

IMPOLITENESS IN DIGITAL POLITICAL DISCOURSE: A STUDY OF 'DIRTY VOTE' YOUTUBE COMMENTS

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Abstract: Impoliteness, which deviates from social norms or respectful communication, is often seen as insulting verbal behavior. In our current era, incivility is a common occurrence in human interaction. A significant observation is the prevalence of impolite comments on social media platforms. This study identifies five forms of impoliteness: bald on record impoliteness, positive impoliteness, negative impoliteness, mimic impoliteness, and withhold impoliteness, using a practical methodology. The research focuses on deliberate instances of rudeness in the YouTube comment section. The objective is to explore imitative impoliteness in comments, along with the strategies leading to these disrespectful remarks. Culpeper's (1996) theory is applied, concentrating on a single YouTube account, Dirty Vote, which caused controversy in Indonesia in 2024. The study employs a qualitative descriptive method, analyzing data from previously collected information. The comments section of various videos uploaded by Dirty Vote serves as the study's object, providing an in-depth examination of impoliteness.

Keywords: Impoliteness, YouTube comments, social media, Dirty Vote

INTRODUCTION

In the era of digitalization, YouTube stands as a prominent platform for public discourse. Online platforms like YouTube have become primary mediums for individuals to share opinions, access information, and participate in public discussions. Founded on February 14, 2005, by three former PayPal employees, Steve Chen, Jawed Karim, and Chad Hurley, YouTube has experienced unprecedented growth. By July 2006, the platform reported over 65,000 daily video uploads and 100 million daily video views. According to data from Databoks, Indonesia became the fourth country to reach 139 million users in 2023. Presently, one of the most popular content genres on YouTube, especially in Indonesia, is commentary and analysis on trending political and social issues.

A political issue that trended in Indonesia is the "Dirty Vote" movie, created by Bivitri Susanti, Feri Amsari, and Zainal Arifin Mochtar. The movie has been controversial because it discusses election fraud and was aired during the election quiet period. The YouTube channel hosting this movie had its pros and cons.

Despite its success in attracting public attention, the channel showed a striking pattern of incivility in its comments. An analysis of 113,592 comments on "Dirty Vote" videos, with over 5.1 million views, revealed that negative sentiments dominated the discussion. Yusep Maulana, a practitioner and academic, presented the results of his analysis of the "Dirty Vote" film and uploaded a video of his analysis on his Instagram account @oyusep (Yusep Maulana, 12 February 2024). Yusep Maulana analyzed 1,000 comments in the "Dirty Vote" comment section. His results showed that most responses were neutral, with around 867 comments. Additionally, he found 95 negative comments and only 38 positive comments from netizens. The dominance of negative sentiment made "Dirty Vote" an interesting subject for further study.

The negative sentiment surrounding the "Dirty Vote" movie generated significant controversy, predominantly through comments characterized by incivility. Consequently, this study delves into the negative comments on the "Dirty Vote" video, employing concepts such as bald on record, positive impoliteness, negative impoliteness, mock impoliteness, and withhold impoliteness. Bald on record refers to the direct, straightforward conveyance of a message without attempts to soften or disguise it. Positive impoliteness involves using language or actions that emphasize the speaker's superiority or power. Mock impoliteness features behavior that appears rude or disrespectful but is intended to foster social bonding or humor. Withhold impoliteness entails a refusal to respond politely or replying with silence as a form of rejection. This analysis utilizes Jonathan Culpeper's theory of discourse analysis to examine the impoliteness strategies employed by netizens in the comment section of the "Dirty Vote" YouTube video. Several studies have examined language impoliteness in YouTube channel comments: Faisol and Rahmat (2021) studied negative impoliteness and the reconstruction of identity in cyber-pragmatics analysis of Palestinian conflict news comments on an Arab YouTube channel; Purwati (2019) researched language impoliteness in the comment section of Baim Wong's YouTube channel; and Benkaddour (2022) explored impoliteness and incoherence on two Algerian YouTube cooking channels. These studies show a wide range of applications of disrespect in commenting. This research sought to explore further the disrespects in comments on YouTube channels.

Most previous research has analyzed the disrespectfulness of comments on YouTube channels. In this study, the researchers analyzed a variety of unrighteous comments in the YouTube content. The researchers wanted to know what comments were in the content of the YouTube channel. Researchers chose this object because it had generated significant discussion in the Indonesian community and previous researchers had rarely examined it in depth. Therefore, the content of the documentary film "Dirty Vote" broadcast by some scholars

allowed a plethora of disrespectful comments in the comment column of the YouTube content.

METHOD

This study employs a qualitative descriptive approach to analyze incivility in the comments on the YouTube channel "Dirty Vote." The aim is to explain and relate the impolite comments to the theory of impoliteness strategies. The qualitative method, with a descriptive research design, is used to collect and analyze data from the YouTube channel. Data was gathered by downloading comments from the "Dirty Vote" YouTube channel. The qualitative content analysis technique, as modeled by Miles (1994), is applied to the data. According to Culpeper et al. (2009), descriptive research methods involve explaining and deepening our understanding of social phenomena. The steps followed in this research are outlined below:

First, a qualitative design is used to examine both natural and man-made objects. This methodology provides a comprehensive description of individuals, groups, circumstances, and certain symptoms (Koentjaraningrat, 1993). Qualitative methodology produces descriptive data in the form of written or spoken words from people and observed behavior (Bogdan, 2011). Unlike field research, this study focuses on social media, particularly YouTube. The research is conducted systematically, factually, and accurately to investigate impoliteness in commenting.

Data collection in this study involves identifying comments that align with the research focus on impoliteness. Comments containing elements of impoliteness are strategically connected to Jonathan Culpeper's theory of impoliteness. Data was obtained in the form of comment text on the "Dirty Vote" documentary video. The researcher reviewed each comment on the video and selected 51 comments that exemplified incivility, capturing images of these comments and saving them for analysis. The selection was made to ensure a representative sample due to the impracticality of analyzing all 74,000 comments. The main goal was to understand the data comprehensively and focus on specific aspects of impoliteness in commenting.

Descriptive analysis was conducted using Jonathan Culpeper's theory of impoliteness to analyze the observations. The theory includes five main categories of impoliteness strategies: bald on-record, positive impoliteness, negative impoliteness, resembled impoliteness, and withhold impoliteness (Culpeper, 2005). Data processing involved systematically summarizing the results in an extended report. The research provides comprehensive descriptions of the "Dirty Vote" documentary's history and context, along with a detailed analysis of the YouTube comments. This analysis identifies specific types and methods of

impoliteness used by commenters, based on Culpeper's framework. By employing this multifaceted method, the research offers a thorough understanding of how impoliteness is expressed and utilized in online discussions surrounding the documentary.

ANALYSIS AND FINDINGS

Analysis

This section presents the findings of the study on impoliteness strategies in the comments section of the "Dirty Vote" YouTube channel. The impoliteness strategies identified are categorized into five types: Bald On-Record Impoliteness (BORI), Positive Impoliteness (PI), Negative Impoliteness (NI), Mock Impoliteness (MI), and Withhold Impoliteness (WI). Examples of data, although not all can be displayed due to the word limit of this manuscript, are shown in the table below.

Table 1 The Data

No.	Utterance	Strategy
1	Dirty Vote mohon bisa dijadikan mata kuliah wajib bagi Fakultas Hukum di Indonesia. Ini sejarah memalukan tentang cacat nya hukum di Indonesia akibat dijalankan oleh orang orang serakah. Bebaskan negara dari orang orang serakah kekuasaan.	PI
2	Film keren: 1. Bikin cepat tidur 2. Menghibur hati paslon yang kalah sama pendukung yg rada2	MI
3	Film sampah!	BORI
4	Terimakasih atas rangkuman tentang demokrasi negeri ini yang jauh dari sifat etik...	BORI
5	Film sesat marakke nagtuk, iki ora film kampanye blok, Dilaporke bisa nih	BORI
6	Film ini kebanyakan menghasuk orang agar saling perpecahan	NI
7	Ini film tujuannya bukan untuk mengedukasi masyarakat, tetapi alat untuk menyerang pihak tertentu	BORI
8	kerennn filmnya... semoga mukidi dihinakan sehina hinanya di dunia dan akhirat...amin	BORI
9	Dari awal sudah menduga kalau perubahan tidak akan menang, meski 2 putaran, tapi mendukung tetap saya dukung.. Meski akan selalu pahit hasilnya	PI
10	Cukup menghibur kita kasih nilai 11/100	MI

Bald on record impoliteness

Bald on-record impoliteness is a direct and unambiguous method of communicating an opinion without attempting to soften or mitigate its impact (Culpeper, 1996). This strategy involves bluntly stating one's thoughts in a clear, concise manner, often resulting in comments that can appear aggressive or confrontational (Bousfield, 2011). The lack of consideration for the recipient's feelings distinguishes bald on-record impoliteness from other strategies.

Example 1: "niat film ini juga kotor"

(“The intention of this movie is also dirty”)

In this example, the comment "niat film ini juga kotor" exemplifies bald on-record impoliteness because it straightforwardly expresses a harsh opinion about the movie's intentions. The commenter bluntly states that the movie has immoral and malicious intentions, using the word "kotor" (dirty) to emphasize their negative judgment. The statement is unfiltered and forceful, with no attempt to soften the impact or use polite language. This type of comment leaves no room for ambiguity or misinterpretation; its intention is clear: to criticize the movie in the strongest terms possible. The directness of the language makes the comment appear aggressive and confrontational, as it does not consider the recipient's feelings.

The choice of words and the structure of the comment contribute to its impolite nature. By saying "niat film ini juga kotor," the commenter not only attacks the movie's content but also questions the moral intentions behind its creation. This kind of blunt and unqualified statement can be perceived as a personal attack on those involved in making the movie, thereby intensifying its impoliteness. The comment's harshness is amplified by the use of strong, judgmental language, which can be deeply offensive to the recipients.

Example 2: “kedok mencerdaskan dengan tujuan asli menggiring opini”

(“The guise of intellectualizing with the original purpose of herding opinions”)

In this example, the comment "kedok mencerdaskan dengan tujuan asli menggiring opini" also represents bald on-record impoliteness. The comment blatantly states that the movie, which purports to educate, actually aims to manipulate public opinion. The phrase "berkedok mendidik" (under the guise of education) suggests that the subject presents itself as something beneficial, but the commenter believes there is a hidden, malicious intent. The phrase "dengan tujuan asli menggiring opini" (with the original intention of herding opinions) further highlights this manipulation.

The bluntness of the comment indicates a clear intent to criticize the film harshly. The language used is direct and aggressive, showing no regard for the feelings of those involved in the movie. The commenter does not attempt to use more polite or comfortable language, nor do they filter their statements. This type of comment is a clear example of bald on-record impoliteness because it avoids ambiguity and directly attacks the movie's purported intentions.

The choice of words and the comment's structure contribute to its impoliteness. By stating "kedok mencerdaskan dengan tujuan menggiring opini" (under the guise of educating with the original aim of leading opinions), the commenter not only criticizes the movie but also suggests deceit and manipulation. This blunt and unqualified statement can be perceived as a personal attack on the

filmmakers, further intensifying its impoliteness. The direct and forceful language used in the comment leaves no room for polite discourse, making it confrontational and offensive.

In both examples, the use of bald on-record impoliteness is evident through the clear, direct, and harsh language employed. The comments make no effort to mitigate their impact, resulting in statements that are aggressive and confrontational. This impoliteness strategy effectively communicates the commenters' strong disapproval, but at the cost of politeness and respect for the recipients.

Positive impoliteness

Positive impoliteness is a strategy aimed at undermining an individual's desire to be respected, valued, and appreciated by others (Bousfield, 2011). It involves behaviors that directly attack the positive face of the interlocutor, which is their need to be acknowledged and affirmed. Sub-strategies of positive impoliteness include ignoring, rejecting, disassociating from others, showing disinterest, and making others uncomfortable (Culpeper, 1996).

One example of positive impoliteness is the comment: "selamat, kalian hanya menyia-nyiakan waktu anda untuk membuat film ini" ("congratulations, you guys just wasted your time making this movie"). This comment exemplifies positive impoliteness through its use of sarcasm. While it begins with "selamat" (congratulations), which is typically positive, it quickly turns into a mockery by stating that the filmmakers wasted their time. The sarcastic tone belittles the effort and work put into the film, implying that it was not worthwhile. This mockery dismisses the film entirely without offering any constructive criticism or respectful feedback. Instead, it conveys a blunt and critical message that devalues the filmmakers' efforts. The comment's structure, starting with a seemingly positive word and quickly shifting to negative criticism, creates confusion and frustration for the recipient. It undermines the filmmakers' sense of accomplishment and diminishes their work's perceived value. The use of sarcasm amplifies the impoliteness, making the comment appear even more dismissive and confrontational.

Another example is the comment: "dokumenter yg luar biasa tapi efeknya biasa aja" ("a great documentary but the effect is mediocre"). In this instance, the comment begins by acknowledging the documentary as "great," which might seem like a compliment. However, it swiftly transitions to criticism by stating that "the effect is mediocre." This mixed message can lead to confusion and frustration for the filmmakers, as they may be uncertain about the commenter's true opinion. The initial praise is overshadowed by the subsequent negative critique, making the comment an example of positive impoliteness. By describing the documentary as "great" but then focusing on its perceived shortcomings, the commenter

downplays the filmmakers' achievement. This diminishes their sense of accomplishment and pride in their work. The statement "efeknya biasa aja" (the effect is mediocre) is a pointed and contemptuous assessment of the documentary's impact, suggesting that despite the high praise, it ultimately falls short. The comment does not offer constructive feedback on how the documentary could be improved. Instead, it appears counterproductive and discouraging, as the criticism is delivered in a way that undermines the initial praise. This juxtaposition of compliment and critique undermines the sincerity of the positive language, leaving the filmmakers feeling uncertain and undervalued.

Positive impoliteness strategies are particularly destructive because they exploit the target's need for positive reinforcement and respect. The use of sarcasm and mixed messages in the examples provided shows how these strategies can confuse and hurt the recipient. The comments are not just critical but also dismissive, lacking any constructive elements that could help improve the filmmakers' work. Instead, they attack the very essence of the recipients' efforts, leaving them feeling unappreciated and devalued. The direct and confrontational nature of these comments makes them more harmful than indirect negative politeness, which aims to avoid imposing on others' feelings. By targeting the positive face, these comments strike at the core of the recipient's need for respect and affirmation. This approach not only conveys disapproval but also seeks to undermine the recipient's confidence and sense of worth.

Negative impoliteness

Negative impoliteness is a strategy aimed at attacking or undermining the negative face of the interlocutor, which refers to their desire to be free from imposition and to maintain autonomy and respect (Bousfield & Locher, 2008). Several sub-strategies or outputs on negative impoliteness include frightening, condescending, scorn or ridicule, contemptuous behavior, not treating the other seriously, belittling the other, invading the other's space, and explicitly associating the other with a negative trait or characteristic (Culpeper, 2005).

Example 1: "Karya barisan sakit hati kasian ga laku"
("The work of the heartache line is not selling well")

The sentence "Karya barisan sakit hati kasian ga laku" (The work of the poor heartache line didn't sell) exemplifies negative impoliteness. This comment disparages the movie and those who contributed to it by suggesting that their efforts are unworthy and unsuccessful. The use of phrases like "karya barisan" (art line) and "kasian ga laku" (look so sad it didn't sell) implies that the group's work is pathetic and without value. This comment attacks the interlocutor's negative face by belittling their efforts and mocking their lack of success. The use of words

like “sakit hati” (heartbreak) and “kasian” (sad) can be considered insulting and disrespectful. Such comments imply that the group's work is not only unsellable but also inherently worthless, which is a form of belittling. The choice of words and the structure of the comment contribute to its impolite nature. By saying “Karya barisan sakit hati kasian ga laku,” the commenter not only expresses a negative sentiment towards the content of the movie but also disrespects those who contributed to it. This type of language invades the personal space of the creators by questioning their competence and intentions, explicitly associating them with negativity and failure.

This comment is dismissive and condescending, intending to hurt the feelings of those involved by undermining their achievements. It does not offer any constructive criticism or feedback; instead, it focuses on belittling the efforts and disparaging the outcomes. This direct attack on the perceived lack of value and success of the movie serves to demean the creators, making the comment an effective example of negative impoliteness.

Example 2: “10M yg ntn. Tp cm 10min pertama ...kagak ngefek”
 (“10M who visited. But only the first 10min ...no effect”)

In this example, the comment “10M yg ntn. Tp cm 10min pertama ...kagak ngefek” illustrates negative impoliteness through its dismissive tone. The comment acknowledges that the documentary reached a high number of viewers but quickly diminishes this achievement by stating that the majority of viewers did not find the content engaging beyond the first ten minutes. This comment is designed to belittle the film by suggesting that despite its initial draw, it ultimately failed to maintain the audience's interest.

The language used by the commenter is considered damaging to the image of the documentary because it implies that the film is uninteresting and lacks substance. By focusing on the limited engagement time, the commenter undermines the overall value and quality of the documentary. The phrase “kagak ngefek” (no effect) directly attacks the effectiveness and impact of the film, reinforcing the negative evaluation. The choice of words and the structure of the comment contribute to its impoliteness. By saying “10M yg ntn. Tp cm 10min pertama ...kagak ngefek,” the commenter conveys an unpleasant and implicitly disrespectful message. While still critical, the speaker tries to reduce the potential for offense by focusing on a specific aspect (the short engagement time) rather than making a general negative statement about the entire film. However, the overall message remains dismissive and belittling.

This type of comment is an example of negative impoliteness because it seeks to diminish the creators' accomplishments and cast doubt on the documentary's quality. The dismissive tone and focus on a perceived flaw serve to

undermine the filmmakers' efforts, making the comment both hurtful and disrespectful. By highlighting a specific negative aspect, the comment indirectly criticizes the overall value of the documentary, reinforcing the negative impoliteness strategy.

Mock impoliteness

Mock impoliteness, or banter, involves using language and communication practices that appear disrespectful or impolite but are intended to be ironic or sarcastic (Bousfield & Locher, 2010). These techniques are often used to create a light-hearted or humorous environment in informal conversations, social media interactions, and comedic performances (Culpeper, 1996). The exaggeration inherent in mock impoliteness highlights the speaker's lack of sincerity or disrespect for the statements made.

Example 1: "Besok-besok IQ diatas 100 aja sama yang lulus minimal S1 aja yang boleh nyoblos, dikasih fakta bilangnyanya menyudutkan."

("Tomorrow, only those with IQs above 100 and those who graduated from at least S1 are allowed to vote, given the facts, they say they are cornering.")

In this example, the comment suggests a mock proposal that only individuals with an IQ above 100 and those who have at least a Bachelor's degree (S1) should be allowed to vote. This proposal is exaggerated and unrealistic, intended to mock the idea of imposing such strict criteria for voting eligibility. The use of language such as "Besok-besok" (tomorrow) and "dikasih fakta bilangnyanya menyudutkan" (given the facts, they say they are cornering) conveys a sarcastic and mocking tone. The speaker mocks the idea by presenting it in an exaggerated and absurd manner. Through nonsensical comments, the speaker indirectly criticizes authorities or individuals who may support or advocate for stringent voting criteria. This undermines the seriousness and credibility of the proposal while mocking those who may hold similar views. The exaggerated nature of this proposal serves to highlight the speaker's disdain or disbelief for similar real-world policies or arguments. It is a form of hyperbole meant to emphasize the absurdity of the idea being mocked.

Example 2: "Keren juga yang awalnya 'katanya' cuma tukang kayu sekarang jadi tulang punggung NKRI (Negara Keluarga Republik Indonesia)."

("It's also cool that what was originally 'said' to be just a carpenter is now the backbone of NKRI (Negara Keluarga Republik Indonesia).")

In this example, the comment uses mock impoliteness through the phrase "Keren juga" (It's also cool) to sarcastically mock the situation being described.

Rather than genuinely expressing admiration or approval, the speaker implies the opposite, suggesting that they find the situation ridiculous. By placing "katanya" in quotation marks, the speaker casts doubt on the veracity of the original statement that the person was just a carpenter. This implies skepticism or disbelief regarding the accuracy of the claim, further contributing to the mocking tone.

The statement casts doubt on the truth or authority of the statement in a cynical way and depicts a person's journey from being a carpenter to becoming the core of the Republic of Indonesia. This raises questions about the plausibility of the original statement and implies that the transformation is exaggerated or insignificant. The hyperbolic language ("the backbone of the Republic of Indonesia") emphasizes the speaker's doubts or insults toward the stated claims. Even though the comment uses positive language, such as "That's cool," it is a satirical way of expressing disapproval. This is a type of mock impoliteness where belittling or mocking comments are disguised with positive words.

Findings

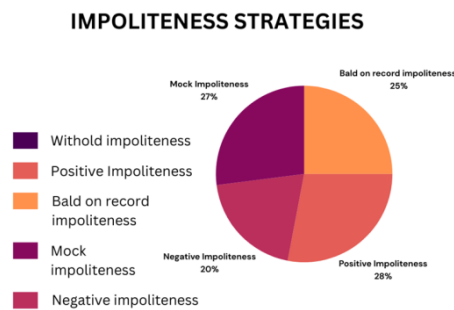


Figure 1. Impoliteness Strategies Diagram

An analysis of comments posted by users on the YouTube film "Dirty Vote" reveals a pervasive use of impoliteness strategies in online interactions. These comments range in severity from subtle sarcasm to blatant insults, highlighting how frequently people resort to rude and disrespectful language when engaging with controversial or politically charged content. The prevalence of such impolite strategies suggests that YouTube's comment sections often encourage rude discourse and disrespectful behavior.

The research identified 51 instances of impoliteness in comments on the "Dirty Vote" video. These comments were directed at the documentary footage and the three constitutional law experts featured: Feri Amsari, Bitri Susanti, and Zainal Arifin Mochtar. Among the identified impoliteness strategies, derogatory language and personal attacks were the most common. Netizens often employed mockery and demeaning words to express negative opinions or disagreements with the perspectives presented in the "Dirty Vote" video. This aligns with previous

research by Purwati (2019), which found that social media comments often exhibit high levels of rudeness. Our findings indicate that the strategy of withholding impoliteness is rarely used or may even be nonexistent in this context. Previous research suggested that this strategy is more spontaneously used in real-life situations. In contrast, positive impoliteness, which often includes elements of sarcasm and humor, was the most frequently occurring strategy. This strategy allows netizens to use impolite language in a manner that is somewhat socially acceptable.

The nature of YouTube as a platform plays a significant role in fostering such behavior. YouTube's comment sections are known for their lack of moderation compared to other social media platforms, creating an environment that can foster more direct and aggressive communication (Fitriani et al., 2020). The anonymity provided by YouTube also emboldens users to use harsher language without fear of personal repercussions (Ancona et al., 2023). The political and controversial nature of the "Dirty Vote" video likely exacerbates the use of derogatory language and personal attacks, as political content often evokes strong emotions and opinions, leading to more polarized and heated discussions.

The absence of withholding impoliteness strategies can also be attributed to the immediacy and informality of YouTube comments. Withholding impoliteness involves more subtle and nuanced communication, often characterized by an indirect approach. However, the quick and reactive nature of online commenting does not lend itself well to such strategies. Users are more likely to respond impulsively and directly, prioritizing the expression of their immediate thoughts and feelings over more measured and indirect forms of communication (Braca & Dondio, 2023). Furthermore, the interactions within the comment section can reinforce the use of derogatory language and personal attacks. When users see others engaging in aggressive and impolite behavior without facing repercussions, it can establish a norm of incivility (Shmargad et al., 2021). This social validation may prompt more users to adopt similar communication styles, perpetuating a cycle of negative interactions. Additionally, the particular context of the "Dirty Vote" video, which involves criticism of political figures and institutions, can make users feel justified in using harsh language.

These results support the online communication incivility hypothesis, which implies that impoliteness can develop as a norm in interactions designed to achieve specific goals, such as articulating disagreements or building group identity (Haim, 2018). However, this study did not apply the "resistance to incivility" theory, which posits that incivility can be understood through what is stated or hidden in conversation (Culpeper, 2011). Instead, the focus was on analyzing blatant incivility in netizens' comments on "Dirty Vote" content. Culpeper (2011) provides a detailed overview of impoliteness, highlighting key aspects such as face, intentionality, social norms, and emotion. Impoliteness

typically involves a loss of face, intentional acts to create confrontation, violations of social expectations, and negative effects on the emotions of the receiver. Spencer-Oatey (2002) identifies two main components of face: quality face, related to self-esteem and personal qualities, and social identity face, related to group memberships and relationships. This framework helps to understand why impoliteness in the form of derogatory language and personal attacks is prevalent in the "Dirty Vote" comments. The directness and aggression seen in these comments are aimed at attacking the quality face of individuals involved in the video, as well as challenging their social identity face.

The theoretical framework provided by Cutting and Fordyce (2021) offers valuable insights into the multifaceted nature of impoliteness. According to Cutting and Fordyce, impoliteness often involves a loss of face, intentionality, violation of social norms, and negative emotional impact. This framework aligns with our findings, particularly in understanding how derogatory language and personal attacks in the "Dirty Vote" comments serve to undermine both the quality face and social identity face of the individuals involved. The intentional nature of these comments is evident in their directness and the use of explicit language aimed at causing maximum damage. For example, comments like "Niat film ini juga kotor" (The intention of this movie is also dirty) directly attack the moral intentions behind the movie, and "Karya barisan sakit hati kasian ga laku" (The work of the heartache line is not selling well) mocks and belittles the efforts of those involved. Cutting and Fordyce (2021) also highlight the role of social norms and emotional impact in impoliteness. The frequent use of impolite strategies in the "Dirty Vote" comments violates the expected norms of respectful communication, reflecting a broader trend of incivility in online discourse. The negative emotional impact on the recipients of these comments is significant, as impoliteness can lead to feelings of embarrassment, humiliation, and anger. This understanding underscores the importance of addressing impoliteness in online interactions to foster a more respectful and constructive communication environment.

The findings align with previous research by Purwati (2019), which found that social media comments often exhibit high levels of rudeness. It is important to note that the political nature of "Dirty Vote" content may contribute to the heightened level of rudeness compared to other topics. While other studies typically examine online incivility in a broader sense, this research offers specific insights into incivility in the context of controversial political material. These findings not only corroborate previous research but also highlight differences in the research context and focus. While prior studies may have concentrated on explicit and generally coarse impoliteness, this study provides a more detailed understanding of impoliteness within the realm of specific political content. Additionally, these results illustrate how impoliteness can be employed as a

communication strategy in online environments, particularly in netizens' comments on platforms like YouTube.

CONCLUSION

This study analyzed impoliteness strategies in netizens' comments on the "Dirty Vote" movie in the YouTube comment section of the Dirty Vote channel. The analysis of 51 comments containing impoliteness strategies revealed that positive impoliteness was the most frequently used strategy, accounting for 28% (14 instances) of the total comments. This was followed by mock impoliteness at 27% (14 instances), bald on record impoliteness at 25% (13 instances), and negative impoliteness at 20% (10 instances), the least frequently used strategy.

The research was limited by the scope of data, which was only taken from one video on the "PSHK Indonesia" YouTube channel entitled "Dirty Vote." This limitation affected the comprehensiveness of the findings. Additionally, the study relied solely on Jonathan Culpepper's theory, restricting the diversity of the analytical framework. The data set was also not exhaustive, as only 51 comments were included in the study, despite the presence of many more impolite comments in the comment section. Future research should expand the data set to include all comments in the comment section for a more comprehensive analysis. It is also recommended to incorporate additional theoretical frameworks to provide a more varied understanding of impoliteness strategies in online discourse. This would enhance the robustness of the analysis and offer deeper insights into the nature of impoliteness in digital communication.

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