

Impoliteness Strategies Found On Jennie's Instagram Comments

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Abstract- This research aims to analyze impoliteness strategies found in the Instagram comments of Jennie, a famous celebrity. The study employs a discourse analysis approach to identify and categorize various impoliteness strategies that may appear in these comments. Research data were collected from comments posted on Jennie's Instagram posts within a specific time frame. The results of the study reveal several impoliteness strategies commonly found in these comments, such as insults, mockery, and the use of offensive language. Additionally, the research identifies the contexts or situations that may trigger the use of these impoliteness strategies. Data analysis is conducted qualitatively, citing examples of comments that illustrate each impoliteness strategy. The findings of this research can provide insights into how celebrities like Jennie can become targets of impoliteness on social media and may assist in the development of strategies for handling and managing impolite comments on social media platforms. The study also offers a deeper understanding of social media users' behavior when interacting with public figures and the cultural and social implications of impoliteness strategies in online communication.

Keywords: Impoliteness Strategies, Discourse Analysis, Social Media Behavior, Online Communication

I. INTRODUCTION

In the era of digital communication and social media, online interactions have become a central part of our daily lives. The way individuals engage with each other on these platforms has drawn significant attention from researchers, as it reflects evolving communication patterns and social behaviors. This study aims to contribute to our understanding of these dynamics by examining the phenomenon of impoliteness strategies in online comments on social media, specifically focusing on the Instagram platform. Social media platforms like Instagram serve as a space where individuals share content and engage with others through comments, likes, and direct messages. The comments section of Instagram posts provides a rich source of data to explore how people interact and communicate in this

digital environment. Impoliteness strategies, characterized by actions such as insults, mockery, and the use of offensive language, are prevalent in online interactions, and understanding their occurrence and underlying factors is crucial.

For the purpose of this study, two primary variables are examined. The first variable is "impoliteness strategies," which refers to the various ways individuals express rudeness or incivility in their comments on Instagram. These strategies encompass a broad spectrum of behaviors, ranging from direct insults and namecalling to subtler forms of disrespect, such as sarcasm or passive-aggressive comments.

The second variable is "contextual factors." Contextual factors encompass the situational elements that influence the occurrence and manifestation of impoliteness strategies. These



factors can include the nature of the Instagram post, the relationship between the commenter and the content creator, and the emotional tone of the discussion. Understanding how these contextual factors interact with impoliteness (Searle, 1969).

Previous research on the topic of impoliteness in online communication has identified several key findings. Notably, scholars have found that impoliteness strategies are not exclusive to a particular platform and can be observed on various social media platforms, including Facebook, Twitter, and YouTube. Previous research has explored various aspects of social interaction and communication, revealing significant insights into politeness and face-work (Brown & Levinson, 1987; Goffman, 1955), as well as the dynamics of learning in social contexts (Lave & Wenger, 1991). Searle (1969) contributed to understanding speech acts, while Sperber and Wilson (1986) examined the role of relevance in communication, highlighting cognitive processes involved in interactions. Additionally, Tajfel and Turner (1986) introduced social identity theory, focusing on intergroup behavior. Joinson (2007) expanded this dialogue by investigating disinhibition in online settings, suggesting that digital communication alters interpersonal dynamics. Despite these contributions, there remains a gap in understanding how these theories converge in digital environments, particularly in relation to identity and politeness in online discourse.

The phenomenon under investigation is the prevalence and manifestation of impoliteness strategies in Instagram comments. Users of this platform are exposed to a wide array of content, including personal posts, celebrity updates, and news articles. The comments section becomes a digital agora where individuals express their opinions, reactions, and emotions. This phenomenon raises questions about the motivations behind impoliteness strategies in this context. Are these behaviors driven by anonymity, the desire for attention, or other underlying factors? This study seeks to explore the motivations and patterns of impoliteness in Instagram comments.

In addition, some research has delved into the psychological and sociocultural aspects of impoliteness online. For instance, studies have suggested that the anonymity provided by online platforms can embolden individuals to engage in impolite behaviors they might not exhibit in face-to-face interactions. Other research has explored how norms of politeness and incivility differ across cultures, impacting the way individuals interact online.

However, while previous research has provided valuable insights into impoliteness in online communication, there is a need for more specific investigations focusing on particular platforms and the unique dynamics they present. Instagram, with its emphasis on visual content and celebrity culture, offers a distinctive environment for online interaction, and thus, it is important to understand how impoliteness strategies manifest within this specific context.

In the context of comments on social media, especially those related to haters and cyberbullying, impoliteness or incivility can often be identified through verbal expressions and behavior that demean, intimidate, or damage a person's reputation online. Haters tend to use rudeness strategies that include the use of harsh language, ridicule, and insults without a clear basis. When social media users engage in these actions, they not only ignore ethical norms in communication, but also actively create an online environment that is unpleasant and often detrimental for the individuals they target.

In the case of cyberbullying, these actions can include spreading false information, slander, or negative comments without clear justification. Apart from that, using social media to convey repeated threats or harassment is also a form of behavior that can be considered impolite. These actions not only reflect a lack of respect for an individual's privacy and dignity, but can also have a serious impact on the mental and emotional well-being of the target of cyberbullying.

Thus, impoliteness in this context can be reinforced by a combination of the use of abusive language, the spread of false information, and online threats or harassment. Engaging in such



actions is not only directly detrimental to the victimized individual, but also reduces the overall quality of online interactions and communications by creating a hostile and unsupportive environment

In conclusion, the title selection for this research, "Impoliteness Strategies in Instagram Comments," is well-suited to encapsulate the primary focus and scope of this study. Instagram, as a widely-used and visually-oriented social media platform, presents a unique context for studying online impoliteness. By exploring the prevalence, nature, and contextual factors surrounding impoliteness strategies in Instagram comments, this research aims to contribute to our understanding of online social behavior in the digital age. It is essential to delve into this aspect of online communication to help individuals, content creators, and platform administrators address and mitigate impoliteness, creating a more positive online environment.

Based on the background of the problems described above then the problems that can be identified are as follows: (1) What are the forms of impoliteness strategies found in Jennie's Instagram comments? (2) What are the functions of using impoliteness strategies found in Jennie's Instagram comments?

The primary aim of the analysis is to identify common patterns and motivations behind impoliteness in Jennie's Instagram comments, such as language and behaviors driven by frustration or attention-seeking. The analysis also seeks to assess the impact of impolite behavior on the Instagram community and provide insights for improving social media policies and user interactions.

The general aim of the analysis is to understand the patterns and motivations behind impoliteness in Jennie's Instagram comments and their impact on the community. By examining these factors, the study seeks to provide insights for improving social media guidelines and helping users manage and respond to impoliteness.

The specific aim of this analysis is to meticulously examine the patterns and

motivations behind impoliteness in Jennie's Instagram comments, focusing on the language styles and underlying reasons for such behavior. This endeavor seeks to provide readers with a deeper understanding of the dynamics of online interactions and the social implications of impolite discourse.

The academic aim of this paper is to satisfy the requirements needed to attain a degree in Literature. This scholarly endeavor not only fulfills an academic obligation for degree completion but also aims to contribute to the broader field of study within the English Department. Ultimately, this research serves the essential purpose of academic pursuits: to equip and prepare individuals for future professional opportunities or advanced scholarly exploration in the analysis of social media interactions and digital communication.

II. METHODS

The research on impoliteness strategies found in Jennie's Instagram comments would likely employ a qualitative approach to delve into the intricate details of interpersonal communication within the context of social media interactions. Qualitative research methods are particularly apt for exploring the subjective nature of impoliteness and the contextual factors influencing communication strategies. One possible method could involve content analysis of the comments, examining the language used, the tone, and the overall communicative style employed by both Jennie and the commenters. This could help identify patterns and themes related to politeness or impoliteness.

Interviews or in-depth qualitative surveys with a sample of her followers could be another method. Open-ended questions might be designed to elicit insights into their perceptions of politeness, their expectations regarding communication on Instagram, and their reactions to different types of comments. This method would allow researchers to gain a deeper understanding of the subjective interpretations and intentions behind the comments, shedding light on the intricacies of politeness in an online celebrity-fan interaction context.

Furthermore, participant observation might be employed as researchers immerse themselves in the online community surrounding Jennie's Instagram account. By actively engaging with the platform, observing interactions, and possibly participating in conversations, researchers can gain firsthand experience of the dynamics at play. This method allows for a nuanced exploration of the social context, uncovering implicit rules and expectations that shape politeness strategies within the unique environment of celebrity social media interactions. Overall, a qualitative research approach would provide a rich and detailed exploration of the impoliteness strategies employed in Jennie's Instagram comments, allowing for a comprehensive understanding of the phenomena at hand.

III. RESULT AND DISCUSSION

From Jennie's Instagram comment data, five forms of impoliteness strategies were found namely the impoliteness of pleasantries, positive impoliteness, negative impoliteness, negative impoliteness, sarcasm politeness, and restraint politeness. negative impoliteness, sarcasm politeness, and restraint politeness. This study used seven of Jennie's Instagram posts. All the posts are listed as photos 1-7 that have the potential for incivility in the comment section.

The following is a description of the comments based on the impoliteness strategies found:

1. Bald on Record Impoliteness

Bald on record impoliteness is a direct and blunt impoliteness strategy, where the speaker or writer expresses disrespect without any mitigation.

a. Data 1: "I hate you"

In data (1), this interaction took place on Jennie's personal Instagram, where the commenter used impolite language to convey negative emotions such as anger, dislike, or hatred. In the photo, Jennie is wearing unique sunglasses, a chic black dress, and red high heels, reflecting a luxurious yet

casual aesthetic. The comment, "I hate you," directly expresses deep hatred and disrespect, employing a bald strategy by being clear, concise, and unambiguous, with no attempt at politeness or ambiguity.

b. Data 2: "MOST BORING AND UGLIEST OUTFITS IN MET GALA!!! EWWWW"

In data (2), similar to the previous data, a Bald on Record Impoliteness comment is found in Jennie's Instagram comments. The comment appears on the 4th photo, where Jennie is wearing a blue dress designed by Pieter Mulier from Maison Alaïa for the Met Gala. Her outfit combines classic and modern elements, highlighting haute couture elegance and uniqueness. The dress, with its dramatic cut and intricate details, reflects Maison Alaïa's signature style and aligns with the Met Gala's experimental fashion themes. Jennie's confident pose, complemented by perfect makeup and a stylish hairdo, showcases her ability to carry an outfit with unique elegance.

The comment, "Most boring and ugliest outfits in Met Gala!!! (vomiting face emoticon) Ewwww," directly criticizes Jennie's outfit using impolite language, conveying displeasure and disdain without any attempt to soften the impact. The blunt and derogatory remark emphasizes the speaker's negative intentions, categorizing the comment as Bald on Record Impoliteness.

c. Data 3: "Looking like Crow body with Grandma face"

In data (3), Bald on Record Impoliteness is evident in a comment on Jennie's Instagram photo. The comment appears under the 4th photo, where Jennie wears a blue dress designed by Pieter Mulier from

Maison Alaïa for the Met Gala. Her outfit showcases the elegance and uniqueness of haute couture with a combination of classic and modern elements, highlighted by dramatic cuts and intricate details. Jennie's confident pose, makeup, and hairdo enhance her glamorous appearance, reflecting the event's exclusive atmosphere.

The comment, "Looking like Crow body with Grandma face (vomiting face emoticon)," directly insults Jennie's appearance, using impolite language and physical insults without considering the impact on her feelings or image. The blunt and demeaning remark exemplifies Bald on Record Impoliteness.

2. Positive Impoliteness

Positive impoliteness is a form of impoliteness strategy where individuals use politeness strategies to convey impoliteness indirectly

a. Data 4: "Again no pant"

In data (4), the comment on Jennie's Instagram post is an example of positive impoliteness, as it aims to insult and degrade her by mocking her clothing choices. The comment, "Again no pant," appears under the second photo, where Jennie wears black and white attire that gives an elegant and feminine impression, complete with black stockings, a helmet, and accessories that add a touch of glamour.

The commenter suggests that Jennie is inappropriately dressed by implying she is not wearing pants, when in reality, she is wearing shorts that may not be visible. This remark is intended to damage Jennie's self-esteem and self-confidence by insinuating that her outfit is inappropriate.

b. Data 5: "Wowwww multitasker but

the dress is vulgar"

In data (5), the expression directed at Jennie is an example of positive impoliteness. The comment "Wowwww multitasker but the dress is vulgar (crying face emoticon)" is found under the 4th photo, where Jennie wears a blue dress designed by Pieter Mulier from Maison Alaïa for the Met Gala. Her outfit combines classic and modern elements, showcasing the elegance and uniqueness of haute couture design with a dramatic cut and intricate details.

Jennie's pose exudes confidence and glamour, supported by perfect makeup and a stylish hairdo, highlighting her ability to carry an outfit with unique elegance. The commenter begins with a compliment but follows with sharp criticism, labeling her dress as "vulgar." This combines a seemingly polite expression with an impolite message, indirectly criticizing Jennie's personal appearance while attempting to maintain a facade of politeness. This expression is categorized as Positive Impoliteness due to its indirect yet hurtful critique.

c. Data 6: "I'm not hating... But wtf is this"

In data (6), the comment directed at Jennie exemplifies positive impoliteness. The expression "I'm not hating... But wtf is this (laughing face emoticon)" appears under the 4th photo, where Jennie is wearing a blue dress designed by Pieter Mulier from Maison Alaïa for the Met Gala. Her outfit combines classic and modern elements, highlighting haute couture elegance with a dramatic cut and intricate details.

Jennie's confident and glamorous appearance, supported by

perfect makeup and a stylish hairdo, showcases her ability to carry an outfit with unique elegance. The comment begins with "I'm not hating," suggesting an intention not to hate, but the following phrase contradicts this with sarcasm and disapproval. The use of "wtf" conveys strong annoyance or disapproval, implicitly suggesting that Jennie's outfit is bad or strange, thus ridiculing her. Despite the attempt to soften the negative impact, the comment ultimately damages Jennie's positive image, classifying it as Positive Impoliteness.

3. Negative Impoliteness

Negative Impoliteness is another form of impoliteness strategy, and it involves using direct, unambiguous language to express impoliteness.

a. Data 7: "Are u a porn girl"

In data (7), negative impoliteness is evident in a comment on Jennie's Instagram photo. The comment appears under the third post, where Jennie is wearing a red towel and sunglasses, posing confidently while lying on her stomach facing the camera. The comment "Are u a porn girl" accompanied by a crying cat emoticon and a sad face emoticon is classified as Negative Impoliteness. It insults Jennie by inappropriately linking her appearance to a "porn girl," a term that carries negative connotations and social stigma. The derogatory nature of the comment reflects negative impoliteness.

b. Data 8: "I hate your awkward body"

In data (8), the comment "I hate your awkward body (emoticon of a face holding back vomit)" exemplifies negative impoliteness. The comment appears under the fourth photo, where Jennie is

wearing a blue dress designed by Pieter Mulier from Maison Alaïa for the Met Gala. Her outfit showcases haute couture elegance with a dramatic cut and intricate details, reflecting the Met Gala's experimental fashion themes.

Despite Jennie's confident and glamorous pose, the comment directly insults her physical appearance by using "awkward" to describe her body and "hate" to express intense dislike, making the statement particularly offensive. The personal nature of the insult, aimed at demeaning Jennie's body and intended to hurt her feelings, classifies it as a negative impoliteness strategy, attacking her self-esteem and public image.

c. Data 9: "Oh wow SLU...T"

In data (9), the comment "Oh wow SLU...T (vomiting face emoticon)" is an example of negative impoliteness, as it is intended to insult and hurt Jennie's feelings. The word "SLU...T" is a vulgar insult aimed at attacking Jennie's character by implying inappropriate sexual behavior, carrying a highly offensive and negative connotation. The phrase "Oh wow," while technically neutral, is often used sarcastically, amplifying the insult and adding a mocking tone.

The data comes from the sixth photo, which features Jennie on a billboard wearing a black bra and panties from Calvin Klein, indicating a collaboration or endorsement. Her confident pose gives a casual yet fashionable impression, but the comment uses her attire to demean her. This remark is classified as a negative impoliteness strategy, as it attacks Jennie's dignity and self-esteem.

4. Sarcasm Politeness

Sarcasm is not considered a polite form of communication and is often viewed as indirect impoliteness.

- a. Data 10: "If you think nudity is feminine, I'm sorry to tell you that monkeys have outdone you"

In data (10), a comment stating "If you think nudity is feminine, I'm sorry to tell you that monkeys have outdone you" exemplifies polite sarcasm. The comment is found under the third photo, where Jennie is wearing a red towel and sunglasses, lying on her stomach facing the camera. Her casual yet confident pose exudes charisma.

The comment ridicules the notion that nudity is feminine by sarcastically suggesting that monkeys surpass those who hold such views, implying absurdity. The phrase "I'm sorry to tell you" adds a veneer of politeness, making the sarcasm sound softer and less direct. This blend of sharp sarcasm with polite elements is characteristic of "sarcasm politeness," where expressions appear polite but convey underlying criticism or ridicule. The comment is directed at Jennie's choice of attire in the photo, making it a case of polite sarcasm.

- b. Data 11: "No hate but my cat walks better"

In data (11), the comment "No hate but my cat walks better (laughing face emoticon)" exemplifies polite sarcasm. This comment appears under photo 7, where Jennie is at Casa Malaparte, Capri, Italy, wearing a black dress with a blue clutch bag designed by Jacquemus, known for minimalist and dramatic styles. The setting of Casa Malaparte, with its majestic architecture and stunning sea views, adds an elegant feel to the photo.

Jennie's outfit features a modern, elegant silhouette, with neutral colors, matching accessories, and natural makeup. The comment combines sarcasm with politeness by starting with "No hate" to soften the blow, yet sarcastically comparing Jennie's walk to a cat's gait. This approach creates a mockery within a seemingly polite framework, illustrating "sarcasm politeness," where expressions appear polite but convey underlying ridicule. Commenters found Jennie's way of walking unusual, making the impoliteness a form of polite sarcasm.

- c. Data 12: "you walk like A pregnant woman"

In data (12), the comment "you walk like a pregnant woman" exemplifies sarcasm politeness. This comment is found under photo 7, where Jennie is wearing a black dress with a blue clutch bag by Jacquemus at Casa Malaparte in Capri, Italy, a renowned location for prestigious events and photo shoots. Her outfit features a modern, elegant silhouette with neutral colors, complemented by matching accessories and natural makeup, set against the villa's majestic architecture and stunning sea views.

The comment uses sarcasm disguised as a polite observation to ridicule Jennie's way of walking. Although it may seem descriptive or neutral, comparing Jennie's gait to that of a pregnant woman is likely intended to mock or belittle her, implying awkwardness. Such comments, though delivered in a seemingly mild tone, can have a negative emotional impact on the recipient. Thus, the comment falls into the sarcasm politeness category, where polite-sounding language is

used to convey mockery or insult.

5. Withhold Politeness

Withholding politeness is not a recognized category within the framework of politeness or impoliteness theory.

- a. Data 13: "Jennie u looks beautiful but it is not a matching theme for met gala"

In data (13), Withhold Politeness is evident in a comment on Jennie's Instagram photo. The comment reads, "Jennie u look beautiful but it is not a suitable theme for the Met Gala," and appears under photo 4, where Jennie is wearing a blue dress with waist accessories designed by Pieter Mulier from Maison Alaïa for the Met Gala. Her outfit combines classic and modern elements, showcasing the elegance of haute couture with a dramatic cut and intricate details.

Jennie's confident pose and glamorous appearance highlight her ability to carry an outfit with unique elegance, complemented by perfect makeup and a stylish hairdo. Despite this, the comment directly criticizes her attire as unsuitable for the Met Gala without employing politeness strategies to soften the critique. This approach reflects Withhold Politeness, where the commenter deliberately refrains from using expected politeness norms to convey criticism bluntly. The comment implies that Jennie's dress does not fit the Met Gala's artistic and experimental fashion themes, highlighting a lack of consideration for social communication etiquette.

- b. Data 14: "Jennie I am so sorry but your dress is not good"

In data (14), Withhold Politeness is evident in a comment on Jennie's Instagram photo. The

comment reads, "Jennie I am so sorry but your dress is not good (crying face emoticon)," and appears under photo 7, where Jennie is wearing a black dress with a blue clutch bag from Jacquemus at Casa Malaparte, Capri, Italy. Her outfit features a modern, elegant silhouette, complemented by neutral colors and natural makeup, all set against the villa's stunning architecture and sea views.

Despite the initial apology, the comment directly criticizes Jennie's dress as "not good" without offering any praise, constructive feedback, or alternative suggestions. This approach lacks the expected politeness and consideration for social communication norms. The use of the phrase "not good" is direct and blunt, indicating a deliberate withholding of politeness. The comment reflects a lack of effort to soften the critique or acknowledge Jennie's elegant appearance, thus classifying it as Withhold Politeness.

- c. Data 15: "Look at her walk so hilarious I think she forgot that she was a singer she does all weird things except singing"

In data (15), Withhold Politeness is evident in a comment on Jennie's Instagram photo. The comment reads, "Look at her walk so hilarious (face emoticon laughing out loud) I think she forgot that she was a singer she does all weird things except singing (emoticon face holding back vomit and emoticon face vomiting)," and appears under photo 7, where Jennie is wearing a black dress with a blue clutch bag from Jacquemus at Casa Malaparte, Capri, Italy.

Jennie's outfit, with its modern, elegant silhouette, neutral colors, and natural makeup, is set

against the villa's majestic architecture and stunning sea views. Her pose exudes elegance and confidence, creating a charming contrast with the exclusive atmosphere of Casa Malaparte.

The comment provides direct and disrespectful criticism of Jennie's walk and behavior without considering her feelings, reflecting a deliberate withholding of politeness. The use of words like "hilarious" and "weird" conveys strong negative connotations and a lack of respect. Additionally, the negative assumption that "she forgot that she was a singer" is condescending and impolite. The comment fails to acknowledge any positive aspects or offer constructive feedback, thus classifying it as Withhold Politeness.

There are three functions of using impoliteness strategies found in Jennie's Instagram commentary Jennie's Instagram comments, namely affective impoliteness, coercive impoliteness, and entertaining impoliteness. It is also known as entertaining impoliteness. More information about each function can be seen from the data obtained as follows:

1. Affective Impoliteness

Affective Impoliteness refers to the use of incivility strategies with a primary focus on the expression of strong negative emotions, especially anger, frustration, annoyance, or hostility.

a. Data 16: "Disgusting"

In data (16), affective impoliteness is evident in a comment on Jennie's Instagram photo. The sixth post features Jennie on a billboard wearing a black bra and panties from Calvin Klein, showcasing a collaboration with the brand. Jennie poses confidently, projecting a casual yet fashionable impression.

The comment reads, "Disgusting (vomiting face emoticon and vomiting face emoticon)," categorizing it as Bald on Record Impoliteness. The user expresses their disgust directly and bluntly, without any attempt to soften the impact. This expression can hurt Jennie's feelings, as it conveys the user's negative emotions towards her appearance. As such, the comment is classified as affective impoliteness, reflecting the user's direct and negative emotional response.

b. Data 17: "Can porn stars be models? Why do they walk like this?"

In data (17), affective impoliteness is evident in a comment on Jennie's Instagram photo. The comment appears under the seventh post, where Jennie is wearing a black dress with a blue clutch bag from Jacquemus at Casa Malaparte in Capri, Italy. Her outfit features a modern, elegant silhouette and neutral colors, enhanced by natural makeup and a chic appearance against the villa's stunning backdrop.

The comment reads, "Can porn stars be models? Why do they walk like this? (vomiting face emoticon and vomiting face emoticon)." This comment insults Jennie by equating her with porn stars, implying she is unworthy of being a model. It is degrading and mocks Jennie, suggesting something is wrong with her walk. Such comments reflect affective impoliteness by directly conveying negative emotions and belittling Jennie's appearance. The blunt nature of the comment can hurt Jennie's feelings, classifying it as affective impoliteness.

c. Data 18: "I hate Jennie from Blackpink"

In data (18), affective

impoliteness is evident in a comment on Jennie's Instagram photo. The comment appears under the seventh post, where Jennie is wearing a black dress with a blue clutch bag from Jacquemus at Casa Malaparte in Capri, Italy. Her outfit, with its modern silhouette and neutral colors, is enhanced by natural makeup and set against the villa's stunning backdrop.

The comment reads, "I hate Jennie from Blackpink (face emoticon holding back vomit and emoticon pile of poop)." This statement explicitly expresses hatred towards Jennie and is a clear form of disrespect. By attacking Jennie personally, the comment is intended to demean and hurt her feelings, potentially causing emotional distress and low self-esteem. The comment is classified as affective impoliteness, as it uses negative emotional expressions to insult and harm others publicly on social media.

2. Coercive Impoliteness

Coercive impoliteness involves the use of impoliteness strategies to exert control or pressure on the recipient with the aim of getting them to comply with the speaker's wishes or demands.

- a. Data 19: "Genie, honestly, what do you think about entering the porn industry? This would be really good for you. This is just sexy. These clothes made me oh, this is really cool."

In data (19), forceful impoliteness is evident in a comment on Jennie's Instagram photo. The comment appears under the seventh post, where Jennie is wearing a black dress with a blue clutch bag from Jacquemus at Casa Malaparte in Capri, Italy. Her outfit features a modern, elegant silhouette

with neutral colors, complemented by natural makeup and set against the villa's stunning backdrop.

The comment reads, "Genie, honestly, what do you think about entering the porn industry? This would be really good for you. This is just sexy. These clothes made me oh, this is really cool." This expression is classified as forceful impoliteness. The suggestion to enter the porn industry is highly inappropriate and offensive, as it imposes a personal and controversial idea onto Jennie. The comment manipulates by glorifying the idea, pressuring Jennie into a decision without considering her feelings or wishes. Such remarks can make Jennie feel uncomfortable and coerced, thus falling under the category of coercive impoliteness.

- b. Data 20: "you are the best. But please don't wear that kind of dress for your fans"

In data (20), coercive impoliteness is evident in a comment on Jennie's Instagram photo. The comment is found under the seventh post, where Jennie is wearing a black dress with a blue clutch bag from Jacquemus at Casa Malaparte in Capri, Italy. Her outfit features a modern, elegant silhouette with neutral colors, complemented by natural makeup and set against the villa's stunning backdrop.

The comment reads, "(red love emoticon) you are the best. But please don't wear that kind of dress for your fans." This statement starts with a compliment but quickly shifts to an attempt to control Jennie's clothing choices. The phrase implies criticism of her attire and subtly pressures her to conform to perceived fan expectations. While presented as advice, it demeans Jennie's personal taste and imposes

social pressure, making her feel obliged to meet unspoken standards. This approach reflects coercive impoliteness, as it attempts to manipulate Jennie's behavior in a disrespectful manner, despite the initial compliment.

3. Entertaining Impoliteness

Entertaining impoliteness refers to the use of impoliteness strategies with the primary goal of amusing or entertaining the audience.

- a. Data 21: "Enough guys I can't like all the hate comments she didn't feel ashamed at all"

In data (21), the comment "Enough guys I can't like all the hate comments (smiling face emoticon accompanied by sweat and smile emoticon with happy tears) she didn't feel sad at all" exemplifies entertaining impoliteness. This expression is intended to mock or belittle Jennie humorously, suggesting she has no shame in wearing only a bra and panties on a Calvin Klein billboard.

The comment is found under the sixth post, where Jennie is featured in a black bra and panties, showcasing a collaboration with the Calvin Klein brand. Her confident pose conveys a casual yet fashionable impression. The commenter uses this expression to ridicule Jennie for entertainment, aiming to amuse other users and provoke laughter. This approach highlights entertaining impoliteness, as it mocks Jennie's choices in a way designed to entertain at her expense.

- b. Data 22: "Hahahaha is this a walk?"

In data (22), the comment "Hahahaha is this a walk? (laughing face emoticon)" is an example of amusing impoliteness. This comment is found under the seventh photo, where Jennie is wearing a

black dress with a blue clutch bag from Jacquemus at Casa Malaparte in Capri, Italy. Her outfit features a modern, elegant silhouette with neutral colors, complemented by natural makeup and set against the villa's stunning backdrop.

The comment mocks Jennie's way of walking in a manner intended to entertain or provoke laughter. The phrase, with the addition of "Hahahaha," is designed to be funny and ridicules her walk. While not overtly harsh, the humor involves ridicule and sarcasm, classifying it as entertaining impoliteness. The comment aims to amuse other users at Jennie's expense by belittling her walking style.

- c. Data 23: "@jennierubyjane you're short and you're walking like a duck what is this hahahaha"

In data (23), the comment "@jennierubyjane you're short and you're walking like a duck what is this hahahaha" exemplifies amusing impoliteness. This comment is found under the seventh photo, where Jennie is wearing a black dress with a blue clutch bag from Jacquemus at Casa Malaparte in Capri, Italy. Her outfit features a modern, elegant silhouette with neutral colors, complemented by natural makeup and set against the villa's stunning backdrop.

The comment teases Jennie by mocking her height and walking style, referring to her as "short" and comparing her walk to a duck. The addition of "hahahaha" indicates that the speaker finds the comment entertaining or humorous, at Jennie's expense. While intended to be funny, the comment is demeaning and can offend or hurt Jennie's feelings. It aims to entertain others by belittling Jennie, classifying it as entertaining

impoliteness.

IV. CONCLUSION

This research focuses on incivility in Jennie's Instagram comments and aims to discover forms of impoliteness strategies and their functions based on data. After analyzing the data, it can be concluded:

There are five forms of impoliteness strategies according to Brown & Levinson (1987): Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm Politeness, and Withhold Politeness. Based on the data obtained, all forms of impoliteness strategies were found in Jennie's Instagram comments, including 3 instances of Bald on Record Impoliteness, 3 instances of Positive Impoliteness, 3 instances of Negative Impoliteness, 3 instances of Sarcasm Politeness, and 3 instances of Withhold Politeness.

There are three types of functions of using impoliteness strategies in this research: Affective Impoliteness, Coercive Impoliteness, and Entertaining Impoliteness. The data revealed 3 instances of Affective Impoliteness, 2 instances of Coercive Impoliteness, and 3 instances of Entertaining Impoliteness.

The prevalence of Affective Impoliteness is notable, as many comments in Jennie's Instagram feed involve insults, ridicule, and harsh words. Additionally, Coercive Impoliteness is present, with some commentators attempting to intimidate Jennie to achieve their desired outcomes. Lastly, Entertaining Impoliteness is observed where commentators use harsh or sarcastic language to create jokes, sarcasm, or ridicule, attracting attention and interaction from other users.

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