

# **An Analysis Of Impoliteness Strategies Of *Genshin Impact* Player In 1st Anniversary Posted On Twitter**

**Fatimah Putri Sambada<sup>1</sup>**

**Siti Zuhriah Ariatmi<sup>2</sup>**

<sup>12</sup> **Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Surakarta**

[a320190052@student.ums.ac.id](mailto:a320190052@student.ums.ac.id)

[sza228@ums.ac.id](mailto:sza228@ums.ac.id)

## **Abstract**

This study aimed to analyse the strategy of impoliteness of *Genshin Impact* player on twitter using pragmatic approach. The purpose of this study was to find the type of impoliteness and function of impoliteness. The data for this research were taken from comments contained in the twitter @genshinimpact account. This study analysed based on the type of impoliteness strategies (Culpeper, 1996) and function of impoliteness proposed by Culpeper (2011). Related to the types of impoliteness, the result of the analysis show that there are five types of impoliteness strategies in the comment ;(1) Bald on record impoliteness, (2) Positive impoliteness. (3) Negative impoliteness, (4) Sarcasms or mock politeness, (5) withhold politeness. Also, three functions of impoliteness; (1) Affective impoliteness, (2) Coercive impoliteness, (3) Entertaining impoliteness. The utterances that show impoliteness are uttered by the player commented on twitter.

**Keywords:** pragmatics, impoliteness strategies, *Genshin impact*

## **Introduction**

Pragmatics is the branch of linguistics that concern with study of meaning by speakers (writers) and interpreted by listeners (readers). According to (Leech, 2014) pragmatics involves solving problems from both speaker's point of view and the listener's point of view. This means, it requires how speakers think what they want to say depended to who they are speaking to, when where and under what circumstance.

Language is part of humans and cannot be separated. The position of language in everyday life plays a very important role. Language acts as a means of communication with other individuals. Language is not only a cognitive mechanism, but more importantly is considered a tool of social interaction (Dik, 1980). Through language, individuals can convey and express their thoughts, ideas and feelings. Based on its variety, language can include written language and spoken language. Written language is a form of language that is arranged grammatically using characters as its suggestions. Meanwhile, spoken language is a form of language that uses a sound system. Language allows humans to share ideas, opinions and thoughts about everything (Syamsurijal, Gusnawaty, Tadjuddin Maknun, Muhammad Hasyim, 2022). According to (Ferdinand de Saussure, 1997) language is a system of symbols and the important fact is that it calls the arbitrary property of linguistic signs. This means two things. First, a sign (e.g., a word) is a combination of a form ("signifier") and meaning ("the signified"). Second, the relationship between form and meaning based on convention rather than natural similarity.

In order to maintenance a good relationship with other people, people need to realize that language can be used in a good way and even in a bad way of

communication. During communicate, something might be delivered such as compliment, feedback and even impoliteness. During communication, people tried their best to show their kindness to show a respect, on the other side, when people can't maintenance their attitude during communication, some people will not care of the choice of their words and tend to use bad words and it can cause an impoliteness strategy. According to (Culpeper, 2005) Impoliteness comes when: (1) the speaker communicates face-attack intentionally, or (2) the hearer perceives and/or constructs behaviour as intentionally face-attacking, or a combination of (1) and (2).

Language politeness is also closely related to the context of the situation surrounding a speech act. The social context in communication is an important aspect in understanding language (Sukarno, 2015). Furthermore, in communicating, speakers and speech partners should pay attention to two aspects, namely the ability to choose words and pay attention to the context of the speech taking place (Lam P, 2016). Based on this, language politeness is not only limited to word choice, but speakers must also be able to understand the context of the speech that is taking place. The context in question can be who the speaker is communicating with, the age of the speaker, the social position of the speaker and so on.

Impolite comments on social media are realized in various ways, including mocking, insulting, cornering and so on. Mocking is a form of impoliteness in communication (Dynel M, 2016). Apart from this, impoliteness can also be realized through the use of profanity, taboo and harsh words (Maros, M., & Rosli, 2017). Communication impoliteness is not only limited to the things mentioned above but can develop if left without polite media practices.

This research about impoliteness in social media not the first research conducted. There are many studies on the same topic that have been conducted. Siahaan (2019) has analyzed the impoliteness strategies used by haters of lady gaga in her Instagram. (Pangaribuan, Rangkuti, & Lubis, 2021) has analyzed the form of impoliteness strategy used by netizen on twitter. (Indrawan, 2018) has analyzed impoliteness strategies in Instagram posted by @Lambe\_Turah.

(Bustan & Alakrash, 2020) has identified the types of impoliteness strategies addressed by Donald Trump. (Novalia & Ambalegin, 2021) also conducted the types of impoliteness strategies in Deddy Corbuzier podcast on youtube. (Apriliyani, Hamzah, & Wahyuni, 2019) has analyzed impoliteness strategies in Instagram comments of Felix Siau. The researcher (Zhong, 2018) showed the result of the type of impoliteness strategies with the most usage is positive impoliteness. (Pane, Rangkuti, & Yusuf, 2021) also categorize the types of impoliteness strategies use on twitter. Not only to categorized, the researcher show how the impoliteness be implemented.

The development of English has growth in many areas, not only in school or university but also in social media. English is learned by many people around the world because it is an international language. On a social media, an impoliteness can be seen, for example in twitter. Impoliteness usually happens when people don't care about what other people feeling or people when not so well in English and don't know if that word is impolite. This study contributes to the increment of research on impoliteness in language. Based on the problem, impoliteness in language means disrespectful and inappropriate to say, and is widely used as jargon. This research contains linguistic impoliteness that will affect and change society, especially people on the twitter, they must to hold to type inappropriate word on social media.

Genshin impact is an open-world game presented by miHoYo (now HoYoverse) a Chinese developer and first published in 2020. Genshin Impact released for Microsoft

Windows, PlayStation 4, Android, and iOS on 28 September 2020 and made playable on PlayStation 5 on 11 November 2020.

The researcher chose twitter as the object of study because it contained the phenomena and there are many bad comments posted on twitter, also it is because twitter is the popular social media among people. This makes researcher interested to studying further about the phenomena. In this case, researcher choose twitter of Genshin Impact with a tweet about 1st anniversary of Genshin Impact. The researcher chose that tweet because in the comment section, contain elements of expressions and can be categories as linguistic impoliteness.

The phenomenon of impoliteness related to the theory of impoliteness strategy proposed by (Culpeper, 1996) impoliteness strategy focuses on hitting and threatening the other person or listener in the face. (Culpeper, 1996) introduces five impoliteness strategies that are the opposite of the politeness strategy of (Brown & Levison, 1987), namely (1) bald on record impoliteness, (2) positive impoliteness, (3) negative impoliteness, (4) sarcasms or mock politeness, and (5) withhold politeness. Genshin Impact 1st anniversary shows various situation that requires the researcher used linguistic impoliteness in communication.

In conclusion, this study aimed to analyse types and function of linguistic impoliteness as a language phenomenon used by player in Genshin Impact twitter during 1st anniversary using pragmatic studies and applying (Culpeper, 1996) and (Culpeper, 2011) theory of linguistic impoliteness which will be discussed further in the next chapter.

## **Method**

In this research, the researcher used descriptive qualitative method with content of analysis. The researcher used theory from (Culpeper, 1996) for the types of linguistic impoliteness and used theory from (Culpeper, 2011) for the function of linguistic impoliteness. The subjects of his research are the player on twitter comment. The object of this research is linguistic impoliteness found in Geshin Impact twitter. The data in this study are utterances containing impoliteness expression and the data sources obtained from the comment section from Genshin Impact 1<sup>st</sup> anniversary posted on twitter. To collect data the researcher used content analysis. The researcher used data analysis by (Ridder, Miles, Michael Huberman, & Saldaña, 2014) namely data collection, data reduction, data display, and conclusion drawing.

## **Results**

After analysing the data, the researcher found 100 data from 7200 comments that containing types and functions of impoliteness used by players on comment section in official twitter of Genshin Impact. This research aimed to find out the most common types and functions of impoliteness strategies found in comment section. In this research, the researcher determined the strategy proposed by (Culpeper, 1996) and (Culpeper, 2011). Due to space constraints, only several data from the comments are presented.

## Types of Impoliteness Strategies

### Bald on Record Impoliteness

According to (Culpeper, 1996) Bald on Record is an act of threatening the face of the speaker directly, clearly, unambiguously and the speaker does not use any extra strategies to make it "more polite".

#### Data 1

@LaughTale0 : *Holy shit, can't you just give the reward directly instead of all this contest raffle bullshit.*

This player can't accept the anniversary rewards supported with word *bullshit* when the reward being raffled and not directly give it to all players. This player thinks that reward should be given equally to all player.

#### Data 2

@arvecasa : *wtf*

This player uses a direct and clear word *wtf* to express it unbelievable with the rewards.

#### Data 3

@sevenflopped : *holy shit how do you fuck up anniversary GIFT this badly*

This player not only use bad words but also the intonation of caps lock of certain words to directly the aim the disappointment.

#### Data 4

@NutaliaLOL : *nah bc wtf mihoyo* 🤪

Supported with the emoticon skeleton, this player expresses it disappointment.

#### Data 5

@AshishMajhi77 : *wtf are those rewards*

This player expresses the disappointment direct and clear.

Bald on record impoliteness strategy are used by them in this comment. This situation happens when the reward is not what they expected. Genshin Impact celebrated their 1<sup>st</sup> anniversary and players expected to get lot of rewards. Based on the comment above, it can be seen that players used a direct and clear utterances "holy shit" "wtf". The use of direct, clear, and unambiguous language is the sub-strategies of doing bald on record impoliteness according to (Culpeper, 1996) theory.

## Positive Impoliteness

According to (Culpeper, 1996) positive impoliteness is to attacks the positive face, by threatening the other as if they are unwanted. The speaker uses contradictive words, seek disagreement, use taboo words, call with another name, be disinterest.

#### Data 1

@GenTeddies23 : *Midshin Impact yall should play Guilty Gear AND smt. Best games.*

As this player state its disappointment, the player also suggests other player to play another game instead of Genshin Impact.

#### Data 2

@zanderdrawss : *I'm pretty disappointed in mihoyo m.. tbh I was going to enter the fanart contest and at least put in some effort to draw something! But seeing how artist are treated like free promo (with little/no benefit) is a huge red flag to me and should be to everyone else as well*

With the disappointed this player has; this player also encourages other not to enter fanart contest if only the reward has not benefit for the artist.

#### Data 3

@Cloud\_X\_ : *its never too late to switch, people*

As this player already see the reward and feel disappointed, this player encourages people to switch, to switch in this statement means to play other game.

**Data 4**

@\_Vicky\_lol : *even BP levels are more rewarding than this* 🤔

In short word, Battle Pass is a daily, weekly and monthly mission that has various rewards including primogems. This player feels sad because the anniversary reward is less than Battle Pass reward.

**Data 5**

@KiaraYairo : *epic 7 seven gave u a free 5star of your choice and 10 daily pulls per day. So, you're telling me, MIHOYO having at least 50 million monthly players and a whole bunch of money will give us a fucking gacha event with a minimum chance to win, and only 10 pulls?*

This player uses comparison of the rewards from other game because those reward more than Genshin impact gave.

The comment above has positive impoliteness. Player feels disappointed and disinterest with the rewards. Players want to encourage other players not to feel happy because of the rewards, instead the player seek disagreement.

**Negative Impoliteness**

According to (Culpeper, 1996) negative impoliteness is attacks the negative face by trying to invade the other's space by not accepting their boundaries or privacy, scaring, scorn, insulting.

**Data 1**

@pinkapurple : *I expected something bad but not THIS worse, his is why everyone playing cookie run instead* 😊

This player expect that the anniversary reward not come with the expectation but it worse that this player imagination. Because of that, this player tries to compare with other game instead.

**Data 2**

@tinkletinklehoy : *we don't care give us better anniversary rewards*

This player show disinterest with current anniversary reward and demand more reward than that.

**Data 3**

@pureheartbaby : *mihooyo your company makes more money off one banner than I will make in a year at my job please add better in game anniversary rewards lmao* 🤔 🤔

This player can't accept that the anniversary reward is below its expectation and demand more reward because this player think that mihooyo is big company and could give more reward than the current one.

**Data 4**

@honeyteafilmz : *for everyone that's complaining, including myself... next survey lets us all talk about our disappointment so they can see this and hope they do better!*

Instead use bad word to express the disappointment, this player encourages other player to express it in the next survey.

**Data 5**

@lemon\_lemme : *I-let's not lose hope m-maybe they'll a-announce a bigger surprise later right? Haha, right*

This player typing looks like frightening and try to calm themself by giving other players hopes that the anniversary reward will be more than that.

Negative impoliteness can be found in this comment section. From the comment above, player shows their unsympathetic and want more reward by trying to invade the space with the word “give us”.

### **Sarcasm/Mock Politeness**

Sarcasm is when the speaker says polite thing but it is obviously that the speakers does not mean that.

#### **Data 1**

@Neqtuen : *cant wait to not enter an art competition and not win 100 primogems*

This player means that it opposite because the use of the word “not enter” and “not win”.

#### **Data 2**

@slacker\_mage : *never thought I'd se anniversary rewards and gacha in the same sentence*

This comment count as sarcasm because of the word gacha. Gacha is the Japanese word that has meaning as gambling/random.

#### **Data 3**

@jacksondabae : *mihoyo really said congrats for sticking with us for a year, for this event YOU need to earn it if you're talented, others are worthless u get nothing. Also chances to win is only 10% since we are greedy af and need to save money*

The sarcasm in this utterance is on the word YOU as it meaning of the player who play Genshin impact.

#### **Data 4**

@natisV4 : *mihoyo: tech otaku widen their wallets.*

It's completly sarcasm because the real sentence is “Mihoyo: tech otakus save the world”

#### **Data 5**

@kiara\_chan : *dream ~~*

The use of punctuation namely tilde “~~” that can be described that this player is not really like the reward and can be indicate as “in your dream”. According to Xu & Xia (2023) the researchers interpreted the tilde (“~”) as a symbol of sound extension to enhance a certain emotional effect in that, from the perspective of physics, sounds have amplitudes and they are shaped like “~”.

### **Withhold Politeness**

According to (Culpeper, 1996) the realization of withhold politeness are being silent is and fail to thank.

#### **Data 1**

@ventisaurus : *I didn't expect anything yet I'm still disappointed...this is your anniversary ffs*

This player didn't expect that anniversary reward should be luxurious and yet the anniversary rewards made this player can't say thanks for the rewards.

#### **Data 2**

@Ahsokasgirlfrnd : *Damn,, the bar already low but yall some how made it go lower*

The expectation of this plyer already low but still can't believe that the anniversary rewards is worse.

#### **Data 3**

@sakura\_360 : *99.9% people are sad and disappointed on ur rewards .. and why do you even give just 10 primos? Its almost feels like a scam, we played and worked hard since the*

*launch 1 year ago and now we get only those? And by lottery? No one is happy or excited about ur rewards...*

As this player stated, the anniversary makes players can't say thank you because the anniversary reward is not much.

#### **Data 4**

@niigoena : *it feels like I got socks on Christmas but 10x worse*

As a person who give comparison the reward with the Christmas gift, this player still can't say thank you.

#### **Data 5**

@Ankur16402761 : *I hope these are just community rewards not the real anniversary rewards*

This player still has hope and fail to thank of the rewards.

**Table Types of Impoliteness**

No	Types of Impoliteness	Example	Number of Case
1	Bald on Record Impoliteness	These are awful. Lmao	41
2	Positive Impoliteness	Free primogems are just myth now	33
3	Negative Impoliteness	At least give us something better	6
4	Sarcasm/Mock Politeness	Can't wait to not enter an art competition and not win 10 primos	11
5	Withhold Politeness	It feels like I got socks on Christmas but 10x worse	9

### **Function of Impoliteness Strategies**

#### **Affective Impoliteness**

According to (Culpeper, 2011) affective impoliteness is the targeted display of intensely increased emotion, such as anger, which implies that the target is responsible for the negative emotional state.

#### **Data 1**

@bad\_boi\_4\_lyfe : *This is trash. Boycott Kokomi banner. 🤔👉 this CANT be all the anniversary rewards, right?*

This player uses the word trash to express the anger and supported by the facepalm emoji.

#### **Data 2**

@22\_asrie : *horry shiet pucking stingy hahaha*

This player uses the word shit but during commenting, the player intentionally not to write it right (*holy, shit, fucking*)

#### **Data 3**

@SaiajinSolaris : *Fuck these rewards bro.*

This player uses the word fuck to express the anger.

#### **Data 4**

@Samu69796603 : *WHAT THE ACTUAL FUCK*

This player not only uses the word fuck, it also use caps lock to show that this player really mad.

#### **Data 5**

@indigowyd : *nah because wtf is this*

This player feel disappointed until it wrote the word wtf.

On the comment above, player used a word that contain anger emotion such as “fuck”. It means, this player really angry with the rewards. Same like the previous player, other player used the word “wtf” to express their anger.

#### **Coercive Impoliteness**

According to (Culpeper, 2011) it occurs in situations where different social structural power or social status exist.

#### **Data 1**

@Lost\_Pause\_ : *I know this may be weird for you... But if you treat your community like shit They're gonna do the same to you*

This player still giving the company (miHoYo) to think about their player even though this player is disappointed, because as there's a relationship between player and company, if the company couldn't do for the community expected, the community will treat it back badly.

#### **Data 2**

@\_Okariin : *why the hell is so hard for you guys give us a free 5 stars from standard banner? will you bankrupt by any chance? I don't think so*

As this player mad, this player still can give a suggestion for the company to give the player a free gift. As the standard banner is still have affordable/worthy character to have/play.

#### **Data 3**

@Erichin0969 : *As a veteran gacha player, this is like give homeless people 50 cents and ask them to be grateful.*

This player state that he/she is a veteran player, mean he/she already know the “best” for player. As the Genshin Impact announced the anniversary reward, this player feels disappointed and analogically it as gives 50 cents to homeless people and ask them to be grateful.

#### **Data 4**

@Xylose\_ : *I've put a year into this game to see that the first anniversary is disgusting as an artist I will not participate because the prizes are unfair and not all the community are artists so miHoYo I hope you change the awards*

This player not only state that the anniversary reward is bad but also state that not all player is artist. It means that the chance to get more reward is difficult and suggest that miHoYo can change the award.

#### **Data 5**

@wintrcs : *MHY im sorry but this is has gotta be a joke, right? the LEAST you could do is literally give us a 10 pull in mail. there are players who grind for months to get to the next AR just to be rewarded with barely a single pull, this doesn't feel fair.*

This player not only mad at miHoYo but also feel sympathy with another player. As they play, the level could be difficult and miHoYo couldn't give a reward that equal to 10 pulls.

#### **Entertaining Impoliteness**

It is unexpected that although impoliteness tends to harm people or make them angry, it can also be entertaining. Unlike other studies under pragmatics which has dyad consisting of speaker and hearer, impoliteness can be arranged equally for both the



over-hearing audience and the target audience, and that it can entertain the audience (Culpeper, 2011).

#### Data 1

@arcticpeache : *anyway drop you guys' recommendations for other, better gacha games out there in the replies bc genshin impact has clearly become a joke* 🤔🤔

This player tries to entertain another player by putting the dance emoji.

#### Data 2

@XerxesCode : *Doesn't feel like an anniversary at all. It feels like school work. Easy skip.* 🤔

The emoji ROFL (rolling on the floor laughing) state that the rewards feels like a thing that this player could skip as the reward is laughable.

#### Data 3

@enjelicious : *I think you're missing the point Genshin Impact... we want anniversary rewards not an anniversary contest to GET rewards* 🤔

This player also it funny that Genshin Impact couldn't differenced between rewards and contest.

#### Data 4

@aqualorsy : *thanks for informing me that i have to lower my expectations even lower than they already are!* 💔

This player uses the emoji love as it wants to give a situation that this player loves the anniversary reward but in reality, is no, as this player state "I have to lower my expectation"

#### Data 5

@JethroLemuel : *this is where you should put the #GenshinImpactMeme*

Not only this player tries to entertain other, it also that this player put a hashtag to start a meme wave.

**Table Function of Impoliteness**

No	Function of Impoliteness	Example	Number of Case
1	Affective Impoliteness	So WE have to put in effort for YOUR birthday... for a chance to get half a wish?	49
2	Coercive Impoliteness	Mihoyo your company makes more money off one banner than I will make in a year at my job PLEASE add better in-game anniversary rewards lmao	21
3	Entertaining Impoliteness	Anyway, drop you guys' recommendation for others, better gacha games out there in the replies bc genshin impact has clearly become a joke	30

## Discussion

The incivility in comments on Genshin Impact's 1st anniversary post on Twitter is a serious concern. The type of impoliteness that is most often found is the Bald on Record type. This type is characterized by the use of harsh and impolite words such as damn, wtf, and damn. This shows that players mostly use bad words to express their feelings without thinking about the impact they have. Incivility in comments on social media such as Twitter is a problem that often occurs. This can harm other people and damage your own image. Therefore, it is important for us to pay attention to ethics in communicating on social media. We must avoid using harsh and impolite words in communicating on social media. Apart from that, we also have to pay attention to the

context and purpose of the comments we write on social media. We must ensure that the comments we write do not harm other people and do not damage our own image. We also have to pay attention to the language we use so as not to offend other people's feelings.

In the context of Genshin Impact's 1st anniversary on Twitter, we must pay attention that the comments we write can affect the image of the game. Therefore, we must pay attention to ethics in communicating on social media so as not to damage the image of the game.

Affective impoliteness is the most commonly used type of impoliteness. Individuals who use this type tend to vent their anger without paying attention to norms or ethics. They may feel that what they are doing is the right thing, so they unconsciously show impolite behavior. This can impact social interactions and create tension. It is important to understand the impact of affective incivility and promote communication that promotes respect and politeness in interactions with others.

The strategy of incivility can occur when someone does not pay attention to what is written or displayed and does not filter before expressing it. This can happen on various platforms, including social media, online forums, and instant messaging applications. Incivility can include the use of harsh, insulting, or degrading words to others. Researchers hope that users should read the news carefully before starting to comment. This is important to ensure that the comments written do not offend or harm other people. One wrong word can cause people to misunderstand its meaning and create tension in social relationships.

## Conclusion

Based on the analysis in the discussion, it can be concluded that types of impoliteness found in comment section on 1st anniversary post of Genshin Impact on twitter. Bald on Record is the most often used types. The player mostly used bad words for example shit, wtf, fuck to express their feeling. Not only types of impoliteness but also functions of impoliteness. The most used of functions of impoliteness is affective impoliteness. They let out their anger as if what they did is true. The impoliteness strategies can happen when someone not pay attention of what it writes or what it shows and not filtered before they let out the word. Researcher hope that player should be read the announcement carefully before start commenting. One miss word can make people misunderstand the meaning.

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