Impoliteness Used By Haters on Instagram Comments of Federation Internationale De Football Association (FIFA)

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Abstract

This research describes the types of impoliteness strategies and emotional expressions in impoliteness used by haters in commenting on Instagram social media. Many impolite stattements were deployed by haters of FIFA because this football association is considered unfair in making decisions and treating Israel and Russia differently. Descriptive qualitative method was employed to analyze the research data. The present research took data from haters' comments in the comment column of the @fifa Instagram account. The data analysis included identifying and describing the use of impoliteness strategies and emotional expressions involved the impoliteness. The research has revealed that some types of impoliteness strategies were used by the haters with Bald on record impoliteness being the most dominant strategy and anger was the most dominant emotional expression involved in the impoliteness.

Keywords: *Impoliteness, Mock politeness, Emotions, Instagram Haters*

Introduction

One thing that has an important role in communication is language and with language one can communicate with one another. People use language to communicate either directly or indirectly. Nowadays, people can not only communicate directly or face to face with other people they communicate with, but can also communicate in cyberspace or through social media such as WhatsApp, Instagram, Twitter, Facebook, Line, etc. According to Erza (2018), the way of communication through social networks has become a phenomenon recently, and one of the most popular social networks is Instagram.

Instagram provides various kinds of features that can allow users to post their uploads and provide comments on other users' uploads. According to Blair and Serafini (2014), Instagram is a social network based around sharing pictures and fifteen-second second videos which can be posted to other social media sites. With Instagram Reels, users could upload longer videos. In commenting on uploads to an account, Instagram users can use language freely either polite or impolite language because Instagram has no feature that can filter comments given by its users, even though today users could set a warning message in their post for other people to use proper language when commenting. Instagram users commonly follow accounts according to their interests. Through this social media they can exchange information, posting pictures and short videos, following celebrities or influencers, promoting products, sharing informative or education contents, and many others. Followers commonly give comments to express their admiration, like, dislike and disappointment towards an account they follow. Sometimes they find mistakes and take out their frustration on Instagram accounts through comments. However, not all expressions used by instragram users are

appropriately polite. They leave inappropriate comments on the account that is "Impoliteness".

This study distinguised between rudeness and impoliteness. The former is the use of offensive language that is unacceptable in a particular social contexts. The latter is a language phenomenon that commonly contains a negative meaning because it is intentionally used to attack the targeted person or institution. The study of impoliteness was pioneered by Culpeper in 1996 in which he examined impoliteness used to attack army recruits. Culpeper (1996) proposed impoliteness strategies as the opposite direction to Brown and Levinson's (1985) politeness. In another study Culpeper (2011) defines impoliteness as a mental attitude held by a participant that is comprised of negative evaluative beliefs about specific behaviour in a specific social context, as well as the activation of that attitude by those specific social in context behaviour. According to Culpeper (2011), impoliteness is a disapproving attitude toward particular actions taking place in particular circumstances. Expectations, goals, and/or beliefs about social organization, namely how one person's or a group's identities are mediated by others through interaction, serve as the foundation of impoliteness. Disrespectful behaviour like impoliteness is supported by expectations, desires and or beliefs about certain values (Fatimah & Arifin, 2014).

In foreign language learning, impoliteness has been studied in its forms and strategies. One of the studies examining impoliteness in foreign language learning is Impoliteness in EFL, for example impoliteness in foreign language learners' complaining behaviours across social distance and status levels (Wijayanto et al., 2017; Wijayanto, 2019). In addition to foreign language learning, impoliteness is examined in film such as research conducted by Yusniati (2022) entitled Impoliteness Strategies Found in Akeelah and the Bee Movie. Impoliteness is also examined on various of social media such as impoliteness on Instagram used by Haters of Lady Gaga (Permata et al., 2019), impoliteness strategies used in a politician's Facebook by Halim (2015). On YouTube, impoliteness was studied by Arrasyd and Hamzah (2019) entitled Impoliteness Strategies in You Tube Comment Section Found in Indonesian Presidential Debate 2019.

The purpose of the current research is to continue the research conducted by Apriliani (2023) but with a different focus and research questions. In the previous research, the researcher only focused on the types of impoliteness strategies used by haters, while in the current research, researchers did not only focus on the types of impoliteness strategies but also explored emotions expressed via impoliteness by haters. The researchers studied the impoliteness used by haters through comments on the @FIFA Instagram account. There are several reasons the researchers studied the impoliteness used by haters on this Instagram account. First, Instagram is one of the most popular social media and almost everyone uses Instagram. Second, there are many comments using impolite language that haters use on Instagram as a form of their disappointment. Third, FIFA currently has become a trending topic on Instagram among football fans because of its controversial decisions. Many people are disappointed as FIFA did not put sanction to Israel when Israeli soldiers fired tear gas at a football match in Palestine. Haters has assessed FIFA of having a double standard against Israel. The impoliteness used by haters on FIFA's Instagram comments was examined. The following is an example of a comment from a hater using impoliteness on the @FIFA Instagram. @fsssaaammm: "*double standard. When two different parties make the same mistakes, the treatment they get is also different*".

The excerpt above shows that a hater used impoliteness to express his disappointment with FIFA's decision that is considered to have double standards against

the Israel football team. This is because FIFA gave a different treatment to Israel. In the 2022 World Cup, the Russian football team was banned from competing because the Russian government attacked Ukraine, while Israel was still able to take part in the 2023 U-20 World Cup even though the Israel army attacked Palestine during the football event in Palestine. This made the haters furious because they felt that FIFA made an unfair decision.

Literature Review
Pragmatics

Impoliteness is a language phenomena that relates to the use of a language as intended by its users, commonly studied under pragmatics. According to Mey (2001), pragmatics studies how language is used in interpersonal communication, which is influenced by social norms. According to Yule (1996), pragmatics is the study of the relationships between linguistic forms and the users of those forms; only pragmatics allows humans into the analysis in this three-part distinction. Meanwhile According to Levinson (1983) the study of pragmatics focuses on how language interacts with the context in which it is used to express meanings by language users. In short, pragmatics is a branch of linguistics that studies the relationship between the external context of language and the meaning of language through the interpretation of the situation in which the language is used by its users. In other words, pragmatics is a branch of linguistics that studies speaker's meanings or intentions based on the context of the situation at the time of the speech occur. In the present study, the intention of speakers (haters) was examined under the use of impoliteness.

Impoliteness

In a simple definition, impoliteness is the opposite of politeness and it is intentionally conducted (Wijayanto, Hikmat, and Prasetyarini, 2018). Expressions that are included in the politeness generally support the face, meanwhile the impoliteness strategy is against it. According to Bousfield (2008) impoliteness constitutes the communication intentionally gratuitous and conflictive verbal face threatening acts (FTAs) which are purposefully delivered: (1) unmitigated, in context where mitigation is required, and/or, (2) with deliberate aggression that is, with the face threat exacerbated, 'boosted', or maximized in some way to heighten the face damage inflicted. Culpeper (2011) stated that Impoliteness strategies refer to the approach to attack face want, whereas politeness strategies refer to the way to assist or redress face want. Impoliteness appears as a form of emotional outburst against hatred. Expressions of impoliteness also emerges because of the urge to vent frustration. Culpeper (1996) has classified five types of impoliteness strategies, namely Bald on record impoliteness, Positive impoliteness, Negative impoliteness, Sarcasm or Mock Politeness, and With-hold Politeness. The following is a detailed explanation of the types of impoliteness strategy based on Culpeper (1996)

Bald on record impoliteness

This strategy is used to attack someone directly without considering the interlocutor's face. Culpeper states that FTAs are conducted in a direct, clear and face-threatening manner (FTA) in an unambiguous and concise manner. This strategy occurs because the speaker deliberately does not want to maintain good relations with the interlocutor. An example of bald on record impoliteness is *"Shut up you dumb"* This

sentence is said directly and frankly in an unambiguous way that makes the sentence considered as bald on record impoliteness.

Positive impoliteness

This strategy is designed to be destructive to the desire of the positive face of the interlocutor. The purpose of this positive face is the desire of each individual to be respected, valued and also needed by others. Several sub-strategies in positive impoliteness include ignoring others, rejecting, disassociating from others, being disinterested, unconcerned, making others uncomfortable. An example of positive impoliteness is *"No keep away! Go home, we don't want you!"* This utterance is a speaker's rejecting of the interlocutor so that the sentence is considered as positive impoliteness.

Negative impoliteness

The use of this strategy is to destroy the desires of the interlocutor negative face, or attack the interlocutor negative face. Several sub-strategies or outputs on negative impoliteness include frighten, condescend, scorn or ridicule, be contemptuous, do not treat the other seriously, be little the other, invade the other's space, explicitly associate the other with a negative. An example of negative impoliteness is *"Babyish, isn't it?"* The term 'babyish' is used to express scorn at someone so it is considered as a negative impoliteness.

Sarcasm or Mock Politeness

Sarcasm can be used to contrast the meaning of someone's feelings towards something. The intended meaning is in contrast to the polite intention. Through this strategy the speaker use politeness language but with impolite purposes. In other words, via this strategy, politeness is used by speakers to generate impolite meanings. This is included in the impoliteness strategy because the speakers are not really sincere with what they say. An example of an utterance with sarcasm is when someone talks to the interlocutor if *"today is a good day"* but in reality, that the day is a bad day. In case of impoliteness, the sarcastic utterance is to attack other interlocutors.

With-hold Politeness

With-holds Politeness occurs when the speaker does not carry out the politeness strategy desired by the listener or is silent. In other words, it is situation that a speaker has to show politeness as commonly required, but in fact he/she does not provide it. This is considered as intentional impoliteness. For example, when someone has been helped by another person, but the person being helped deliberately does not express gratitude, it is considered as with-hold politeness. Therefore being silent and failing to thank are the realization of this strategy.

Impoliteness can be induced by some factors. Culpeper (1996) reported that unequal social power, intimacy, and a conflict of interest could provoke impoliteness. People with more social powerful tend to use impoliteness to those with no social power. Those who have close relationship also tend to do impoliteness. Conflict of interest is the commonest trigger of impoliteness by which each party is trying to defend their own interest. A study by Bousfield (2007) found that offensive situations could trigger impoliteness. Spencer-Oatey (2005) stated that negative emotions can regulate linguistic behaviour including impoliteness. Some studies found that emotions and

impoliteness go together. For example Kienpointner (2008) reported that specific negative emotions can provoke the use of impoliteness. Wijayanto et al. (2018) concluded that negative emotions such as anger, annoyance, and hatret could provoke impoliteness. They explained that expectation, hopes, and right that are not acceptable to speakers listeners can induce negative emotions. These negative emotions provoke the use of impoliteness.

Emotion Knowledge

Emotions are reactions carried out by the body as an effect of a certain situation and condition and they are aspects that determine a person's attitude. They are represented as common because they play an important role in social interactions. Emotions interact with information about the situation and its norms, and all that information is represented in emotional schemas in memory (Culpeper et al., 2014). Emotions are classified into two types, namely positive emotions and negative emotions. In positive emotions, feelings of happiness, cheerfulness, peace and joy will usually arise. Meanwhile, negative emotions are the opposite of positive emotions. Negative emotions will cause feelings of anger, disappointment, sadness and hatred. In the expression impolite, the emotions that are caused are negative emotions. According to Shaver et al., (1987) negative emotions are classified into 3 types namely anger, sadness and fear.

Anger

Anger is a form of emotional expression that is used to express anger and hatred towards certain situations. There are several subordinates in anger expressions, including torment, envy, jealousy, discussed, revulsion, contempt, rage, outrage, fury, wrath, hostility, ferocity, bitterness, hate, loathing, scorn, spite, vengefulness, dislike, resentment, exasperation, frustration, aggravation, irritation, agitation, annoyance, grouchiness, and grumpiness.

Sadness

Sadness is an expression used to describe sad feelings. There are several types of subordinates included in the sadness group, including pity, sympathy, alienation, isolation, neglect, loneliness, rejection, homesickness, defeat, ejection, insecurity, embarrassment, humiliation, insult, guilt, shame, regret, remorse, dismay, disappointment, displeasure, depression, despair, hopelessness, gloom, glumness, sadness, unhappiness, grief, sorrow, misery, melancholy, agony, suffering, hurt, anguish.

Fear

Fear is an emotion that arises because of feelings of fear. This emotion will develop into anxiety. There are several subordinates included in fear, including anxiety, nervousness, tenseness, uneasiness, apprehension, worry, distress, dread, alarm, shock, fear, fright, horror, terror, panic, hysteria, mortification, pity, sympathy.

Method

This study used a qualitative approach which described and explored the use of impoliteness and emotional expressions involved in the impoliteness. The qualitative research was conducted to observe social phenomena and human problems and to explore and understand meaning thoughts of a person or society towards the phenomenon itself (Creswell, 2012). The type of the qualitative research employed was

descriptive research that was conducted by taking data form of words or pictures rather than the numbers that the result contains quotes from data to illustrate and strengthen presentations (Bogdan and Biklen 1982). Bodgan and Biklen (in Sanjaya, 2022) also stated that if the research data were verbal or social behavior needs to be analyzed descriptively, and researchers need to use qualitative methods.

The present research used the theory from Culpeper (1996) to describe the types of impoliteness strategy and the theory of emotion knowledge by Shaver et al., (1987) to explore the emotional expressions. The object of this research was expressions of impoliteness. The research data was comments written by haters that contained impoliteness. Researchers took data sources from social media, namely comments from social media users on the Instagram account @FIFA. The techniques used to collect data are observation and documentation. There were several steps taken to collect data:

1. Researchers observed the @FIFA Instagram account
2. Selected data that can be categorized as an expression of impoliteness
3. Screenshot comments that contain impoliteness
4. Paid attention to the expressions of impoliteness made by haters.

To do data analysis, we carried out the following steps. The first step was describing the expressions of impoliteness found among Instagram users on the @FIFA Instagram account using Culpeper's (1996) impoliteness theory and then identified the emotional expressions of haters on the @FIFA Instagram account using the emotional knowledge theory by Shaver et al. (1987) and the last was drawing conclusions.

Results

FIFA is a football federation throughout the world. All matters related to football are covered by FIFA. When the U20 World Cup championship was about to be held, FIFA made a decision which was considered unfair because it allowed the Israeli football team to take part in the World Cup championship. This made haters disappointed because FIFA should have banned Israel from participating in the World Cup as a form of sanction against Israel because Israeli soldiers had attacked a football match in Palestine. Previously, FIFA had banned Russia from participating in the world cup as a form of sanction against Russia which had attacked Ukraine, but in the same condition, Israel had attacked Palestine, but FIFA still allowed Israel to compete in the world cup championship. This made haters disappointed and felt that FIFA was unfair in making decisions, giving rise to negative responses from haters which were expressed in comments on the @FIFA Instagram account.

The present research observed the use of impoliteness by haters found in the comments of the @FIFA Instagram account. First the present research analysed the types of impoliteness strategies used by haters and secondly the present research observed the emotions of haters expresses via the impoliteness. To analyse the first research question, the present research used the impoliteness strategies by Culpeper (1996) and to analyse the second research question, we used the emotional knowledge theory from Shaver et al., (1987).

Types of impoliteness strategy on Instagram FIFA
Bald on Record Impoliteness

This strategy is used to attack someone directly without considering the face of the person they are talking to. Culpeper (1996) stated that FTAs are carried out in a direct, clear, and face-threatening manner (FTA) in an unambiguous and concise

manner. This strategy occurs because the speaker deliberately does not want to maintain a good relationship with the person he is talking to. In the data that has been collected, researchers found 38 data in the forms of bald impoliteness strategies. Due to space limit, we only provided 3 data for analysis. The following are the data taking the form of Bald on record impoliteness strategy:

Datum 01/IG/FIFA/31-03-2023/_pnj29:
"***Open your eyes***"

The data is a comment uploaded by the hater's account @_pjn29 addressed to FIFA via the Instagram account @fifa. The short utterance used by hater, implied that the hater felt disappointment with the decisions taken by FIFA because they are considered more pro-Israel. This is because FIFA continues to give permission to Israel to take part in the world cup even though the Israeli army has caused chaos in a football match in Palestine, while FIFA has not given permission to Russia to take part in the world cup because Russia has caused chaos in Ukraine. The language style used by haters is informal. From the comment of the haters, the haters stated that FIFA should open its eyes so that it is fair in making decisions. From this data, it can be seen that haters attacked the interlocutor, namely FIFA, firmly, directly and without ambiguity. According to Culpeper (1996) if someone attacks the interlocutor firmly, directly and without ambiguity then that is a form of bald on record impoliteness.

Datum 11/IG/FIFA/31-03-2023/fsssaaammm:
"*Double standard, when two different parties make the same mistakes, the treatment they get also different".*

The data is a comment uploaded by the @fsssaaammm account addressed to FIFA via the @fifa Instagram account. Based on the utterance used by the hater, it can be seen that the hater underestimates FIFA's performance because FIFA is unfair in making decisions and FIFA continues to give permission to Israel to take part in the world cup even though the Israeli army has created chaos in football matches in Palestine, while FIFA has not given permission to Russia to take part in the world cup because Russia has caused chaos in Ukraine. *Double standard* is a sentence written by the hater that attacks the interlocutor directly and without ambiguity. The language style used by haters is informal. According to Culpeper (1996), if someone attacks the interlocutor directly and without ambiguity, then it is a form of bald on record impoliteness.

Datum 32/IG/FIFA/31-03-2023/msophiann:
"*Banned Israel football!!!!@fifa*"

The data is a comment uploaded by the @msophiann account addressed to FIFA via the @fifa Instagram account. The hater's comment shows that he/she is protesting against the decision taken by FIFA which allows Israel to take part in the World Cup. The sentence *"ban Israel"* is written by the hater who attacked the interlocutor firmly, directly and unambiguously, who asked FIFA to ban Israeli football from participating in the world cup championship. The language style used by haters is informal. According to Culpeper (1996) if someone attacks the interlocutor directly, firmly and without ambiguity, then it is a form of bald on record impoliteness.

Positive Impoliteness

Culpeper (1996) stated that this strategy is designed to destroy the positive face of the interlocutors. The meaning of this positive face is the desire of each individual to be respected, appreciated and also needed by other people. Some sub-strategies in positive impoliteness include ignore, snub the other, disassociate from the other, be disinterested, unconcerned, unsympathetic, use inappropriate identity markers, use obscure or secretive language and Seek disagreement. We found 13 data in the form of the positive impoliteness strategies. In this section we only present 3 data.

Datum 19/IG/FIFA/31-03-2023/z.alan21:

"*Swine* FIFA, has no pride. Russia is banned but Israel is still roaming the *sphere* of football, *barbaric*. FIFA is not fit to be the parent of an organization, to *hell* with FIFA"

The data is a comment uploaded by the @z.alan21 account addressed to FIFA via the Instagram account @fifa. The data demonstrtes that the hater feel disappointed with FIFA's performance. He/she thinks that FIFA is unfair in making decisions because it gives different treatment to each country. The language style used by the hater is informal. Regarding the use of words in this comment, the hater uses an abusive and profane language. According to Culpeper (1996), if someone attacks the interlocutor by applying abusive or profane language then this is a form of positive impoliteness with the sub strategy of swearing, or using abusive or profane language.

Datum 31/IG/FIFA/31-03-2023/idepst:

"*FIFA is a pet of Israel!*"

The data is a comment uploaded by the @idepst account addressed to FIFA via the @fifa Instagram account. The hater wrote that FIFA is pet of Israel. The data implies that that there is anger expressed by the hater because of the decision taken by FIFA, is considered to be more pro-Israel. This anger was caused by FIFA's decision to continue to give permission to Israel to take part in the world cup even though the Israeli army had caused chaos in a football match in Palestine, while FIFA had not given permission to Russia to take part in the world cup because Russia had caused chaos in Ukraine. The language style used by haters is informal. The hater'comment attacks the positive face of the interlocutor by using call the other names by the word identity "*pe*t". According to Culpeper (1996) if someone attacks the interlocutor using another name, then this is a form of positive impoliteness with the sub strategy call the other names.

Datum 24/IG/FIFA/31-03-2023/mystogan_skuy:

"*FIFA double standard you FIFA baggers and under wears you all like pig and dog.*'

The data is a comment uploaded by the @mystogan_skuy account addressed to FIFA via the @fifa Instagram account. The hater wrote that FIFA is like pig and dog. Based on the data, it can be analysed that there is a feeling of dissatisfaction expressed by the hater because the decisions taken by FIFA is considered more pro-Israel. This is due to FIFA's decision to continue to give permission to Israel to take part in the world cup even though the Israeli army has caused chaos in a football match in Palestine, while FIFA has not given permission to Russia to take part in the world cup because Russia has caused chaos in Ukraine. The language style used by haters is informal. Based on the comment written by the hater that he/she used word association of FIFA with other names "*like pig and dog*". According to Culpeper (1996), if someone attacks the

interlocutor using another name, then this is a form of positive impoliteness with a sub-strategy of calling the other names.

Negative Impoliteness

The use of this strategy is designed to destroy the desires of the interlocutor negative face, and also attack the interlocutor negative face. Several sub-strategies or outputs on negative impoliteness include frighten, condescend, scorn or ridicule, be contemptuous, do not treat the other seriously, be little the other, invade the other's space, explicitly associate the other with a negative. In the data that has been collected, researchers found 25 data which is a form of the negative impoliteness strategy (see appendix). However, in chapter IV, researcher will only analyze 3 data. The following are several of data found by researchers that are a form of the negative impoliteness strategy:

Datum 15/IG/FIFA/31-03-2023/msidik.aja:
"FIFA stupid, bunch of fools"

The data is a comment uploaded by the @msidik.aja account addressed to FIFA via the @fifa Instagram account. Based on the comment written by haters, it can be seen that the hater got disappointed with FIFA. This is because FIFA applies different treatments to each country, so haters think that FIFA is unfair. The language style used by haters is informal. Based on the comment, it can be seen that haters use words that ridicule and insult the interlocutor. According to Culpaper (1996), if someone attacks the interlocutor by using words that are ridicule and insulting, then this is a form of negative impoliteness with the sub strategy condescend, scorn or ridicule.

Datum 30/IG/FIFA/31-03-2023/muhammadazmann:
"Shame on you!"

The data is a comment uploaded by the @muhammadazmann account addressed to FIFA via the @fifa Instagram account. Based on comment written by haters, it can be inferred that the hater got angery as he is disappointed with FIFA which is to be more pro-Israel. The hater is disappointed because FIFA still gives permission to Israel to take part in the world cup even though the Israeli army had caused chaos in a football match in Palestine, while FIFA had not given permission to Russia to take part in the world cup because Russia had caused chaos in Ukraine. The language style used by haters is informal. Based on this comment, it can be seen that the haters use derogatory words. According to Culpaper (1996) if someone attacks the interlocutor by using derogatory words then it is included in negative impoliteness with sub strategy condescend, scorn or ridicule.

Datum 17/IG/FIFA/31-03-2023/edomlia990:
"Hey FIFA, don't involve to Israel!! *Or moses will kill you and your family one by one!!!bravo* Israel"

The data is a comment uploaded by the @edomlia990 account addressed to FIFA via the @fifa Instagram account. Based on the comment written by haters, it appears that the hater is protesting against the decisions made by FIFA. This is because FIFA continues to give permission to Israel to take part in the world cup even though the Israeli army has caused chaos in a football match in Palestine, while FIFA has not given permission to Russia to take part in the world cup because Russia has caused chaos in Ukraine. The language style used by haters is informal. Based on the sentence in the comment, it can be seen that haters use frightening words to attack the interlocutor.

According to Culpeper (1996), if someone attacks the interlocutor by frightening, then that is a form of negative impoliteness with a frighten sub strategy.

Sarcasm or Mock Politeness

Sarcasm can be used to contrast the meaning of someone's feelings towards something else. The intended meaning of mock politenee is in contrast with what the speaker wants to express but with politeness words to attack others implicitly. In this strategy, politeness is used but the meaning is not. This is included in the impoliteness strategy because the speaker is not really sincere with what he says. The researchers found 2 data which in the form of sarcasm or mock politeness strategy. The following are the data of the sarcasm or mock politeness strategy.

Datum 02/IG/FIFA/31-03-2023/astrophiliamon:
"Are you sick? @fifa"

The data is a comment uploaded by the @astrophiliamon account addressed to FIFA via the @fifa Instagram account. Based on this comment, it can be seen that the haters are satirizing the interlocutor, namely FIFA. This was a form of protest from the hater who was disappointed with FIFA's decision which was considered unfair because it gave different treatment to each country. The language style used by the hater is informal. Based on the comments written by haters, it can be seen that the comment has another meaning. The sentence "*are you sick*" is not an expression that actually asks about the addressee's health condition, but is an expression of ridicule. According to Culpeper (1996), if someone attacks the interlocutor by using words that have no real meaning, then this is a form of sarcasm or mock politeness strategy.

Datum 45/IG/FIFA/31-03-2023/islamicelevenofficial:
"Sorry our eyes are blind when we see Israel, but our eyes are sharp when it's Russia... So let's continue regardless of the damage done by Israel"

The data is a comment uploaded by the @islamicelevenofficial account addressed to FIFA via the @fifa Instagram account. Based on comment written by haters, it can be understood that the hater felt disappointed with the decisions taken by FIFA. The reason is that FIFA is considered to provide different treatment to each country. FIFA has given permission to Israel to take part in the world cup even though the Israeli army has caused chaos in a football match in Palestine, while FIFA has not given permission to Russia to take part in the world cup because Russia has caused chaos in Ukraine. The language style used by haters is informal. The sentence from the hater's comment "*sorry, our eyes are blind when we see Israel, but our eyes are sharp when we see Russia*", is an allusion to FIFA, whose eyes seem blind when they see Israel, but sharp when they see Russia. According to Culpeper (1996), if someone attacks the interlocutor by using words that have no real meaning, then this is a form of sarcasm or mock politeness strategy

With-hold politeness

Culpeper defines With-holds Politeness occurs when the speaker does not carry out the politeness strategy desired by the listener or is silent. It is a strategy that is used by people to expect politeness things because the polite things are not used. Being silent and failing to thank are the realization of this strategy. The meaning of politeness that is expected in a certain situation but is left out for some reason. This is considered as

intentional impoliteness. In this study, researchers did not find data that included a with-hold politeness strategy.

The emotional expressions in impolite comment from hater on Instagram FIFA
Anger

Datum 08/IG/FIFA/31-03-2023/arif_12h:
"*Thus is stupid federation, forza*"

The data was a comment uploaded by the account @arif_12h addressed to FIFA via the Instagram account @fifa. Based on the sentences written by the hater, it can be perceived that the hater felt angry and scorned the interlocutor. This is because FIFA carries out different treatment between Israel and Russia. This made the hater angry and the hater thought that FIFA was unfair in making decisions and was considered to be more pro-Israel. Based on this, the hater's emotional expression is anger with subordinate scorn.

Datum 15/IG/FIFA/31-03-2023/msidik.aja:
"*FIFA stupid, bunch of fools*"

The data was a comment uploaded by the @msidik.aja account addressed to FIFA via the @fifa Instagram account. Based on the sentences written by the hater, it can be understood that the hater is feeling angry and scornibg the interlocutor. This is because FIFA's decision is considered to be more pro-Israel. FIFA continues to give permission to Israel to take part in the world cup even though the Israeli army has caused chaos in a football match in Palestine, while FIFA has not given permission to Russia to take part in the world cup because Russia has caused chaos in Ukraine. Based on this, the hater's emotional expression is anger with subordinate scorn.

Datum 22/IG/FIFA/31-03-2023/catatangame:
"*FIFA is slave for Israel*"

The data was a comment uploaded by the @notangame account addressed to FIFA via the @fifa Instagram account. In the comment was written by the hater, there is the word "slave" which can be interpreted as an insult. This was an expression of anger from haters who protested against the decision that FIFA had made. Hater thinks that FIFA is afraid of Israel and does not dare to impose strict sanctions against Israel, so it continues to give permission for Israel to take part in the World Cup. Based on this, a hater's emotional expression is an angry expression with a subordinate type of contempt.

Sadness

Datum 28/IG/FIFA/31-03-2023/antorenz:
"*Please, FIFA must react to the Israel army's attack on the match in Palestine, don't stay silent, you must be fair*"

The data was a comment uploaded by the @antorenz account addressed to FIFA via the @fifa Instagram account. Based on the comment was written by the hater, the hater felt disappointed because the hater thought FIFA was unfair in making decisions. Apart from that, hater think that FIFA is just silent about the incident that occurred between Israel and Palestine. Based on this, it can be concluded that the hater's emotional expression is sadness with a subordinate type of disappointment.

Datum 35/IG/FIFA/31-03-2023/anangtyantoo:
"*You're kidding, let's see what happened in the Palestine league*"

The data was a comment uploaded by the @anangtyantoo account addressed to FIFA via the @fifa Instagram account. The comment was written by hater showing the feelings of disappointment regarding the decision that FIFA has taken because it is considered to be more pro-Israel. This is because FIFA continues to give permission for Israel to take part in the world cup even though the Israeli army has made a mess of a football match in Palestine while FIFA has not given permission for Russia to take part in the world cup because Russia has made a mess in Ukraine. Based on this, the emotional expression of the hater is anger with a subordinate type of disappointment.

Datum 52/IG/FIFA/31-03-2023/_gilangg01:

"Israel attacks the Palestine national team where are you FIFA? Loser"

The data was a comment uploaded by @_gilangg01 account addressed to FIFA via the @fifa Instagram account. Based on the comment written by the hater, it can be seen that the hater was feeling disappointed with FIFA which was considered unfair. The comment was written by hater showing the feelings of disappointment felt by haters regarding the decision that FIFA has taken because it was considered to be more pro-Israel. This is because FIFA continues to give permission for Israel to take part in the world cup even though the Israeli army has made a mess of a football match in Palestine while FIFA has not given permission for Russia to take part in the world cup because Russia has made a mess in Ukraine. Based on this, the emotional expression of the hater is sadness with subordinate disappointment.

Discussion

The researchers analysed the types of impoliteness and emotional expression from haters' comments on FIFA Instagram posts. We collected and analysed 78 data. We found 38 (48%) data included as bald on record impoliteness, 13(17%) data were positive impoliteness, 26 (32%) data were negative impoliteness and 2 (3%) data were sarcasms or mock politeness, meanwhile we did not find any data included as with-hold politeness. We found that bald on record impoliteness was the most dominant type of impoliteness. Apart from this, we also analysed the emotional expressions involved in the impoliteness based on the emotional knowledge proposed by Shaver et al., (1987). The study analysed 74 data relating to emotions. We found 44 data that were included as anger, and 30 data were included as sadness emotional expressions. Meanwhile, fear emotional expression, was not found. We found that anger was the most dominant of emotional expression.

In line with Bousfield (2008), the impoliteness used by the haters contained gratuitous and conflictive verbal face threatening acts (FTAs) which were purposefully delivered to attack VIVA. The findings of this study confirm Fatimah and Arifin (2014) in which haters used impoliteness because what they expected and desired from the organisation (VIVA) was against their values, justice or fairness, expectation and wants. Nevertheless, the findngs of this study are also differentt from those of some previous research. For example Yusniati, (2022) did not find impoliteness in the form of sarcasm or mock politeness. This could be because the data of her study was taken from films, whereas this research collected data from haters' reactions in social media comments in which sarcasm are commonly used. Unlike the findings of Krisdayanti (2020), the present study could not find out the purposes or intentions of using impoliteness. In addition, while the present study could find negative emotions involved in the impoliteness, the previous research did not (e.g., Permata et al., 2019; Shinta et al., 2018). Nevertheless in line with Wijayanto et al. (2018), our findings confirm that

negative emotions can become triggers of impoliteness. The findings also agree with Spencer-Oatey (2005) who argued that negative emotions can regulate linguistic behaviour such as impoliteness, which is confirmed by our data. For example, many haters got very angry and disappointed with VIVA and the emotions trigerred them to use impolite language. This could be because emotions and impoliteness could go together as a communication mode (Bousfield, 2007; Wijayanto et al., 2018).

Conclusion

Based on the data analysis that has been carried out, it can be understood that FIFA's decision to continue to allow Israel to take part in the World Cup football match has reaped many objections from haters. In the comments column on the @FIFA Instagram account, many haters protested FIFA's decision. The researchers found some impoliteness strategies in hater comments, including bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. Of these types, the most dominant strategy was bald on record impoliteness. Regarding emotional expressions, we found two emotional expressions based on shaver's emotional knowledge theory in which anger was most dominant emotional expression found. Hopefully the present research could contribute to the development of research of impoliteness in cyber communication. Apart from that, the researchers would like to make this simple research as a starting point to develop further research or it can be used as a reference for further research of impoliteness in social media with different methods and aspects.

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