Rudeness in Expressing Criticism Towards Balinese Government's Policies and Activities Found in Facebook's Comments

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Abstracts: This qualitative study is designed to identify (1) criticism expressed by people in giving comments on Facebook and (2) the type of rudeness contained in their utterances. The data used in this study were taken from Facebook's comments sections. Due to the various topics and information shared on Facebook, the data taken were limited to utterances expressed by Facebook's users in response to Balinese governments' policies and activities which are related to Covid-19 pandemic. The data taken were analyzed based on Searle's classification on types of illocutionary acts, especially expressive illocutionary act as well as Kasper's classification of rudeness. The result of this study shows that motivated rudeness is the type of rudeness found in the way people expressed their criticism towards Balinese Government's policies and activities which are related to Covid-19 pandemic.

Keywords: *criticism, Facebook, rudeness*

INTRODUCTION

Nowadays, for most people, social media has been something that can't be separated from their daily lives. Social media has become a source of information, entertainment, media of communication and it serves many other functions. Social media has also become a platform for news agency to publish their news or even the government to publish their policies and activities to the society. One of the advantages of using social media for these purposes is to gain people's responses to the news or the policies made. One of the most famous social media used by people especially Balinese people these days is Facebook. Not only by its people, Balinese Government also has an official account on Facebook which is used as a media to share or publish information regarding the government's policies or activities. In addition, Facebook is also used by some news agencies in Bali as a media to publish many kinds of news to keep the society updated with the most recent information and situation. Via Facebook comments' section, people are able to give responses regarding the matter or information being shared by the government or the news agencies. People's responses towards a news especially a policies or government activities may vary, some may support them while others may express disagreements or criticism. According to Yule (1996), criticism is one of the forms of expressive illocutionary acts which is defined, by Searle (1975), as the type of illocutionary act in which a speaker expresses his or her psychological state to his or her interlocuter. Yule (1996) adds that criticism is one form of act in which one expresses the feeling or dislike or disagreement towards his or her interlocutor's attitude, behavior or words.

Similar to face-to-face interaction, the way people express their criticism may vary. In face-to-face interaction, there are many strategies of communication, such as politeness strategies, can be used by a person to express his disagreement in polite manner so that he could maintain his interpersonal relationship with his interlocutor. The existence of physical setting and contextual support in face-to-face interaction enables a speaker to maintain his politeness by considering his interlocutor's responses. In contrast to this, interaction via internet, such as giving comments on Facebook, lacks of physical setting and contextual support as stated by Yus (2011:262) that may lead to the impression of rudeness especially when someone tried to express his disagreement. Yus (2011) defines rudeness as a deviation of politeness and its nature is confrontational and disruptive to social equilibrium. As the study of politeness has gained linguists attention over decades, impoliteness and rudeness in communication have also sparked interest to linguists to study recently. A number of researches regarding rudeness has been conducted by linguists all over the globe. Some of them are reviewed as follows.

Mohammed and Abbas (2015) with their article entitled "Pragmatics of Impoliteness and Rudeness" published in American International Journal of Social Science, highlights the differences between the concept of Impoliteness and Rudeness in communication by contrasting definitions and classification of impoliteness and

rudeness from experts as well as providing analysis to show the differences of the two terms by taking data from Irish playwright George Bernard Show's Pygmalion (1913). In their article, Mohammed and Abbas (2015) used Culpeper's impoliteness classification on impoliteness and Segarra's types of rudeness to contrast the differences of the two concepts. The results of their study come to the conclusion that impoliteness and rudeness is different in terms of intentionality, in which rudeness is always intentional, while impoliteness is either intentional or accidental. They also conclude that impoliteness sometimes comes up as a response to a rude behavior. Another research on impoliteness was conducted by Subyantoro and Apriyanto (2020) with their article entitled "Impoliteness in Indonesian Language Hate Speech on Social Media Contained in the Instagram Account" published in Journal of Advances in Linguistics. Their research focuses on analyzing hate speeches found in Instagram, a photos and videos sharing - social media flatform, by using Culpeper's strategy of impoliteness. The results of their study show that there are three strategies found as the realization of the hate speech on Instagram, namely positive impoliteness strategies, negative politeness strategies, and satire strategies. They also conclude that in delivering the hate speech, the speaker can express them in the form of words, phrases, clauses, sentences and discourse.

This research is conducted in order to find out the criticism expressed by people in social media, especially Facebook, in response to Balinese Government's policies or activities towards Covid-19 pandemic as well as to identify the type of rudeness contained in the utterances. In order to conduct the analysis, two main theories were used as the theoretical framework in this research. Those are Searle's theory of expressive illocutionary acts and Kasper's classification on Rudeness.

METHOD

This research is a qualitative descriptive study designed to identify criticism expressed by people interacting via Facebook's comment section as well as the type of rudeness that may contained in the utterances. The data used were taken from Facebook comments section of some online news agencies accounts in Bali. The limitation to the data taken is expanded to the time and date of the information posted by the accounts. The data used in this research is taken from the information posted by two news agencies Facebook accounts from July 15th to August 15th 2021. The data used were mainly in Indonesian and Balinese language. In collecting the data, note taking and documentation methods were used. The data collected were then classified and analyzed based on the expressive illocutionary act's theory proposed by Searle (1975). The data used in this research were limited to criticism type of expressive illocutionary acts. After being classified and analyzed as criticism, the data were then classified and analyzed based on Kasper's (1990) classification on rudeness.

FINDING AND DISCUSSION

FINDING

The following table shows the number of criticisms found in two Balinese agencies Facebook's accounts namely Info Denpasar dan Info Tabanan. During the period of time selected in this research, which is July 15th to August 15th 2021, Info Denpasar Facebook accounts has posted five news while Info Tabanan Facebook accounts has posted three news regarding Balinese Government policies or activities related to Covid-19 pandemic.

Table 1 Number of Criticisms Found in Info Denpasar and Info Tabanan Facebook Accounts.

No	Facebook Account	Title of Post	Number of Criticism Found
1	Info Denpasar	*Gubernur Bali Larang OTG Isolasi Mandiri di Rumah* Balinese Governor Prohibits Asymptomatic Person to do Self Quarantine at Home	11
		Bali Klaim Vaksinasi Covid-19 Doses Pertama Lampaui 100 Persen Target Bali Claims First Dose of Covid-19 Vaccination Exceeds 100 Percent Target	7
		Gubernur Bali Beri Sejumlah Kelonggaran di Masa Perpanjangan PPKM	10

		The Governor of Bali Gives Some Relaxation During the Extended Period of Restriction of Community Activities (PPKM)	
		Gubernur Bali Keluarkan Surat Aktivasi Isolasi Terpusat Berjenjang Bagi OTG-GR Governor of Bali Issued Tiered Centralized Isolation Activation Letter for Asymptomatic Person	9
		Pemprov Bali Gelar Ngrastiti Bhakti Mohon Pandemi Segera Berakhir The Bali Provincial Government Holds "Ngrastiti Bhakti" Asks for the Pandemic to End Soon	12
2	Info Tabanan	*SE Terbaru Gubernur Bali* Bali Governor's Latest Circular	13
		Pengendalian Covid-19 Terbaik, Gubernur Bali Raih Pin Emas dari Kapolri Best Covid-19 Control, Bali Governor Wins Gold Pin from National Police Chief	20
		Bansos PPKM Darurat Zonk, Koster Ngotot Garap Proyek PKB 2,5 Triliun Koster Insists on Working on the 2,5 Billion Bali Art Festival Project in the midst of Zero Social Assistance for Emergency Restriction of Community Activities	7

DISCUSSION

Based on the data classification conducted, there are 89 utterances classified as criticisms found in comments sections on the posts of the two Balinese news online platform namely Info Denpasar and Info Tabanan posted during July 15th to August 15th 2021. Yet, among those 89 utterances, some were found contain rudeness, while the others were not. The following is a sample of analysis conducted to utterances classified as criticism found in those two Facebook accounts.

Data
Aluh bungut ci mepete yan. Ape sing ado..
'It's easy for you to speak about it, Yan. Yet, you do not solve anything.'

The data above was an utterance found in the comment section of Info Denpasar Facebook account. The comment was uttered by a Facebook user responding to Info Denpasar's post about Balinese Government policy regarding Covid-19 pandemic. The title of the post is *"Gubernur Bali Larang OTG Isolasi Mandiri di Rumah"* or "Balinese Governor Prohibits Asymptomatic Person to do Self Quarantine at Home". In the news, it was informed that as the response to the increasing number of Covid-19 cases in Bali, the Governor of Bali prohibited asymptomatic person of Covid-19 pandemic to do self-quarantine at home, instead, he persuaded those people to do the self-quarantine at the facilities provided by the government. Responding to this news, there are 82 comments given by the Facebook's users, eleven of them are classified as criticism and the data presented above is one of them.

Expressive illocutionary acts are the types of speech acts that state what the speaker feels towards something, they express the psychological states of the speaker. It may express pleasures, pain, likes, dislikes, joy or even sorrow and can be caused by something that the speaker or the hearer does, yet it is about the speaker's experience (Yule, 1996). Criticism is one type of expressive illocutionary acts which in uttering them, the speaker expresses dislikes or disagreements toward his or her interlocutor's attitudes or utterance. The data presented above is classified as criticism because it expresses the speaker's disagreement and dislike towards the policy made by the Governor of Bali. In uttering *"Aluh bungut ci mepete, yan. Ape sing ado"* or to be translated in English "it is easy for you to speak, Yan, yet you do not solve anything", the speaker expressed his disagreement by implying that the policy made by the Governor did not solve the Covid-19 pandemic faced by the people and the only thing that the Governor did was speaking about it.

After being classified and analyzed based on Searle's theory on expressive illocutionary act, the utterance above is classified and analyzed based on Kasper's classification on rudeness. Kasper (in Yus, 2011) proposes two classifications on rudeness. The first one, what he calls as unmotivated rudeness which refers to a failure made by the speaker in following the rules of politeness. This failure usually happens due to ignorance. The second classification, is what he calls as motivated rudeness, in which in this case the speaker intentionally wants his or her utterances to be interpreted as rudeness. Kasper divides motivated rudeness into three different categories namely (1) rudeness for the lack of control of someone's feeling, (2) strategic rudeness, and (3) ironic rudeness. Kasper classifies excessive public expression of emotions without no prior aggressive acts done by an interlocutor as the first category of rudeness. Strategic rudeness is rudeness which aimed at achieving a purpose. The last category is similar to strategic rudeness in that it also aims at a purpose yet ironic rudeness may or not be as rude as a direct remark.

The data presented above is expressed in Balinese language and it is classified that the utterance contains rudeness in it. Balinese language possesses speech levels, meaning that there are different ways of saying the same thing however used differently based on caste level or social status of whom the speaker is talking to. As Arka (2005) states that in speaking Balinese a speaker should consider the relative status of the speech participants that allows the speaker to choose the appropriate register, namely *basa lumrah* (low register) or *basa alus* (high register). The utterance presented in data above was uttered by a Facebook user, aimed to the Governor of Bali whom can be considered has higher social status and social power compared to the speaker of the utterance. Therefore, normally speaking, the appropriate register should be used by the speaker in this case is *basa alus* or the high register. On the contrary, the choice made by the speaker in his utterance was *basa lumrah* or the low register, in this case more likely belongs to *basa kasar* marked by the speaker's word choices. The word *bungut* meaning 'mouth', belongs to the low register. In high register the word meaning mouth has different form, that is *cangkem*. The word *ci* meaning 'you' also belongs to the low register. The word *mepete* meaning speak also belongs to the low register and the high register for the word is *ngeraos* or *mebaos*. The low register is commonly commoner or used by someone who talk to those who have the same or lower social status or caste compared to the speaker. The utterance uttered by the speaker in data above is considered rude since his or her choice of words did not match the speech level required by the speech situation, in which in this case, his or her interlocutor or addressee as the Governor of Bali can be considered possesses high social status. Therefore, the use of high register will be more appropriate. The use of low register in the speaker utterance is considered intentional and it is aimed to achieve a purpose. In this case the utterance is used to express the speaker disagreement or criticism towards the addressee's statement. In conclusion, the type or rudeness contained in the utterance can be considered as strategic rudeness which belongs to motivated rudeness.

CONCLUSION

Based on the analysis conducted, it can be drawn that there are 89 utterances classified as criticism found in the comment section of the two Balinese news agencies namely Info Denpasar and Info Tabanan Facebook accounts. Among those criticisms, some were considered rude and the type of rudeness reflected from the utterances is motivated rudeness.

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