

**IMPOLITENESS STRATEGIES USED BY HATERS IN
TAEIL INSTAGRAM ACCOUNT**

THESIS



BY:

RYZMA ARASY TARTILLA

REG. NUMBER 03010321033

**ENGLISH LITERATURE DEPARTMENT
FACULTY OF ADAB AND HUMANITIES
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL
SURABAYA**

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APPROVAL SHEET

IMPOLITENESS STRATEGIES USED BY HATERS IN TAEIL INSTAGRAM ACCOUNT

by
Ryzma Arasy Tartilla
Reg. Number: 03010321033

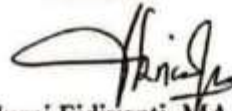
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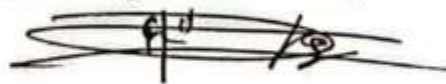
Advisor 1


Suhandoko, M.Pd
198905282018011002

Advisor 2


Murni Fidiyanti, MA
198305302011012011

Acknowledged by
The Head of the English Literature Department


Dr. Endratno Pili Swasono, S.Pd., M.Pd
197106072003121001

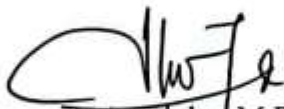
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Surabaya, 17 June 2025

Board of Examiners:

Examiner 1



Suhandoko, M.Pd.
NIP. 198905282018011002

Examiner 2



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

Examiner 3



Dr. Endratno Pilih Swasono, M.Pd.
NIP. 197106072003121001

Examiner 4



Murni Fidiyanti, M.A.
NIP. 198305302011012011

Acknowledged by:

The Dean of Faculty of Adab and Humanities
UIN Sunan Ampel Surabaya



Prof. Dr. Muhammad Zaidi, M.A.
NIP. 197005121995031002

DECLARATION

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Name : Ryzma Arasy Tartilla

NIM : 03010321033

Department : English Literature

Faculty : Adab and Humanities

University : UIN Sunan Ampel

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Reg. Number. 03010321033

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NIM : 03010321033
Fakultas/Jurusan : Adab dan Humaniora
E-mail address : ryzmaarasy@gmail.com

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ABSTRACT

Tartilla, R. A. (2025). *Impoliteness Strategies Used by Haters in Taeil Instagram Account*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Suhandoko, M.Pd., (II) Murni Fidiyanti, MA.

This study aims to analyze the impoliteness strategies by NCTzen in the Instagram comment column of Taeil, one of the members of the K-pop group NCT. This study uses the theory of impoliteness strategy by Culpeper 1996. This study also links gender differences in the use of impoliteness strategies. There are two problems to be solved in this study, namely: (1) what types of impoliteness strategies are used in the comment column? and (2) How are the impoliteness strategies used by male and female accounts in Taeil's Instagram column comments?

This study used a qualitative and descriptive approach to analyze netizens' comments on Taeil's Instagram comment column. First, the researcher collected data from the comment column. Then the analysis began by analyzing comments that included impoliteness strategies and gender differences in the use of impoliteness strategies. The analysis continued by providing codes in each type and sub-type of strategy using Nvivo 12. The analysis continued by identifying the impoliteness strategies used by netizens and distinguishing gender in the use of impoliteness strategies by NCTzen.

This study found four types of impoliteness strategies used by commentators. This impoliteness strategy is used to express dislike, ridicule, and criticism of Taeil. They tend to use negative impoliteness strategies to damage, insult, and mock Taeil for the case that has befallen him. In addition, this study also reveals how gender differences in the use of impoliteness strategies. Women have a strong dominance in the use of impoliteness strategies, especially in the contemptuous sub-type, which is used to mock and ridicule the target. In contrast, men tend to use the seek disagreement sub-strategy as a form of dominance and to assert their superior side. The difference in the use of impoliteness strategies is very visible from the way they use language as a place for sharp emotional outbursts. This study contributes to understanding the dynamics of digital communication on social media, especially in the context of impolite comments on public figures.

Keywords: Impoliteness strategies, Gender, Instagram

ABSTRAK

Tartilla, R. A. (2025). *Strategi Ketidaksopanan yang Digunakan oleh Pembenci pada Instagram Taeil*. Fakultas Adab dan Humnaiora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Suhandoko, M.Pd., (II) Murni Fidiyanti, MA.

Penelitian ini bertujuan untuk menganalisis strategi ketidaksopanan oleh NCTzen pada kolom komentar Instagram Taeil, salah satu anggota grup K-pop NCT. Penelitian ini menggunakan theory impoliteness strategi by culpeper 1996. Penelitian ini juga mengaitkan perbedaan gender dalam penggunaan impoliteness strategies. Ada dua masalah yang ingin dipecahkan dalam penellitian ini, yaitu: (1) jenis strategi ketidaksopanan apa saja yang digunakan pada kolom komentar dan (2) Bagaimana strategi ketidaksopanan yang digunakan oleh akun pria dan wanita dalam komentar kolom Instagram Taeil.

Penelitian ini menggunakan pendekatan kualitatif dan deskriptif untuk menganalisis komentar netizens pada kolom komentar Instagram Taeil. Terlebih dahulu, peneliti mengumpulkan data dari kolom komentar. Kemudian analisis dimulai dengan menganalisis komentar yang mencakup strategi ketidaksopanan dan perbedaan gender dalam penggunaan strategi tidak sopan. Analisis dilanjutkan memberikan kode dalam setiap jenis dan sub jenis strateginya menggunakan Nvivo 12. Analisis dilanjutkan dengan mengidentifikasi strategi ketidaksopanan yang digunakan oleh netizens dan membedakan gender dalam penggunaan strategi ketidaksopanan oleh NCTzen.

Penelitian ini menemukan empat tipe strategi ketidaksopanan yang digunakan oleh komentator. Strategi impoliteness ini digunakan untuk mengekspresikan ketidaksukaan, ejekan, dan kritik terhadap Taeil. Mereka cenderung menggunakan strategi ketidaksopanan negative untuk merusak menghina dan mengejek Taeil terhadap kasus yang telah menyimpannya. Selain itu, studi ini juga mengungkapkan bagaimana perbedaan gender dalam menggunakan strategi ketidaksopanan. Perempuan memiliki dominasi yang kuat pada penggunaan strategi ketidaksopanan terutama pada sub tipe contemptuous, yang mana digunakan untuk mencemooh dan mengejek target. Sebaliknya, laki laki cenderung menggunakan sub strategi seek disagreement sebagai bentuk dominasi dan memunculkan penegasan sisi superior mereka. Perbedaan penggunaan strategi ketidaksopanan ini sangat terlihat dari cara mereka menggunakan bahasa sebagai tempat luapan emosional secara tajam. Penelitian ini memberikan kontribusi dalam memahami dinamika komunikasi digital di media sosial, khususnya dalam konteks komentar yang bersifat impolite terhadap figur publik.

Kata Kunci: Strategi ketidaksopanan, Gender, Instagram

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