

**THE IMPOLITENESS STRATEGIES IN MATT RIFE'S
CROWD COMEDY**

THESIS



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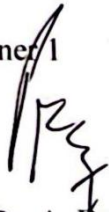
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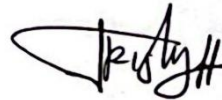
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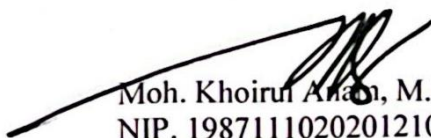
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ABSTRACT

Nobair, A. (2025). *The Impoliteness Strategies in Matt Rife's Crowd Comedy*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd., (II) Dr. Endratno Pilih Swasono, M.Pd.

This study aims to examine the impoliteness strategies employed in the crowd work performances of American stand-up comedian Matt Rife. His shows are characterized by frequent use of roasting and mocking jokes directed at audience members, which can be categorized as impolite speech acts. Grounded in Jonathan Culpeper's (2005) theory of impoliteness, this research seeks to identify the types of impoliteness strategies utilized by Rife and to describe the reasons for the audience's acceptance of his harsh and sarcastic humor.

This research applied a descriptive-qualitative approach, analyzing the transcript-collected data compiled across nine clip videos of his live comedic interactions. The researcher focused on finding six main types of impoliteness strategies, including bald on record, positive impoliteness, negative impoliteness, off-record impoliteness, sarcasm/mock politeness, and withhold politeness. After that, the researcher concluded the factors of audience appeal in response to the impoliteness-selected speech during the performance.

The result of the study shows that Matt Rife frequently uses bald on record and positive impoliteness in delivering taboo and shock humor. Sarcasm/mock politeness and off-record impoliteness to address sensitive issues, and negative impoliteness in addressing the comedic roast of the audience's physical conditions. Interestingly, the strategy of withholding politeness was not present in any of the datasets, as his comedic style is audience-oriented. In the second problem of the study, the research successfully reveals that the factors of performance are generally well-received by the audience due to playful framing, timing, mutual understanding, interactional positioning, and context appropriateness.

Keywords: *Impoliteness Strategies, Impoliteness, Crowd Comedy, Matt Rife*

ABSTRAK

Nobair, A. (2025). *Strategi Ketidaksantunan dalam Crowd Comedy Matt Rife*. Prodi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd., (II) Dr. Endratno Pili Swasono, M.Pd.

Penelitian ini bertujuan untuk mengkaji strategi ketidaksantunan yang digunakan dalam pertunjukan *crowd work* oleh komedian stand-up asal Amerika, Matt Rife. Dalam pertunjukannya, ia seringkali melakukan roasting terhadap penonton melalui lelucon yang dapat dikategorikan sebagai tuturan tidak sopan. Penelitian ini berlandaskan pada teori ketidaksantunan yang dikemukakan oleh Jonathan Culpeper (2005). Dengan tujuan untuk mengidentifikasi jenis-jenis strategi ketidaksantunan yang digunakan oleh Rife, serta menjelaskan alasan di balik penerimaan penonton terhadap lelucon-leluconnya yang bersifat mengejek dan sarkastik.

Penelitian ini menggunakan pendekatan deskriptif-kualitatif, menganalisis data transkrip dari sembilan video *crowd comedy* oleh Matt Rife yang diambil melalui social media You Tube dan Instagram. Peneliti berfokus pada identifikasi enam jenis strategi ketidaksantunan dan mengambil kesimpulan terhadap faktor-faktor penerimaan penonton terhadap ketidaksantunan tutur tersebut.

Hasil penelitian menunjukkan, Matt Rife paling sering menggunakan strategi ketidaksantunan secara langsung dan ketidaksantunan positif dalam menyampaikan humornya yang bersifat spontan dan tabu. Strategi sarkasme/ketidaksantunan palsu dan ketidaksantunan tidak langsung dalam menyinggung isu sensitif, dan ketidaksantunan negative dalam penyampaian humor menyinggung kondisi fisik penonton yang di-roasting. Menariknya, strategi penundaan kesopanan tutur tidak ditemukan dalam dataset mana pun, hal ini berkaitan dengan gaya komedi Matt Rife yang berorientasi pada penonton untuk berinteraksi langsung. Dalam menjawab rumusan masalah kedua, peneliti berhasil mengungkapkan bahwa faktor ketidaksopanan tutur di komedi ini diterima baik oleh penonton karena bingkai yang playful, timing, pemahaman bersama, posisi interaksional, dan kesesuaian konteks.

Keywords: *Strategi Ketidaksantunan, Ketidaksantunan, Komedi Interaktif, Matt Rife*

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