



THE VIOLATION OF LINGUISTIC POLITENESS PRINCIPLES WHICH DESCRIBES VERBAL BULLYING ON SOCIAL MEDIA IN THE MOVIE CYBERBULLY (2015)

Henny Suharyati ,Dyah Kristyowati, Hasbia Lisdi Setiawan.
Universitas Pakuan, Bogor, Indonesia
dyah@unpak.ac.id

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Abstract

The research aims to identify the forms and types of behavior that reflect cyberbullying in the characters' utterances in the Cyberbully movie and to analyze how many violations of politeness maxims are contained in the Cyberbully movie. The method used in this research is the qualitative method. The data in this research are the characters' utterances that reflect cyber bullying which is collected using the listening and note-taking method. The results of this research are a violation of the tact maxim, a breach of the approbation maxim, and a violation of the sympathy maxim; types of cyberbullying behavior, denigration, and harassment; and several factors behind cyberbullying excitement and revenge.

Introduction

Politeness is becoming one of the common phenomena in the use of language. In the use of language directly or spoken, there will be a speech between individuals and groups. These utterances gave rise to speech events. Speech events are the continuation of linguistic interactions in the form of speech involving two parties, namely speech speakers and speech opponents, with one point of speech in a specific time and situation (Rusdiana, 2020). According to pragmatics is the study of all parts of meaning that are not covered by semantic theory or in other words discusses all aspects of speech meaning that cannot be completely deciphered. The purpose of a speech phenomenon will be conveyed well if the speech participants are polite when communicating. (Leech, 1993)

In addition, in pragmatic science, there is one phenomenon of language impropriety about how a person speaks poorly. Based on the principle of civility in pragmatics, there are six maxims expressed by Leech (Putri, 2018), namely: the maxim of wisdom (tact maxim), the adage of acceptance or generosity (generosity maxim), the maxim of mercy or praise (approbation maxim), the maxim of humility (modesty maxim), the maxim of agreement (agreement maxim), and the maxim of sympathy (sympathy maxim).

In this study, researchers examined a film entitled Cyberbully (2015). This film tells the story of a teenage girl named Casey who becomes one of the victims of bullying on social media, or what is known as cyberbullying. The perpetrator, who claimed to be a Hacker, humiliated Casey by spreading embarrassing photos of Casey, which had been his private photos. The perpetrator also claimed that he was a helper of people who were victims of cyberbullying, and a fact was revealed

that Casey used to be one of the people who had acted on someone on social media that caused the person to commit suicide. This film illustrates how bad the impact of bullying on social media or cyberbullying is.

The selection of the film *Cyberbully* (Ben Chanan, 2015) in this study is because in the movie, there are utterances that violate the principle of linguistic politeness. Generally, in communicating, speech participants consider that the resulting reports do not violate the regulations of civility. It's just that, for specific purposes, such principles are violated. In this case, the dialogues will be studied as a violation of the principle of civility and the cyberbullying obtained from one of the films *Cyberbully* (2015).

There are two objectives of this study as explained as follows:

1. To identify the form of cyberbullying behavior contained in the film *Cyberbully* (2015).
2. To examine how many language politeness maxims were violated in the film *Cyberbully* (2015).

This research is expected to provide positive benefits both academically, theoretically, and practically for the author and readers in general. The following is a complete explanation of the benefits of this study:

1. Theoretically, this research can strengthen the theory and narrow the approach in the pragmatic studies field, especially in using the principle of civility.
2. For readers, this research can provide information and knowledge to more easily understand the principle of civility in general and the violation of the principle of civility in particular.

Methodology

Research on violations of the principle of linguistic politeness in the film *Cyberbully* (2015) uses descriptive research methods. This is based on the purpose of his study, which is to describe the form of cyberbullying behavior and examine how many violations of the principle of language politeness are contained in the film *Cyberbully* (2015).

Finding and Discussion

DATA 1 (11:24 – 11:26)

@KC_JACOBS: If traveling broadens the mind, why is Ben Fogle still stupid?

Context: The utterance was Casey Jacobs' tweet on his Twitter account page. The hacker said that he was one of the fans of Casey Jacobs' tweets and posts on his anonymous account; he showed a tweet or tweet that Casey uploaded on the Twitter account page containing an insult he showed Ben Fogle. The violation of the principle of politeness of language contained in the above utterance violates the maxim of wisdom that Casey Jacobs did not maximize profits for Ben Fogle. This can be seen from the negative response given by Casey's followers, who joined in making fun of Ben Fogle. The effects of cyberbullying are feelings of heartache, shame, and inferiority. This is in line with the principle of wisdom which states that speakers should maximize the benefits of others (Sukma et al., 2021) In this case, Casey Jacobs has declared an unwise and polite person, as evidenced by Casey's utterances containing elements of insults. In line with this, in his research, Richard (Suciartini & Sumartini, 2018) stated that people who violate the maxim of wisdom always corner others. This is by Casey Jacobs' contemptuous remarks of Ben Fodge.

DATA 2 (28:10 – 28:15)

Chronic Youth: Jen Li, when singers are too deluded for X-Factor.

Context: Casey uploaded a video showing Jen Li singing and then captioned the video upload as above. The violation of the language politeness maxim contained in the above utterance violates the maxim of wisdom that Casey Jacobs did not maximize the benefits for Jennifer Li. This can be seen from the comment section of the video upload, which participated in giving negative comments to Jennifer Li. The effect of cyberbullying is feeling ashamed and inferior and damaging Jennifer Li's reputation. As Leech (Suciartini & Sumartini, 2018) (says that suppressing as little loss as possible on the part of others, the above utterance can be categorized as a violation of the maxim of wisdom or wisdom. In this case, Casey Jacobs is declared unwise and polite, as evidenced by Casey Jacobs' utterances containing an element of innuendo. This is in line with Rahardi's statement (Santoso, 2016) that people who violate the maxim of wisdom always corner others. This is by Casey Jacobs's satirical remarks about Jennifer Li. The effect of cyberbullying is feeling ashamed and inferior and damaging Jennifer Li's reputation. As Leech (Suciartini & Sumartini, 2018) says that suppressing as little loss as possible on the part of others, the above utterance can be categorized as a violation of the maxim of wisdom or wisdom. In this case, Casey Jacobs is declared to be an unwise and polite person, as evidenced by Casey Jacobs' utterances containing an element of innuendo. This is in line with Rahardi's statement (Santoso, 2016) that people who violate the maxim of wisdom always corner others. This is by Casey Jacobs's satirical remarks about Jennifer Li.

The violation of the language politeness maxim contained in the above utterance violates the maxim of wisdom that Nathan Legg did not maximize the benefits for Casey Jacobs. This can be seen in the use of words in Nathan Legg's speech and the negative response from Nathan Legg's followers on Twitter. The effect arising from cyberbullying is a feeling of anxiety, shame, and also inferiority. As Kunjana said (Sukma et al., 2021) should stick to the principle of always maximizing the profits of others at the time of speaking. In this case, Nathan Legg is declared to be an unwise and polite person, as evidenced by his speech containing an element of insult. In line with this, Richard in (Santoso, 2016) stated that people who are declared to violate the principle of wisdom always corner others.

DATA 3 (02:18 – 02:46)

Megan: Casey...

Casey: What?

Megan: Nathan.

Casey: Please don't use the N-word.

Megan: You should look. Casey: At what?

Megan: His tweet. Casey: I unfollowed him. What does it say?

Megan: It is not very nice.

Casey: Can you just read it?

Megan: "I guess it's no surprised that Casey Jacob is on antidepressants." I spent one night with her, and it's fuc*king depressed me."

Context: Megan and Casey are on a video call via Skype. When they were talking, Megan opened her phone and saw Nathan's tweet containing an insult aimed at Casey, and then Megan told him about it. It started with the annoyance of Casey's former lover, Nathan Legg. Nathan was

frustrated and did not accept Casey's decision to terminate his relationship unilaterally. Hence, Nathan allegedly uploaded the tweet on his Twitter account page as a form of revenge so that everyone would find out that Casey Jacobs was taking antidepressant drugs, which only Casey's friends and close people knew about. As a result of the tweet uploaded by Nathan Legg, many commentaries fulfilled the tweet that regarded someone who bullied antidepressants like Casey Jacobs as a joke or joke.

The violation of the language politeness maxim contained in the above utterance violates the maxim of wisdom that Nathan Legg did not maximize the benefits for Casey Jacobs. This can be seen in the use of words in Nathan Legg's speech and the negative response from Nathan Legg's followers on Twitter. The effect arising from cyberbullying is a feeling of anxiety, shame and also inferiority. As Kunjana said (Sukma et al., 2021) should stick to the principle of always maximizing the profits of others at the time of speaking. In this case, Nathan Legg is declared to be an unwise and polite person, as evidenced by his speech containing an element of insult. In line with this, Rahardi in (Santoso, 2016) stated that people who are declared to violate the principle of wisdom always corner others. Nathan Legg's actions of inflaming Casey Jacobs' disgrace or personal secrets can be classed as a form of cyberbullying behavior of the type of defamation or denigration. In line with Willard (Rusdiana, 2020) who said an act indulges in the spectacle of a person on the internet damages the person's reputation and good name. The humiliation committed by Nathan Legg also includes creative insults; this humiliation lies in the speaker's ability to know the weaknesses or disgrace of the victim Mateo &Yus. (Sukma et al., 2021)

DATA 4 (28:16 – 28:20)

Spearspike_84: Har Har Too shit for X-Factor

Context: One of the comments contained in a video of Jennifer Li singing was uploaded on an anonymous account belonging to Casey Jacobs. The video upload of Jennifer Li's singing, uploaded by Casey Jacobs, spread on social media and received many negative comments aimed at insulting Jennifer Li. The above comment is one of the many negative responses in the upload. After the video spread, Jennifer Li revealed that singing was an activity she often did with her late mother, and Jennifer Li sang to overcome her longing for her mother. The principle of language politeness maxim contained in the above speech violates the maxim of praise or humility; that is, spearspike_84 does not maximize praise towards Jennifer Li. This can be seen from the utterances of spearspike_84 saying 'too shit', a negative word that means to suck or suck. The effect of this cyberbullying is a feeling of heartache and inferiority. As Leech said (in Sari, 2019:4) should condemn others as little as possible and praise others as much as possible. In this case, spearspike_84 was declared an arrogant and disrespectful person because of a violation of the criteria presented by Leech, directly condemning Jennifer Li's ability on social media. This is reinforced by Chaer's theory (Rusdiana, 2020) that speakers who often denounce others in speaking are said to be unspeakable. Speech in these comments can be classified as a form of cyberbullying behavior of the behavior insult or denigration. This is in line with what Willard said about actions carried out by writing uploads or comments in the form of insults and rumors that can damage reputations.(Willard, 2007)

DATA 5 (28:21 – 28:25)

Allse_Dr1: Wat a talentless wh*re.

Context: One of the comments in a video upload of Jen Li singing was uploaded on Casey Jacobs' anonymous account. In addition to the insulting comments that filled Jennifer Li's video uploaded by Casey Jacobs, it spread on social media and received many negative comments. The above statement is one of the many negative responses in the upload. After the video spread, Jennifer Li revealed that singing was an activity that she and her late mother often did, and Jennifer Li sang to overcome the longing for her mother. The violation of the maxim of the principle of politeness of language contained in the above speech violates the maxim of praise, which is Allse_Dr that does not maximize distinction towards Jennifer Li. This can be seen from the utterances of Allse_Dr1, who say 'talentless wh*re', which means whore who is not talented. This cyberbullying affects a feeling of heartache, sadness, and inferiority. In addition, it shook Jennifer Li's mental health. As Leech says (Rusdiana, 2020) should minimize insults toward others. In this case, Allse_Dr1 is declared to be a disrespectful person for not maximizing praise. Allse_Dr1 gave insults to Jennifer Li and violated the criteria conveyed by Leech, namely directly condemning Jennifer Li's abilities on social media. This is reinforced by Chaer's theory (Sulistyo Sari, 2019) that speakers who often denounce others in speaking are said to be unspeakable. The utterances in these comments can be classified as a form of cyberbullying behavior of the type of harassment or harassment, in line with what Willard said (Sukma et al., 2021), the act of verbal assault using harsh and vulgar words. This is by using the word in the speech of Allse_Dr1, which refers to Jennifer Li as wh*re.

DATA 6 (35:35 – 35:39)

99Badman99: attention wh*ring b*tch.

Context: One of the comments contained in Jennifer Li's uploaded photo shows incision wounds filling both of her arms. It uses vulgar and negative words. The language politeness maxim contained in the above speech violates the sympathetic maxim; namely, 99Badman99 does not maximize sympathy for Jennifer Li's condition. This can be seen from the utterance that says whore begging attention. The effects arising from this cyberbullying are feelings of sadness, heartache, and inferiority. In addition, it shook Jennifer Li's mental health. As Leech says (Sulistyo Sari, 2019) should minimize anti-starch and maximize sympathy for others. In this case, 99Badman99 was declared an unspeakable person for not giving sympathy for Jennifer Li's condition; 99badman99 instead uttered harsh and vulgar words. These utterances can be classified as a form of cyberbullying behavior of the type of harassment or harassment. In line with what Willard said (Sukma et al., 2021), the act of verbal assault uses harsh and vulgar words. This is by the use of vulgar words in the speech of 99Badman99.

DATA 5 (28:36 – 28:41)

Mike2Rite: Just the kind of plastic b*tch who should be destroyed.

Context: Context: One of the comments in a video upload of Jen Li singing was uploaded on Casey Jacobs' anonymous account. The language politeness maxim contained in the above utterance violates the maxim of wisdom that Mike2Rite does not maximize profits against Jennifer Li. This can be seen from using negative words in Mike2Rite's speech. The effects of this cyberbullying are feelings of sadness, heartache, and inferiority. In addition, it also shook Jennifer Li's mental health. This is by the idea of the principle of wisdom which reads that

speakers should hold the principle by maximizing the profits of others Rahardi (Suciartini & Sumartini, 2018). In this case, Mike2Rite is declared to be unwise and polite, as evidenced by his speech containing an element of insult. This is in line with Richard (Santoso, 2016) stating that people who violate the maxim of wisdom always corner others.

DATA 6 (56:55 – 57:03)

Hacker: Casey?

Hacker: No, Casey!

Hacker: You stupid ugly b*tch.

Context: The hacker sent a message containing personal photos of Casey and Megan, and the hacker was angry that Casey was spitting out the antidepressant drugs he was taking. The hacker threatened Casey Jacobs to spread his and Megan's photos to Social Media; if Casey did not want the photos to spread on social media, Casey would have to eat one pill per photo. After several pills Casey took, Casey realized that spearspike_84 and the hacker who had hacked into his laptop were the same people. It is evident from the way the hacker expressed his laughter, the same as spearspike_84's comments on Jennifer Li's video upload. After Casey learns of this, Casey also spits out all the pills that had been consumed as a form of resistance. This made the hacker angry, and they threw harsh and vulgar words at Casey.

The language politeness maxim in the above speech violates the sympathy maxim; that is, hackers or hackers do not maximize sympathy for Casey Jacobs. This can be seen from the hacker's speech, which is full of pleasure every time Casey takes a sip of his anti-depressant pill, and the expression on Casey's face that shows anxiety. The effect of this cyberbullying is feelings of anxiety and fear. As Leech says (Sulistyo Sari, 2019) should maximize sympathy and minimize anti-starch towards others. In this case, the hacker or hacker is declared to be an unfortunate person for not maximizing sympathy for the condition of Casey Jacobs, who has shown anxiety and overdosed as a result of taking many anti-depressant pills. The hacker threw harsh words at Casey. These utterances can be classified as a form of cyberbullying behavior of the type of harassment or harassment, as Willard said (Sukma et al., 2021) verbal assault using harsh and vulgar words. This can be seen from the hacker's speech, saying, 'you stupid, ugly b*tch'. From this, we can see that the words stupid and whore ugly are negative words used to insult others. Insulting others by using bad words includes harassment.

Language Politeness Max Out Violation Data

Data	Frequency	Percentage
Violation of the Maxim of Wisdom	4	50%
The Offense of the Maxim of Generosity	-	-
Violation of Praise Maxims	2	25%
The Violation of the Maxim of Heartbreak	-	-
Violation of The Maxim of Agreement	-	-

Violation of the Maxim of Sympathy	2	25%
Sum	8	100%

Conclusion

From this study, it can be concluded that in the corpus used there is a violation of the principle of polite language that describes verbal bullying on social media or cyberbullying. Most of these behaviors are motivated by sheer pleasure and revenge. From the data obtained, it can also be concluded that the effects caused by cyberbullying behavior are more negative effects than positive. The negative effects caused include feelings of sadness, heartache, inferiority, and disruption of mental health.

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