Deviation of Language Politeness Principles in Counter-Comments by Netizens on The Youtube Channel "Tribun Jateng"

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Abstract

Purpose: The purpose of this research is to investigate the use and deviations of linguistic politeness in counter-comments by netizens on videos uploaded by the YouTube channel Tribun Jateng related to the title "Viral Oklin Fia TikToker Uploads Content Licking Ice Cream, Netizens Suspect Blasphemy."
Methodology: The research employed a descriptive research method with a qualitative approach. The data source in this study consists of speech descriptions found in counter-comments on the YouTube video of Tribun Jateng titled "Viral Oklin Fia TikToker Uploads Content Licking Ice Cream, Netizens Suspect Blasphemy."
Results: Data collection in this research was carried out through note-taking techniques. The results of the research indicate netizen opposition to Oklin Fia, who uploaded inappropriate content that does not align with Islamic norms in terms of dressing and the content on his social media account. Thus, communication can also be understood as a process in which the speaker and the interlocutor mutually understand the conveyed messages.
Applications/Originality/Value: From various expert opinions on communication, it can be concluded that communication plays a crucial role in the continuity of human life. Communication is not only conducted through face-to-face interactions but also through indirect means, such as social media.
Keywords: usage, deviation, politeness, language, counter-comments

Introduction Section

Humans, as social beings, engage in continuous interaction and communication throughout their lives. According to Sari (2020), communication is defined as the way individuals interact with their surrounding environment. Through communicative activities, humans convey their thoughts and ideas to others. Inah (2013) further asserts that communication facilitates human interaction, ensuring that intentions and goals are successfully communicated and received by others. Building on this perspective, Susanto (2016) states that communication is a process of conveying messages from the speaker to the interlocutor to express specific purposes. Additionally, communication can be understood as a mutual process in which both the speaker and interlocutor comprehend the messages conveyed. With various perspectives from experts on communication, it becomes evident that the role of communication is crucial for human survival.

The significance of communication extends beyond face-to-face interactions to encompass the realm of social media. Cangara, as cited by Sari et al. (2018), underscores that communication transcends verbal language, encompassing facial expressions, art, and technology. Watie (2016) further elaborates on this notion, asserting that communication is not bound by constraints of distance, space, or time. It can occur anytime and anywhere, facilitated by indirect means such as social media platforms. Despite physical separation, individuals can engage in meaningful interactions through these digital channels. Moreover, Markhamah (2011:153) emphasizes the role of language politeness in communication. Politeness serves as a mechanism for speakers to convey messages in a manner that avoids causing discomfort, pressure, or offense to the interlocutor.

In the current modern era, the role of social media is inseparable from human life. Modern society is almost impossible not to be familiar with social media. Kaplan & Haenlein, as cited by Anwar (2017), define social media as

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a collection of online applications based on the ideology and technology of Web 2.0 that enables users to create and exchange content. Markhamah and Atiqa Sabardila (2013:153) state that politeness is a way in which speakers communicate to prevent themselves and their interlocutors from feeling pressured, cornered, and offended. Language politeness in this context seeks to maintain the dignity of the speaker and listener. The use of polite language during communication can make interlocutors and conversational partners feel respected, comfortable, and prevent misunderstandings from arising.

Now, whether consciously or not, social media and its content have become an inseparable part of human life. Over time, the diversity and development of social media have expanded. The development of the internet, as stated by Nadar (2013:251), has brought about a new revolution in how society communicates. Language politeness, or also known as linguistic politeness according to Nadar, becomes a tool used by speakers to mitigate the negative impact, discomfort, or disappointment that may arise from their speech. Therefore, the use of polite language plays a central role in achieving success in communicative activities and mutual respect.

Social media, with all its transformations, has changed the communication paradigm of society. There are no longer limitations of distance, time, or place in communication. Communication can happen anywhere, anytime, without the need for face-to-face meetings. One form of communication through social media is through the comment section on platforms like YouTube. Lubis (2022) notes that YouTube, as a popular social media platform, is used to share various types of videos, including education, tutorials, current information, and personal life documentaries.

In the context of communication through YouTube, the comments that appear in the comment section vary greatly. Not only are there comments with polite language, but there are also some comments that use less polite language. These impolite comments can take the form of sarcasm, ridicule, or objections that have the potential to hurt others' feelings. Although communication should adhere to the ethical values prevalent in society to remain enjoyable, strengthen relationships, and be beneficial as a means of communication. Language politeness, according to Eristyarini (2017), generally refers to the selection of good and polite words. The use of polite language shows respect for the opinions or utterances of others. Marko (2021) emphasizes that polite speech is speech that is acceptable to others, pleasing, and does not offend feelings.

A video on the YouTube channel Tribun Jateng titled "Viral Oklin Fia TikToker Uploads Content Licking Ice Cream, Netizens Suspect Blasphemy" triggered various opinions among netizens, both in favor and against. The video provides an explanation related to the controversy involving Oklin Fia, a TikToker, who is considered to have blasphemed in his content. Netizen comments in the comment section reflect diverse perspectives. Some netizens support Oklin Fia, while others oppose him, and not a few express their opinions in polite language. Nevertheless, this phenomenon also reflects a decline in moral standards, religious values, and politeness in society. Therefore, this research will explore the use and deviations of language politeness in counter-comments by netizens in the video uploaded by the YouTube channel Tribun Jateng titled "Viral Oklin Fia TikToker Uploads Content Licking Ice Cream, Netizens Suspect Blasphemy." Previous studies, such as those conducted by Riana & Rini (2020), Putri (2018), and Nst (2023), have provided insights into deviations from the principles of language politeness in different contexts. However, this research will contribute additional insights by focusing on specific and controversial content in the social media environment.

Marko (2021) in his research on "Language Politeness in the Content of YouTube Vlog Kontrakan Rempong" presents findings that the vlog content shows six characteristics of politeness maxims, including wisdom, acceptance, generosity, harmony, and sympathy. Muslihah & Riko (2017) conducted a study on Compliance and Deviation of Language Politeness Principles in the Discourse of Indonesian Language Textbooks. The results of the study found 211 utterances that included compliance and deviation from politeness principles. Compliance involved 157 utterances, with details of 63 wisdom maxims, 6 generosity maxims, 18 esteem maxims, and 70 consensus maxims. Meanwhile, deviations from language politeness were found in only 54 utterances, with 52 of them involving wisdom maxims and 2 involving esteem maxims. The level of language politeness in the discourse of Indonesian language textbooks for Senior High School/MA/SMK/MAK Grade X Curriculum 2013 Revision 2016 by Suherli and colleagues was categorized as polite.

Palupi & Nafisah (2019) explored Language Politeness on Online Social Media by conducting a descriptive review of political news comments on Facebook. Their findings show that language politeness is reflected in four aspects, namely (1) the use of pronouns, (2) the use of continuity forms, (3) the use of keywords, and (4) the use of empathetic sentences. Yanti and colleagues (2021) conveyed that the behavior of many social media users who tend to comment without considering the situation and words used can be harmful and have negative consequences. As a result, the spread of unverified news, the loss of the effectiveness of language communication, the emergence of misunderstandings, and the use of inappropriate language in public spaces may occur.

The study on Language Use in the Digital Context involves an analysis of how language adapts to the digital environment, including informal language styles, the use of abbreviations, and unique forms for social media.

Research on Language Politeness Deviation aims to identify and categorize various forms of deviation that occur in social media interactions, especially on TikTok, discussing the "Oklin Fia" controversy. Deviations may include the use of offensive language, sarcasm, or even verbal abuse. Factors Causing Deviation will attempt to identify the factors that drive politeness deviations, such as disagreement, emotions, or pressure from the online environment. This is expected to contribute to understanding the reasons behind impolite behavior in online interactions.

This research aims to investigate the influence of the social environment, particularly within social media platforms like TikTok, on language politeness deviations. The study will assess whether the social structures inherent in these platforms either support or exacerbate deviations from language politeness norms. The implications and recommendations of this research are anticipated to shed light on how principles of language politeness may be affected in digital environments. The resulting recommendations will target users, policymakers, and social media platforms, aiming to raise awareness about the importance of maintaining language politeness in online interactions. Additionally, these recommendations will propose strategies for controlling and mitigating such deviations, thereby fostering a more respectful and courteous online discourse.

Method

The research method used is a type of descriptive research method with a qualitative approach. According to Zellatifanny & Bambang (2018), descriptive research is a method that seeks to objectively describe the object or subject that has been studied. The descriptive research method aims to systematically describe existing facts in accordance with the characteristics of the object and the frequency studied accurately. Yusanto (2019) states that qualitative approach is an approach used in research to seek an in-depth understanding of a phenomenon, fact, or reality by comprehending and exploring a study conducted in-depth, not limited to surface views.

The data source in this research consists of speech descriptions found in counter-comments on the YouTube video of Tribun Jateng titled "Viral Oklin Fia TikToker Uploads Content Licking Ice Cream, Netizens Suspect Blasphemy" uploaded in February 2023 with a total of 1.6 million views. The data is then analyzed based on its context by applying the principles of language politeness. Data collection in this research is done through note-taking techniques. Before recording the data, the researcher takes screenshots using a mobile phone in the YouTube comment section of Tribun Jateng's video content titled "Viral Oklin Fia TikToker Uploads Content Licking Ice Cream, Netizens Suspect Blasphemy." The note-taking technique is used to determine the use and deviations of language politeness principles used by netizens to comment.

The aim of this research is to build empathy and self-awareness towards oneself and others in order to reflect more on one's actions and be more selective and better in the future, avoiding actions that do not align with norms. This learning is intended to align with behaviors that cannot be imitated by young people today, especially students.
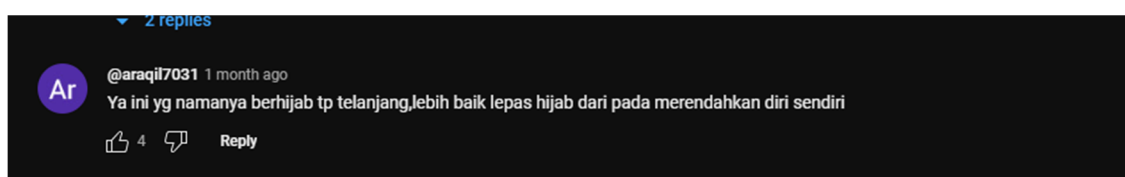
Ethical Considerations

This research was carried out after considering several aspects that made this research carried out because apart from being useful, it was also able to educate the readers who made this research carried out. The research was conducted without adverse consequences and a complete description of the nature of the research was provided.

Data Analysis

1) Form of Contrary Expression in the YouTube Tribun Jateng Comment Section on the video titled "Viral Oklin Fia Tiktoker Uploads Content Licking Ice Cream, Netizens Suspect Blasphemy" includes five subcategories, namely 1) expressions of disagreement, 2) expressions of emotion, 3) expressions indicating reference to something, and 4) expressions of warning. Below is the data analysis conducted by the researcher.

Expression of Disapproval

@araqil7031 1 month ago
Ya ini yg namanya berhijab tp telanjang,lebih baik lepas hijab dari pada merendahkan diri sendiri

Translate :

@araqil7031 1 month ago

Yes, this is what is called wearing the hijab, but being naked, it's better to take off the hijab than to humiliate yourself

Reply

Figure 1. This is a caption for the image consisting of comments and explanations located below the image.

From the data, the account with the username @araqil7031 expresses its disagreement with what Oklin did, which is considered inappropriate. Thus, the comment indicates that the netizen emphasizes the importance of etiquette as a hijab-wearing woman who should not display her body shape as if naked with the aim of increasing views on other social media.
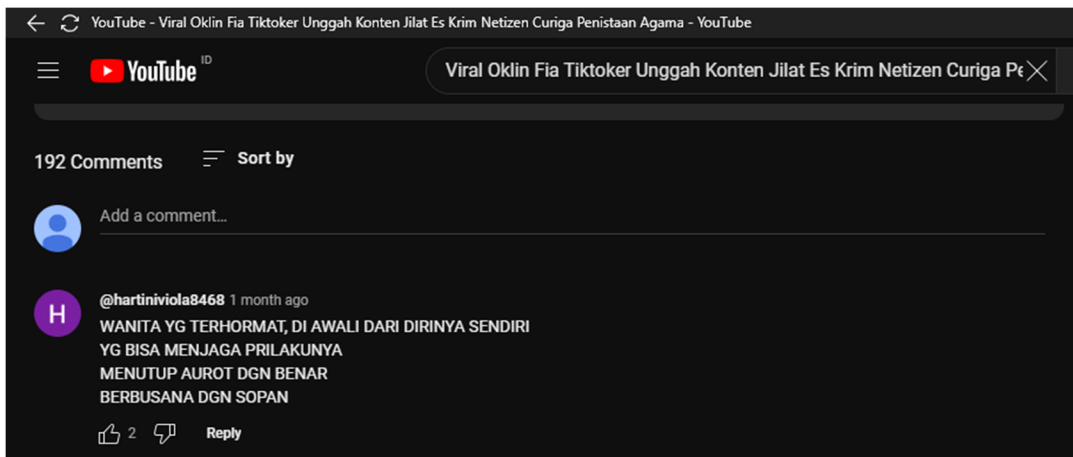
Expression of Emotion

Figure 2. This is a caption for the image consisting of emotional comments and explanations located below the image.

Translate :

YouTube - Viral Oklin Fia Tiktoker Uploads Ice Cream Licking Content Netizens Suspect Religious Blasphemy - YouTube
YouTube
10
Viral Oklin Fia Tiktoker Uploads Ice Cream Licking Content Netizens Are Suspicious of PeX
192 Comments
Add a comment...
Sort by
@hartiniviola8468 1 month ago
A RESPECTIVE WOMAN, BEGINNING FROM HERSELF
WHO CAN MANAGE HIS BEHAVIOR
CLOSE THE AUROT CORRECTLY
DRESS COURAGEOUSLY
Reply

From the account @hartiniviola8468, she expresses her anger towards Oklin, who cannot cover her aurat, as she wears tight clothes and reveals her body, which makes netizens angry and unacceptable for what Oklin did. It is also considered a violation in Islam. Thus, netizens express implicit etiquette and, as a hijaber, are required to cover their aurat. As Muslims, we are obligated to fulfill the good and correct Islamic sharia.

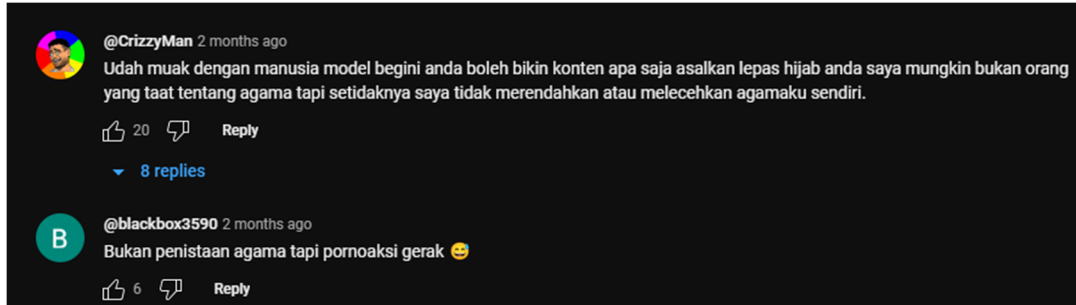### *Expression Indicating Referring to Something*

Figure 3. This is a caption for the image consisting of comments indicating referring to something and explanations located below the image.

Translate :

@CrizzyMan 2 months ago

I'm fed up with people like this. You can create any content as long as you take off your hijab. I may not be a religious person, but at least I don't demean or insult my own religion.

@blackbox3590 2 months ago

Not religious blasphemy but movement porn

The expression indicating referring to something is found in two tweets, one from @CrizzyMan stating, "At least I am not degrading or demeaning my own religion," and another tweet from @blackbox regarding, "Not religious blasphemy but rather a provocative movement."

Attachment of other comments:

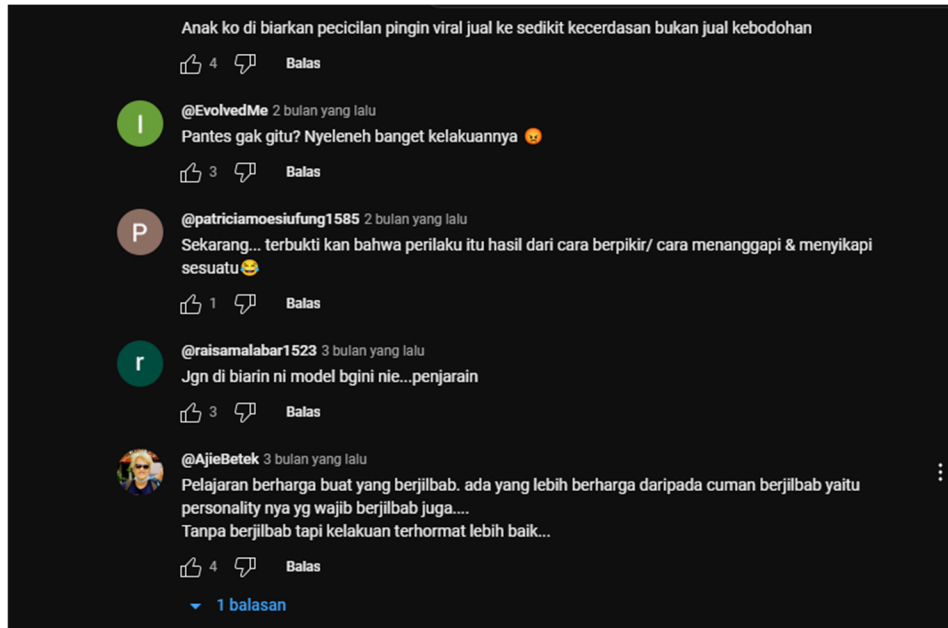**Figure 4**. This is the caption located below the image.

Figure 5. This is the caption located below the image.

Translate :

@nurfajri2809 3 months ago
People who make money creating content like this must be boycotted... because it is mentally damaging and it really looks like people are not right... it's disgusting to see.
Reply
@BebenSober 2 months ago
It's easy for there to be a law that ensnares Oklin
Reply
@reinarahma4942 3 months ago
If you're not ready to wear the hijab, don't wear the hijab, sis... It's not the hijab's fault, it's the person's fault.. Don't tarnish yourself as a Muslim woman who wears the hijab..
Reply
@blackbox3590 3 months ago
Not religious blasphemy but movement porn
Reply
@CrizzyMan 3 months ago
I'm fed up with people like this. You can create any content as long as you take off your hijab. I may not be a religious person, but at least I don't demean or insult my own religion.
Why are children allowed to pay in installments, they want to go viral, selling a little intelligence, not selling stupidity
Reply
@EvolvedMe 2 months ago
Isn't that cool? His behavior is very strange
Reply
@patriciamoesiufung1585 2 months ago
Now... it has been proven that behavior is the result of the way of thinking/how to respond & react to something
Reply
@raisamalabar1523 3 months ago
Don't let this model...imprisonment
1350
Reply
@AjieBetek 3 months ago
A valuable lesson for those who wear the hijab. There is something more valuable than just wearing a headscarf, namely her personality which must also wear a headscarf....
Without a headscarf but respectable behavior is better...
1 reply

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Discussion

This study conducted observations to analyze comments on Tribun Jateng related to content created by "Oklin Fia" on TikTok. The opposing and derogatory expressions expressed by Indonesian netizens are considered valuable for learning and self-improvement. The research aims to investigate the use and deviation of language politeness in netizens' opposing comments on videos uploaded by the YouTube channel Tribun Jateng, specifically focusing on the video titled "Viral Oklin Fia Tiktoker Uploads Content Licking Ice Cream, Netizens Suspect Blasphemy." Employing a descriptive research method with a qualitative approach, this study relies on opposing comments on the video as its primary data source. The findings of this research offer insights into the utilization and neglect of language politeness in online interactions.

Language politeness is an important aspect of communication that reflects respect for others and prevailing social values. However, in the context of social media, such as YouTube, there are various types of expressions, including impolite ones such as sarcasm, mockery, and objections that can offend others. This research identifies a decline in moral standards, religion, and values of politeness in online communication. This phenomenon appears in various opposing comments following controversial videos.

Previous research has also revealed deviations in language politeness in various contexts, such as public spaces, cartoon films, short messages on Telegram, YouTube vlogs, and Indonesian language textbook discourse. This indicates that this issue is not limited to the YouTube Tribun Jateng platform but may also exist in various other social media and online communication platforms. With the increasing use of social media in everyday life, it is important to better understand the use and deviation of language politeness in online communication. The conclusion of this research is that there is a need to raise awareness of the importance of language politeness in online interactions and to educate social media users on how to communicate in a more polite and respectful manner.

Moral and Ethics Education: In this research, it can serve as a basis for the development of moral and ethics education curricula in schools. Increasing awareness of the importance of language politeness in online interactions can be integrated into learning to shape students' characters so that they can communicate politely and respectfully.

Communication Skills Education: This research provides an understanding of how communication skills, especially in the context of social media, need to be emphasized in education. Appropriate and wise use of online communication can be taught as a skill to students.

Character Education: Politeness in language is one aspect of good character. Character education can incorporate politeness values into learning activities so that students can form positive attitudes in communication, both directly and online. Media Literacy Education: With the observed decline in moral standards and language politeness in online communication, media literacy education becomes essential. Students need to be empowered with a good understanding of how to behave in the virtual world, including ethical communication on social media platforms.

Anti-Bullying Program Development: The phenomenon of deviation in language politeness may be related to online bullying behavior. Anti-bullying education can be developed to provide students with an understanding of the negative impact of impolite and demeaning comments. ICT (Information and Communication Technology) Education: As part of ICT education, it can include learning about digital ethics and communication etiquette on social media platforms. Students need to understand their responsibilities in using social media.

Social Awareness Development: Through this research, the need to increase social awareness regarding language use and online behavior can be identified. Education can help shape individuals who are more aware and responsible in communicating in the virtual world. Considering the results of this research, education can be a means to address issues of language politeness in online communication and shape a generation capable of interacting positively in the virtual world.

Conclusion

In summary, this research sheds light on the erosion of language politeness in online interactions, particularly within the social media landscape, as evidenced by critical responses to contentious videos on the YouTube channel Tribun Jateng. The study highlights a concerning trend characterized by a decline in adherence to moral standards, religious values, and overall courtesy in digital communications. Recognizing the urgency of this issue, the research advocates for a comprehensive strategy to address and rectify the identified shortcomings. The suggested remedies encompass various educational initiatives, emphasizing the crucial role of education in cultivating a more considerate and accountable virtual community.

The implications of this research reach beyond the confines of a specific social media platform, as comparable lapses in language politeness are likely widespread across diverse online communication channels. Consequently, the imperative for heightened social awareness becomes evident, prompting a plea for educational initiatives aimed at instilling values of respect, ethics, and effective communication skills among users. The recommended applications of the research findings encompass the formulation of moral and ethics education curricula in schools, targeted instruction in communication skills, infusion of politeness values into character education programs, and the introduction of media literacy education to empower individuals with the knowledge needed to navigate the virtual landscape responsibly.

Additionally, the research underscores the significance of anti-bullying initiatives, highlighting the correlation between impolite online conduct and bullying. It also suggests the integration of digital ethics and communication etiquette into ICT education, reinforcing the idea that individuals bear responsibilities in their use of social media platforms. In essence, this research advocates for a holistic strategy to tackle the challenges posed by the waning standards of language politeness in online communication. Through the strategic deployment of education, social awareness, and ethical considerations, there is the potential to nurture a generation capable of positive and respectful interactions in the constantly evolving virtual realm.

Acknowledgement

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