



## Netizen's Language Behavior in Response about Government

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### Abstract

This research is concerned with netizens' comments to respond to government policies. Based on the discussion, the results were obtained by Indonesian netizens commenting on government policy posts using the words cursing, satirising, cursing, demeaning, and saying politely. Factors causing the netizen's language behaviour: 1) The leader is not consistent with the statement given. 2) Freedom of opinion on social media because they don't know each other. 3) Most netizen accounts are fake. 4) For real accounts, still keep their word. 5) Disappointment of netizens with laws that are not in favour of the common people.

Keywords: the politeness of language, pragmatic, netizen, government

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### 1.0 Introduction

The language behaviour of netizens on social media is closely related to everything outside. It encompasses the lingual unit when it is functioning as a communication tool. Communication, as an important thing in helping human interaction, needs to be considered and ensured that it is carried out properly. For communication to run well, the language behaviour of all speech participants must be considered, one of which is, of course, being polite in language. This is one of the main aspects that helps the implementation of this communication work well. However, not all the realities of life are as expected. Many speaking communities ignore "politeness in language" nowadays. This is very clearly seen in several cases researchers have observed related to this, which can be seen on social media. Online social media facilitates interactive social interaction based on internet technology. According to Kurniawan (from Tyas, 2019), online media is a tool that changes the pattern of information dissemination from previously broadcast media monologue (one to many audiences) to social media dialogue (many audiences to other audiences). One social media used as a data source studied in this study is Instagram. This is because Instagram posts more government policies. It is these government policies and activities that are commented on by the general public, who are referred to as netizens.

It is the language behaviour of netizens on Instagram that is important to pay attention to because the apparent tendency is that netizens tend to speak as they please. Here is the role of the review team as a competent party in their knowledge to formulate the real conditions in the comments on this Instagram. Related to the above, educational institutions should make useful contributions to the nation and state. This proves that educational institutions pay attention to the people in their environment. In this regard, this research examines the language behaviour of netizens on social media about policies issued by the government. The objectives of the 1st year of this study are as follows: the first objective is to explain politeness in the language of Indonesian netizens when commenting on government policies on social media. The second is to explain the factors that cause Indonesian netizens to be disrespectful in commenting on government policy posts.

### 2.0 Literature Review

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In 2018, research on language politeness was conducted in Padang. This research is about the language politeness of managers and sellers in the tourist attraction of Padang. From this study, it was concluded that the speech of traders in the tourist area of the city of Padang was found to be partly lacking politeness according to Minangkabau social culture. These are: 1) not using greeting words, 2) not paying attention to pleasantries, 3) not caring about the buyer, 4) not respecting the buyer, and 5) not saying a word. The results of this research have been published in a collection of papers on the *Khazanah Melayu Serumpun* in the Baharu Era, published by the Center for the Study of Malay Brilliance, University of Malaya, Aslinda & Noviatry, 2018. The next article is "Impoliteness in Indonesian in the Plenary Session of the DPR RI Based on the Politeness Principles of Leech" by Iwan Fahmi (2016). This journal discusses politeness that will always exist in every speech situation. In this speech situation, impolite speech acts were found, which indicated that they violated Leech's politeness principle. This makes politeness in language very important in interacting in any situation. This study uses the method of listening to the note-taking technique. The theory used is Leech's politeness theory.

The next article is "Language Ethics in Public Service" by Suhartono (2016). This article discusses complaints from some of the public (community) regarding services performed by some bureaucratic apparatus in an agency. The community intentionally or unintentionally considers some officials to slow down the service process. Public servants still need to understand excellent service with ethical language. Therefore, it explains the importance of excellent service to the community with ethical language. This research uses the descriptive method. The next one is "The Fading Rules of Politeness in Indonesian Society" by Muhamad Rinzat Iriyansah and Hilda Hilalayah (2018). This work discusses the fading of Indonesian politeness rules when speaking. Many people use impolite speech both in direct interaction and in commenting on actual news. The development of a language must be distinct from the cultural development of its population. This can result in a bad view of the character of each speaker. The method used in this study is the listening method, which provides data results using intra-lingual and extra-lingual equivalent methods. The theory used is the theory of maxims. The following article is "Netizen Sarcasm Language in Lambe Turah Instagram Account Comments". Inderasari et al (2019). This work explains the utilisation of social media as if it were limitless. Through social networks, netizens can easily disseminate information and obtain information quickly and precisely, although sometimes the information is a hoax. However, it cannot be denied that various impacts can be caused by the different response patterns of each netizen as a social media user because they come from different social classes; for example, the emergence of the use of sarcasm language, which causes a violation of the principle of language politeness. This study aims to describe the use of sarcasm in netizen comments on the Lambe Turah Instagram account and the factors that influence it. The results show that using sarcasm in netizen comments on Lambe Turah's Instagram account causes a violation of the principle of language politeness, which includes the maxims of wisdom, generosity, acceptance, modesty, compatibility and sympathy. The factors that influence it are speakers who want to show self-existence, expression or emotion, unidirectional communication, freedom of social media, and the tendency of the same nature between what netizens show on social media and their daily behaviour. In this article, the researcher needs to explain the implications of these findings. What solutions should be done with the conditions found? This last finding is less logical because the research needed to examine the behaviour of netizens.

Furthermore, Purbaningih (2020) wrote an article entitled "Netizen Response to Public Figure Caption on Instagram". This study aims to describe the responses given by netizens to public figures and the patterns of netizens when responding to each public figure caption. The results showed that netizens use several response forms to respond to public figure captions, including comments, likes, and memes. The response patterns shown are in the form of positive and negative responses. The pattern is described based on the form of attitude. Based on the form of attitude in the form of effect, judgment, and appreciation. The following article is "Hate Speech of Indonesian Netizens in the Instagram Comment Column of Indonesian Celebgrams: A Forensic Linguistic Study". This article was written by Ramadani (2021). The discussion in this study is the implications of the utterances of Indonesian netizens in Kekeyi's Instagram comment column. The speech in this comment column gave birth to the form of hate speech actions of Indonesian netizens on Instagram. Indonesian celebgrams include insults, annoyed anger, warnings, provocations, and expressions of hatred. These utterances are delivered harshly. However, the next discussion is directed to the evidence of the ITE Law, in Article 27 paragraph (3) in conjunction with Article 45 paragraph (1) of Indonesian Law No. 9 of 2016 concerning the limitation of Law No. 11 of 2008 concerning Electronic Information and Transactions (ITE). Although, studies on communication also reflect on social communication issues, as stated in Wahid and Legino (2023). Therefore, it is important to consider the context of the utterances and the legal implications. Additionally, it is important to take into account the cultural norms and values of the intended audience.

Different sarcasm articles are obtained not from social media but data from Chinese standup comedy competition, Rock and Roast. This article was written by Lin He, Rong Chen, and Ming Dong (2023). In this paper, the authors analyse the contestants' mockery in the show, but it creates a funny atmosphere and still has something to do with politeness. The authors show that politeness determines the contestants' choice of targets to mock (especially those with whom they have a close relationship). The characteristics of the targets and individuals who are openly mocked are often used as a means of parodic or sarcastic criticism of certain social issues. The author also looks at how politeness interacts with the performers in the standup comedy. This paper contributes to humour research and politeness theory within the standup comedy genre framework.

## 3.0 Methodology

### 3.1 Method

Three stages of the method can be used in the framework of solving research problems in this article as described by Sudaryanto (2015), namely 1) the stage of providing data, 2) the stage of data processing and analysis, and 3) the stage of presenting the results of data analysis. The initial stage carried out before going through the stages of providing data is observation.

#### 1) The stage of providing data

At this stage, the method used is observing and note-taking techniques. In the listening method, the basic technique is the tapping technique, which is tapping all netizens' utterances in commenting on the contents of government policies. Advanced technique, namely note-taking technique. In this technique, the researcher records all the language behaviour of netizens directed at posting these government activities and policies. The research data population is all the utterances conveyed by netizens regarding posts about government policies. A large population is impossible to serve as data. Therefore, the sample taken is the utterances of netizens collected for two months on Instagram social media.

#### 2) The stage of data processing and analysis

At the data analysis stage, the equivalent method was used, namely the pragmatic equivalent method. This pragmatic equivalent method is used by the scope of this study, namely pragmatics. The basic technique used is the determining element sorting technique, the device of which is mental sorting power. The author sorts out the use of netizen language on government activities and policies on Instagram. This selection was made to track sentences, clauses, phrases, and words that are polite and which are not, or are not polite enough to be used by netizens against government policies on Instagram social media. The advanced technique is the comparative comparison technique.

#### 3) The stage of presenting the results of data analysis

At the stage of presenting the results of data analysis, data will be presented using two methods, namely formal and informal methods of presentation. In a formal presentation, data analysis will be presented using a set of symbols and symbols. In an informal presentation, data analysis will be presented using formula words or ordinary sentences. The author will use both methods.

### 3.2 Theoretical Framework

The rapid development of information and communication technology shows that society is increasingly sophisticated in using this technology. Today's use of social media seems limitless. High dependency patterns have positive and negative impacts on interactions. This is one of which we can find on the Instagram network site. Through the social network Instagram. Netizens can easily disseminate information and obtain information quickly and precisely. However, it cannot be denied that the various impacts that can be caused are due to the different response patterns of each netizen as a social media user, for example, the emergence of the use of language that still shows politeness. Ikhwan et al., (2012). In communication, one of the netizens' language behaviours is politeness. There are several types of politeness. According to Oktavianus and Revita (2013), there are nine types of politeness in language:

1. Politeness of asking: asking someone for something if you use straightforward words it will make the speech partner or interlocutor; for this reason, the choice of words to be used in asking must be considered so that the person we ask does not feel offended by what is said conveyed and what is expected of the speech partner can be fulfilled.
2. Politeness refuses: refusing a request will make the speech partner annoyed with the words we say. For this reason, politeness can be realised by softening the meaning either through the choice of words or through a syntactic construction that is built in such a way that the meaning does not slide so hard and feel rough.
3. Asking for politeness: in travelling, if we don't know about something we want, we will need people around us. Asking people we don't know will make things more difficult. For that, we need to pay attention to the age of the person we will ask
4. Courtesy of ordering: ordering or order is a form of communication that burdens other people. Therefore, ordering or placing an order must be done as politely as possible.
5. Politeness promises: from the opponent's point of view, promises give hope. If that expectation is unmet, the person receiving the promise will be disappointed. Therefore, the promise must be conveyed politely; if the promise is not fulfilled, the interlocutor will feel satisfied.
6. Politeness of expression: in communicating, the speech partner tends to be affected by the speaker's expression. For this reason, politeness is needed by the speech partner so that he is not affected because the said partner does not know what happened.
7. Politeness in praising: praising makes the interlocutor happy; for this reason, praising must be done carefully. Excessive praise will be understood as ridicule; the meaning that arises is the opposite. So, praising the interlocutor is not excessive.
8. Courtesy of giving: giving is considered better than receiving; those who give can be arbitrary and even arrogant to those who receive. For that, something that regulates and limits the attitude of giving is needed.
9. Politeness when happy: showing happiness is always expected politely.

## 4.0 Finding

After classifying the data and analysis, the results of the language behaviour of netizens in commenting on postings of government activities and policies on Instagram social media, namely cursing, saying politely, cursing, satirising, and condescending. More will be explained as follows.

### 4.1 Cursing



Fig. 1. The Cursing Netizen's comment on Instagram @najwashihab

Fig. 1 above, it can be seen that netizen @ruscjr commented: "Oops, start *shintinx*". These netizens complained and cursed the government by saying "*shintinx*".





Fig. 2. The Cursing Netizen's Comment on Instagram @pertamina

In Fig. 2, one can observe the cursing of netizens @the-boys: "The officials' minds are crooked if, for reasons of restrictions on cars of 2000 cc and above, they cannot buy Pertalite because they are rich people, or luxury cars, you idiot, where do you go to school. Cars under 2000cc now cost hundreds of millions, stupid, stupid, which one will target the common people, they say subsidies." From the comments above, it appears that the swear word "stupid" was repeated by these netizens who were dissatisfied with the government policies.

#### 4.2 Politely Language



Fig. 3. The Politely Netizen's Comment on Instagram @matanajwa

Fig. 3 above, it can be seen that netizen @Budi41956 is still making comments that still sound polite. "When the Judge's gavel is in his master's mouth, of course, justice will be his. This is our land," including a sad emoticon. The context of this speech is a University of

Riau student fighting for his fate in court, but his hopes collapse when the accused lecturer is acquitted. The defendant seemed to have lost his enthusiasm to defend his dignity.

#### 4.3 Swearing



Fig. 4. The Swearing Netizen's Comment on Instagram @bpom\_ri

Fig. 4 above, netizens @vlo.wear can be seen commenting by cursing the government by saying, "SIMPLE AJA YA, GUE MAU TANYA SAMA LU PADA @bpom\_ri, YANG NGELUARIN IJIN EDAR SIAPA YA, YANG NGELUARIN NO BPOM SIAPA YA. SEKARANG UDAH JATUH KORBAN, BARU MAU SIDAK, BARU DITELITI KANDUNGAN OBATNYA APA. EMANG PAS NGASIH NO BPOM DAN IJIN EDAR GAK LU TELITI DULU DETAIL KANDUNGANNYA APA? JANGAN2 ADA YANG "MAIN DUIT ANTARA ORANG PRODUSEN DENGAN BPOM SEHINGGA PRODUK MACAM GINI LOLOS DAN BISA BEREDAR DI PASARAN, ADA YANG BISA JAWAB?"

You can see the netizen comments above swearing at BPOM, whose work is unclear. There have been many new victims whose contents will be examined. Also, the anger of netizens is reflected when using all capital letters.



Fig. 5. The Swearing Netizen's Comment on Instagram @matanajwa

Fig. 5 above shows the swearing of netizens @lailatul.khoiriyah29 "Life sentence or death penalty, please. You've been miserable all over Indonesia...for months." The context of the statement above is when Mata Najwa posted the Attorney General's Office announcing four suspects suspected of committing the crime of cooking oil corruption. One is the Director General of Foreign Trade, Ministry of Trade. These actions harmed the country's economy and resulted in the expensive and scarcity of cooking oil throughout Indonesia and decreased consumption of households and small industries that use cooking oil, making people's lives difficult. Based on the context of the narrative above, the misery received by the people has made the community as netizens curse in the Instagram comments column by saying, "...it has tormented the people of Indonesia for months."

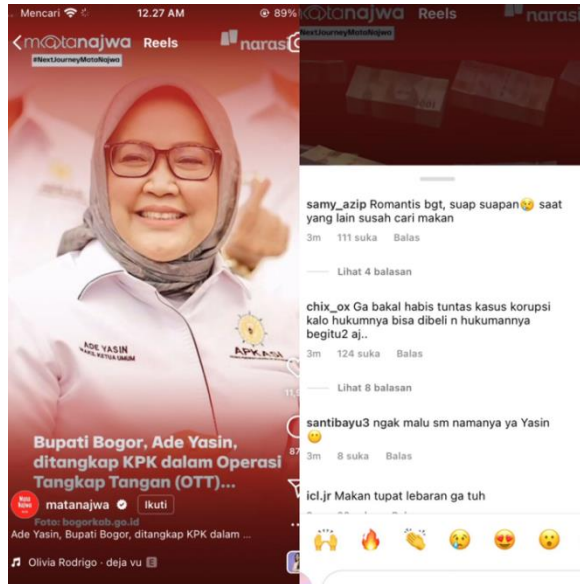


Fig. 6. The Swearing Netizen's Comment on Instagram @matanajwa

Fig. 6 above, the context is a post on Instagram of a Regent who the Corruption Eradication Committee arrested during the Hand-Catching Operation. Many people are already sad to see so many officials who commit corruption. In this situation, netizens curse on social media, such as Instagram. Netizen @chix-ox: "Corruption cases will not be finished if the law can be bought and the punishment just like that." From this speech, it can be understood that netizens cursed the behaviour of corrupt officials without thinking about the people.

#### 4.4 Satirize



Fig. 7. The Satirize Netizen's Comment on Instagram @matanajwa

Fig. 7 above shows the context of the posting on Instagram regarding the President's statement "The government predicts a peak of reverse flow." From that context, Netizen @maielputra satirized the government's words: "As if there were no more important matters to take care of, stabilise cooking oil and gasoline prices for the needs of the people. People will return home to Jakarta alone to work/earn a living in the capital."

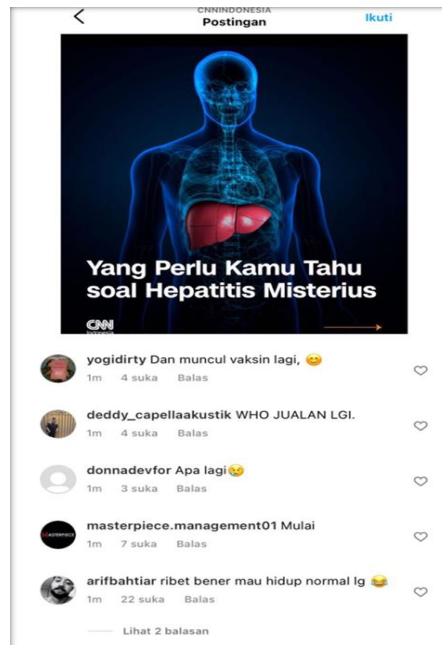


Fig. 8. The Satirize Netizen's Comment on Instagram @cnnindonesia

The context of Fig. 8 above is a CNN post about "What You Need to Know about Mysterious Hepatitis" From that post, many comments emerged from netizens. Netizen@yogidirty commented: "And another vaccine appears." Netizen @yogidirty's comments are satirical to the government, like shared knowledge that if there is an epidemic, people must be vaccinated. Based on that experience, netizens satirised the government by including smiley emoticons.

#### 4.5 Condescending



Fig. 9. The Condescending Netizen's Comment on Instagram @matanajwa

From this post, in Fig. 9, a response from netizen @Wahdy\_ahmad emerged: "The president is not recognised by his ministers (laughter emoticon). Only in this era are ministers who obey their president. From the post, it can be seen that netizen Wahdy\_ahmad demeans the president, who is not obeyed by his ministers only in this era. Another netizen's response was @holiday\_lovers\_bali: "No



integrity leader (which ends with a laughing emoticon)." This netizen also responded by condescendingly that the president lacks integrity.

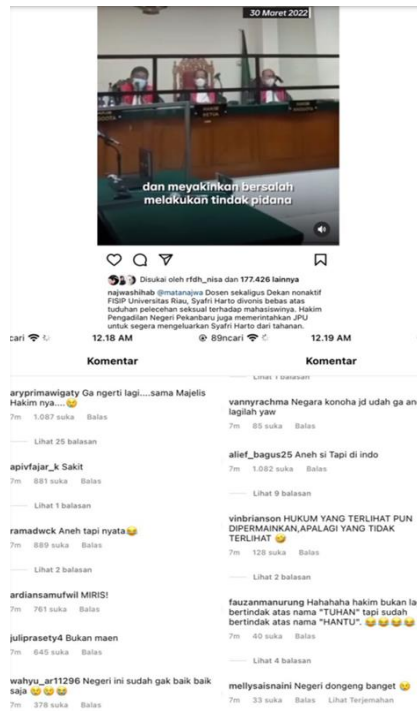


Fig. 10. The Condescending Netizen's Comment on Instagram @najwashihab

Fig. 10 above is Najwa Sihab's post on Instagram about a non-active Lecturer and Dean of FISIP UNRI being acquitted on charges of sexual harassment against her female students. The Pekanbaru District Court judge also ordered the public prosecutor to release the defendant from detention immediately. The language behaviour of netizens can be seen from the comments on Instagram. Netizen @vannyrachma: "The country of Konoha, so it's not weird anymore huh" Netizen @vinbranson: "The visible law is being mocked; what else is invisible." The two netizen comments seemed to demean the trial that took place in Pekanbaru, which acquitted the defendant who had abused his female student.

## 5.0 Discussion

There are five language behaviours of netizens on Instagram, such as commenting on government policy posts. One behaviour is speaking politely, while the other four are cursing, sarcastic, demeaning, and cursing. On the other hand, we can see the factors that lead to such behaviour in the language of netizens. The two are interrelated. All the language behaviour of these netizens has its context, which is shared by netizens. For example, the context of his speech, which is well-known to netizens, is the widespread issue of extending the presidential term. This contradicts the Constitution of the Republic of Indonesia, which has regulated that a president is in power for a maximum of two terms. Many political parties have repeatedly raised this issue. When there was a government post about this, netizens immediately expressed their comments by saying, "Crazy". This is also closely related to the fact that these netizens believe they will not be subject to the ITE Law, which can ensnare them. Because some of them use fake accounts. So they will not be traced if they say harsh words on social media.

## 6.0 Conclusion and Recommendations

Factors causing the behaviour of not keeping the interlocutor's face in the comments of netizens on Instagram posting government policies are:

1. Leaders need to be more consistent with the statements given.  
This can be seen when cooking oil is scarce. The government is busy looking for the cause. After finding out that the cause was many exports of cooking oil raw materials abroad, it turned out that the government cancelled the import ban.
2. There is freedom of opinion in social media.  
In social media, they don't know each other. Therefore, netizens just want to talk.

3. The netizen accounts are fake, so they are not afraid of the ITE Law. In their minds, it wouldn't matter if they said something inappropriate.

4. For those with original accounts, some of them still keep their word on social media.

5. Disappointment of netizens with the law, which they think is not in favour of the common people. This can be seen in the case of sexual harassment committed by a lecturer at Pekan Baru, which the judge acquitted. This is painful for victims of abuse. This makes the future of the victim bleak, and this is unacceptable to their common sense.

Netizens' language behaviour on Instagram varies; some are polite in language, and some are rude in language. Factors that cause netizens to make rude comments also include several things behind them, including the comment maker's account being a fake account, netizens not knowing each other, and their freedom of opinion on social media, such as Instagram.

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### Paper Contribution to the Related Field of Study

This research contributes to the Pragmatics course in our study program.

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