

# Violation of Politeness Principles in Social Media Comments on *lambeturah\_official* Instagram and its Implementation to the Teaching of Indonesian

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## Abstract

*Purpose:* This study explores the ways in which commenters on the *@lambeturah\_official* Instagram account violate politeness principles and considers how these findings can inform Indonesian language teaching. By identifying specific maxim breaches—such as wisdom, generosity, praise, humility, agreement, and sympathy—the research seeks to provide concrete examples for classroom discussion in upper secondary Indonesian curricula.

*Methodology:* Employing a qualitative descriptive design grounded in pragmatics, the study analyzes user comments as its primary data source. Using the “Selecting and Determining Elements” (PUP) technique for data analysis, researchers systematically collected and coded instances of maxim violations within the comment threads of the *@lambeturah\_official* Instagram page, categorizing each utterance according to the relevant politeness maxim it breaches.

*Results:* The analysis uncovered twelve instances of politeness maxim violations: three breaches of the maxim of wisdom, two of generosity, three of praise, one of humility, two of agreement, and one of sympathy. Each category illustrates distinct patterns of impoliteness—ranging from sarcastic or dismissive language to comments that fail to acknowledge others’ perspectives or feelings.

*Applications/Originality/Value:* By mapping real-world examples of pragmatic breakdowns in digital communication, this study offers valuable teaching materials for Indonesian language educators. Specifically, it aligns with Basic Competency 4.13—“Developing problems/issues from various points of view equipped with arguments in debate”—by providing authentic comment excerpts that students can analyze and debate. Integrating social-media discourse into the classroom not only enhances learners’ pragmatic awareness but also prepares them to engage more respectfully and critically in online environments.

## Introduction

Politeness in the comments column of social media accounts, such as Instagram, is important because it reflects the ethics and social norms that apply in online interactions. According to Winarsih (2021:1) language is very influential in society, because it has an important role in interactions with other people. Language consists of words or groups of words. Language is not only a means of communication but also a means of thinking and expression. Language is a strong bond to unite social groups in society, and language always develops in a social community. Language cannot be separated from society because it is a communication tool (Sulistyono, 2023: 2). Language allows us to formulate and communicate ideas and concepts in a clear and structured way.

Communication is one of several very basic human activities (Sari, et al., 2018) in all aspects of human life every day, from waking up to going to bed (Putri, 2022). According to Barelson and Steiner in Talika (2016) communication is the process of conveying messages in the form of information and ideas through the use of language symbols. This is in line with Wilbur Schramm in Darmawati & Susilo (2019), according to him, communication is a reciprocal process of exchanging symbols to inform, persuade, or instruct so that the communicator and the social context gain a similar understanding.

The benefits of the Instagram application are very diverse. The Instagram application can be used to take photos or videos and share them on various social media (Fahmi in Vitasari & Hasanudin, 2022) or on Instagram itself (Mahendra in Romadhon & Hasanudin, 2022). The use of this Instagram application can be used as a means of promoting photos (Arbi, 2017). Apart from being a means of promoting photos, the Instagram application can be used as an effective and easy means of sales promotion (Kurniawan, 2017).

It cannot be denied that even though it has a good impact, social media also has a bad impact, for example the principle of language politeness is violated. Moreover, social media interactions, especially Instagram. Instagram is a platform whose function is to share videos or photos, Instagram users can also provide comments to fellow users. Quoted from Databoks,

Indonesia has 91.77 million Instagram users. Abuse of freedom of expression as regulated in the 1945 Constitution is often carried out by social media users or netizens.

Chaer (2010:4) states that not everyone is polite and good at language, therefore there is a need for encouragement to learn language politeness and practice it, this is in line with the opinion of Yusmita (2021) Language is very important for humans. Language politeness is subtlety and politeness. When communicating either written or verbally, language politeness has become a phenomenon of pragmatic studies, this politeness can be measured using the principles of language politeness. This theory was chosen by researchers for the reason that it is still relevant and comprehensive, the theory of language politeness principles according to Leech which is used in research to date. Apart from that, a polite statement can be proven if several maxims are fulfilled. If an utterance violates or does not fulfill the rules of the maxim of unity, it can be said that the utterance is impolite.

Another reason for choosing a research topic by researchers is that the topic violation of politeness principles in social media comments on *lambeturah\_official* Instagram and its implementation to the teaching of Indonesian. Politeness in language is related to Indonesian language subjects, one of which is several basic competencies and the core competencies of these subjects. Referring to this presentation, it can be concluded that the research entitled " violation of politeness principles in social media comments on *lambeturah\_official* Instagram and its implementation to the teaching of Indonesian " is very important because it aims to provide an overview of the public regarding the importance of establishing good communication by paying attention to politeness in language and communicating verbally. From the results of this research, it is also hoped that students will have an understanding of violations of language politeness in the school environment and a non-deviant attitude when using social media.

The reason the author chose the *lambeturah\_official* Instagram account is because first, the population of accounts with high interaction, the *lambeturah\_official* Instagram account has millions of active followers and each upload often generates lots of comments. These comments reflect the dynamics of public conversation on social media, including various violations of the principles of language politeness. Second, the characteristics of comments are diverse, namely comments on the *lambeturah\_official* Instagram account often contain responses that vary from praise, criticism, to speech that violates the principles of language politeness such as ridicule, insults or provocation. This is a relevant data source for analyzing these forms of violations. thirdly, the opportunity to implement learning, namely analysis of language politeness violations from the comments column of the *lambeturah\_official* Instagram account, provides data that can be used for learning Indonesian. This data is relevant for teaching students about language etiquette, both in formal situations and in digital spaces. The author chose the Instagram account *lambeturah\_official* because it provides rich and relevant data to explore the implementation of the principles of language politeness while also offering opportunities to connect it with contextual Indonesian language learning.

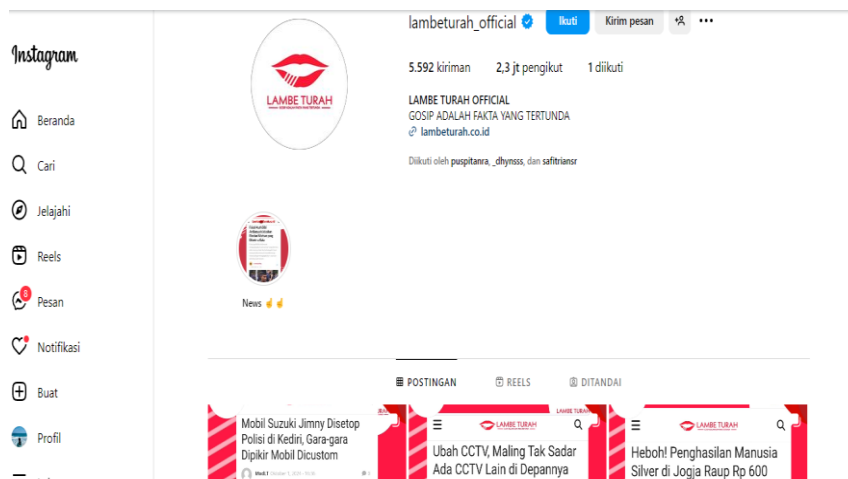


Figure 1. Instagram Profile *lambeturah\_official*

This research aims to analyze the types of violation of politeness principles in social media comments on *lambeturah\_official* Instagram and its implementation to the teaching of Indonesian. Through a qualitative approach, comment data will be analyzed in depth to identify common patterns of violations of language politeness, such as the use of harsh language, insults, or disrespect towards other people. Learning implications will focus on developing learning strategies that pay attention to polite and effective use of language in the context of social media.

## Literature Review

### Theoretical Review

Yule (2014: 82) suggests that politeness in interaction can be explained as a tool used to show awareness of other people's faces. As a technical term, the face is a person's personal appearance in society. Face refers to the social and emotional meaning that each person has and expects others to know. In this sense, politeness can be perfected in social situations and closeness. Showing awareness of another person's face when that other person appears socially distant is often described in terms of friendship, camaraderie, or solidarity.

According to Leech (in Jumanto, 2017: 87) examines politeness in relation to Grice's conversation (1975). Grice's conversation pieces are often violated or disobeyed in social interactions. Due to the many violations that occurred, Leech used two principles of politeness to avoid speech that had the potential to threaten or even damage his face. The two principles of politeness are: (a) minimizing impolite expressions of feelings, and maximizing polite expressions of feelings, (b) choosing speech that does not lower other people's status (self-esteem), or avoiding speech that could make someone lose face ( self-esteem). There are several things formulated by Leech that a speaker must not do to a speaker, namely: (a) do not order, (b) must not say bad things about the speaker, (c) must not express feelings of happiness when the speaker is sad, (d) do not attack the speaker's views, (e) must not praise yourself, or talk about your own wealth or strength continuously. Based on these five prohibitions, Leech proposed seven thimbles of politeness.

The speech referred to in the KBBI is something that is spoken; speech, utterance. Speech is a form of action and is not just about the world of speech or speech acts, namely language which functions as a means for action, all utterances or sentences uttered by speakers in fact contain certain communicative functions. In pragmatics, speech is interpreted as the product of an action and not the verbal action itself (Leech, 2021:20). The theory of language politeness put forward by the experts above discusses the theory of language politeness from different points of view, however a common thread can be drawn which implies an understanding that communication activities will take place effectively if the speaker and interlocutor obey a number of rules contained in the principles. communication so that communication activities can avoid misunderstandings.

A number of language politeness theories described above can be used as a basis for carrying out communication activities. Which language politeness theory is suitable for Indonesian society? Of course the Indonesian people can take advantage of these theories. Apart from that, language politeness rules in Indonesian society are guided by the cultural rules that apply in Indonesian society, namely language politeness rules which originate from the cultural roots of Indonesian society itself. Based on the norms of each cultural community, language politeness is measured based on national norms related to the pillars of good character, namely loving God and all of His creation, having independence and responsibility, upholding the value of honesty, carrying out trust, being respectful. / polite, have a sense of self-confidence, creative and sincere, have a spirit of leadership and justice, be humble and tolerant of others.

Jonathan Culpeper (2014), investigates various aspects of language politeness, including the implications of impolite actions in interpersonal communication. His works highlight the importance of cultural and situational context in assessing language politeness. Indonesian has a very important role in the educational process for the intellectual, social and emotional development of students and is a supporter of success in studying all subjects applied in each educational unit (Hoeruddin, 2011). Furthermore, according to (Nurbaeti, 2022) that language learning is expected to help students get to know themselves, their culture and the cultures of other people, express ideas, and participate with their environment through that language.

The learning process is an activity of implementing the curriculum of an educational institution that has been determined (Hoerudin, 2013). According to (Mayasari, 2021) the aim of education is basically to shape students towards behavioral, moral and social changes so that they can live independently as individuals and socially. In achieving these goals, students must interact with the learning environment guided by the teacher through the learning process.

## **Relevant Research**

Language politeness is a concept that refers to ways of speaking that pay attention to subtlety, politeness and social norms in verbal communication. This includes the use of polite words, respect for the interlocutor, as well as adaptation to different communication contexts and situations. Language politeness also involves understanding the culture and social norms related to the language used. Language politeness is an important aspect of social interaction, especially in the context of communication on social media such as Instagram.

In the context of social media, Chong (2016) observed that users often face a dilemma between politeness and self-expression. For example, commenting on a post with criticism can be considered rude, even though sometimes such criticism is necessary for a healthy exchange of opinions. The implementation of language politeness in Indonesian language learning in high school is important to form a generation that is able to communicate effectively and politely.

According to Nazir (2017), learning Indonesian at school should not only focus on grammatical aspects, but also on using language that is polite and appropriate to the context. Teachers need to provide concrete examples of how to use language politely, including in communication on social media. Meanwhile, according to Setiawan (2019), students tend to more easily accept lessons about language politeness if they are conveyed through case examples that are relevant to everyday life, including situations on social media.

One effective learning strategy is to integrate simulation activities or role plays that challenge students to interact using polite language in realistic situations (Widayati, 2018). Teachers can use online learning platforms or special

applications to facilitate discussions and practice about language politeness on social media. A study by Smith (2020) shows that the use of technology in Indonesian language learning can increase student engagement and facilitate their understanding of language use in accordance with politeness norms.

According to Leech (2021:1) pragmatics can be interpreted as the meaning of utterances in certain circumstances. These states refer to several things that exist outside of language. This is in accordance with the opinion of Rahardi et al., (2019:3) pragmatics is a science with the extralinguistic nature of pragmatics and says that pragmatics is a waste basket. Politeness in language in the context of social media, the concept of politeness in language is an important aspect in communication, including on social media such as Instagram. Previous studies have highlighted how politeness norms are maintained or violated in online interactions. Use of Language in the Instagram Comment Column. The Instagram comment column, including the one on the *lambeturah\_official* account, is a place for users to interact and express themselves.

Darliah, et al., (2015) in their research entitled "Language Politeness in *lamabeturah\_official* Instagram Social Media Comments and Its Implementation in Indonesian Language " which aims to find out language politeness contained in the comments column. Analysis of forms of compliance and violation of language politeness principles is prepared based on language politeness theories. These studies have similarities and differences in this research. The similarity is researching language politeness and also the object is an Indonesian language textbook.

Implementing language politeness in learning Indonesian in high school can also help students prepare themselves to enter the world of work, where good communication skills are one of the keys to success. By paying attention to language politeness in learning Indonesian, it is hoped that students can become individuals who are able to interact effectively, build good relationships with other people, and respect cultural diversity.

## Method

This research is included in the type of qualitative descriptive research. According to Winartha (2006:155) the qualitative descriptive analysis method is a way of analyzing, describing and summarizing various conditions and situations from various data collected in the form of interviews or observations regarding the problems being studied that occur in the field. The subject of this research is Social Media. Instagram *lambeturah\_official*, while the object of this research is Violations of Politeness in Language in the Comment on Social Media Accounts. This account was operational in February 2012. Account management is very clever at posting the latest news.

The data used in this research is in the form of written sentences in the form of tables, which contain language errors. Meanwhile, the data source in this research is the Instagram social media *lambeturah\_official*. In analyzing the data, researchers used the agih data analysis technique. According to Sudaryanto (1993:15) the agih data analysis technique is a technique or method that uses a tool to determine the part of the language in question which is the target object in the research itself. This technique is divided into two types, namely, basic techniques and continuous techniques. Basic techniques are techniques used at the beginning of analytical work by dividing data into several parts so that they can be analyzed, while advanced techniques are techniques used to determine objects or targets in research. In this technique, researchers carried out data collection using the technique of taking pictures and rewriting Violations of Politeness in Social Media Comments. In this technique, the researcher reads comments on a post on the *lambeturah\_official* Instagram account, after which the researcher writes Language Politeness in Social Media Comments in the form of a data table.

**Table 1.** population and sample data

<b>Types of Language Politeness Violations</b>	<b>Amount</b>
Violation of the maxim of wisdom	3
Violation of the maxim of generosity	2
Violation of the maxim of praise	3
Violation of the maxim of humility	1
Violation of the maxim of agreement	2
Violation of the maxim of sympathy	1
<b>Total Violation</b>	<b>12</b>

According to Lofland (in Moleong, 2013: 157) the main data source in qualitative research is words, the rest are additional sources such as documents and so on. The researchers' data sources were taken from interviews, observations, and field notes from observations. Meanwhile, according to Sugiyono (2019: 194), data sources are divided into two parts, namely primary data sources and secondary data sources. Primary data sources were stated by Sugiyono (2019: 194) that primary data sources are data sources that directly provide data to data collectors. Therefore Yang focused on researching *lambeturah\_official* social media. Meanwhile, secondary data sources are data sources that do not directly provide data to data collectors, such as through other people. In this study, in secondary data sources, researchers obtained data from

*lambeturah\_official* Instagram social media posts. Other data sources from this research are various reference articles, journals, related to research which are used to strengthen data analysis in the research.

In collecting data in this research, researchers used the Listen and Note data collection technique. 1) Listen, according to Creswell & Poth (2018), who state that the listening technique is the first step in the qualitative data collection process. They emphasize the importance of listening to and reviewing various sources relevant to the research topic to gain a deep understanding of the phenomenon under study. Listen by looking at one of *lambeturah\_official* posts and then listening to the comments column. 2) Take Notes According to Creswell & Poth (2018), the note-taking technique involves making notes regarding important information found during the research process. These notes can be in the form of direct quotes, summaries, or the researcher's thoughts on the material listened to. The main purpose of note-taking techniques is to facilitate the data analysis process and maintain the integrity and accuracy of the information found.

## Results and Discussion

Based on the results of research on violations of language politeness in *lambeturah\_official* Instagram comments, there were 6 violations of language politeness, consisting of 3 data on speech violations of the maxim of wisdom, 2 data on speech violations of the maxim of generosity, 3 data on speech violations of the maxim of praise, 1 data on violations of the maxim of humility, 2 data on speech that violates the maxim of agreement, and 1 data on speech that violates the maxim of sympathy. Violations of these maxims are in accordance with Leech's theory as a tool for measuring speech.

However, in violations of the maxim of wisdom and violations of the maxim of generosity, no commissive speech was found. Meanwhile, the results of the maxim of generosity and the maxim of sympathy contained in the *lambeturah\_official* Instagram account differ from Leech's opinion because assertive speech was found in violations of the maxim of generosity and impositive speech was found in violations of the maxim of sympathy.

Based on the main problem discussed in this research, namely violations of language politeness. Researchers found 6 data that showed violations of language politeness on the social media Instagram. The following are 6 forms of language politeness violations according to Leech. The results of the data analysis are described by the researchers below:

### a) Violation of the maxim of wisdom

In the context of pragmatics, a violation of the Maxim of Wisdom occurs when someone does not comply with the principle of minimizing losses for others and maximizing benefits for others in conversation. The Maxim of Wisdom is part of the Principles of Politeness proposed by Geoffrey Leech. This maxim aims to ensure that the speaker always tries not to burden or harm the person he is talking to, but on the contrary, to provide benefits or goodness to them.

Date	22 October 2023
Speech	Farhat farhat, lo harusnya jadi tukang gallon aje, gak cocok mo jd presiden. Sekolah no yang tinggi, otak lo kagakcukup.
Context	Instagram <i>lambeturah_official</i> uploaded a screenshot from Instagram farhatabbasofficial regarding the billboard for Farhat who wants to run for president in 2024.

The violation of politeness maxims of wisdom occurred when Instagram *lambeturah\_official* uploaded a screenshot from Instagram farhatabbasofficial regarding a billboard for Farhat wanting to run for president in 2024. This news cannot be separated from the scorn of netizens, such as the statement above which violates the maxim of wisdom "Farhat farhat, lo harusnya jadi tukang gallon aje, gak cocok mo jd presiden. Sekolah no yang tinggi, otak lo kagakcukup." Farhat was disadvantaged because he was deemed unsuitable to be president because his brain was not smart, Farhat was also advised to become a gallon driver instead of becoming president. Even though Farhat Abbas is a well-known lawyer in Indonesia, he graduated from Pasundan University. This causes violations of the wisdom maxim because the speaker minimizes other people's profits and maximizes other people's losses.

### b) Violation of the maxim of generosity

In the context of pragmatics, a violation of the Maxim of Generosity refers to a situation where a person violates the principle of providing assistance or does not try to lower his own interests in favor of the interests of the interlocutor. The Generosity Maxim is part of the Principle of Politeness proposed by Geoffrey Leech, which states: "Minimize benefits to yourself, maximize benefits to others."

Date	22 October 2023
Speech	Sinetron skrg ga ada yang mutu njir, mana copas ide orang mending balik ke zaman dulu keluarga cemara.
Context	Instagram <i>lambeturah_official</i> uploaded a screenshot from the Prakasa internet Instagram account which insinuated that the SCTV television channel imitated films from Korea to make soap operas.

The above statement was obtained when Instagram *lambeturah\_official* uploaded a screenshot from the Ernetprakasa Instagram account which satirized the SCTV television channel for imitating Korean films to make soap operas. Netizens

also commented on it with the words " Sinetron skrg ga ada yang mutu njir, mana copas ide orang mending balik ke zaman dulu keluarga cemara." which is a violation of the maxim of generosity because netizens maximize their own profits. Current soap operas are not of good quality and compare them with shows that are considered to be of higher quality, for example Keluarga Cemara. The netizen gave suggestions that seemed self-serving. It can be seen that not everyone receives the Cypress Family show because different generations show it differently.

c) Violation of the maxim of praise

In a pragmatic context, the maxim of praise refers to a communicative principle that emphasizes the importance of giving appreciation or appreciation to the speech partner for actions that are considered positive (Delima et al., 2019). The maxim of praise aims to minimize criticism or ridicule of the speech partner and maximize praise or appreciation for the speech partner in order to build a positive relationship between speakers.

Date	1 October 2021
Speech	Efek birahi sbloom halal
Context	Instagram <i>lambeturah_official</i> uploaded a photo of the ultrasound results of husband and wife Rizky Billar and Lesti Kejora.

The context of the story above occurred when Instagram *lambeturah\_official* uploaded a photo or screenshot regarding the ultrasound results of Rizky Billar and Lesti Kejora's prospective child. The context of the speech in the data can be categorized as a violation of the maxim of praise because the speaker more often mocks or demeans other people by saying that Billar and Lesti had had husband and wife relations before marriage. which caused Lesti to become pregnant. Netizens' disrespect was marked by the statement " Efek birahi sbloom halal." This is a violation of the politeness maxim of praise because it insults other people, namely Billar and Lesti.

d) Violation of the maxim of humility

In the context of pragmatics, the maxim of humility refers to principles communicativeness which is related to how a person expresses themselves by not highlighting themselves too much and not putting down other people (Hamanay et al., 2023). In everyday communication, this maxim teaches that one should not over-praise oneself or express one's superiority excessively, but rather show a humble attitude and acknowledge the contributions of others.

Date	15 October 2023
Speech	Yaelah si cungring belagu amat lo, udah jelek. Urusin noh badan lo dari pd nyinyirin org. Sini juge ajarin biar badan lo bagus macam gua.
Context	Instagram <i>lambeturah_official</i> uploaded a screenshot of Fiersa Besari's Twitter tweet, on October 14 2023 with the number of retweets reaching 4,205 and quote tweets 130

This statement was obtained when the *lambeturah\_official* Instagram account uploaded a screenshot of Fiersa Besari's Twitter tweet, on October 14 2023 with a total of 4,205 retweets and 130 quote tweets. This speech received comments from netizens who praised themselves and criticized their partners for exaggerating or boasting, so the speech violated the maxim of politeness in language. Comments were marked with " Yaelah si cungring belagu amat lo, udah jelek. Urusin noh badan lo dari pd nyinyirin org. Sini juge ajarin biar badan lo bagus macam gua." The netizen compared her good body with Fiersa Besari's curvy body. The meaning of *cungring* in slang is someone who has a thin, tall body and a curved or stooped body.

e) Violation of the maxim of agreement

In the context of pragmatics, violation of the Maxim of Agreement refers to a situation where someone does not comply with the principle of maintaining agreement or harmony with the interlocutor. The Maxim of Agreement is one of several maxims proposed by Geoffrey Leech in Principles of Politeness. This maxim aims to maximize agreement between speaker and listener, and minimize disagreement, thereby maintaining harmony in communication.

Date	12 October 2023
Speech	Laah ribet amat ngebacot. Yg sakit ngelahirin siapa ??? yg urus semuanya siapa ?? mau gimana ? itu bukan urusan lo. Kayak merasa hidup paling bersih aja. Lo kakak yang sirik, gue mahbelain adek lo.
Context	Instagram <i>lambeturah_official</i> uploaded an Instagram story from the <i>mami_pica</i> account, which is the older sister of the celebgram Hanum Mega. These two brothers are currently feuding. Hanum Mega's older brother says that Hanum Mega is pregnant out of wedlock.

The statement above is included in the violation of the maxim of agreement because there is no similarity or compatibility between netizens and Wulan, this can be justified by the statement " Laah ribet amat ngebacot. Yg sakit ngelahirin siapa ??? yg urus semuanya siapa ?? mau gimana ? itu bukan urusan lo. Kayak merasa hidup paling bersih aja. Lo kakak yang sirik, gue mahbelain adek lo." the netizen disagreed with Wulan's upload, According to him, Wulan is an older sister who is jealous and envious of her younger sibling. In essence, the maxim of agreement is that between speech partners and speakers there must be equality in trying to minimize each other.

f) Violation of the maxim of sympathy

In a pragmatic context, a violation of the Sympathy Maxim occurs when someone does not show the expected sympathy or concern in social interactions. The Sympathy Maxim is part of the Principles of Politeness proposed by

Geoffrey Leech, which emphasizes the importance of expressing sympathy or empathy towards the person you are talking to. Violations occur if someone fails to minimize antipathy and maximize sympathy for others.

Date	7 October 2023
Speech	Alah S3 marketing kali. Gk peduli yeee
Context	Instagram <i>lambeturah_official</i> uploaded a photo regarding Shandy Aulia's news. Suddenly the words "wife" in her Instagram bio disappeared, this was widely discussed on social media, many people were wondering about Shandy Aulia and Clarie Herbowo's household.

The story above was obtained when Instagram *lambeturah\_official* uploaded a photo regarding Shandy Aulia's news. This news was not free from criticism from netizens, the statement above was declared as a violation of polite language, the maxim of sympathy found in " Alah S3 marketing kali. Gk peduli yeee " from this statement, it can be seen that netizens minimized their antipathy towards Shandy Aulia, who is rumored to be separating from her husband, is marked by the absence of wife written in Shandy Aulia's Instagram bio. Netizens responded that the news was just a marketing trick to attract public attention.

Based on the results of this research, research on violations of politeness in language in *lambeturah\_official* Instagram comments, there were 6 violations of politeness in language, consisting of violations of the maxim of generosity, violations of the maxim of praise, violations of the maxim of humility, violations of the maxim of agreement, and violations of the maxim of sympathy. This is in line with Geoffrey Leech's opinion that there are 6 principles of politeness in language, namely the maxim of wisdom, the maxim of generosity, the maxim of praise, the maxim of humility, the maxim of agreement, and the maxim of sympathy. In the maxim of wisdom, if the speaker maximizes other people's losses and minimizes other people's profits, then a violation will occur. In this study, there were 3 data on violations of the maxim of wisdom, one of which was impositive speech, but no commissive speech was found. In principle, the maxim of generosity can be said to be polite if a person tries to maximize his own losses and reduce his own profits. If done otherwise, minimizing one's own losses and maximizing one's own profits can be said to be a violation of politeness. This maxim focuses on oneself and is impositive speech and commissive speech (Leech, 2021:206).

Politeness is speech that produces polite language, of course with good language, it is necessary to follow the existing rules. This is characterized by using the principles of politeness which are translated into maxims. Leech also stated that when speaking, you should pay attention to politeness because politeness should not be taken lightly. In the theory of language politeness according to Leech, especially in oral communication, it can be seen from several indicators that influence the occurrence of politeness, one of which is the existence of maxims of politeness in the speech.

Language politeness must be carried out by all parties in order to maintain the quality of social relations (Widyahening, 2011) in social life (Wulansafitri in Wijayanti & Saputra, 2011). If someone when communicating violates language politeness, he will receive negative marks from society, for example being considered an uncivil person (Mumtazah, et al., 2022). The reason why it is important to use language politeness was expressed by Unannudin & Sutrisna (2021) that language politeness is important so that in communication between both parties they respect each other, especially the way they speak. Language politeness is useful for maintaining good social relations and creating a sense of mutual respect so that individuals involved in communication do not feel disadvantaged.

In the principles of politeness, Leech explains that politeness is not only the principle of cooperation (PK) which reveals why speakers often use indirect methods to convey the meaning they are saying. However, the principle of good manners (PS) can be used as a guide in explaining this phenomenon. He also emphasized that politeness is not only interpreted as an act of good language, but must have the most important meaning, namely as a chain linking the power of meaning between the loss of work principles and problems.

In this study, violations of the maxim of generosity were the fewest violations found after the maxim of wisdom. In the comments on the *lambeturah\_official* Instagram account, only 2 utterances were found, namely impositive, assertive, and no commissive utterances were found. The emergence of assertive speech in this research makes a difference with Leech's opinion. Violations of the maxim of praise, comments on the *lambeturah\_official* Instagram account are the most frequently violated due to the large number of netizens degrading, being arrogant and mocking other people. In speech that violates language politeness, there are 3 data that appear in this research, namely expressive speech and assertive speech. This is in line with the opinion of Leech (2021: 206) that the speech contained in the maxim of praise is assertive and expressive speech.

A violation of the maxim of humility occurs if one does so by exaggerating one's own praise. The maxim of humility contains 1 speech data that is often violated by netizens, due to the large number of utterances that cause violations of politeness in the language of the maxim of humility. In line with Leech (2021:164), usually from a semantic perspective, assertive illocutionary is considered impolite. In this study, violations of the maxim of humility resulted in expressive and assertive speech. Apart from that, a violation of the maxim of agreement occurs if one maximizes the disagreement between one's speech partner and one's self and another person and one's self and creates agreement between the other party and one's self. This maxim of agreement also has an assertive statement (Leech, 2021:206).

Implementation in Indonesian Language Learning which refers to violations of language politeness on social media, especially on the *lambeturah\_official* Instagram account, can be done through several approaches. This implementation

aims to increase students' understanding of the importance of language ethics, both in direct and digital communication. That is :

1) Application of Politeness Theory in Text Analysis. In learning Indonesian, language politeness theory can be applied as an important topic. Teachers can introduce the maxims of politeness as proposed by Leech, namely the maxims of wisdom, generosity, praise, humility, agreement and sympathy. Students are taught how each of these maxims plays a role in maintaining harmonious communication. In the learning activity, students are given examples of comment texts on social media, then asked to identify violations of politeness maxims. After that, students are invited to analyze the impact of the violation on social relationships and the feelings of other people.

2) Case Study of Comments on Social Media, Teachers can use real comments on social media platforms as case study material in class. Social media is a familiar means of communication for students, so this learning becomes more contextual and relevant. By analyzing comments on social media, students can better understand how violations of language politeness can occur in everyday communication. In learning activities, the teacher provides several examples of comments that highlight violations of politeness (for example insults, sarcasm, or excessive criticism). Students are asked to determine the violation that occurred and rewrite the comment in a more polite form and in accordance with the principles of politeness.

3) Polite Discussion and Comment Simulations. Teachers can create discussion simulations in class or online platforms where students must provide opinions or comments according to the given topic. In this simulation, students are encouraged to apply the principles of polite language, so that they get used to commenting politely even in heated or controversial situations. Learning activities: Students discuss or debate a topic that is currently hot on social media, but they must formulate comments or arguments that are in accordance with the principles of politeness. After the discussion is finished, students and teachers together evaluate whether the principles of politeness have been implemented well.

4) Assignment to Write Polite Comments. Students can be invited to write polite comments regarding issues on social media. Through this practice, they learn to avoid using harsh or impolite language. This assignment helps students practice how to convey criticism or differing opinions politely. In the learning activity, the teacher provides a topic that often causes controversy on social media, for example about artists or social issues, and students are asked to write comments that maintain politeness, whether agreeing or rejecting other people's opinions.

5) Self-Reflection on Language Ethics on Social Media, Students are invited to reflect on their own language behavior when communicating on social media. This reflection aims to develop self-awareness of the importance of maintaining language ethics in every communication context. Students are invited to think about whether the comments or language they have used so far are in accordance with the principles of politeness or not. In the learning activity, the teacher asks students to write reflections about their experiences in commenting on social media. They can answer questions such as: Have they ever committed a breach of politeness? How do they feel after doing this? What can be done to comment more wisely?

6) Character Formation and Social Awareness. The implementation of learning about language politeness also functions as a way to shape students' character. By understanding the impact of politeness violations, students are expected to become more careful and wise in communicating. This can help create a more positive and harmonious communication environment, both in the real and digital world. In the learning activity, the teacher facilitates a class discussion about the importance of maintaining language politeness, especially in the digital world which is prone to bullying or conflict due to errors in communication. Students are invited to identify the values that need to be developed in order to become better and more responsible social media users.

The results of this research found assertive speech. Violation of the maxim of sympathy can be said to be impolite if it minimizes feelings of sympathy and increases feelings of antipathy towards other people. The orientation of this maxim is found in assertive speech (Leech, 2021:206). In research on violations of the maxim of sympathy in comments on the *lambeturah\_official* Instagram account, there was 1 data of violation of the maxim of sympathy and it was not only found in the form of assertive speech, but was also found in the form of impositive speech.

The results of this research can be implemented into Indonesian language learning at the upper secondary school level X, namely in Basic Competency 4.13 "Developing problems/issues from various points of view equipped with arguments in debate." This is because language that violates politeness can be taught so that it is avoided in order to achieve victory over arguments in support of something that you want to uphold without conflict, because the factor that can create conflict in a debate is the use of language that is less than polite, so that the debate seems rude and puts pressure on the parties. parties involved.

The results of this research show that there are four principles of politeness used by netizens in conveying comments, including the maxim of sympathy, the maxim of consensus, the maxim of appreciation and the maxim of wisdom. The findings in this research were 12 data, including 3 data of speeches violating the maxim of wisdom, 2 data of speeches violating the maxim of generosity, 3 data of speeches violating the maxim of praise, 1 data of speeches violating the maxim of humility, 2 data of speeches violating the maxim of agreement, and 1 data speech that violates the maxim of sympathy.

This reason will then be implemented in research with the title "Violations of Politeness in Language Comments on Social Media Instagram *lambeturah\_official* and their Implementation in Indonesian Language Learning" analyzed pragmatically using politeness principles through debate text data. It is hoped that these efforts can be applied in skill

competencies with implementation that will be practiced directly in daily life, other things are also expected to be able to shape the character of students who have polite language skills in the school, home and community environment. Through debate learning which is based on the principle of language politeness, it can be used to control students' language skills in the field of speaking.

## Conclusion

Based on an analysis of comments on the *lambeturah\_official* Instagram account, many violations of the principles of language politeness were found. This violation includes the use of harsh words, insults, sarcasm, and speech that leads to lowering the dignity of other people. This form of violation is contrary to the principles of politeness that should be upheld in communication. Politeness violations on social media often occur due to user anonymity, unlimited freedom of expression, and the platform's lack of control over speech that violates politeness norms. Additionally, a culture of mockery and emotional responses to sensitive issues also encourage these violations. Violations of politeness on social media have the potential to create an unhealthy communication climate, triggering conflict.

Violations of politeness in the Instagram account *lambeturah\_official* found several violations of language politeness consisting of 6 types of violations of the maxim of politeness, namely 3 data of speech violations of the maxim of wisdom, 2 data of speech violations of generosity, 3 data of speech violations of the maxim of praise, 1 data of speech violations of humility, 2 data utterances that violate the maxim of agreement, and 1 data of utterances that violate the maxim of sympathy. Violation of this maxim is in accordance with Leech's theory as a tool for measuring speech. Politeness in Language in the Comment Column on the *Lambeturah\_official* Instagram Social Media Account and its Implementation in Learning Indonesian in High School has a very important role in forming a generation that is able to communicate effectively, politely, and respect cultural diversity when interacting in a modern world that is increasingly connected via social media.

The implementation of this research in Indonesian language learning activities in high school can be implemented in the revised 2013 Indonesian language subject syllabus SMA class X Basic Competency 4.13 "Developing problems/issues from various points of view equipped with arguments in debate." These basic competencies emphasize that students can organize and develop problems/issues into arguments in debate and be able to practice them orally. Apart from that, students are able to practice debate using polite language so that students become well-educated successors of the nation so that students are able to speak polite language not only in learning activities but also apply it in society. This research only focuses on violations of language politeness. It is hoped that other researchers will find problems. problems that have not been discovered by researchers such as functions and factors that influence politeness violations in language in Instagram social media comments *lambeturah\_official*.

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