

## DIGITAL IMPOLITENESS STRATEGIES IN RESPONSE TO FINANCE MINISTER PURBAYA'S ASSERTIONS ON THE HIGH-SPEED WHOOSH PROJECT: A PRAGMATIC ANALYSIS

**1\*Christina Natalina Saragi, 1Dewi Paulina Silalahi, 2Nurainun Hasibuan,  
1Renita Br Saragih**

<sup>1</sup>English Study Program, Faculty of Teacher Training and Education, Universitas HKBP  
Nommensen, Jalan Dr. Sutomo No. 4-A, Medan, North Sumatera, Indonesia

<sup>2</sup> Pendidikan Agama Islam, Sekolah Tinggi Agama Islam Darul Arafah, Laubakeri, Indonesia

\*Corresponding Author Email: christina.saragi@uhn.ac.id

Article Info	Abstract
<b>Article History</b>	
Received: November 2025	<i>The phenomenon of impoliteness in digital spaces is gaining attention because it can affect the quality of public discourse, especially when it comes to national policy issues. This study aims to analyze the forms of impoliteness strategies used by netizens in responding to the attitude and statements of Finance Minister Purbaya regarding the project. Using a descriptive quantitative method, data was collected from netizen comments on the YouTube platform and classified based on Culpeper's impoliteness taxonomy. The results of the study show a total of 604 occurrences of impoliteness strategies, with positive impoliteness dominating at 37.1% through expressions of belittlement or disrespect. Bald on record impoliteness strategies also appeared significantly, mainly in the form of direct criticism without mitigation (10.76%). Meanwhile, negative impoliteness and sarcasm or mock impoliteness appeared in lower percentages, but still described a consistent pattern of verbal aggression. The results of the study show a total of 604 occurrences of impoliteness strategies, with positive impoliteness dominating at 37.1% through expressions of belittlement or disrespect. Bald on record impoliteness strategies also appeared significantly, mainly in the form of direct criticism without mitigation (10.76%). Meanwhile, negative impoliteness and sarcasm or mock impoliteness appeared in lower percentages, but still described a consistent pattern of verbal aggression. These findings indicate that netizens' responses tend to be evaluative-negative and are often realized through direct attacks on the self-image of public officials. This study concludes that netizens' rudeness is triggered by dissatisfaction with government statements and reinforced by the characteristics of digital communication, which allows for spontaneous expression without strong social control.</i>
Revised: November 2025	
Accepted: December 2025	
Published: January 2026	
<b>Keywords</b>	
Pragmatic analysis; Linguistics issues; Politeness strategies; Impoliteness strategies;	

**How to cite:** Saragi, C.N., Sialalahi, D.P., Hasibuan, N., & Saragih, R. B. (2026). Digital Impoliteness Strategies in Response to Finance Minister Purbaya's Assertions on the High-Speed Whoosh Project: A Pragmatic Analysis. *JOLLT Journal of Languages and Language Teaching*, 14(1), 322-332. DOI: <https://doi.org/10.33394/jollt.v14i1.18410>

Copyright© 2026, Saragi et al.  
This is an open-access article under the CC-BY-SA License.



## INTRODUCTION

The Whoosh case, referring to the Jakarta–Bandung high-speed rail project, is a large-scale infrastructure endeavor that has generated significant discourse, both supportive and critical, from netizens. The project, which involves international financing and state guarantees, has not only garnered attention for its ambitious scope but also for the controversies surrounding its economic viability and implementation. As with many high-profile governmental projects,

especially those with financial and political stakes, the Whoosh project has spurred debates that have escalated into hostility, impoliteness, and attacks directed at key figures involved, particularly Finance Minister Purbaya. These attacks, largely manifested in online spaces like social media platforms, illustrate the growing tendency for digital spaces to become battlegrounds for public figures, where netizens express dissatisfaction, not just through criticisms, but through increasingly impolite and hostile rhetoric.

The critical nature of this research is underscored by the prevalence of impoliteness in digital interactions, particularly in political discourse. Cross-country studies have consistently demonstrated that social media platforms exacerbate the frequency and intensity of abusive language, harassment, and threats, particularly when such issues concern public policy, fiscal decisions, or political governance. This trend holds true in the context of Indonesia, where the Whoosh project has become a focal point of both admiration and scorn, as well as a catalyst for widespread online hostility. The financial implications of the project, coupled with government assurances of fiscal stability and accountability, have resulted in polarized opinions, many of which manifest in derogatory and impolite remarks. Rasmussen et al. (2023) observe that when political figures, especially those handling economic policies, become embroiled in contentious national projects, they often become targets of verbal aggression in digital forums. This pattern highlights the profound role of social media in amplifying public discontent, particularly when tied to fiscal concerns or the perception of maladministration.

In this environment, the pragmatic framework developed by Jonathan Culpeper (2011) provides a valuable tool for analyzing the types of impoliteness strategies employed by netizens. Culpeper's taxonomy identifies various forms of impoliteness, such as bald-on-record impoliteness, positive and negative impoliteness, and sarcasm or mock impoliteness. These strategies describe different levels and modes of verbal aggression used in communication. Bald-on-record impoliteness involves direct, often harsh attacks with no attempt at mitigation, while positive impoliteness focuses on attacking the social identity or self-image of the target. Negative impoliteness, on the other hand, involves threatening the personal autonomy or freedom of the target, and sarcasm or mock impoliteness involves using ironic or insincere language to undermine the target's authority. This framework has been instrumental in examining online discourse directed at public figures, particularly in politically sensitive situations.

While studies applying Culpeper's taxonomy to political discourse are plentiful, they often concentrate on specific events such as elections, political debates, or international conflicts. Fewer studies integrate impoliteness strategies with public perception studies on large-scale infrastructure projects like the Whoosh project, which involves substantial fiscal and political implications. Understanding the connection between impoliteness strategies and public views on fiscal policy legitimacy is critical, particularly in contexts like Indonesia, where political and economic decisions can be highly contentious. Despite the increasing attention on social media's impact on political communication, there remains a dearth of research that ties linguistic rudeness and impoliteness directly to the legitimacy of fiscal policy decisions, such as the ones made by Finance Minister Purbaya regarding the Whoosh project.

Indonesia's context is further complicated by the phenomenon of information control, which includes the use of "cyber troops" (government-sponsored online influencers), digital litigation, and legal pressures against critics. These mechanisms influence how netizens engage in political discourse and may alter the nature of their criticisms, shifting them from authoritative criticisms to personal attacks. Such pressures can create a dynamic in which the boundary between legitimate critique and hostile rhetoric becomes blurred. In Indonesia, where social media has become a primary platform for public discourse, the nuances of online hostility and impoliteness are influenced by both political dynamics and the relative anonymity offered by digital spaces. The ability to freely express opinions without the same level of accountability

or social repercussions found in face-to-face interactions fosters an environment ripe for aggressive and impolite rhetoric, especially in response to controversial government projects like the Whoosh project.

The literature on impoliteness strategies and their impact on public perception of government policies, especially in the context of fiscal matters, remains scarce. While there are studies on how social media affects the public's view of large infrastructure projects, such research tends to focus on the overall sentiment of the comments rather than the specific linguistic strategies employed. The gap in research becomes evident when examining the intersection between netizens' impoliteness strategies and their perceptions of fiscal legitimacy. How the specific linguistic forms used by netizens impact their perception of government officials and their trust in fiscal policy. This is the crucial question that this study seeks to address, and it aligns with the broader objectives of examining the relationship between digital discourse and the legitimacy of public policy.

This research is significant because it fills important gaps in the current literature. First, it combines the analysis of impoliteness strategies with the study of political outcomes, specifically the legitimacy of fiscal policy, an area that has received limited scholarly attention. Second, while many studies focus on the frequency of impoliteness in online discourse or analyze network patterns, few investigate the rhetorical motivations behind such impolite language and the social functions of verbal abuse. Finally, while there are numerous studies on political discourse and online hostility, few focus specifically on large infrastructure projects with fiscal consequences, especially in developing democracies like Indonesia. This study, by exploring how netizens' impolite strategies reflect broader societal attitudes toward fiscal policy and government legitimacy, seeks to contribute to a more nuanced understanding of the role of impoliteness in political communication.

The urgency of this research is underscored by the increasing use of digital spaces for public engagement with government policy, often without the filters that traditional media outlets would provide. In this context, the disrespect directed at Finance Minister Purbaya regarding the Whoosh project is not just a reflection of public frustration with the project itself but also a signal of the perceived weaknesses in the legitimacy of fiscal policy. As online platforms become more central to public debate, the strategies of impoliteness used by netizens can have tangible effects on public trust and the reputation of governmental institutions. Research indicates that online incivility toward political figures increases significantly during periods of controversy, especially when the public feels that economic decisions or public policies are flawed or lacking transparency. For instance, studies show that during major policy debates, nearly 18% of all tweets mentioning US legislators contain elements of incivility (Theocharis et al., 2020). In Indonesia, this dynamic is amplified by the digital openness of platforms like YouTube, where netizens can freely express their opinions, and the public scrutiny of large-scale projects like the Whoosh. The rise of online impoliteness and its impact on public perception raises significant concerns for public relations and communication strategies.

The research aims to explore the forms of impoliteness used by netizens in response to the Whoosh project, applying Culpeper's impoliteness framework. By examining how these impoliteness strategies reflect societal attitudes toward fiscal policy, this study hopes to offer practical insights for political communication strategies and crisis management in the digital age. As online hostility continues to rise, it is essential to understand the linguistic dynamics at play and their potential effects on public discourse and policy legitimacy. Based on the research aims, the researcher design the two research problems they are What types of impoliteness strategies are used by netizens in responding to political figures related to the Whoosh Project? And Which impoliteness strategy is the most dominant in netizens' responses to political figures related to the Whoosh Project?

## RESEARCH METHOD

### Research Design

This study uses a qualitative approach with a descriptive design. A qualitative approach was chosen because this study focuses on understanding the meaning, context, and linguistic strategies used by netizens in expressing their linguistic disapproval of Finance Minister Purbaya's statement regarding the Whoosh Project on the YouTube platform. A qualitative descriptive was used because this study aimed to describe in detail the forms, types, and strategies of linguistic incivility used by netizens in YouTube video comment sections. In this study, the researcher acted as the main instrument for collecting, selecting, and analyzing data in the form of netizen comments on YouTube channels that broadcasted Minister Purbaya's statement regarding the Whoosh Project. The analysis was conducted using Culpeper's (1996) theory of impoliteness strategies, which classifies forms of impoliteness based on direct, indirect, positive, negative, and mock impoliteness strategies. The variables in this study consist of: A single variable, namely netizen language impoliteness strategies, which include the forms and types of strategies based on Culpeper's theory. The object of study, namely netizen comments on Finance Minister Purbaya's statement regarding the Whoosh Project, which was published on YouTube.

### Research Objects

The population in this study consisted of all comments posted by netizens on videos on the official YouTube channel featuring Finance Minister Purbaya's statement regarding the Whoosh Project, with a total of 604 comments. This population includes various forms of public response, ranging from informative comments, criticism, support, to statements containing expressions of disrespect. All of these comments are potential sources of data that reflect the linguistic and emotional responses of netizens to national economic policy issues. The samples in this study were determined using purposive sampling, which is the selection of data based on specific objectives and criteria relevant to the focus of the study. The criteria used were comments that contained elements of linguistic courtesy, either directly or indirectly, and explicitly referred to Minister Purbaya's attitude or statements regarding the Whoosh Project. From a total population of 604 comments, researchers selected approximately 604 representative comments that met these criteria for in-depth analysis. This number was chosen based on considerations of representativeness of forms of courtesy according to Culpeper's theory (1996), so that each type of strategy could be clearly identified.

### Instruments

The main instrument in this study was the researcher himself. the researcher used a set of observation sheets and a classification table of courtesy strategies compiled based on Culpeper's theory (1996) to identify forms of courtesy in netizen comments. In addition, YouTube's date and relevance filters (Google LLC, 2025) were used to ensure that the comments examined were authentic responses to Finance Minister Purbaya's video statement about the Whoosh Project. Before the main data collection was conducted, the researchers carried out a pilot study of 20 initial comments to test the clarity of the criteria for identifying respect and the suitability of the categorization instrument. The results of the pilot study indicate the need to modify the observation sheet, particularly by adding the subcategories of mock impoliteness and withholding impoliteness to better reflect the characteristics of online discourse. After the modifications were made, the researchers continued with the main data collection chronologically, starting from downloading comments, filtering them based on topic relevance, to coding and analyzing the strategy. All of these stages were carried out directly by the researchers to maintain the validity of the interpretation and consistency of the analysis of the data obtained.

## Data Analysis

In this study, a qualitative descriptive analysis was employed to examine 604 netizen comments on YouTube in response to Finance Minister Purbaya's statements about the Whoosh project. The data analysis was guided by Culpeper's (1996) taxonomy of impoliteness strategies, which includes bald-on-record impoliteness, positive impoliteness, negative impoliteness, and sarcasm/mock impoliteness. The researchers used observation sheets and classification tables to identify and categorize the various types of impoliteness expressed in the comments. By applying purposive sampling, the researchers selected comments containing impolite elements for in-depth analysis. The process involved coding each comment according to the type of impoliteness strategy it employed. These strategies were then quantified by calculating their frequency and percentage, allowing the researchers to map out how often each form of impoliteness occurred. The focus of the analysis was on how netizens used language to attack the self-image or social status of Finance Minister Purbaya, with particular attention to the context of the political discourse surrounding the Whoosh project.

This qualitative approach provided a detailed understanding of the forms of impoliteness employed in digital spaces and their social functions. The analysis revealed how these impolite strategies were not just expressions of dissatisfaction but also tools for challenging authority and social norms. By examining the language used by netizens, the study contributed to a deeper understanding of how digital discourse shapes public perceptions of government actions, particularly in the context of controversial national projects like the Whoosh project. The findings highlight the role of impoliteness in public communication and its potential impact on the legitimacy of government officials and policies.

## RESEARCH FINDINGS AND DISCUSSION

### Research Findings

Based on the analysis data that have done, the researcher found the finding and put them in tabel 1.

Table 1  
Tyeps of Impoliteness Strategies

No	Tyeps of Impoliteness Strategies	Realisasi	Jumlah	Persentasi
1	Bald on Record Impoliteness	Using Harsh Words Or Expressions Directly.	30	4,97 %
		Criticizing openly without considering the feelings of the other person	65	10,76 %
2	Positive Impoliteness	Using sarcastic language, mockery, or insults	56	9,27 %
		Using taboo words or abusive expressions” dan “calling the other names”	32	5,30 %
		Showing Disinterest, Disapproval, Or Contempt	224	37,1 %
		Attack The Positive Face	68	1,13 %
3	Negative Impoliteness	Using Imperative or Commanding Forms of Speech	23	0,3 %
		“Showing Disinterest, Disapproval, Or Contempt”	25	0,4 %
		Embarrassing in front of the public.	18	0,3 %
4	Sarcasm or Mock Impoliteness	Using Praise with the Intention to Insult	25	0,4 %
		Expressing “thank you” or “very good” in a sarcastic tone.	13	0,2 %
		“Using polite structures but conveying the opposite meaning.”	25	0,4 %

Total	604	100%
-------	-----	------

Based on the table above, it can be concluded that the most dominant impoliteness strategy used by netizens is Positive Impoliteness with a total of 380 instances (62.9%), mainly through actions that show disrespect or belittle the interlocutor 224 times (37.1%) and attack positive self-image 68 times (11.3%). This shows that the most common forms of courtesy tend to attack the social identity and self-esteem of the interlocutor through expressions of disrespect, sarcasm, or ridicule. Meanwhile, the Bald on Record Impoliteness strategy ranked second with 95 realizations (15.7%), characterized by the use of harsh words and direct criticism without considering the feelings of the interlocutor. Negative Impoliteness appeared less frequently, with only 66 instances (10.9%), indicating a smaller tendency to directly attack the personal freedom or dignity of the interlocutor. Meanwhile, sarcasm or false impoliteness is the least frequently used strategy with 63 instances (10.4%), where courtesy is shown through false praise or sarcastic expressions of impoliteness. Overall, these findings indicate that netizens' courtesy tends to be psychological and social in nature, attacking the image and positive feelings of the interlocutor rather than using direct or explicit forms of attack.

The research findings are presented systematically, with a clear exposition of the variations in impoliteness strategies employed by netizens in YouTube comment sections. Data analysis reveals that positive impoliteness strategies—such as belittling, mocking, and damaging the interlocutor's public image—are the most dominant forms used. In addition, bald-on-record impoliteness, characterized by direct and unmitigated offensive expressions, as well as the use of sarcasm, also appear significantly in these online interactions. The predominance of these strategies indicates a tendency among netizens to express criticism and dissatisfaction openly and confrontationally within digital public spaces.

These findings are consistent with previous studies that highlight the growing prevalence of hostility and impoliteness in online communication, particularly within political discourse. Furthermore, the impoliteness strategies employed by netizens function not only as a means of emotional expression but also as mechanisms that potentially shape public perceptions of government officials. Repeated exposure to belittling and sarcastic comments may erode public trust, reinforce skeptical attitudes, and affect the symbolic legitimacy of officials in the eyes of society. In the long term, such communication patterns may influence the political communication climate by fostering polarization, diminishing the quality of public dialogue, and even exerting indirect pressure on policy-making processes. Therefore, an implication-oriented analysis of these findings underscores the importance of understanding digital impoliteness strategies as pragmatic phenomena with tangible impacts on political communication dynamics and public trust in the era of social media.

## Discussion

The findings from this study reveal a fascinating insight into the use of impoliteness strategies in the context of netizens' comments about the Whoosh project, particularly in response to Finance Minister Purbaya's statements. Culpeper's (2011) framework for analyzing impoliteness strategies provides a useful lens for understanding the different forms of verbal aggression exhibited by netizens. Four primary types of impoliteness strategies were identified in the study: bald-on-record impoliteness, positive impoliteness, negative impoliteness, and sarcasm/mock impoliteness. These strategies were realized through a variety of speech acts such as harsh words, direct criticisms, ridicule, insults, sarcasm, and even sarcastic praise (Zhu & Filik, 2023). These impolite expressions were not just random outbursts; rather, they were manifestations of deeper social, political, and emotional contexts that shaped how netizens interacted with political figures on social media platforms.

Among the four types, positive impoliteness emerged as the most dominant strategy, accounting for 350 instances, or approximately 57.9% of the total corpus. This strategy primarily involves attacks on the social identity or positive self-image of the interlocutor. In this case, the attacks were directed at Finance Minister Purbaya, often manifesting as expressions of disrespect, disapproval, or contempt. The frequency of these impolite remarks indicates that netizens were particularly focused on undermining the minister's public image, rather than engaging with the substance of his statements. These comments were not mere critiques but emotional, often hostile reactions to a figure of authority. This finding is consistent with the work of Ardiani (2021), who similarly found that social media comments on public issues were frequently characterized by positive impoliteness, especially in the form of ridicule and sarcasm aimed at damaging an individual's reputation. Such strategies were often deployed to express dissatisfaction with public figures, reflecting the discontent of netizens with certain government policies or officials.

Moreover, Wulandari (2022) argues that social media platforms tend to amplify the tendency of users to attack the self-esteem of their opponents, rather than their autonomy or decision-making capacity. The social distance and anonymity provided by digital platforms enable users to express their frustration in ways that they might avoid in face-to-face interactions, particularly with authoritative figures. This sense of distance makes it easier for individuals to attack others' reputations and self-worth without fearing the immediate social repercussions that might accompany such actions in offline interactions. In the case of the Whoosh project, the public's criticism, primarily through positive impoliteness, was a reaction not only to the financial aspects of the project but also to the broader political climate that it represented.

The dominance of positive impoliteness strategies in this study suggests that online rudeness in political discourse often takes on a personal and emotional tone. Netizens' attacks on Finance Minister Purbaya were not just critiques of the policies but also reflected a deep sense of dissatisfaction with the government's handling of fiscal matters. The rhetoric employed by netizens indicated a more personal form of protest—one that sought to damage the reputation of the minister and, by extension, the legitimacy of the government's fiscal decisions. This was in line with Rahmawati's (2020) research, which found that positive impoliteness on social media was often used as a form of resistance to authority. Social media provides a platform for users to express dissatisfaction, particularly when it comes to contentious issues such as economic policies and national projects.

Syahputra (2023) also observed a similar trend in Indonesian social media, where insults and ridicule were frequently used as tools for expressing dissatisfaction with government policies. The Whoosh project, a major infrastructure initiative involving significant public funding and state guarantees, became a focal point for netizens' frustrations. The criticisms were not just aimed at the project itself but also at the officials responsible for overseeing its implementation, including Finance Minister Purbaya. This aligns with a broader trend observed in the study where netizens employed personal, emotionally charged language to express their discontent.

The prominence of positive impoliteness can be attributed to several key factors. First, the political and social context surrounding the Whoosh project played a significant role. As a high-profile project with large-scale economic implications, it naturally became a contentious issue that triggered strong emotional reactions from the public. The financial aspects of the project, including concerns about its cost, viability, and impact on public funds, fueled negative sentiments that were often expressed in an impolite manner. Second, the anonymity and social distance provided by digital platforms enabled netizens to voice their criticisms more freely (Razaq, Atta, & Aslam, 2023). The perceived lack of accountability on social media allowed for more direct, unfiltered expressions of dissatisfaction. This environment fosters a sense of

detachment from the immediate consequences of one's words, making it easier for individuals to engage in impolite behavior that they might otherwise avoid in person.

Third, public distrust of government officials and institutions likely contributed to the rise of impolite expressions. In the case of the Whoosh project, there was a clear perception among some segments of the public that the government's financial decisions were not transparent or were made in the interest of powerful elites rather than the general population. This distrust manifested in the form of impolite comments that targeted the personal image of Finance Minister Purbaya. These expressions were not simply critiques of policy but were also directed at his credibility and integrity as a public figure. As Culpeper (2011) notes, contextual factors such as power dynamics, ideology, and social distance significantly influence the emergence of impoliteness in mediated communication. In this case, the power imbalance between government officials and ordinary citizens, combined with the broader socio-political climate, provided a fertile ground for the emergence of online rudeness.

In addition, Nugroho (2022) suggests that impoliteness in digital spaces is often motivated by a desire to assert group identity and solidarity with the majority opinion. When netizens perceive that their views are shared by others, they may feel emboldened to express their dissatisfaction in more aggressive ways. The Whoosh project, as a controversial topic, provided a common ground for netizens to rally against what they saw as a misguided or unnecessary expenditure of public funds. By using impolite language, they not only expressed their dissatisfaction with the project but also aligned themselves with a broader collective stance against the government's fiscal decisions (Nurfitria & Wijana, 2025; Pasana et al., 2023).

The findings of this study underscore the significant role that online hostility plays in shaping public perceptions of government officials and policies. The impolite comments made by netizens in response to Minister Purbaya's statements about the Whoosh project do not merely reflect individual grievances but contribute to the formation of collective public opinion. This highlights the importance of understanding the dynamics of online discourse in the context of political communication (Antonakaki et al., 2017; Arssasyd & Hamzah, 2019). Social media platforms have become powerful arenas for public debate, where individuals can voice their opinions on national policies and government actions. However, this digital space is also one where aggressive and impolite rhetoric can easily flourish, shaping the overall tone of public discourse.

The prevalence of positive impoliteness strategies, bald-on-record impoliteness, and sarcasm in netizens' comments calls for a reevaluation of communication strategies used by political figures and public relations practitioners. These findings suggest that public criticism of government officials is often articulated in aggressive, unfiltered ways (Akter & Fichman, 2025; Asnhori et al., 2022). To navigate this new era of digital discourse, political actors and communicators must develop more adaptive and responsive strategies that take into account the dynamics of online hostility. Communication strategies that prioritize transparency, empathy, and dialogue could help mitigate the negative impact of online impoliteness, reducing the potential for conflict escalation and maintaining public trust.

The study also opens avenues for understanding how different types of impoliteness—such as sarcasm and direct criticism—can have varying effects on public discourse. Sarcasm, in particular, may function as a socially acceptable or persuasive form of criticism in some contexts, but in others, it may lead to ambiguity and misinterpretation. Direct criticism, while clearer, can provoke stronger resistance and polarization. Understanding these dynamics is crucial for political communication, as different types of impoliteness may produce different responses depending on the cultural and political context (Fatema & Dong, 2022; Irawati et al., 2023; Kaulika et al., 2024). As such, cross-cultural studies are necessary to better understand how impoliteness strategies influence public dialogue and the effectiveness of political communication.

This study highlights the complex relationship between impoliteness, political communication, and public perception. The dominance of positive impoliteness in netizen comments on the Whoosh project serves as a powerful reminder of the emotional, social, and pragmatic factors that shape online discourse. Political figures and communicators must be aware of these dynamics and adapt their strategies accordingly to foster more constructive, transparent, and empathetic communication with the public.

## CONCLUSION

Based on the results of the table analysis, it can be concluded that the most dominant form of impoliteness used by netizens is Positive Impoliteness, which shows that netizens more often attack the positive self-image of their interlocutors through expressions of disrespect, ridicule, or sarcasm compared to other forms of impoliteness. The dominance of this strategy reflects the tendency of netizens to use language that is subtly derogatory but has a strong impact on the self-esteem and social honor of the target. Meanwhile, the Bald on Record and Negative Impoliteness strategies appear to a lesser extent, indicating that direct attacks or threats to personal freedom are less popular. The strategies of sarcasm and mock impoliteness are also used, but less frequently, showing that subtle sarcasm cloaked in feigned impoliteness is an alternative form of impoliteness. Thus, it can be concluded that the communication patterns of netizens in this context tend to prioritize implicit and psychological forms of impoliteness rather than overt aggression.

The impoliteness strategies employed by netizens in YouTube comment sections—particularly positive impoliteness, bald-on-record impoliteness, and sarcasm—play a significant role in shaping the dynamics of political communication in digital spaces. These findings offer practical implications for public figures and policymakers in designing communication strategies that are more effective, transparent, and empathetic when responding to public criticism. The use of more dialogic, responsive, and clarification-oriented language may serve as an effective approach to mitigating the escalation of online hostility while maintaining public trust.

In addition to these practical implications, this study also has several limitations that should be acknowledged. The focus on a single digital platform, namely YouTube, limits the generalizability of the findings to the broader social media ecosystem. Therefore, future research is recommended to examine impoliteness strategies across various social media platforms, such as Twitter/X, Instagram, or Facebook, and to include different types of public figures from diverse political, social, or cultural backgrounds. A comparative approach across platforms and public figures is expected to provide a more comprehensive understanding of patterns of digital impoliteness and their implications for public communication in the social media era.

## FUNDING

This research was fully self-funded by the authors. This acknowledgment highlights the researchers' independent commitment to advancing scientific inquiry despite the absence of external financial assistance. It also reflects the dedication required to sustain research activities through personal resources. The authors remain deeply grateful for institutional frameworks that usually enable broader research support. At the same time, they emphasize that the current project relied solely on their own financial investment. This condition demonstrates the researchers' perseverance in ensuring the study's completion. Ultimately, this acknowledgment underscores both respect for national research support systems and clarity that this particular work was conducted without any external funding.

## DATA AVAILABILITY STATEMENT

The data utilized in this study cannot be made publicly available due to strict adherence to privacy concerns and ethical obligations that safeguard participant confidentiality. This ensures compliance with ethical research standards and data protection regulations.

## REFERENCES

Akter, S., & Fichman, P. (2025). Expressions of partisanship among young political supporters on TikTok in the United States. *Social Media + Society*, 11(3). <https://doi.org/10.1177/20563051251370914>

Anshori, M., Pawito, P., Kartono, D., & Hastjarjo, S. (2022). Comparative framing: Media strategy in public communication policy. *KNE Social Sciences*. <https://doi.org/10.18502/kss.v7i5.10545>

Antonakaki, D., Spiliotopoulos, D., Samaras, C., Pratikakis, P., Ioannidis, S., & Fragopoulou, P. (2017). Social media analysis during political turbulence. *PLoS One*, 12(10), e0186836. <https://doi.org/10.1371/journal.pone.0186836>

Ardiani, R. (2021). Impoliteness strategies used by netizens in commenting on political issues on social media. *Jurnal Linguistik dan Sastra*, 9(2), 115–127.

Arrasyd, A., & Hamzah, H. (2019). Impoliteness strategies in YouTube comment section found in Indonesian presidential debate 2019. *English Language and Literature*, 8(4). <https://doi.org/10.24036/ell.v8i4.106618>

Bousfield, D. (2008). *Impoliteness in interaction*. John Benjamins.

British Association of Internet Researchers. (2022). *Ethical guidelines for internet research*.

Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Sage Publications.

Culpeper, J. (1996). Towards an anatomy of impoliteness. *Journal of Pragmatics*, 25(3), 349–367.

Culpeper, J. (2005). Impoliteness and entertainment in the television quiz show: The Weakest Link. *Journal of Impoliteness Research*, 1(1), 35–72. <https://doi.org/10.1515/jplr.2005.1.1.35>

Culpeper, J. (2011). *Impoliteness: Using language to cause offence*. Cambridge University Press.

Fatema, S., Li, Y., & Dong, F. (2022). Social media influence on politicians' and citizens' relationship through the moderating effect of political slogans. *Frontiers in Communication*, 7. <https://doi.org/10.3389/fcomm.2022.955493>

Freedom House. (2024). *Freedom on the net: Indonesia country report—Konteks kebebasan digital, tekanan hukum, dan risiko pelecehan online*. Freedom House.

Irawati, R., Sujatna, E., & Yuliawati, S. (2023). Strategi ketidaksantunan sarkasme warganet pada kolom komentar Instagram Ganjar Pranowo. *Diglosia: Jurnal Kajian Bahasa, Sastra, dan Pengajarannya*, 6(3), 911–930. <https://doi.org/10.30872/diglosia.v6i3.739>

Kaulika, A., Mansyur, A., & Wardoyo, C. (2024). Impoliteness strategies in hate speech comments on Noah Schnapp's Instagram posts. *Celtic: A Journal of Culture, English Language Teaching, Literature and Linguistics*, 11(2), 449–464. <https://doi.org/10.22219/celtic.v11i2.37942>

Kentmen-Cin, C., et al. (2025). Hate speech on social media: A systemic narrative. *Social Sciences*. MDPI.

Koo, G. H. (2025). How social media news use predicts disinformation beliefs and support for political violence. *Journalism & Political Communication*. Taylor & Francis Online.

Masikki, S. M. H. (2023). Impact of social media on public perception of civil engineering projects (Case studies on public perception & social media). *ResearchGate*.

Nugroho, A. (2022). Digital impoliteness and online discourse: Pragmatic analysis of netizen comments on political news in Indonesia. *Indonesian Journal of Applied Linguistics*, 12(1), 88–101.

Nurfitria, R., & Wijana, I. (2025). Impoliteness strategies in the comment section of Donald Trump's Instagram account. *Anglophile Journal*, 5(1), 41–54. <https://doi.org/10.51278/anglophile.v5i1.1482>

Öz, A. M., et al. (2018). Twitter versus Facebook: Comparing incivility, impoliteness, and deliberative attributes. *New Media & Society*. SAGE Journals.

Pasana, C., Lemana, H., & Mamonong, V. (2023). Netizens at odds with the education department: Analysis of impoliteness strategies on an online platform. *Rajabhat Chiang Mai Research Journal*, 24(3), 31–48. <https://doi.org/10.57260/rcmrj.2023.264796>

Rahmawati, S. (2020). The use of impoliteness strategies in political discourse on Twitter. *Journal of Language and Social Psychology*, 39(5), 601–615.

Rasmussen, S. H. R., et al. (2023). The event-driven nature of online political hostility: How offline events shape online hostility. *PMC*.

Razaq, H., Atta, A., & Aslam, S. (2023). Unveiling impoliteness strategies in political discourse: A case study of online press conferences and media platforms during the political crisis in Pakistan. *Pakistan Languages and Humanities Review*, 7(IV). [https://doi.org/10.47205/plhr.2023\(7-iv\)29](https://doi.org/10.47205/plhr.2023(7-iv)29)

Song, Y., et al. (2022). Contagion of offensive speech online: An interactional analysis of political discourse. *Computers in Human Behavior*. ScienceDirect.

Syahputra, H. (2023). Linguistic impoliteness in Indonesian social media comments on government policy issues. *Jurnal Bahasa dan Komunikasi*, 7(1), 45–60.

Theocharis, Y., Barberá, P., Fazekas, Z., & Popa, S. A. (2020). The dynamics of political incivility on Twitter. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020919447>

Wulandari, D. (2022). A pragmatic study of impoliteness strategies on Instagram comments addressed to public figures.

Zhu, N., & Filik, R. (2023). Individual differences in sarcasm interpretation and use: Evidence from the UK and China. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 49(3), 445–463. <https://doi.org/10.1037/xlm0001227>