

Compliance and Violations of Decision Principle of Interlocution in Social Media

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Abstract. Nowadays there are many speeches in online social media which tend to be motivated by hatred. Whereas the function of social media is significant to facilitate individuals communication and is expected to happen politely. For that reason, this study discussed how the language politeness in social media reviewed from pragmatic perspective in the current online social media user comment field. This study aims to describe the compliance and violation of language politeness in social media, especially online one such as Facebook, Twitter, Instagram, as well as Detik.com. This study was conducted in descriptive qualitative research method with non-interactive approach. The data were interlocutions and speeches in the online social media user comment field from Facebook, Twitter, Instagram, and Detik.com. sites which met politeness and irreverence. The data collection techniques were refer and note techniques. The data were online social media documents analyzed by content analysis method. By triangulation technique of researcher and data, it resulted comprehensive findings. Based on the data analysis result, it obtained some findings. First, compliance with language proficiency in Facebook social media, Twitter, Instagram, and Detik.com were 243 findings shared in online social media of Facebook as many as 86 findings, Twitter as many as 23 findings, Instagram as many as 15 findings, and Detik.com as many as 119 findings. Second, the violation of language politeness in online social media was as many as 228 findings, those were shared in Facebook as many as 50 findings, Twitter as many as 8 findings, Instagram as many as 14 findings, and Detik.com as many as 156 findings. Thus, it can be concluded that the most dominant form of compliance and violation in online social media is sourced from online newspaper with the total of 275 findings. It means the community is more easily affected by news stories presented in online newspapers than online social media such as Facebook, Twitter, and Instagram. Thus, it is advised that the society could wiser benefit online social media and are not easily influenced by news that lead to pros and cons

1. Introduction

Technological development rapidly increases. Many things can be done quickly because of the development of communication technology. Various technologies have been developed by scientists to make it easier for humans to communicate. The radio, telephone, and television, as well as the internet, are the communication tools used by people. Even with today's technological advances, people can communicate with other people every second. Either that with people who are known to unknown[1].

The internet is one of the expert findings that is beneficial to humans. In line with the internet growing, one form of social media has emerged. One new form of communication offered in the internet world is social media. Karjaluoto[2] reveals that the term social media describes a media of that users can easily participate and contribute to the media.

A general characteristic of each social media is the openness of dialogue among users. In addition, social media also provides and forms new ways of communication. As known, before the emergence and popularity of social media, most people communicate via SMS or telephone via mobile phones. But now by using social media, people tend to communicate through chatting services or sending messages via services available on social media.

Karjaluoto (2008: 4) says there are four types of social media: Blogs (blogs or web blogs), Forums (forums), Wikis, and Social Networks (social networks). Online social media that is popular in the community are social media types of social networks. Some types of social networking sites that are demanded by the public are like Facebook, Instagram, and Twitter.

As social beings, humans communicate to convey their thoughts. In speaking, speakers and interlocutors of speech both realize the need for rules governing the use of language. It is necessary for both participants of communication to obey these rules to create language politeness. Of course, when talking about rules, it is also discussed about politeness. Decency is a rule of behavior that is established and agreed upon by a particular society so politeness is a standard of social behavior in the society. Politeness in language is principally a tool used to form a social interaction. In conversation, "self" is usually known as "speaker", and "other people" as "listeners or speech partners". Communication activities do not only involve a participant, but also other participants.

In pragmatics, politeness principle can be found in daily conversation. There are differences in describing politeness in speaking especially in a social environment such as talking to older people, to people of the same age, and younger people. Each form of communication has the standard of speaking or communicating so that aspects of politeness can be maintained. As in the scope of online social media, it does not mean that it is allowed to forget the politeness of speaking or the manner of speaking language.[4]

Leech [3] in Wijana[5] suggests that there is a similar principle that must be done by the speaker and interlocutor so that the communication process runs smoothly. This principle is the principle of politeness contained in six maxims. Those are the maxims of wisdom, acceptance, generosity, humility, compatibility, and conciliation.

However, reality shows different things. Sometimes the principle of politeness is deliberately infringed by the people in speaking. According to Mills (2003), politeness and irreconcilability cannot be analyzed only by a mere utterance. Elements such as context, speaker-interlocutor relationships, group understanding, and gender and so on must be included in its analysis.

In general impoliteness, a concept is distinguished according to the purpose of its use and the context behind it. Based on the purpose of its use, impoliteness is defined as a language activity that is intended to intentionally damage inter-personal relationships or attack the speech partner (Archer, 2008; Bousfield, 2008; Culpeper, 1996; Limberg, 2009).

Therefore, the authors are interested in deeply analyzing about the maxims of politeness that exist in conversations on recent social media, especially in online social media with the aim of describing how politeness should be spoken in social media. It is hoped that this research can provide problem-solving to overcome the excessive violation of language politeness on online social media.

2. Method

This study was conducted in a qualitative descriptive which consisted of two approaches (the theory and methodology). The data were taken from conversations and speech in the comments column of social media users that fulfill the principle of politeness. Research data sources were utterances made by users of online social media like Facebook, Twitter, Instagram, and Detik.com. Data collection techniques were content analysis techniques. The data analysis technique used to process the data of this research was an interactive model proposed by Miles & Huberman.

3. Results and Discussions

Of the six maxims of Leech politeness (1983), the violation of linguistic politeness in online social media are as many as 228 findings divided into Facebook social media as many as 50 findings, Twitter's 8 finds, Instagram's 14 finds, and Detik.com as many as 156 results. Moreover, compliance with language politeness in social media online Facebook, Twitter, Instagram, and Detik.com are as

many as 243 findings shared in Facebook social media as much as 86 finds, 23 Twitter finds, Instagram as many as 15 finds, and Detik.com as many as 119 results.

Data 1

PS: ini di berita kubu kampret no 3 masih ngotot gk mau trima kalah... Demokrasi itu ada menang ato kalah tidak ngeyel... klo tidak bisa ya mending gk usah Pilkada... Pil koplo aja sak modar'mu...(K)

Context: The status of SS Facebook is related to the results of the acquisition of quick counts in the West Java governor election at 2018 won by RK and URU pair with the acquisition of 32.98%, defeating the TBH-AC candidate pair, S-AS, and DM-DM.

The violation of wisdom politeness maxim occurs in data 1 above because the comments made by PS regarding SS status on Facebook social media are related to the 2018 West Java election quick count that wins the RK and URU partners. PS seems to maximize losses against SS by asking SS not to take part in the elections but asking SS for drinking Pilkoplo until death.

Data 2

RC: Susah kl pak wowo jd presiden (K)

Context: The AS Facebook status is related to PS saying about Indonesia is in an un-stable state, all of which is difficult.

Violation of the politeness principle is also seen in the revenue maxim as shown in the following data. RC in his comments says that if Prabowo became president of RI, it would be difficult. The RC comment was related to the Facebook status created by the AS regarding the words of one of the politicians with the initials PS who argued that the Indonesian state was in an unstable condition.

Data 3

V: Selamat... sy dan seluruh keluarga pilih pak Ridwan. Jgn kecewakan kami. Satu masukan buat Bpk.....tolong sarana2 yg sdh bpk buat lebih diperhatikan pemeliharaannya krn byk yg rusak....(K)

Context: The status of SS Facebook is related to the results of the acquisition of quick counts in the governor election of West Java at 2018 won by the RK and URU pair with the acquisition of 32.98%, defeating the TBH-AC candidate pair, S-AS, and DM-DM.

Data 3 is a form of compliance to Leech's politeness maxim in the form of compliance to the maxim of wisdom. In that speech, K gave great praise and hope to RK as the winner in the governor election of West Java mentioned in the sentence "Congratulations ... I and the whole family voted for Mr. Ridwan. Don't let us down. An advice for you; please, the facilities that have been developed, please be able to pay more attention to their maintenance because of the many damaged ones. "In that sentence, K maximizes praise for his speech partners (RK).

Data 4

JI: Memang begitu hasil quick count nggak beda jauh. Cuma 1% kalo nggak pake quick count, kayak dulu bisa di mainkan gitu bro selamat kang EMIL tolong perhatikan guru yang dipecat karna beda pilihan wslm. ?!? (K)

Context: The status of SS Facebook is related to the results of the acquisition of quick counts in governor election of West Java at 2018 won by the RK and URU pair, with the acquisition of 32.98%, defeating the TBH-AC candidate pair, S-AS, and DM-DM.

Seeing from data 4 above, JI shows the form of compliance to the principle of politeness in the form of a violation of the compatibility maxim. JI shows humility by giving congratulations to RK who won the West Java governor election.

4. Conclusion

Based on the result of the data analysis, some data findings are obtained. Compliance to language politeness in social media as Facebook, Twitter, Instagram, and Detik.com are 243 findings shared in Facebook social media as many as 86 finds, Twitter's 23 finds, Instagram as many as 15 finds, and Detik.com as many as 119 finds. Violation of linguistic politeness in online social media are as many as 228 findings divided into Facebook social media online as many as 50 findings, Twitter's 8 finds, Instagram as many as 14 finds, and Detik.com as many as 156 findings.

Based on findings, it can be concluded that the dominant form of compliance and violation in online social media comes from online newspapers. Thus, the advice that can be obtained from this study is that society should wiser use online social media and is not easily influenced by news that can lead to pros and cons.

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