

**LANGUAGE IMPOLITENESS IN THE COMMENT SECTION OF BAIM WONG  
YOUTUBE CHANNEL**

Ketidaksantunan Berbahasa dalam Kolom Komentar Saluran Youtube Baim Wong

**Eliana Destri Purwati, Deri Wildianto, Abdul Rani**

Universitas Islam Malang

[22002071002@unisma.ac.id](mailto:22002071002@unisma.ac.id), [deritabersama@gmail.com](mailto:deritabersama@gmail.com), [abdulrani50@yahoo.com](mailto:abdulrani50@yahoo.com)

Naskah diterima tanggal 16 Maret 2022, Direvisi Akhir Tanggal 11 Mei 2022

Diterbitkan Tanggal 24 Juni 2022

<https://doi.org/10.26499/bahasa.v4i1.189>

**Abstrak**

Media sosial memang sudah tidak asing lagi bagi masyarakat luas. Salah satunya yaitu pada saluran youtube. Akun-akun tokoh masyarakat seperti para artis banyak menjadi sorotan publik. Seringkali konten-konten yang dibuat mengundang komentar-komentar masyarakat baik itu positif maupun negatif. Secara tidak sadar, media sosial kini menjadi sarana komunikasi bagi masyarakat. Namun, komunikasi yang terjadi sering tidak terkontrol, sehingga menyebabkan penyimpangan bahasa yaitu ketidaksantunan berbahasa. Seperti yang saat ini ramai diperbincangkan pada konten youtube Baim Wong. Penelitian ini merupakan penelitian kualitatif dengan metode deskriptif. Teknik yang digunakan yaitu teknik simak-catat. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis ketidaksantunan bahasa yang terjadi pada saluran youtube Baim Wong. Hasil penelitian menunjukkan bahwa pada kolom komentar konten tersebut terdapat tiga strategi ketidaksantunan berbahasa berdasarkan strategi Culpeper, yaitu (1) ketidaksantunan positif, (2) ketidaksantunan negatif, dan (3) kesantunan semu.

**Kata-kata kunci:** ketidaksantunan, bahasa, saluran Youtube

**Abstract**

*Social media is no longer a stranger to the wider community. One of them is on the youtube channel. Accounts of public figures such as artists are in the public spotlight. Often the content created invites public comments, both positive and negative. Unconsciously, social media has now become a means of communication for the community. However, the communication that occurs is often uncontrolled, causing language deviations, namely language impoliteness. As is currently being discussed on Baim Wong's youtube content. This research is a qualitative research with descriptive method. The technique used is the note-taking technique. This study aims to describe and analyze language impoliteness that occurs on Baim Wong's youtube channel. The results showed that in the content comment column there were three language impoliteness strategies based on Culpeper's strategy, namely (1) positive impoliteness, (2) negative impoliteness, and (3) pseudo politeness.*

**Keywords:** *impoliteness, language, youtube channel*

**How to Cite:** Purwati, Eliana Destri dan Deri Wildianto, Abdul Rani. (2022). Language Impoliteness in the Comment Section of Baim Wong Youtube Channel. *Bahasa: Jurnal Keilmuan Pendidikan Bahasa dan Sastra Indonesia*. 4(1). 34—43. doi: <https://doi.org/10.26499/bahasa.v4i1.189>

## **INTRODUCTION**

Social media is now a means of communication for the wider community. This is inseparable from the sophistication and development of technology. People can communicate freely without being constrained by space and time and with anyone. This makes people unconsciously provoke unwanted things. One of them violates the principle of politeness in language and ignores the feelings of the speech partner being commented on. Some people who do not pay attention to the choice of words will use words or language that is not polite. This impoliteness causes conflicts in society, both with fellow commentators and with the speech partners who are commenting on. Language impoliteness itself aims to attack the interlocutor (Fhitri and Yalmiadi in Vani and Sabardila, 2020: 91).

The phenomenon of language impoliteness often occurs on social media. Along with the sophistication of technology, it can spread very quickly to various parts of the world. Today's society seems to be inseparable from the use of social media. Social media is like a diary that must be updated every day. Everything they do will be uploaded to their social media.

One of the social media that is currently being used is YouTube. This social media is very popular because it can upload videos with a long enough duration and can provide income from the advertisements that are displayed. This is what makes people flock to create YouTube channels, not to mention public figures such as artists. Without them knowing it, the things that the artists do will be in the public spotlight. The content created often invites public comments, both positive and negative. As a result, the communication that occurs becomes uncontrolled and causes language deviations in the form of language impoliteness.

This happened on Baim Wong's youtube channel. Some time ago, Baim Wong was widely discussed because his content uploads were filled with negative comments from the public. This incident was caused because the community considered Baim Wong to be disrespectful to a grandfather named Grandfather Suhud and refused to help the grandfather. This incident invites a lot of public perception, there are those who support and reject Baim Wong's decision. The uploaded content about the incident was met with negative comments and eventually had to be removed by Baim Wong. However, Baim Wong created clarifying content regarding this matter with the title "Ini yang Sebenarnya Terjadi", which is also still being debated by the digital community. This makes the choice of language used to comment uncontrollably and results in language deviation, namely language impoliteness.

Language impoliteness is a violation of politeness norms that are approved by the community because language politeness is the law of communication that people use to communicate (Wulandari in Vani and Sabardila, 2020: 92). Mills (in Nurlaili, 2019: 2) adds that impoliteness can be seen as an assessment of a person's behavior rather than the quality of speech. Culpeper (in Supa'at, et al., 2021: 21) describes five impoliteness strategies, namely direct language impoliteness, positive, negative, sarcasm or pseudo politeness, and

withholding politeness. This language deviation in the form of impoliteness is what makes Baim Wong's youtube content a hot topic of discussion and causes account owners who comment to attack each other. Based on these things, researchers are interested in examining this busy phenomenon.

## **METHODS**

This research is a qualitative research with descriptive method. The source of the data used comes from Baim Wong's YouTube content comment column entitled “Ini yang Sebenarnya Terjadi” which was uploaded last October. Data collection was carried out using a note-taking technique. Researchers listened to Baim Wong's youtube content and observed the comments column to get data. The data is identified and screenshots are taken for data collection needs. Next, the researcher recorded the comments that had been identified for analysis. The data were then analyzed and classified based on the Culpeper language impoliteness categories, namely direct impoliteness, positive, negative, pseudo politeness, and withholding politeness. In the final stage, the data is presented in the form of screenshots and is described and described based on the identified categories.

## **RESULTS AND DISCUSSION**

This study identifies language impoliteness based on Culpeper's impoliteness strategy. The following are the forms of impoliteness according to Culpeper (in Lia, 2019).

### **1. Immediate Impoliteness**

Culpeper (1996: 356) states that direct impoliteness is impoliteness with speech that is done to threaten the face of the speech partner directly, clearly, and unambiguously. The impoliteness strategy occurs because the speaker intentionally does not want to cooperate with the speech partner or the speaker does not want to maintain a relationship good with the interlocutor.

### **2. Positive Disrespect**

Culpeper (1996: 357) suggests that a positive politeness strategy is used by the speaker to damage the positive face of the interlocutor. The positive face in question is the desire of each individual to be respected, appreciated, wanted and needed by others. Here are some that sub strategy.

- a. Ignoring others is by ignoring the interlocutor when they are in the same setting. Ignoring it can also be in the form of not giving the opportunity to speak, not wanting to respect the opinion of the other person, and so on.
- b. Isolating others. This strategy is almost the same as strategy No. 1, but in this strategy the speaker deliberately limits himself so that the speech partner is not involved in communicating with him.

- c. Withdrawing or separating from the speech partner who does not have the same opinion as himself or his group, for example arguing, not wanting to admit the opinions of others.
- d. Shows or expresses disinterest, indifference and displeasure.
- e. Using inappropriate designations or epithets to the interlocutor or calling the interlocutor with an insulting name or nickname.
- f. Using jargon or slang so that other people outside the group cannot understand the conversation.
- g. Makes other people feel uncomfortable with the language they use.
- h. Using taboo words, swearing or abusive language.

### **3. Negative Immodesty**

Negative impoliteness aims to damage the negative face of the speech partner, namely disturbing the individual's desire not to be disturbed (Culpeper, 1996: 358). Here's the substrate.

- a. Scare, instill the belief that bad things will happen to the speech partner.
- b. Ridicule, criticize or ridicule, with this strategy the speaker shows his superiority. This includes blaming and criticizing the weaknesses of others.
- c. Insulting others and treating them arbitrarily.
- d. Belittling or belittling others.
- e. Violating personal space, in a literal or metaphorical sense, for example eavesdropping on other people's conversations, reading other people's archives/documents that are not their rights, forcing the interlocutor to talk about something intimate or personal that is inappropriate.
- f. Explicitly associate the speech partner with negative things.
- g. Makes other people seem indebted to the speaker.

### **4. Pseudo-politeness (mock politeness)**

Pseudo-politeness is the use of politeness strategies that are not sincere, pretend, or appear polite on the surface.

### **5. Withhold politeness (withhold politeness)**

Withholding politeness, i.e. impoliteness occurs due to negligence or the speaker's intention is not to use politeness that should be needed, for example not saying thank you, not wanting to answer greetings and so on.

Based on the results of the analysis and identification of the research that has been done, there are three categories of language impoliteness strategies in the comments column on Baim Wong's youtube content. The three categories are (1) positive impoliteness, (2)

negative impoliteness, and (3) pseudo politeness. The three categories of impoliteness are described as follows.

### 1. Positive impoliteness

Positive politeness strategies are used by speakers to damage the positive side of speakers. The positive side in question is the desire of each individual to be respected, appreciated, wanted and needed by others.

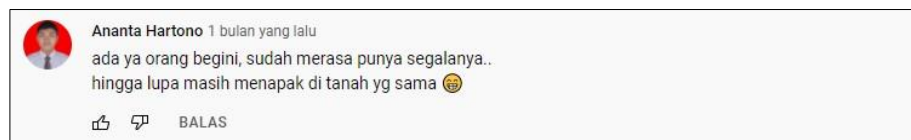
#### a. Shows or expresses disinterest, indifference and displeasure

Picture 1



The context of the speech *“Dengan 1 Kesalahan, Maka Hilanglah Semua kebaikan, Dan Semua Orang Akan Mengingat kepada 1 kesalahan tersebut, Harapan Saya Kedepannya Lebih Beradab Lagi Dong, Miris Saya Lihatnya”* written by the account owner Ramadhani Ahmad in picture 1. The comment shows the characteristics Positive politeness is showing or expressing a sense of disinterest, indifference, and displeasure. This can be seen in the speech *“Miris saya lihatnya”* which shows displeasure with the speech partner who is considered to have made a mistake.

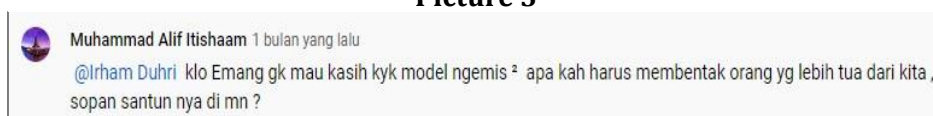
Picture 2



The same thing was also written by the account owner Ananta Hartono in picture 2 who wrote the comment *“ada ya orang begini, sudah merasa punya segalanya.. hingga lupa masih menapak di tanah yg sama.”* The comment also shows a sense of disinterest, indifference, and disaffection to the speech partner, namely Baim Wong, which can be seen from the speech *“masih menapak di tanah yang sama”*. This means that they have the same place and position but behave arbitrarily because they already have all the advantages.

#### b. Makes other people feel uncomfortable with the language they use

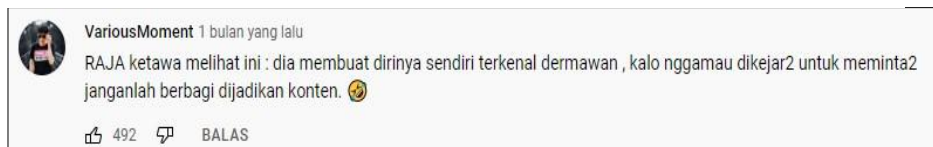
Picture 3



Comments from the account owner Muhammad Alif Itishaam who wrote “@Irham Duhri klo Emang gk mau kasih kyk model ngemis ? apa kah harus membentak orang yg lebih tua dari kita, sopan santun nya di mn ?” The comment in picture 3 is intended to reply to the comment of the @Irham Duhri account, where it is one of the characteristics of positive impoliteness, namely making other people feel uncomfortable with the language he uses. This can be seen from the question asked, “sopan santun nya di mn?” which means doubting the manners of the speech partner so as to make the speech partner uncomfortable with the language he uses.

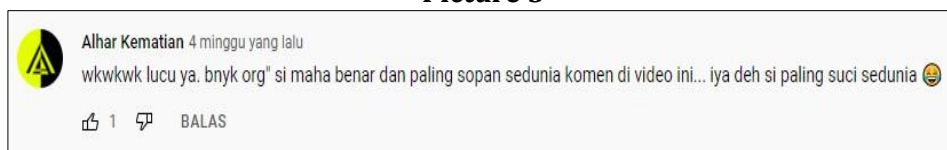
- c. Using inappropriate mentions or nicknames to speech partners or calling speech partners with names or nicknames that are insulting

**Picture 4**



The context of the speech in picture 4 of the owner of the account *VariousMoment* which wrote “*RAJA ketawa melihat ini: dia membuat dirinya sendiri terkenal dermawan, kalo nggatau dikejar2 untuk meminta2 janganlah berbagi dijadikan konten.*” it is a positive disobedience that shows the characteristics of using inappropriate mentions or nicknames to speech partners or calling speech partners by name or nickname that is derogatory. This can be seen in the use of the word “*RAJA*” based on KBBI has the meaning of a large person whose power (influence) in an environment. The use of the word indicates that speech partners are dubbed as kings who aim to insult speech partners who are considered comment writers to have the opposite trait.

**Picture 5**



The context of the speech in picture 5 written by the owner of the account *Alhar Death* as follows “*wkwkwk lucu ya. bnyk org" si maha benar dan paling sopan sedunia komen di video ini... iya deh si paling suci sedunia.*” This shows positive incompatibility with the characteristics of using inappropriate mentions or nicknames to speech partners. The speech “*si paling suci sedunia*” is addressed to people who make negative comments on Baim Wong's content. The owner of the account dubbed *si paling suci* because they felt the most right. The holy word itself based on KBBI has

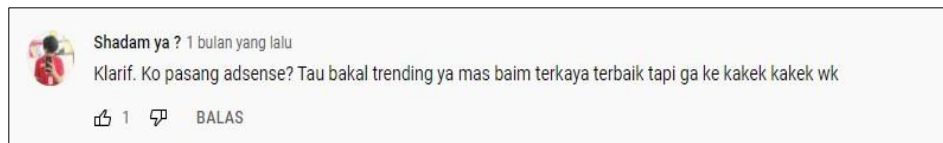
the meaning of being free from sin or free from reproach. However, they feel most right by making negative comments in contrast to the holy word.

## 2. Negative Incompatibility

Negative impoliteness is intended to damage the negative side of the interlocutor, namely to block the individual's desire not to be disturbed.

- a. Scorn, criticize or mock, with this strategy the speaker demonstrates his superiority. It also blames and denounces the weaknesses of others

Picture 6



The context of the speech from the *account owner Shadam ya?* in picture 6 which comments “*Klarif. Ko pasang adsense? Tau bakal trending ya mas baim terkaya terbaik tapi ga ke kakek kakek wk*” show the characteristics of negative disobedience that is booing, criticizing, or mocking speech partners. This can be seen from the speech “*klarif ko pasang adsense*”. *Adsense* is a medium that is used to earn money from the results of content uploaded on *Youtube*. According to the owner of the comment, this is inappropriate because Baim Wong is clarifying where one of the parties is harmed but instead takes advantage.

- b. Scaring, instilling the belief that bad things will happen to speech partners

Picture 7



The context of the speech of account owner *Riki Blackmore* in picture 7 who wrote the comment “*Om baim sih ngepost kebaikan dijadikan konten dan jadiin duit trending lg. yah masuk lingkaran sendiri dah. Nanti makin banyak dah orang yg datang kerumah boss baim minta dibantuan... hehehehe dan kalo ngak dikasih salah lg hehehe....*” is a negative incompatibility with scarering characteristics, instilling confidence that bad things will happen to speech partners. Based on the saying “*Nanti makin banyak dah orang yg datang kerumah boss baim minta dibantuan*”, this shows that the owner of the account instilled confidence that bad things will happen because Baim Wong always uploads sharing content and will bear the consequences.



c. Belittling or degrading others

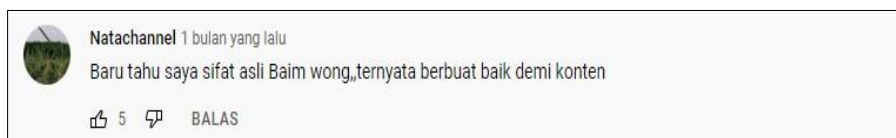
Picture 8



Account owner *Kang Gabut* at picture 8 wrote a comment “*Ini ibarat lu ngasih makan ke org yg sudah kenyang di depan org yang sangat lapar*”. This shows the characteristics of negative unpreparedness that is belittling or demeaning others. In the election, it was seen that the account owner denigrated Baim Wong for providing assistance to people who had been able to when he thought Grandpa Suhud was more in need.

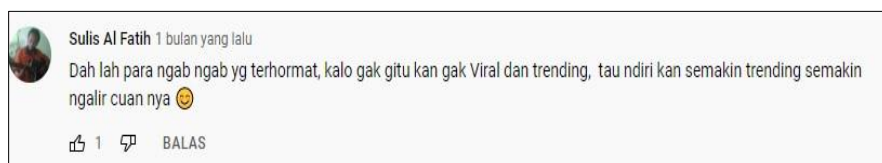
d. Insulting others and treating them arbitrarily.

Picture 9



The context of the speech written by the owner of the *Natachannel* account in picture 9 which is as follows “*Baru tahu saya sifat asli Baim Wong,ternyata berbuat baik demi konten*” shows negative insufficiency that has the characteristics of insulting others and treating arbitrarily. This is seen in the speech “*berbuat baik demi konten*” which shows that according to the account owner, Baim Wong makes good content just to get attention and become a topic of conversation of the wider community.

Picture 10



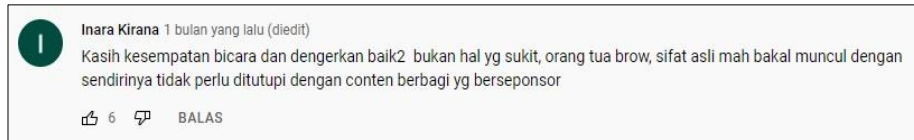
The same thing was also written by account owner *Sulis Al Fatih* in picture 10 which shows insulting characteristics. Seen in the context of the following speech “*Dah lah para ngab ngab yg terhormat, kalo gak gitu kan gak Viral dan trending, tau ndiri kan semakin trending semakin ngalir cuan nya*”. According to the account owner, Baim Wong only took advantage of the events that occurred between Baim and Grandpa Suhud to be the talk of people who in the end many advertisements that entered the content and made money.



### 3. Pseudo-Courtesy

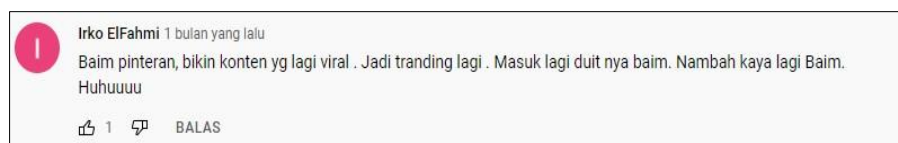
Pseudo-courtesy is the use of an insincere politeness strategy, pretending or appearing polite at first only.

Picture 11



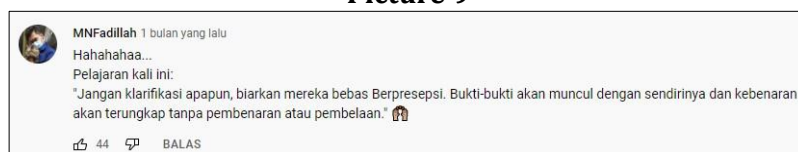
The context of the speech written by account owner *Inara Kirana* on picture 11 written as follows “*Kasih kesempatan bicara dan dengerkan baik2 bukan hal yg sukit, orang tua brow, sifat asli mah bakal muncul dengan sendirinya tidak perlu ditutupi dengan conten berbagi yg berseponsor*”. This indicates the pseudo-courtesy seen in the speech “*Kasih kesempatan bicara dan dengerkan baik2 bukan hal yg sulit*”. The speech shows as if the account owner is giving an advice. But in the end the account owner scoffed that Baim Wong made good content sponsored or just for the sake of making money.

Picture 2



Account owner *Irko ElFahmi* in picture 12 also shows speech with pseudo-polite strategies such as “*Baim pinteran, bikin konten yg lagi viral. Jadi tranding lagi. Masuk lagi duit nya baim. Nambah kaya lagi Baim. Huhuuuu*”. This is indicated by the speech “*Baim pinteran*” where it is as if the account owner praises Baim Wong as a smart person. However, the account owner further showed his distaste by scoffing that Baim Wong would get richer because the content created became the talk of many people.

Picture 9



It was also shown by the owner of the *MNFadillah* account in picture 13 who wrote the comment “*Hahahahaa... Pelajaran kali ini: "Jangan klarifikasi apapun, biarkan mereka bebas Berpresepsi. Bukti-bukti akan muncul dengan sendirinya dan kebenaran akan terungkap tanpa pembenaran atau pembelaan."* The speech showed that it was as if the account owner supported Baim Wong to clarify. But from the speech “*Bukti-bukti akan muncul dengan sendirinya dan kebenaran akan terungkap tanpa pembenaran atau pembelaan*” it appears that the account owner does not justify the justification or defense made by Baim Wong.

## CONCLUSION

Social media which is currently a medium of public communication often causes conflict. This is due to a lack of control in the selection of the language used. The accounts of public figures such as artists are in the public spotlight. Often the content created invites public comments both positive and negative. One of them is on Baim Wong's youtube content entitled "*Ini yang Sebenarnya Terjadi*". In the content comment field there are three strategies of language non-guidance based on Culpeper's strategy, namely (1) positive inaction, (2) negative inaction, and (3) pseudo-manners. On positive disobedience is found with characteristics (1) showing or expressing a sense of disinterest, indifference and dispatience; (2) make others uncomfortable with the language they use; and (3) use inappropriate mentions or nicknames to speech partners or call speech partners by derogatory names or nicknames. In negative disobedience found speech with characteristics (1) of scorn, criticism or mocking, with this strategy the speaker shows his superiority; (2) scaremongering, instilling confidence that bad things will happen to speech partners; (3) Belittle or denigrate others; and (4) insult others and treat them arbitrarily.

## ACKNOWLEDGMENTS

The authors thank the various parties who have supported the implementation of this research. This research is still far from perfect. Therefore, the authors expect criticism and suggestions from readers so that this research can be better, as well as for further research.

## REFERENCES

- The Grand Dictionary Indonesian the Fifth Edition of the Language and Book Development Agency, Ministry of Education and Culture of the Republic of Indonesia (Offline Application).
- Lia Dwi, S. (2019). *Language Incompatibility At Hotman Paris Show Speech Degree On Inews TV: Pragmatic Studies* (Doctoral dissertation, Diponegoro University).
- Nurlaili, N. (2019). The Strategy of Non-Guidance in the Language of Commentators in the 2019 Presidential Election Counting System (Situng) on Twitter@ KPU\_ID Account. *Code: Language Journal*, Vol. 8, No. 4.
- Supa'at, Y. T., Retnowaty, R., & Ratnawati, I. I. (2021). Language In-Language In-Person Social Media Comment Column Of Detikcom Account: Reynhard Sinaga Case Study. *Competence*, Vol. 14, No. 1.
- Vani, M. A., & Sabardila, A. (2020). Millennials' Incompetence on Social Media Twitter. *Literacy Pen*, Vol. 3, No. 2.
- YouTube. (2021). This Is What Really Happened, <https://www.youtube.com/watch?v=-VDqQTI-avYQ&t=6s>, was accessed on November 1, 2021.