the politeness because politeness is not used. For example, failing thanks to someone for a present is intentionally impoliteness.

In conclusion, each super strategies of impoliteness strategies have some output. Here, the researcher provides the table that captures all of the output of impoliteness strategies as below:

**Table 2.1 Impoliteness Output Strategies** 

Type of Impoliteness	Output Strategies
Bald on Record	Attacking or damaging hearer's face
	unambiguously and briefly.
Positive Impoliteness	Ignore the other, exclude the other from an
	activity, be disinterested, unsympathetic,
	unconcerned, call the other name, use swear
	and profane language, using the taboo word,
	use obscure or secretive language, use
	inappropriate identity markers.
Negative Impoliteness	Fr <mark>ightenin</mark> g, condescend, scorning or
	ridiculing, inva <mark>de t</mark> he other's space, do not
	treat the other seriously. Explicitly associate
	the other with a negative aspect.
Mock Impoliteness or Sarcasm	Using sarcasm, irony, use politeness strategies
	insincerely.
Withhold Impoliteness	Failing in using politeness where it would be
	expected.

Source: Culpeper,1996 p.357-358

# 2.5 Response to Impoliteness

According to Culpeper, Bousfield, and Witchman (2003:1562), there are four types of response towards the impoliteness strategies. Four kinds of responses toward impoliteness are accepting face attack, offensive countering, defensive countering, and the last is no response. Each response toward impoliteness will be elaborated below:

20

2.5.1 Accepting Face Attack

The first type of response toward impoliteness strategies is Accepting Face

Attack. This type of response is performed when the addressee accepts the

impoliteness that is performed (Bousfield, 2008:193). The addressee accepts the

face attack that is performed by the speaker. This type of response happens when

the speaker has more relative power than the hearer. the example of this response

as below:

Alex: Hey, the idle one, I think you are late!

Roby: Yes, I know. Apologize me!

2.5.2 Offensive Countering

Culpeper et al. (2003:1562) stated that this kind of response is used when

the addressee is countering the face attack with the face attack. This response is

used by the addressee of the hearer when they disagree or being angry with what

the speaker's said. This response is used if the listener tries to keep him from

losing face in certain situations. The example of this response as below:

Luis: Your wife is too fat!

Axel: I think yours too.

Luis: Yours, More.

Axel: But, not look like a pig!

21

2.5.3 **Defensive Countering** 

The next response is defensive countering. This response is performed by

the hearer or address to defense his or her face from the face attack. When

performing this response, the speaker or hearer defends his or her face by

explaining or telling the truth to the speaker without any face attack from the

hearer. For example:

Conor: wanker from East!

Khabib: I ain't him.

Conor: You are!

2.5.4 No response

Bousfield (2008:188) stated that the hearer or addressee sometimes could

give no response toward the speaker's impoliteness strategy by being silent. This

response happens when the hearer has no opportunity to answer or the hearer does

not want to answer or speak. (Culpeper, et.al: 2003). The example of this response

as the following:

Conor: You little Arabic!

Khabib: (silent)

2.6 **Impoliteness as Entertainment** 

In UFC, the press conference is held for reaching the audience and expose

the preparation before the match. But, the main purpose of the press conference is

the promotion of the fight. In respect to kind of this show that performs a fight in

the Octagon, surely the press conference contains a large account of impoliteness.

As the researcher explained in the background of the study, Impoliteness in the UFC press conference is designed for entertainment. According to Culpeper (2005), four generic factors correlate between impoliteness and entertainment, those four generic factors as the following:

#### 2.6.1 Intrinsic Pleasure

The intrinsic pleasure is the sensation of witnessing an argument and the possibility of violence. The audience does not need to witness it directly. In other words, they can feel the sensation of it (Myers on Culpeper,2005). The sensation of both argument and violence can be felt by witnessing it undirectly. The audience of the entertainment show feels the thrill of watching it.

# 2.6.2 Voyeuristic Pleasure

Another aspect that needs attention is the voyeuristic aspect of entertainment. According to Paglia in Richardson and Meinhof (1999: 128). It is stated that the talk shows in the daytime are like wrestling events. In other words, a lot of diverse confrontations and fast and bruised battles are the rules. So, it can be concluded that the exploitation of human weaknesses in generating voyeuristic pleasure satisfaction in exploiting human weaknesses. Many of television program exploited a human weakness as the entertainment.

# 2.6.3 'The Audience is Superior'

The pleasure in watching someone who is in a lower or worse state than oneself (Culpeper,2005). Circumstances, where someone is in a lower position than others, will be their entertainment for the audience and can create applause.

#### 2.6.4 'The Audience is Safe'

Culpeper (2005.45) states that these factors can be the sub-category of the previous one. The pleasure in watching someone who is in a lower or worse state than oneself without involving the same situation. Culpeper (2005) gives an example in a context where you witness a fight in a pub that causes you to feel in an unsafe condition by watching a fight on film.

From the audience's point of view, all of these factors above indicating that watching the conflict and argument that contain impoliteness can make a thrill or sensation, although the audience is not involved in a conflict or circumstance. The entertainment can be performed as long as the impoliteness is not addressed straightly forward to the audience because it might be decreasing the entertaining value in a show.

For instance, in the UFC press conference, the reporter always asks about the prediction, comment, and the question is always about a sensitive topic, in resulting an argument between two fighters. The argument between two fighters is expected by the journalist because it can be good content in media as well as for the fans of both two fighters. The press conference also becomes a storyline of the fight itself. However, at the press conference, the audience is not involved and not allowed to involve in the press conference. However, when the impoliteness uttered from a fighter to attack the other one, sometime the audience will be entertain because their position is safe and superior. They can feel the thrill of watching it, as same as the point number three that connects impoliteness and entertainment

# CHAPTER III RESEARCH METHOD

This chapter discusses the methodology that is used by the researcher in this research. This chapter consists of research design, research instrument, data and the data source, data collection and data analysis.

#### 3.1 Research Design

Research design is the required procedures in the research. To answer the statement of problems. This research used a qualitative approach. Walliman (2011:114) stated This approach expresses the data mostly in the form of words, descriptions, accounts, opinions, feelings, etc., rather than on numbers. Litoselliti (2010:52) also stated that qualitative research is about how something is. It is also concerned with the pattern and the structure. Bogdan & Taylor (1975) added that this method investigates the data in oral and written and behavior. Applying the qualitative approach in this study is because qualitative research produced a description of the phenomena (Vanderstop & Johnson,2009:7). Furthermore, this approach tries to get a deeper understanding of a target statement of problems and to make valid findings. It means that the qualitative study is suitable to focus the study on describing and investigating the occurrences of impoliteness and the responses in the UFC Press Conference between Conor Mcgregor and Khabib Nurmagomedov.

#### 3.2 Data Collection

#### 3.2.1 Data and the data source

The source of data of this research was the video of the press conference of UFC 229 between Conor McGregor and Khabib Nurmagomedov. The other participants are Dana White and the reporters. The researcher also transcribed the press conference video into transcription text. Then, the data of this research was all the utterances of Mcgregor and Khabib in the press conference that contained impolite words or sentences and the responses of the impolite words and sentences in the press conference.

#### 3.2.2 Research Instrument

The main instrument of this research was human. In this research, the instrument was me because the researcher was the only instrument that collected and analyzed the data. For the supporting instrument, the researcher used the computer to download some sources and references for this research.

# 3.3 The technique of Data Collection

In the matter of collecting the data, the researcher had some steps in order to collect the data. The steps were the following :

 First, The researcher downloaded the video from YouTube. The video is from UFC Youtube Channel. (<a href="https://www.youtube.com/watch?v=s8NL-n\_XgSY">https://www.youtube.com/watch?v=s8NL-n\_XgSY</a>).

- Secondly, the researcher watched the video to understand clearly a
  conversation that occurs during a press conference between Conor
  Mcgregor and Khabib Nurmagomedov.
- 3. While watching the video, the researcher transcribed the video to make it easy in analyzing and identifying impolite strategies that were uttered by Conor Mcgregor and Khabib's responses in the video. To transcribe the video, the researcher watched the video that had been downloaded before. Then, type all the utterances during the press conference. The researcher typed one utterance then pause the video. The researcher repeated the same way to make sure the utterance typed correctly. The researcher used a mark (indistinct) for a conversation that is not clear.
- 4. The researcher rechecked twice the transcript to make sure all of it is correct.
- 5. To validate the data, the researcher asked the researcher's friend to check the transcription.
- The researcher identified and underlined all the words, phrases, and sentences that contained impoliteness strategies in Conor Mcgregor's utterance.
- 7. The researcher gave codes for each type of impoliteness strategies. For indicating each type of impoliteness strategy, every type of strategies is marked by the following code:
  - a. BRI = Bald on Record Impoliteness
  - b. PI = Positive Impoliteness

- c. NI = Negative Impoliteness
- d. SMP = Sarcasm or Mock Politeness
- e. WP = Withhold Politeness
- 8. The researcher identified by underlining the responses of Khabib

  Nurmagedov that are found in the data. The researcher indicated the types

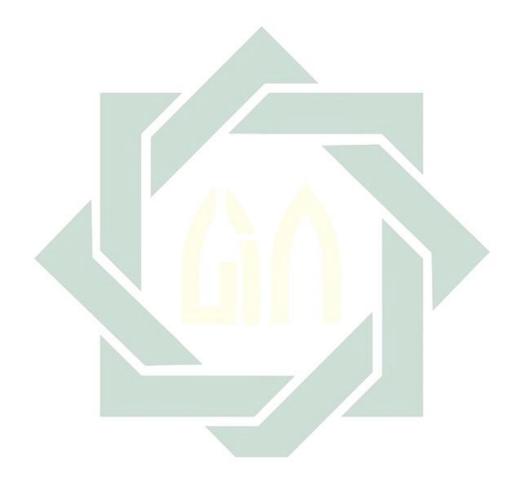
  of response uttered by Khabib Nurmagomedov by giving code as follows:
  - a. AFC = Accepting Face Attack
  - b. DC = Defensive Countering
  - c. OC = Offensive Countering
  - d. NR = No Response

# 3.4 Data Analysis

After collecting the data, the researcher analyzed the data that has been collected. There are some steps to analyze the data like the following:

- First, the researcher classified and analyzed impoliteness strategies uttered
  by Conor Mcgregor to answer the statement of problem number one. The
  researcher made a table that contains impoliteness used by Conor
  Mcgregor at UFC 229 press conference. The researcher classified them
  into some codes based on the type and their output strategies.
- Secondly, the researcher classified and analyzed Khabib Nurmagomedov's
  responses toward Mcgregor's impoliteness to answer the second research
  question. The researcher made a table that provides responses used by
  Khabib Nurmagomedov in UFC 229 Press Conference. The

- 3. Next, The researcher interpreted Mcgregor's Impoliteness and correlate it with entertainment factors.
- 4. After that, the researcher discussed the result of the data analysis.
- 5. The last step was concluding.



# CHAPTER IV FINDINGS AND DISCUSSION

This chapter is the report of the result of the analysis of the data that has been analyzed by the researcher. This chapter contains two subsections. These are findings and discussion. The subsections that are presented in this chapter is to answer the problem of the study and reach the objective of the study.

# 4.1 Findings

This part presents the findings and analysis of the data. This part is divided into three points. The first point is conducted to answer the first statements of the problem that explain the impoliteness performed by Conor Mcgregor at the UFC 229 press conference. The question is answered by applying the impoliteness model by Culpeper (2005). Then, The analysis of the first sub-point is classified into four categories; those are Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Impoliteness. The researcher found that Conor Mcgregor only uses four of five strategies of impoliteness in the UFC 229 press conference. In this press conference, Conor did not use withhold impoliteness.

The second point is created to answer the statement of problem number two that illustrate the responses toward Conor Mcgregor's impoliteness uttered by Khabib Nurmagomedov. The researcher applied Culpeper's (2003) framework about the response toward impoliteness. There are four types of response proposed by Culpeper: No Response, Offensive Countering, Defensive

Countering and Accepting Face Attack. Khabib performed all of these kinds of responses toward Mcgregor's impoliteness.

Furthermore, the last point that is created discuss in this part is about the connection between impoliteness and entertainment. To connect and answer the last statement of the problem, the researcher tries to uncover the connection between impoliteness and entertainment trough some aspect that relates to Culpeper's generic factor behind impoliteness.

## 4.1.1 Conor Mcgregor's Impoliteness

Culpeper (2005) mentioned there are five types of impoliteness, those are Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Impoliteness, and Withhold Politeness. As explained above, this research was conducted to analyze Conor Mcgregor's impoliteness in UFC 229 press conference. As a result, the researcher founds four types of impoliteness performed by Conor McGregor in the UFC 229 press conference. Almost all types of impoliteness strategies are used by Conor McGregor except Wthhold Politeness that is not found in the data.

The most used strategies performed by Conor McGregor are Bald on record impoliteness and negative impoliteness. Whereas, the strategy most rarely used is Mock Impoliteness or Sarcasm. It implies that Conor McGregor tends to make face attack directly and implicitly. Either through direct and clear face attacks with Bald on Record Impoliteness or with the output of strategies from Negative Impoliteness such as mockery, threatening, and frightening. Besides, this opinion is also supported by the revelation that the strategy most rarely used is the

Sarcasm or Mock Impoliteness, which contains the threat of a face on the surface. (Culpeper, 2003: 41)

The researches also found that Conor Mcgregor mostly used Positive Impoliteness to provoke and seek a conflict with his opponent during the press conference. The realization of impoliteness uttered by Conor Mcgregor is illustrated in the next sections.

## 4.1.1.1 Bald on Record Impoliteness

Culpeper (2005:41) stated that Bald on Record Impoiteness is the face-threatening act that performed to attack the hearer's face directly and unambiguously. This strategy is easy to identify because it is performed by the speaker intentionally and explicitly to attack the hearer's face. In the press conference, the researcher found that Conor Mcgregor performed several utterances that contain this type of impoliteness.

The researcher chooses some of the dialogue that contains bald on record of impoliteness performed by Conor McGregor. The following dialogue is the example of the realization of bald on record impoliteness.

## Dialogue 1

**Journalist**: Question for Conor, last time you're in the UFC against Eddie Alvarez, we were talking about things like ownership stakes in UFC.

McGregor: I came back for the love of this, to come and shut this man up, a little rat, a little weasel. A little Hardman in a group. I've met many of them, through my years, A man who grows in numbers but on his own when confronted on his similar situation. his own cowers away, that's what you saw on the bus over there. He shits his jocks. That either doing some that were his countryman and I'd nothing get to do with anything that's here, and I came back for the love of fighting and the love of war. And this does truly love. I am going to enjoy putting a bad, bad beating on this little glass-jawed rat.

A reporter asked Conor Mcgregor about the ownership stakes in UFC and McGregor's answer with his opinion. He talked about his return to UFC after a long time he did not put his feet in the octagon. His utterance, "I came back for the love of this, to come and shut this man up, a little rat, a little weasel." is a very direct and direct attack on Khabib Nurmagomedov's face. In the underlined sentence above, Conor McGregor applied this type of impoliteness. Besides, he discussed Khabib's attitude when McGregor attacked his bus. By saying "his own cowers away, that is what you saw on the bus over there. He shits his jocks" McGregor has damaged Khabib's face clearly and directly. It is because he did not minimize the FTA in his utterance. So, it is considered as bald on record impoliteness.

The similar performance of this type of impoliteness can be seen through the following dialogue.

#### Dialogue 2

**Journalist**: In term, what you expected?

**McGregor**: that truth. That what I talk about. That's all I talk truth.

Khabib: I come here to smash this guy. I don't

McGregor: [Interrupting] You can't smash me. Smash me. Smash me.

Khabib: I can (indistinct)

McGregor: You say 'send location,' here is right, I am. I am not a frontier. Did you not see me at the outside the bus? Now, Did you not see me in front of you. Did you not see me outside the fucking bus? I showed you my hands, no weapons. The first thing is when I showed up at us, I shouting up to my hands, you let it know. I come here unarmed, No weapons. Step off the bus. You talked a big game now I'm here. He's done nothing and he did fucking nothing. He sent and took his on that Bus. He hid and cowered behind fucking women and caused what happened to happen. So, that's fucking that. Here's my location, you little Phil right here in front of you, do shoot my Belly. Do shoot my Belly. Yeah, You'll do nothing.

The next example illustrated clearly in the dialogue above. Conor Mcgregor said that Khabib was a coward and commented on his attitude during the bus attack incident. In the dialogue above, McGregor said, "He hid and cowered behind fucking women and caused what happened to happen. So, that's fucking that. Here's my location" to attack Khabib's face clearly and directly. The way McGregor performed FTA is considered as bald on the record because there was a minimizing FTA added. Face attacks were certainly performed to bring down Khabib and in response that he would not easily be defeated by Khabib Nurmagomedov.

Another expression of this impoliteness strategies can be found in the next example.

## Dialogue 3

**Journalist**: Khabib, Floyd Mayweather, issued a warning to you that Connor doesn't fear anyone. What do you say to Floyd Mayweather? **Khabib**: I am the Floyd Mayweather name I made.

**Mcgregor**: Mmamamama, shut the fuck your mouth. <u>You are dort box, absolutely dort. You just shit. Your last point was embarrassing.</u> **Khabib**: right now...

Mcgregor: [interrupting] your last fight was embarrassing.

A journalist told Khabib that Floyd Mayweather, a boxer, warned Khabib that Mcgregor was not afraid of anyone. Conor Mcgregor was upset with Khabib's response to the journalist's questions and said that Khabib's last match was very embarrassing. Conor Mcgregor, without hesitation, said that the points that Khabib got in his last match were very embarrassing because he was upset with the response he gave to the question asked. We can see that Conor Mcgregor's words were very clearly pronounced to topple Khabib and cancel his

response. The sentence included the bald on record impoliteness because it was clear without minimizing face attacks for Khabib Nurmagomedov.

Next, the last example of this type of impoliteness can be seen through the following dialogue.

## Dialogue 4

**McGregor**: (indistinct)people know where I'm gonna set when I call this man a coward when I called his father quivering.

Khabib: which? Which

**Mcgregor**: The payment of Kadir of we're at the mosque together, and he posts a picture of Kadir of on his Instagram site when Kadir of the (indistinct) dictator, crazy man, don't get me wrong, but Khabib's father liquors liquor, so hero (indistinct) post a picture of Kadir about this mosque and Khabib's our father post a picture up and the caption is together we are stronger, it's such of fake respect out of fear, it's the.

**Khabib**: [interrupting]No No

**McGregor:** Chechen's people know the Chechen people know that if the table was turned and there was an opportunity for his father stab that man in the back, he would do it in the heartbeat to take over and he did nothing and that's why he is a quivering coward because he showed a fake respect out offer and that's where I came from.

In the dialogue above, Conor Mcgregor commented on the attitude of Khabib's brother and Khabib's father, who posted photos with a caption.

McGregor Said that it was "fake respect out of fear." From the dialogue, it is clear that Conor is without hesitation to carry out a face attack on Khabib. Furthermore, McGregor also revisited the bus attack. He said Khabib hid and did nothing because he did not dare to get out of the bus. The utterances include bald on record impoliteness because they are carried out directly to attack Khabib

Nurmagomedov's face. What McGregor said is a straightforward attack Khabib's face in the press conference.

#### 4.1.1.2 Positive Impoliteness

Culpeper (2005:41) stated that positive impoliteness is the impoliteness strategy that is performed to attack the hearer's positive face wants. This strategy has several output strategies that mentioned, including: ignore the other, exclude the other from an activity, be disinterested/unconcerned/unsympathetic, use inappropriate identity markers, use obscure or secretive language, seek disagreement, using of a taboo word, and call the other names.

The researcher found several output strategies in McGregor's utterances. The output strategies that are performed by Conor Mcgregor, including using inappropriate identity markers, using swear words, ignore the other, make the other feel uncomfortable, exclude the other from an activity, belittle the other, be unconcerned, be disinterested, and seek disagreement.

The researcher indicated some utterances that contain positive impoliteness. The first example is captured as the following dialogue.

#### Dialogue 5:

Khabib: As we talked before, like direct on Twitter, you remember

this? When we talked? Do you remember this?

**McGregor**: (indistinct)

Khabib: No. No. No, I have a question. Please answer what's wrong

with you. I send you a message. We talked with you.

**Mcgregor:** Fuck yeah message (indistinct)

One of the output strategies of positive impoliteness is ignored the other.

The example above is the example of the realization of these strategies. When Khabib Nurmagomedov asked Conor Mcgregor about the message that he had sent to Conor Mcgregor on Twitter, Khabib repeats his question about the attacking to his bus that did by McGregor and his team. But, McGregor seems that

he did want to talk about that topic. McGregor tried to save his face because Khabib said that McGregor did not answer the message that contains the challenge to McGregor for fighting with Khabib. By saying "Fuck Yeah Message," Conor shows that he did not want to talk further about that topic, he was not interested in the topic discussed by Khabib Nurmagomedov. In the example above, McGregor did not pay attention to the conversation. It is indicated that McGregor ignored what Khabib talked about.

The next example is the realization of another output strategies of positive impoliteness that is performed by Conor Mcgregor. The example above is illustrated how Conor Mcgregor used inappropriate identity markers and taboo language or swear words.

## Dialogue 6:

**Mcgregor:** I seen an Irish man over in England, let's say (indistinct) you were surrounded by your 40 of your teammates many of them had to watch it. They had to be changed a lot of him.

Khabib: (indistinct)

**Khabib:** You can ask him, you can ask him? Oke why you don't ask him

**McGregor :** (indistinct) <u>whatever kids</u>, okay. Couldn't give a bollocks, (indistinct) when the person you are looking for show loop yeah. Chuck is she on the back of a bus. <u>So, shoot your fucking mouth.</u>

The context of the conversation above is when Conor Mcgregor responds to the repeated questions asked by Khabib Nurrmagomedov about the bus attack. Khabib kept asking the same questions about the bus attacking and the reason for McGregor for doing that. McGregor looked fed up with the same question and asked Kabib to stop asking about it by saying, "So shoot your fucking mouth." The sentence implies that McGregor asked that Khabib no longer talks about the

topic. The underlined word indicated the swear word contained in McGregor 's utterances. Further, Conor Mcgregor also called Khabib "kid." The identity of the marker seemed to mock because Khabib is not a child. McGregor performed one of the output strategies of positive impoliteness called the use of inappropriate identity marker. "kid' is not appropriate to call a mature person.

The researcher also discovered that Conor Mcgregor performed another type of positive impoliteness, namely disassociate the other from the activity and ignore the other. The dialogue below will show how the realization of this impoliteness.

## Dialogue 7:

**Mcgregor:** From the boxing, we made a hell of a lot of money. Don't get wrong I got retire from from...

**Khabib**: [interrupting] I know, I know you come here for money, hey I come here for legacy, you come for money, I come for legacy.

Mcgregor: Man, I am talking to the reporter.

The participants of the press conference talked about McGregor's boxing match against Floyd Mayweather. McGregor declared that he made a lot of money from that boxing match. Therefore, Khabib countered with his statement about McGregor's purpose in UFC 229. Through the utterances, "Hey, man, I am talking to the reporter." It seems very clear how McGregor did not pay attention to Khabib's statement. So, it can be concluded that Khabib in the forum was one of the main participants and in the dialog between the reporter and Conor, Conor ignored and tried to distance and pretend that Khabib was not invited to be involved in the dialogue. This is attacking the positive face of Khabib Nurmagomedov and makes it possible that Khabib will lose his positive face.

The next example is taken to illustrate how positive impoliteness performed by Conor McGregor.

#### Dialogue 8:

**Khabib**: You know this sixth October I'm gonna mauled you (0C 21) **McGregor**: I'm gonna lose that even more, you just show up to this fight and we do this the noble way. Pull out, and then you know what's gonna happen to you back home kids. So that's all said about Santa. I'm here to join it.

Khabib: What's gonna happen?

**McGregor**: I'm here to enjoy it to enjoy it.

Khabib: What's gonna happen? What's gonna happen? Tell me? What gonna happen.

In the dialogue above, McGregor said that he would enjoy the fight. It shows that McGregor seemed to underestimate his opponent, Khabib Nurmagomedov. The sentence seemed like an understatement and assumed that he could beat Khabib in the UFC 229 match. Conor Mcgregor's utterance showed that his attitude did not show respect for his opponent, Khabib Nurmagomedov. He acted disparagingly and threatened the positive face of Khabib Nurmagoedov. This is because belittle the other shown by Conor Mcgregor is also an attitude of disrespect for Khabib as the addressee.

The last example captured positive impoliteness performed by Conor McGregor for avoiding agreement to Khabib Nurmagomedov.

## Dialogue 9

Journalist: Khabib Assalamualaikum and Conor congrats on proper twelve.

**Mcgregor**: thank you, sir.

**Journalist**: could we get an official prediction on the fight? **Khabib**: hey, you can say Assalamualiakum and congrats abut

whiskey.

McGregor: Oh, slap your mouth. You (indistinct) go away what do you gonna do about that except the disrespect in here. Do something. I just shoot your mouth. Fucking Philly.

The conversation above shows a reporter greets the two fighters with Assalamualaikum addressed to Khabib and congratulates on the proper 12 whiskeys to Conor Mcgregor. Khabib said that was not the right way because he could not say greetings and congratulate a whiskey. McGregor stated that Khabib did not respect the statements of the journalist by saying, as the researcher underlined. McGregor showed disapproval of the statement of the Khabib and threatened the positive face of Khabib. The example above is a realization of one of the output strategies from positive impoliteness called seek disagreement.

## 4.1.1.3 Negative Impoliteness

The next strategy is called Negative Impoliteness. This strategy is performed by the speaker to damage the hearer's negative face wants. This strategy also has several output strategies like Positive Impoliteness. The output strategies of this strategy, including frightened, condescend, scorning, or ridiculing, explicitly associate the other with negative aspects, do not treat the other seriously, put he other's indebtedness on record, and invade the other space.

The researcher found that Conor Mcgregor performed some of the output strategies of negative impoliteness in the press conference: ridiculing/scorning/condescend, frightening, invading the other space, and do not treat the other seriously. The existence of this strategy can be seen as the following example.

#### Dialogue 10

**Journalist:** I appreciate that Congratulation Dane, for everything, Khabib. When you are fighting Conor, you are not fighting Conor UFC 223. I was there. It was awesome. Congratulations. I was all set. UFC 205 when Conor and it was wild from a crowd standpoint. How

does mindset affect you going into the fight that Connor brings well, a fan base?

Khabib: You know,

**Mcgregor:** [Interrupting] <u>hey see, (indistinct) it's your birthday.</u>

(indistinct)

Khabib: You know, I'm not underestimating of this guy, I'm not

underestimate of this guy

**McGregor :** (indistinct) this the glass, dane, a proper twelve I'm

(indistinct)

Khabib: I'm gonna when they go to the cage, like my fight

Mcgregor: it's your birthday. Happy Birthday.

The researcher would like to look back at the definition of negative impoliteness, as mentioned by Culpeper (1996) negative impoliteness is the strategy is designed to damage the hearer's negative face wants. McGregor in the dialogue above, clearly attacked the negative face of Khabib Nurmagomedov. McGregor offered Khabib a glass of whiskey. In this situation, Khabib had refused the offer several times because he was a Muslim and did not drink alcohol. In the dialog above, McGregor clearly attacks the negative side of Khabib by invading his personal space. Hence, it is considered impolite.

The next example is taken as an example of the existence of negative impoliteness contained in McGregor Utterances. The example above captured the way Conor McGregor ridiculed Khabib Nurmagomedov.

## Dialogue 11

**Journalist**: Khabib, is it difficult for you to maintain your composure in the situation when he's getting up getting in your face?

**Khabib**: I stay relax brother, I stay relax. I don't feel nothing. I know I have a location. 6th October, 6 October

**Mcgregor**: <u>I stay on bus, I stay on bus, I stay on the bus. Shoe on the bus.</u>

As the researchers mentioned above, Scorning and Ridiculing are the output strategies of Negative Impoliteness. The topic in the above conversation is

about the answer to the Khabib related to his preparation before the match against Conor McGregor. After Khabib answered, McGregor, said, "I stay on bus, I stay on bus. I stay on the bus. Shoe in the bus.". The statement of Conor has not required Grice's Cooperative Principle, which is relevant. McGregor 's statement at that time was a mockery of Khabib during the bus attack incident in which Khabib did not get out of the bus and chose to hide in the bus.

The next example is taken by the researcher to prove the existence of one of the output strategies of negative impoliteness, namely frightening.

## Dialogue 12

Journalist: When you are in that situation that everyone has now seen on video multiple times, what's going through your head you are in that loading dock, you have a doll in your hands, what's going on? McGregor: I just thank the Lord Jesus Christ that that man didn't have the balls to step foot off of that bus because trust me or that the bus door did not open because if it bus off had opened, this man would be dead right now and he would be in a box, and I would be in a cell. We would not have this great fight ahead of us. So, there are many things I can speak about that incident about the lead-up and about my emotions and things like that. But, there are still many ongoing situations involved in it. So, I am just here to compete on October Sixth in Lass Vegas, Nevada, in the T-mobile arena, live on pay-per-view UFC 229 in association with Mcgregor sports and entertainment and proper twelve Irish Whiskey and that's it.

In the example above, McGregor 's utterance is a threat aimed at Khabib Nurmagomedov. The threat that was uttered was related to the bus attack incident. The threat that McGregor said was a face attack in the form of frightening his opponent, namely Khabib Nurmagomedov. The example above captures a phenomenon that frightening performed by McGregor is expected in resulting the opponent down mentally and will prevent future actions (Resistance of Khabib Nurmagomedov).

`The next example is taken to illustrate how negative impoliteness performed by Conor McGregor.

#### Dialogue 13

Journalist: question for Khabib, just the World Cup final, you understand the stereo pack Honor with President Putin having a meal, etc. How did it feel?

**Khabib**: I was great much you know and how I fell, I don't feel nothing, you know, because I never want to take a picture with someone, it doesn't matter it's president?

McGregor: Are you disrespecting your president Vladimir Putin?

Khabib: No, I

Mcgregor: Are you disrespecting your president Vladimir Putin?

Khabib: No, No

**Mcgregor**: then, what do you mean by that?

Khabib: I don't wanna take pictures.

Mcgregor: What do you mean by that then? Explain what do you

mean? Are you disrespecting?

Khabib: Okay, I'm gonna explain, take sit.

Another example of negative impoliteness uttered by Conor McGregor is showed as the dialogue below. When Khabib explained to reporters that the invitation to eat together from Vladimir Putin, President of Russia, was an ordinary invitation, he did not show enthusiasm in that regard. McGregor asked whether Khabib did not respect president Vladimir Putin. Khabib in the dialogue above, repeatedly asked the same question. The question certainly has tried to involve Khabib Nurmagomedov's problems by accusing the act of disrespect shown by Khabib Nurmagomedov. McGregor's question shows that McGregor has interfered in the issue of Khabib and Vladimir Putin. So, it can be said that Conor has invaded Khabib Nurmagomedov's personal space.

The last example indicates a negative impoliteness as do not threat the other seriously.

Dialogue 14

Dana: Next question

**Khabib**: We don't need a question. We have to talk with him. I have a couple of questions. Hey, you ask your friend? Why he'd slip? You

ask him. You have to ask him. You .have to ask him.

**McGregor**: Ask these nuts, we don't have to do nothing for nobody. On psycho, bread me. We don't have to lick no one's asshole for a chick, like fucking you.

Khabib demanded that McGregor immediately answer and clarify the reason for his team attacked Khabib's bus. McGregor 's response to the dialogue above shows that McGregor did not pay attention or being serious about what Khabib was talking about. Khabib has stated that he needs time to talk to Conor McGregor. However, McGregor's response did not meet the expected expectations. Therefore, McGregor 's utterance is considered as impolite because McGregor did not treat it seriously.

# 4.1.1.4 Sarcasm or Mock Impoliteness

The last type of impoliteness strategies that are used by Conor Mcgregor is Sarcasm or Mock Impoliteness. Culpeper (2005:42) stated that this strategy is designed to express something in an insincere way or with contrast meaning. Hence, the performance of this strategy might have bias meaning from what the speaker intended. This strategy is rarely used by Conor Mcgregor to attack Khabib's face. Here, the researcher provides some examples of the use of this strategy as below.

Dialogue 15

Dana White: next question.

**Journalist**: Conor, MATT Cole from voice, sorry my hands are still shaking. You are assured yourself total privacy for this camp other than this press conference which is different than previous fights.

They are always a hundred percent ready, but how is that preparation ready and that privacy changed now you feel now physically and emotionally?

McGregor: It's been a war zone in my camp. We have been preparing for war. So, I mean, All you gotta do is look at the imagery and video we have released to my team Mcgregor production we have released, and show glimpses only glimpses we have shown glimpses of the truly hard work we have put in for this camp. Broken orbital bones, broken zygomatic arches, swallowed teeth, broken feet, broken fingers. This has been a war zone we are coming. This fool is saying it's going to be a long night, trust me mate, I'm ready for a long night. You hold on to legs for dear life. That's how you fight. You talk Chicken this chicken that you (indistinct). But you actually fight like a little she goes rat anyway. You hold on to legs for dear life. You what kind of fighting is that? What kind of a man? What can a way of fighting is that? Your like fake belt over there to be a guy, you beat the guy ranked No.11, a real estate agent. And you bring that bill to a pond on stage. You bring that belt up on stage like it's a real belt? You're a phony, a fake and I'm going to expose you. Now you are up on the real shit, kid. You know with the real dogs now, now broke I, yeah, and they are gonna be, You're going to be smoked on October 6, live on pay-per-view and all yeah and I am gonna love every fucking second of it. .Oh, you hope it's a long night.

Conor Mcgregor's utterance in the dialogue above is indicated containing sarcasm or Mock Impoliteness. Earlier, Khabib said that the match would be a long night for McGregor. In the dialog above, McGregor performed sarcasm or mock impoliteness with irony by repeating what Khabib said before. That means what McGregor is saying is not sincere with its true meaning. McGregor's statement above seems to have reversed Khabib's earlier goal that it would be a difficult match for Conor.

The next example of this type of impoliteness is captured at the following dialogue.

#### Dialogue 16

**Khabib**: I don't have to put him back to book. Hey, you have to fight on the book because he cannot compete with high-level wrestling. **Mcgregor**: I'll show you off. I don't have to fight for money now. Thanks the Lord, Jesus (indistinct)I don't have to fight for many anymore.

**Khabib**: what you re talking about? (indistinct) I'm gonna mauled you.

During his absence at Octagon, Conor had a boxing match with Floyd
Mayweather and he made a lot of money because of the match. McGregor's
utterances above show that he was grateful for his achievement to the Lord Jesus
Christ. However, the words look insincere because it is intended to attack
Khabib's face by using sarcasm. McGregor's utterances imply that he said that
Khabib fought because of money and he did not.

## 4.1.2 Khabib Nurmagomedov's Responses

After analyzing impoliteness strategies that are uttered by Conor Mcgregor, in this section, the researcher focused on Khabib Nurmagomedov's response toward Mcgregor's impoliteness. According to Culpeper et al. (2003:1562) mentioned some types of responses toward impoliteness strategies: Accepting Face Attack, Offensive Countering, Defensive Countering, and No response. All of the types of responses are used by Khabib Nurmagomedov to response Mcgregor's impoliteness. Further, the performance of each kind of response is elaborated in the next point.

#### 4.1.2.1 Accepting Face Attack.

The first type of response is called accepting face attack. According to Culpeper (2003:1562), this response occurs when the hearer shows an agreement to the speaker's impoliteness in a direct way or not. The researcher found that Khabib only used this response twice in a press conference. The realization of this response can be seen as the following conversation.

Dialogue 17

**McGregor**: Are you disrespecting your president Vladimir Putin?

Khabib: No, No.

**McGregor**: then, what do you mean by that?

Khabib: I don't wanna take a picture.

McGregor: what do you mean by that then? Explain what do you

mean? Are you disrespecting?

Khabib: Okay, I'm gonna explain, take sit. I'm gonna explain, Okay,

Okay about the picture.

McGregor: Fake rats, fake respect out of fear.

The context of the conversation above is when a journalist asked Khabib's opinion on an invitation from the Russian President, Vladimir Putin. The dialogue above is another example of the realization of this type of response. Khabib, in the dialogue above, seemed under pressure because McGregor continued to ask about his attitude towards the invitation from President Vladimir Putin. It can be seen in the dialog above that McGregor asked the same question repeatedly. With this situation, Khabib wanted to explain, but McGregor continued to interrupt Khabib. In words "Okay, I'm gonna explain, take sit. I'm gonna explain, Okay, Okay, about the picture." Khabib asked McGregor to sit down and asked for time to explain. This type was used because Khabib wanted McGregor to be quiet and asked for time to explain.

Next, the researcher found another example to elaborate on the performance of this kind of response.

Dialogue 18

Khabib: We gonna fight, we gonna fight 6th October. Sit. Sit. Sit.

**McGregor**: yeah yeah, I hope So.

Khabib: Sit!

McGregor: I hope so because if you pull out like you always do pull

out, may God have no mercy on your soul. **Khabib**; Woo, Now, sit down. We gonna talk. **McGregor**: Shut your mouth. Shut your mouth.

Khabib: Ok.

The dialog above shows how this strategy was performed by Khabib in response to Conor's impoliteness. In the dialogue, the impoliteness utterances that McGregor threw were considered by Khabib as the hearer. The sentence 'ok' indicates that Khabib did not want to continue the argument and wanted to resolve the debate immediately. Therefore, he told McGregor who was standing while talking to sit and calm down. Accepting Face Attack is performed by Khabib to ask Conor McGregor to stop the argument and move on to the next question to be asked by the journalist. It seemed clear that Khabib did not want to talk further about it and he did not get unwillingness to talk further relating to that topic.

## 4.1.2.2 Offensive Countering

Bousfield (2008:193) stated that there are two types of countering face attack: Offensive Countering and Defensive Countering. Culpeper (2003:1562) stated that offensive countering as the response when the hearer performs the counter face attack with face attack to attack the speaker's face. It usually happens because the hearer disagrees with the speaker's impoliteness. The dialogue below

shows how this response uttered by Khabib Nurmagomedov in UFC 229 press conference.

#### Dialogue 19

McGregor: I don't have to fight for money now, thank the Lord, Jesus (Indistinct) I don't have to fight for many anymore. Khabib: What you're talking about? (indistinct) I'm gonna mauled you.

**McGregor:** Oh yeah help me, you re gonna be wrestling, we know Calero your orbital bone. Lest wrestle kid, let's wrestle. You are gonna be wrestling. We know (indistinct) your orbital bone.

**Khabib:** After this fight, he can go to a slight, go to the book back to box.

**Mcgregor:** From the boxing, we made a hell of a lot of money. Don't get wrong; I got to retire from from.

**Khabib:** I know, I know you come here for money, hey I come here for legacy, you come for money, I come for legacy.

Responding to McGregor 's impoliteness, Khabib performed a face attack through threats and bald on record impoliteness. Countering face attack was performed by Khabib's respect for not agreeing with what McGregor said about his purpose in UFC. When McGregor said that he got a lot of money from a boxing match, Khabib attacked Conor's face by stating that he came to UFC 229 because money was not due to legacy. Khabib's words are indicated as Bald on record impoliteness because it is clear and direct that Conor is only fighting for money. This response was made by Khabib in response to the utterances delivered by Conor McGregor in the first remarks in the dialogue above. Besides, Khabib frightened Conor McGregor by saying that he would maul him in the octagon in response to McGregor 's statement.

Dialogue 20

McGregor: I show you my bare hands, 40, here's my hand, no

weapons. (indistinct)

Khabib: Ok, two or five guys you remember and when we made

there in backstage here.

McGregor: I am (indistinct)

**Khabib:** He was very nice guy, you were very nice guy, but when he came with 40 people he a little bit change is show his weakness. But this Me and he are gonna be alone on October 6 and and that's it.

Another example of the realization of this kind of response is captured as the dialogue above. Conor McGregor expressed his disapproval of Khabib's statement that Khabib was fighting not for money, but his legacy. Conor McGregor stated that Khabib was a fake lying rat. Khabib tried to interrupt Conor McGregor by saying that Conor was like a clown. The utterance shows a face attack performed by Khabib in response to Conor's impoliteness.

## 4.1.2.2.1 Defensive Countering

The next type of response is Defensive countering. Defensive Countering the response when the speaker tries to defense or save their face from losing face without any face attack. To defend their face, the hearer will give explanations, question or tell something to save their face and defend themselves (Culpeper,2004:1562). The conversation below is illustrated the use of this kind of response used by Khabib Nurmagomedov.

Dialogue 21

Mcgregor: It's your birthday. Happy Birthday

Khabib: I don't drink,

**Mcgregor**: why don't you drink?

Khabib: I don't drink.

**Mcgregor**: Why don't you drink?

Khabib: I never.

Mcgregor: Assume booze our party, you are my backward cunt. Don't

get me hands on you, Jeremy.

Khabib: I never drink.

One sponsor of the UFC 229 match between Conor Mcgregor and Khabib Nurmagomedov is Proper 12 Whiskey which Conor Mcgregor is the owner. At the press conference, McGregor offered Whiskey to Khabib Nurmagomedov. In that situation, McGregor 's attitude was impolite because he knew that Khabib was a Muslim. Khabib declined the offer because he is a Muslim and never drinks alcohol. He tried to say and explain that he did not drink alcohol. Khabib used a defensive response to Conor Mcgregor's impoliteness.

Another Khabib's defensive response can be seen through the following dialogue.

Dialogue 22

Mcgregor: If you look at that bus you would be dead now. You

would be dead (indistinct) **Khabib**: Ok, If you want.

**Mcgregor**: (interrupting) But shut up your fucking mouth.

**Khabib:** If you want, I come out bus.

**Conor:** Fuck you.

**Khabib:** why you clowns? Everybody knows in media days a lot of security. Of course, I'm gonna sit on a bus with all red corner.

The context of dialogue above exposes that McGregor said that Khabib might be dead in the bus attack incident. It can be seen that Negative Impoliteness

(frighten) was performed by Conor through the first utterance above. McGregor stated that Khabib would die if he came out from the bus in the bus attack incident. Khabib's response toward this utterance is to try to explain why he did not get out of the bus. By giving explanation, Khabib tries to save his face from losing face as the result of the face attack performed by McGregor. Khbaib explained his reason by saying, "Everybody knows in media days a lot of security. Of course, I'm gonna sit in a bus with all the red corners.". So, it is clear how defensive countering is exist in Khabib's response toward McGregor 's impoliteness.

## 4.1.2.3 No Response

The last type of response toward impoliteness is no response. This type of response is the situation when the hearer is being silent and give no response to the speaker's impoliteness performance. This situation happens because of the unwillingness of the hearer to give a response or the hearer does not have a chance to answer. (Culpeper,2003:1563). The researcher found the performance of this response and it is elaborated as the following dialogue.

#### Dialogue 23

**Journalist:** Conor, do you think he's gonna stand up with you forever and swing it off?

**McGregor:** I don't give a fuck. But, he's gonna try and do it. He's gonna be swinging wildly like a year's sloppy, shooting for the legs. He's an amateur. He's 20. would you believe he's 26 or now. I've never made it in being, in being amateur, in in the professional game. I mean, he's fucking for nobody, absolutely nobody. Anyone that he's half far, it's been decisions. He's in over his head, I'm gonna pick him apart, I'm bullying him in there and absolutely mauled him, and that's it.

Khabib: (Silent)

The example of giving no response can be seen through the dialogue above. From the dialogue above, it can be seen that McGregor tried to damage Khabib's face by bald on record impoliteness. He said that he would beat Khabib easily. McGregor also said that Khabib is an amateur fighter. Meanwhile, Khabib decided to keep silent and giving no response to McGregor's face attacks. By giving no response, Khabib wanted to save his face and minimize the threat from losing face because of McGregor's face attack. Besides, Khabib seemed does not have the willingness to give the response to McGregor's impoliteness.

## Dialogue 24

Journalist: Could we get an official prediction on the fight?

Khabib: Hey you can say Assalamu Alaikum and congrats abut whiskey.

**McGregor**: Ooh, slap your mouth. You summer, go away, what do you. Gonna do about that except the disrespect in here.

The dialogue above also shows that Khabib gives no response toward Conor McGregor's impoliteness. The dialogue above shows that Conor McGregor attacked Khabib's face by seeking disagreement. Conor McGregor is indicated using positive impoliteness to attack Khabib's positive face. But, Khabib preferred to keep silent because he did not want to continue that topic and expected to minimize McGregor's face attacks. Khabib's response also shows that Khabib knows that Conor McGregor only wants to provoke Khabib in the press conference.

## **4.1.3** Impoliteness as Entertainment

This section is conducted to answer the third question in this study, which is the factors that affect Conor's McGregor's impoliteness in UFC 2229 press conference. Thus, this research also investigates how entertainment factors can trigger the use of impoliteness in the UFC press conference. Since the data of this study is the press conference of the fight show, it is normal that the participants of the press conference provoke each other. As mentioned by Culpeper (2005), four generic factors affect impoliteness in an entertainment show, and they are: intrinsic pleasure, voyeuristic pleasure, the audience is superior, and the audience is safe. Intrinsic pleasure is the sensation of witnessing possible violence and argument. Next is voyeuristic pleasure, that is the sensation of witnessing human weakness exploitation. The next factor, namely the audience is superior, this factor is the sensation of watching somebody in a lower state than oneself and the last is the audience is superior. It is the sensation of being safe while watching possible violence or argument.

In this research, the researcher found that three of the four factors exist in Conor McGregor's impoliteness and Journalist's question. All of these factors can be seen from some of McGregor's impoliteness and journalist's questions. During press conferences between Conor McGregor and Khabib Nurmagomedov, the journalist asked a series of questions that tried to provoke debate between Conor McGregor and Khabib Nurmagomedov with sensitive questions such as about incidents of bus attacks. Therefore, it causes McGregor to be more aggressive in performing face attacks with utterances of impoliteness addressed to Khabib

Nurmagomedov. The questions were trying to lure McGregor to provokes Khabib Nurmagomedov. Journalists want to get interesting news in the media about this fight. These factors are related to generic factors, namely intrinsic pleasure, voyeuristic pleasure, and the audience is safe. The intrinsic pleasure happens when the journalist antagonizes the fighters each other by their question. Since this press conference is closed for the public, the UFC fans can witness the thrill of the argument through the mass media. The audience is also safe because they are watching and feeling the sensation of the argument indirectly.

The existence of these factors is also captured from McGregor 's utterance and treat to Khabib. For example, when McGregor offered Khabib a glass of whiskey. In that situation, McGregor made a mockery (Conor knows that Khabib was a Muslim and did not drink alcohol), he offered Khabib as it seems normal and as promotional material from one of his whiskey sponsors at the event.

Besides, This is a realization of voyeuristic pleasure.

Also, researchers found that McGregor has the purpose of gaining exposure through this press conference. During the press conference, Conor McGregor performed sets of impoliteness utterances to attack Khabib Nurmagomedov. On the other hand, the impoliteness utterances said by Conor are used to increase his exposure. Pattipeilohy (2015: 29) stated that popularity is the influence of news in the mass media. By being a superstar in UFC, Conor McGregor can increase his exposure and popularity by the sensation.

These generic factors exist in Conor McGregor's utterance and journalist questions. So, three generic factors, namely intrinsic pleasure, voyeuristic

pleasure, and the audience are safe are found in Mcgregor's impoliteness and journalist questions. It can be seen from the journalist's reaction. The journalist asked several questions about sensitive topics. It is because McGregor's impoliteness can be a piece of good news in their media as entertainment for UFC fans.

#### 4.2. Discussion

The study of impoliteness has been growing in recent years. Several researchers try to explore the use of impoliteness in an assorted setting. One of the settings that are often used in discussing impoliteness is entertainment.

Entertainment always has its attraction in the community. Therefore, in this study, the researcher chose to apply the theory of impoliteness by Culpeper (2005) in the layer of entertainment. Since the data in this study are press conferences from UFC 229 between Conor McGregor and Khabib Nurmagomedov. This study also discusses the issue of how entertainment factors can influence the use of impoliteness in a press conference.

The first analysis of this study is about impoliteness strategies performed by Conor McGregor in UFC 229 press conference. The researcher indicates that in this case, power also affects McGregor to perform impoliteness. According to Lombardo and Meier, power describes a person who has power over others. Besides, Fairclough (1998) added that power could be indicated by domination. In this press conference, the researcher indicated that Conor McGregor has more power and access because of some factors. The first factor is Proper 12, a whiskey belongs to McGregor is the main sponsor in that event. McGregor has more

access to promote and did some impolite utterances and behavior. The second factor can be seen by the number of interruptions. The high number of interruptions performed by Conor McGregor shows his domination during the press conference.

While the second analysis of this study is about Khabib's responses toward McGregor's impoliteness. In this study, the researcher found that the most frequent response performed by Khabib was Defensive Countering. Meanwhile, the response that is rarely performed is Accepting Face Attack. The researcher revealed that the response that Khabib performed depended on the topic under discussion. Khabib, at the initial section of this press conference, seemed calmer and decided not to respond to Conor McGregor's impoliteness. It is different when Conor McGregor attacks Khabib with sensitive topics. For example, when Conor McGregor attacked Khabib's social identity face. Goffman (1972: 5) defined that social identity faces the desire of people to recognize and uphold social identity or social roles. McGregor attacks Khabib's social identity face by addressin the race, language, and religious issue to Khabib with impoliteness. This affects the response that will be performed by Khabib. So, the researcher concludes that the response that will be given by the hearer depends on the topic.

By remembering that this study is conducted to discover how entertainment factors can trigger McGregor's impoliteness, the last focus of this study is about impoliteness and entertainment. This study has a similarity with Kustiari's research (2016), which analyzed and connected impoliteness and entertainment. But, this research has different data and findings. Unlike the

Culpeper were found in McGregor's impoliteness triggering efforts. Kustiari (2016) states that the purpose of impoliteness in the world of entertainment is to provoke laughter, applause, and satisfaction for the audience. Kustiari (2016) found that impoliteness can be used to provoke laughter and enjoyment of watching human weakness. It can be seen from the response given by the audience toward impoliteness. Meanwhile, in this study, the researcher found that impoliteness can be used media to promote and attract the audience to watch the UFC 229 match. Conor McGregor is widely recognized as the best self-promoter the sport of MMA has ever seen and that is in part due to his ability to KO an opponent verbally outside the Octagon. (5 Times Conor McGregor's trash talk crossed the lines of decency.,2018) Moreover, McGregor's impoliteness can also increase its popularity because the sensation created can attract the attention of the audience to him and also his match with Khabib Nurmagomedoy.

However, McGregor's way of promoting self-popularity through impoliteness is not justified if it is excessive. The attitude that he showed through his impoliteness confirmed that one of the verses of the Qur'an had warned his people not to be too arrogant. The researcher in this study would like to relate the result of this study with the Islamic values. As captured in surah al-Hujurat

\[
\begin{align\*}
\text{2} & \text{2}

Ridiculing is one of the output strategies in negative impoliteness. Al-Qur'an teaches that as a human, it is not permissible to humiliate one another. McGregor, in this context, denigrates Khabib by performing impoliteness strategies. The above verse also explains that those who ridicule others are not better. This was proven that the UFC 229 match between Conor McGregor and Khabib Nurmagomedov was won by Khabib. The verse also teaches that humans must not call others with inappropriate titles. This is also included in positive impoliteness which is "use inappropriate identity markers. The message in verse is that we must guard our words. As happened to Conor McGregor, that the impoliteness he uttered on Khabib was a defeat for himself.

# CHAPTER V CONCLUSION AND SUGGESTIONS

This chapter is the final part of this research. This chapter provides a brief explanation of the result and findings of the present study. Also, it provides suggestions for future research.

#### 5.1. Conclusion

This study aimed at investigating the use of impoliteness strategies and their responses in the UFC 229 press conference. Moreover, the researcher also finds out the entertainment factors that trigger the use of impoliteness and connect it with entertainment. This study applied Culpeper's (2005) impoliteness models as a theoretical framework. The data of this study were obtained from UFC 229 Press conference between Conor McGregor and Khabib Nurmagomedov.

The first objective of this study analyzes impoliteness strategies that were uttered by Conor McGregor. The researcher found that Conor Mcgregor used four of five impoliteness strategies in the UFC press conference; these are Bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm and Mock impoliteness. Meanwhile, withhold politeness is not found in McGregor's utterances.

The second analysis of this research is to answer the second research question about the responses of Khabib Nurmagomedov toward McGregor's impoliteness. Bousfield (2008) mentioned some types of responses toward impoliteness strategies. There are four types of responses; they are: accepting

face attack, offensive countering, defensive countering, no response. Based on the analysis, the research found that Khabib Numragomedov used all types of responses toward Mcgregor's impoliteness in the UFC press conference. The researcher found that Khabib's response depends on the topics that are talked about.

The last objective of this research is to find out entertainment factors that trigger Conor McGregor's impoliteness. In this research, the researcher found that three of the four factors exist in Conor McGregor's impoliteness and Journalist's questions. All of these factors can be seen from some of McGregor's impoliteness and journalist's questions. The three generic factors, namely intrinsic pleasure, voyeuristic pleasure, and the audience, are safe, were found in Mcgregor's impoliteness and journalist questions. Impoliteness used by Conor McGregor was aimed at increasing the value of the UFC 229 match and gaining exposure for himself.

# 5.2. Suggestion

This study used the press conference as the object of the study. The future research of impoliteness can be developed far by applying different data, such as debate, talk show, and so on. Many data can be used in analyzing impoliteness strategies. Also, in UIN Sunan Ampel Surabaya, especially in the English department, there is a lack of research on impoliteness strategies. The researcher suggests the next research can explore more about impoliteness strategies. It may be useful for developing knowledge in linguistic, especially the pragmatics field. Furthermore, it is interesting to connect with impoliteness and entertainment. The

researcher expects the next research can fill the lack of this research and find out the use of impoliteness in another area of study



#### REFERENCES

- Arumningtyas, P. 2017. A descriptive study of impoliteness utterances in the teacher-student interaction in english teaching and learning process at the seventh grade of smp al-islam kartasura in the academic year of 2016-2017. Published Undergraduate Thesis for State Islamic Institute of Surakarta: Surakarta
- Birner, B. J.(2013). *Induction to pragmatics*. Chichester: Wiley-Blackwell
- Bogdan, R. and Taylor, S.J. (1975). *Introduction to qualitative research methode*. New York: John Willey and Sons.
- Bousfield, D. and Mirriam A. L. (2008). *Impoliteness in language: Studies on its interplay with power in theory and practice*. Berlin: Mouton De Gruyter.
- Bousfield, D. (2008). *Impoliteness in interaction*. Philadelphia and Amsterdam: John Benjamins.
- Brown, P. & Levinson. S. (1987). *Politeness: Some universals in language usage*. Cambridge: Cambridge University Press
- Conor McGregor's biography. (2020). Retveied January 10, 2019, from <a href="https://www.biography.com/people/conor-mcgregor">https://www.biography.com/people/conor-mcgregor</a>
- Culpeper, J.1996. Towards an anatomy of impoliteness. *Journal of Pragmatics* 25: 349367.
- Culpeper, J., Bousfield, D., and Wichmann, A. (2003). Impoliteness revisited: With special reference to dynamic and prosodic aspects. *Journal of Pragmatics* 35: 1545-1579.
- Culpeper, Jonathan. 2005. Impoliteness and entertainment in the television quiz show: The weakestlLink. *Journal of Politeness Research: Language*, *Behaviour, Culture*.1: 37-38
- Fairclogh, N. (1998). Political discourse in the media: An analytical framework. *Sociolinguistics* 17. 125-139

- Gunawan, S. 2017. Sherlock holmes's impoliteness strategies and other character's responses in sherlock tv series season 1 episode 1.
  Unpublished Undergraduate Thesis. Yogyakarta: Sanata Dharma University
- Hammod, N.M. .(2017). Impoliteness strategies in english and arabic facebook comments. *International Journal of Linguistic*. 5: 97-11
- Kustiari, K. C. (2015). The impoliteness in utterances produced by simon cowell in "x-factor usA" reality show. Unpublished Undergraduate Thesis. Surabaya: Airlangga University
- Kuntsi, P. (2012). *Politeness and impoliteness strategies used by lawyers in 'dove trial'*. Published Prograduate thesis. University of eastern Finlad
- Laitinen, M. (2010). The use of impoliteness strategies in the american tv-series house M.D. Bachelor's Thesis. Seeminarinkatuu: University of Jyvaskyla
- Lakoff, R. (1989). The limits of politeness. *Multilingual* 8: 101-129.
- Leech, G. .(1983). Principle of pragmatics. London: Longman
- Levinson, S. (1983). Pragmatics. London: Cambridge University Press
- Litoselliti, L (2010). Research method in linguistics. New York: continuum
- Lombardo, E. & Meier, P. (2009). Power and gender: Policy frames on gender inequality in politics in netherlands and spain. *Journal of Women Politic* and Policy. 30.357-380
- McClean, J. 2017. We are all fighters: the transmedia marketing of difference In the ultimate fighting championship (UFC). *International Journal of Communication*, 11: 3224-3241
- Muarich Al-Dilamy, Hakkush. H. & Khalaf, A, S. (2015). A pragmatic analysis of impolite interruption in selected debates in the opposite direction of aljazeera channel. *American Journal of Education Research*. 3. 1570-1578

- Pattipeilohy, E. M. (2015). Citra diri dan popularitas artis. *Jurnal Kajian Komunikas*i. 3. 22-32
- Richardson, K. & Ulrike M .1999. Worlds in common? television discourse in a changing europe. London: Routledge.
- Shamilah, A. H. (2015). Impoliteness strategies used in a politician's facebook. *Published Dissertation*. (University of Malaya: Kuala Lumpur)
- Tracy, K. and Sarah J. Tracy .(1998). Rudeness at 911: Reconceptualizing face and face attack. *Human Communication Research* 25 (2): 225251
- UFC 229 break PPV sales record. (2018). Retrieved January, 2019, from (https://thesportsdaily.com/2018/10/11/ufc-229-breaks-ppv-sales-records-fox11/).
- Vanderstoep, Scoot & Johnston Deirdre. (2009). Research methods in everyday life: Blending qualitative and quantitative approaches. San Fransisco: John Wiley&Sos Inc
- Walliman, N. (2011). Research methods: The basic. Canada: Routledge
- Yule, G. (1998). Pragmatics. Oxford: University Press
- Yulidar, L. 2017. *Impoliteness strategies used in dailymail's comments*. Published undergraduate thesis. Surakarta: Universitas Muhammadiyah Surakarta
- 5 times conor mcgregor's trash talk crossed the lines of decency. (2018). Retrieved March,2020, from <a href="https://www.foxsportsasia.com/combat-sports/ufc/970720/conor-mcgregor-trash-talk-Khabib-nurmagomedov/">https://www.foxsportsasia.com/combat-sports/ufc/970720/conor-mcgregor-trash-talk-Khabib-nurmagomedov/</a>