

Mis-Tagging Phenomena and Impoliteness Expression of Indonesian Netizens: A Study of Cyberpragmatics

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ABSTRACT

The Mis-tagging recently is common issue surround Indonesian netizens. Exploding trending topic on social media platform easily often rush to share. This study proposes to describe the mis-tagging phenomena and Impoliteness expression of Indonesia netizens particularly on Instagram. Descriptive qualitative implements as a research method together with cyberpragmatic approach. Source of data were selected comments on Instagrams which describe impoliteness expression. Culpeper's impoliteness strategies are used for analyzing the research finding. Thus, result of this study describes three strategies on expressing impoliteness; bald on record impoliteness, negative politeness, and sarcasm or mock politeness. Mis-tagging persistently indicate by Indonesian netizens because of uncontrol speed information sharing thus, verifying information before sharing is a key to reduce the mis-tagging phenomena.

Key words: mis-tagging; Indonesia netizens, impoliteness, Instagram

INTRODUCTION

Mis-Tagging refers to activities which social media user or netizen inadvertently tag or mention to incorrect accounts. It happens when netizen intend to share content with specific individual due to oversight and they tag for wrong account. Huge growth of online communication as dynamic culture and social platform influence the development of reaction on video, information, comments, response with different point of view (Bliss. L, 2022).

Activity of mis-tagging may also reflect at lack of attention or sensitivity to another person's need or preferences and may be considered impolite. Implicit or explicit element on social media content have to analyze and attention on information link, elaborate textual meaning, direct mention, hashtags, and the illusion of interactively. (Sukmayadi V, 2019).

Impolite utterances are not just made on direct conversation, it also can be happened through social media interaction. Impoliteness linguistically manifests on face threatening act or FTA and it comes to different form including insulting swear word, taboo, verbal aggression, severe criticism. (Acheampong, D.O. and Kwarteng, M., 2021). According to Culpeper's (1996) politeness strategies consists of bald on record impoliteness, the FTA are clear, straightforward, and obvious manner. Negative impoliteness use technique in damaging negative face for the addressee. Positive impoliteness with damaging positive face addressee. Mock

impoliteness, and withhold politeness where the absence of politeness may be appropriated. Therefore, this study attempt to describe the impoliteness expression on mis-tagging Indonesian netizens based on politeness strategies Culpeper model through social media Instagram.

LITERATURE REVIEW

Cyberpragmatics

Formerly, a term for cyber-pragmatic was internet-mediated communication. It relates to internet activities such as interaction on Instagram, Facebook, Tik-Tok, website, game online, emailing, and video conference. F Yus (2021) also stated that cyber-pragmatics interest on internet environment in order to produce information and interpreted. By this massive development of digital technology, people are easily accessing the internet during their flurry activities. Share and comments are borderless, consequently expressing impolite sentence is being common thing nowadays.

Impoliteness expression

According to Culpeper (1996) impoliteness expression break into five types of impoliteness strategies; bald on record, positive impoliteness, negative impoliteness, off-record impoliteness, and sarcasm or mock impoliteness.

Previous Related Study

The number of studies about politeness strategies were done by many researchers. Subyantoro & Apriyanto (2020) examined the impoliteness expression on social mediacan lead to the hate speech, spread the untrue information such as race, color, sexual orientation, or nationality. Siahaan, et.al (2023) studied about the most dominant impoliteness startegies in Nadim Makarim's Instagram comment is positive impoliteness. Connect to this previous studies, therefore little attention has been given to mis-tagging phenomena of Indonesia netizens in social media Instagram.

METHOD

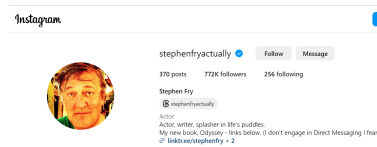
This study describes impoliteness expression by Indonesia netizens through their comments on media social Instagram. Thereupon the descriptive qualitative method is applied. Based on Bogdan and Taylor (1975) qualitative method are used in describing the subject either written or spoken. The sources of data randomly are taken from comments of Indonesian netizens who did the mis-tagging on Instagram. In line with Etikan, Musa, and Alkassin (2016), the judgment sampling approach or purposive sampling use a selection of participant.

RESULT AND DISUSSION

A. Mis-tagging Phenomena by Indonesian Netizens

The phenomena of blasphemous behaviour are frequently accomplished by Indonesian netizens run riot nowadays. When the breaking news exploded Indonesian netizens hurriedly attacked the social media account without any reason. Accordingly, it will lead a negative impact on the environment and psychologically for the individual. The emergence of a new culture on delivering sharp criticism whether making comments or inciting criticism. Once they made sharp criticism on social media, they felt having more intellectual superiority. Here are some mis-tagging phenomena by Indonesia netizens:

1) Service judge Alan Crow mis-tag to Stephen Fry (stephenfryactually)



Picture 1. Stepen Fry Instagram Account

The Indonesian national badminton team in 2021 All England championship was asked to cancel from this prestigious event because they were on a plane with a passenger who was exposed to Covid-19 when leaving for Birmingham, England. NHS, the British Health Authority had been given recommendation to all Indonesian badminton athletes to have independent isolation for 10 days from their trip to England until March 23 2021. Alan Crow was the service just for the tournament and always gave service fault to Indonesia team. Consequently, all athletes felt disappointed with this decision. Considering this issue Indonesia netizen began to attack the social media account but unfortunately the netizen was mis-tagging on the wrong account of Stephen Fry. His background is an actor on film “Wild” in 1997, Sherlock Holmer; A game of shadows in 2011, and another film “Trilogy hobbit”.

2) Guinea mis-tag to Guinea Khatulistiwa (nزالang_nasional)

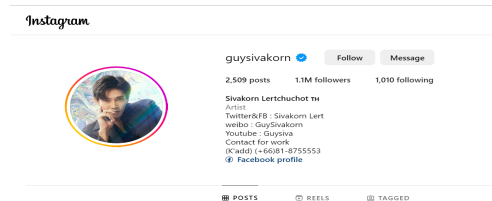


Picture 2. Guene Khatulistiwa Instagram account

Another mis-tagging happened on U-23 Squad failure to drive on Paris Olympics 2024 after failed 1-0 to Geunia in the playoff. Indonesia netizen assumed that Guinea squad played the game with drama. As we all know a

football game ought to fair, the slightly did not play on the professional match. Indonesia VS Guinea was football match which has been represented the growth of football in Asia and Africa. Guinea is a country from West Africa. Embarrassingly, Indonesia netizen was mis-tagging into Guinea Khatulistiwa that was in Central Africa

3) Var Sivakorn Pu-Udon mis-tag Sivakorn Lertchucot (guysivakorn)



Picture 3. Sivakorn Lertchucot Instagram account

Lost to Uzbekistan in football match in the semi-final of U-23 Cup dated on April 29, 2024. Netizen were annoyed with the referee decision Sivakorn Pu-Udon who were deemed to have made a detrimental decision for Indonesia squad. Again, Indonesian netizen attacked wrong account to Actor from Thailand Sivakorn lertchucot, he was on GMMTV.

4) Sandra Dewi mis-tag Dewi Sandra



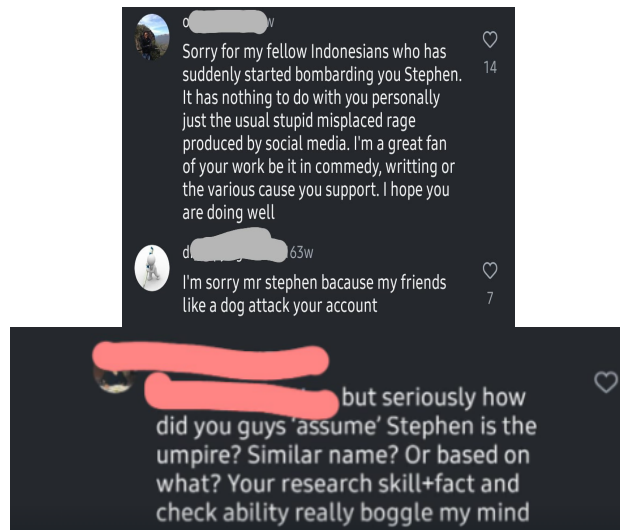
Picture 4 Dewi Sandra Instagram account

Booming issues about Indonesia actress Sandra Dewi's husband, Harvey Moeis had mad money laundering and theft around US\$26 billion of funds from a state-owned mining operation. This family was popular just because of perfect family with luxury lifestyle. Mindlessly the netizen was mis-tagging on Dewi Sandra social media account.

B. Netizen impoliteness expression on their mis-tagging action from cyber pragmatic view

Exploring on the account above, some impoliteness expressions have been written by Indonesia netizen, here are the description:

1. Impolite expression on Stephen Fry (stephenfryactually)



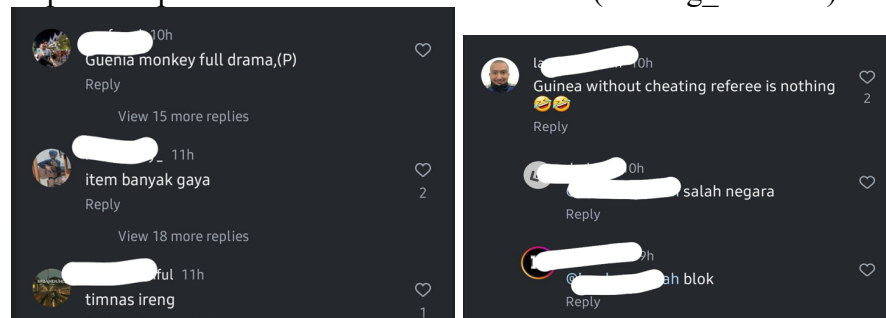
Picture 5,6 Comments on Stephenfry actually

Comment 1) I'm sorry mr stephen because my friends like a dog attack your account

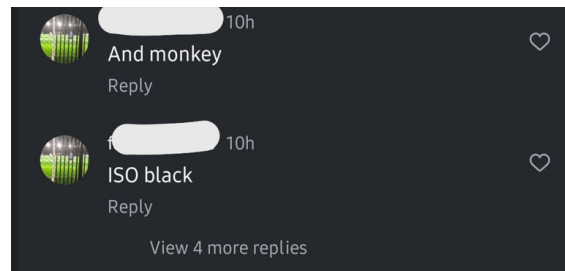
Comment 2) but seriously how did you guys assume Stephen is the umpire? Similar name? or based on what? Your research skill+fact and check ability really boggle my mind

Both of comments had been expressed into positive impoliteness where they use “like a dog” and “boggle my mind” while they express to apologize that they were in a wrong account.

2) Impolite expression on Guinea Khatulistiwa (nzalang_nacional)



Picture 6,7,8 Comments on nzalang_nacional



From the data above, Indonesia netizens were implemented sarcasm or mock politeness. They did the mocking and sarcasm in order to offensive point indirectly. The word such as “ ISO black, item banyak gaya (black skin had many style), and monkey, Guinea monkey full drama.

3) Impolite expression on Lertchucot Instagram (guysivakorn)



Picture 9,10 comments on guysivakorn

Some comments delivered by Indonesia netizen on this social media “guysivakorn” *bilangin abang lo yang wasit klo kerja yang bener, sensi banget sama indo*” (tell your brother, work professional, sensitive to Indonesia). These comments have used impoliteness strategy of bold record impoliteness where the can share clearly and straight to the point.

4) Impolite expression dewi Dewi Sandra



Picture 11, 12 comments on Instagram Dewi Sandra

The data has randomly been taken from the comment on Dewi Sandra account, the impoliteness expression show below:

- 1) *Uang 271T buat apa mbaaaa enak ya story nya jln jln muluuu ternyata duit itu lho (271 trillion rupiah what for sister, your story always on vacation and truthly use that money.*
- 2) *Duit orang (people's money)*
- 3) *Gbloog lu ..otak didengkul (stupid... your brain on your knees)*
- 4) *Woy! Jangan dikorup bilang ke suaminya! (hey..don't corrupt ask her husband!)*
- 5) *Bagi dikit dong.... Hehe siapa tahu kecipratan? (share a bit...hehe perhaps I will get the money)*
- 6) *Oh ini 271T (Oh 271T)*

Comment number (1,5) implied bold on record impoliteness where the netizen had purpose to impolite behaviour that was expressed clearly and openly without any attempt to hide or conceal it. Number (2,6) refer to positive impoliteness, it has been shown by using simple phrases. It was uded to damage positive face such as ignoring, excluding the other activity, disinterested, unconcerned, using inappropriate. Comment number (3) implied negative impoliteness. They use the strategy to damage other's negative face.

CONCLUSION

Mis-tagging can happen for various reasons, regardless of nationality. In the case of Indonesian netizens, several factors might contribute to frequent mis-tagging when news happens on social media. To address this issue, encouraging users to verify information before sharing and providing guidance on how tag accounts accurately can help reduce miss-tagging incidents. User error, similar names or handles, limited attention to detail and speed information sharing will guide netizen easily mis-tagging to a certain account on social media. Communication strategies

that have been used by mis-tagging netizens were sarcasm or mock politeness, it was more often used rather than positive impoliteness and bold on record impoliteness.

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