

Impoliteness strategies on Indonesian presidential candidate debate 2024

Wahyu Ajeng Damayanti¹, Rosita Ambarwati¹, Theresia Budi Sucihati¹

¹Universitas PGRI Madiun, Jl. Setiabudi No.85 Kota Madiun 63118, Indonesia

Email: wahyuajengdamayanti34@gmail.com; rosita@unipma.ac.id;
theresia@unipma.a.id

Submitted: 22/08/2024; Accepted: 12/11/2024; Published: 15/12/2024

Abstract

Impoliteness plays an important role when communicating. Many people may forget to act politely when communicating with others. This study aims to examine the type and function of impoliteness strategies in the Indonesian presidential candidates' 2024 debates. This research used a descriptive-qualitative approach. Data collection used were observation and documentation methods. Culpeper's theory (1996) and Culpeper's (2011) are used as the basis for analyzing impoliteness strategies. The results of this study are strategies of impoliteness were found in 37 data. Bald on record impoliteness was found as much as 1 (2.7%), positive impoliteness was found as much as 21 (56.8%), negative impoliteness was found as much as 11 (29.7%), and sarcasm or mock politeness was found as much as 4 (10.8%), while in the type of withhold politeness, no data was found. In this research, it was discovered that Indonesian presidential candidates predominantly employed the strategy of positive impoliteness during the debates. Furthermore, 23 data were found on the impoliteness function. Affective impoliteness was found in as many as 5 (21.8%) and coercive impoliteness was found in as many as 18 (78.2%), while in the entertaining impoliteness function no data was found.

Keywords: *Impoliteness strategies, debate, pragmatic study*

Introduction

Language is one of the important instruments in communication. People use language to convey ideas or self-expression to others. Selfia & Marlina (2016) state that language serves not merely as a means of communication but also plays a crucial role in forming and sustaining personal relationships within a community. This means that using good language can create good relationships in the community.

Good relationships are indispensable in social life. Humans tend to make good communication in society to maintain their social interactions. [Nasirli](#)

(2021) states that to maintain harmony between communities, it is necessary to follow social norms by behaving well and politely. Behaving well and politely is not only shown through attitude but can be shown through polite language when communicating. Politeness in communication is the initial capital that can be used to create good relationships in society.

Politeness is an important part when communicating with someone. Politeness strategies can be used to help minimize FTA (face-threatening act). According to [Brown & Levinson \(1987\)](#), politeness can be interpreted as one of the efforts made to save self-image. But in social life, we cannot force someone to speak politely, because everyone has the right to express themselves when communicating, such as speaking impolitely.

Everyone has their way of saving their good image in the public, one of which is by being polite when communicating. However, we often hear a lot of hate speech, bullying, sarcasm, threats, or ridicule, and people know that it is included in an act of impoliteness. [Culpeper \(1996\)](#) states that impoliteness is an action that causes "loss of face" for the listener. [Culpeper \(2005\)](#) states that impoliteness is a negative action found in certain behaviors and certain contexts. Therefore, it can be inferred that impoliteness is a detrimental behavior that undermines the listener's positive perception due to specific circumstances.

Impoliteness is the opposite of politeness. [Culpeper \(2011\)](#) states that the purpose of politeness is to preserve social harmony and promote amicable interaction, allowing us to trust that our conversation partners are cooperative. There are five differences between politeness and impoliteness strategies. According to [Brown & Levinson \(1987\)](#), they classify politeness strategies into four categories, namely, bald on record, positive politeness, negative politeness, and off record. In contrast, according to [Culpeper \(1996\)](#), impoliteness is grouped into five categories, namely, bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

Impoliteness can be found anywhere, such as in everyday conversations. Mocking others is one example of impoliteness in society. Impoliteness can also be found when debating and there is a dispute between participants. [Sukmawati et al. \(2023\)](#) state that when debating, someone tries to demonize their interlocutor in front of others. It can be concluded that impoliteness can be found a lot when arguing because when arguing, it hurts each other's image.

This study utilizes Culpeper's theory of impoliteness to analyze the impoliteness strategies and function impoliteness in the 2024 Indonesian presidential election debates. Culpeper's theory is widely used by researchers, including [Zuhra \(2021\)](#), who notes its application to various media such as films, series, speeches, and debates. The research focuses on the third debate

session organized by the KPU, held on January 7, 2024, which covers themes like economics and social welfare. This session is chosen due to the high occurrence of impoliteness, with presidential candidates often attacking each other, making it a suitable context for studying negative impoliteness strategies. The debates provide a rich source for understanding impoliteness in political communication.

Debates, conducted live and unplanned, are a rich source for studying impoliteness, especially in the context of the Indonesian presidential election held every five years. Research on impoliteness in debates is well-established, with previous studies by [Arrasyd & Hamzah \(2019\)](#) focusing on YouTube comments during the presidential debate, revealing 267 impoliteness strategies among 200 comments, and [Apriliyani & Wahyuni \(2019\)](#) analyzing impoliteness in Instagram comments directed at public figures, finding that sarcasm or mock politeness is prevalent. [Simanjuntak & Ambalegin \(2022\)](#) examine impoliteness in the movie "Easy A," identifying various impoliteness strategies. These studies highlight the differences in research subjects, with my study focusing on the live presidential debates themselves.

Considering the information presented earlier, this study aims to investigate the strategies of impoliteness in the 2024 Indonesian presidential election debates. This research focuses on Culpeper's types of impoliteness strategies and function impoliteness used in presidential candidates during debates. Therefore, the research conducted a study with the title *Impoliteness Strategies On Indonesian Presidential Candidate Debate 2024*.

Method

The data was analyzed using the descriptive-qualitative method. The data were obtained from the utterances of three Indonesian presidential candidates in 2024 during the debate. The amount of data used was 73 utterances. The data were collected using observation and documentation techniques. The researcher observed the data by looking at the debate video uploaded on the Kompas TV YouTube channel. With this observation, it could be seen what the researcher was discussing and trying to analyze. In the documentation, the researcher collected data by transcribing the utterances of the three Indonesian presidential candidates that contained impoliteness strategies. After the data was obtained, the data was analyzed according to [Miles & Huberman \(1984\)](#). There were three steps in the analysis, namely data reduction, data display, and conclusion drawing/verification. The details of the process carried out by researchers were: First, researchers watched the debate video uploaded on the Kompas TV YouTube channel. Second, researchers

made transcripts of the videos that had been watched. Third, researchers collected data for analysis, and the data were analyzed by categorizing based on impoliteness strategies according to [Culpeper \(1996\)](#) and [Culpeper \(2011\)](#) to explore the function of impoliteness.

Results and Discussion

1. Positive Impoliteness

This strategy is designed to undermine the addressee's positive face wants. It can be inferred that instances of positive impoliteness may arise when speakers aim to undermine the positive image or self-esteem of their conversation partners.

Data 1

PS : Bismillahirrahmanirrahim. Asalamualaikum warahmatullahi wabarakatuh. Salam sejahtera bagi kita sekalian, Shalom, Om Swastiastu, namo budhaya, salam kebajikan. Bapak- bapak ibu-ibu sekalian yang saya hormati, malam ini kita membicarakan tema-tema yang sangat penting. Pertahanan hubungan internasional, geopolitik globalisasi, keamanan, eh dengan demikian kita kembali kepada dasar kita, tujuan nasional yang tercantum dalam undang-undang dasar kita dalam pembukaan undang-undang dasar 1945 tercantum sangat tegas bahwa tujuan nasional kita yang pertama adalah melindungi segenap bangsa Indonesia dan seluruh tumpah darah Indonesia, jadi fungsi dari negara yang pertama adalah melindungi berarti pertahanan. Saudara-saudara kita memahami negara kita sangat besar, sangat kaya, ratusan tahun negara-negara dari jauh datang ke nusantara ini untuk intervensi untuk mengganggu untuk adu domba dan untuk mencuri kekayaan kita, sampai kita merdeka kita pun harus berhadapan dengan kekayaan alam kita diambil dengan murah, karena itu untuk kita menjadi negara makmur untuk kita menjadi negara sejahtera untuk rakyat kita hidup layak punya pekerjaan layak kita harus menjaga kekayaan kita. Kita harus menjaga dan habis itu kita harus mengelola kekayaan kita. Saudara-saudara sekalian politik luar negeri kita secara tradisi sejak awal kita merdeka adalah bebas aktif adalah Non Blok tidak memihak, tidak ikut blok-blok, tidak ikut fakta ini akan saya teruskan dengan hubungan baik dengan semua kekuatan kita bisa mengamankan kepentingan nasional kita. Saudara-saudara sekalian 1000 kawan terlalu sedikit satu lawan terlalu banyak kita akan menjalankan politik tetangga baik. Saudara-saudara sekalian kita bertekad harus punya pertahanan yang kuat, mungkin ada yang asal bicara tanpa data, ya kan mungkin didorong oleh ambisi yang menggebu-gebu, sehingga tidak objektif. Saudara-saudara sekalian saya sebagai Menteri Pertahanan berpegang kepada doktrin, kepada strategi nasional dan semuanya adalah atas dasar kepentingan bangsa dan rakyat Indonesia dan saya mampu mempertanggungjawabkan dan saya berkeyakinan hanya dengan pertahanan yang kuat kita akdoktrinan dihormati, kita akan menjaga kepentingan nasional kita. Kalau kita buka buku ilmu pengetahuan yang paling dasar kekuatan nasional harus ada kekuatan militer, tanpa kekuatan militer sejarah peradaban manusia mengajarkan bahwa bangsa itu akan dilindes seperti di Gaza sekarang ini, akan diambil kekayaannya, akan diusir dari tanah airnya, tidak bisa, tidak, kita harus kuat, kita harus kuat. Terima kasih wasalamualaikum warahmatullahi wabarakatuh.

Translation Data:

PS:Bismillahirrahmanirrahim. Asalamualaikumwarahmatullahi wabarakatuh. Peace be upon us all, Shalom, Om Swastiastu, namo budhaya, greetings of virtue. Ladies and gentlemen whom I respect, tonight we are discussing very important themes. Defense of international relations, geopolitics of globalization, security, eh thus we return to our basis, the national goals stated in our basic law in the preamble of the 1945 basic law stated very firmly that our first national goal is to protect the entire Indonesian nation and the entire homeland of Indonesia, so the function of the first state is to protect means defense. Brothers and sisters, we understand that our country is very big, very rich, hundreds of years countries from far away came to this archipelago to intervene to interfere to fight and steal our wealth, until we became independent we also had to deal with our natural resources being taken cheaply, therefore for us to become a prosperous country for us to become a prosperous country for our people to live properly have decent jobs we must protect our wealth. We have to protect it and then we have to manage our wealth. Ladies and gentlemen, our foreign policy has traditionally been free and active since the beginning of our independence. It is Non-Aligned, not taking sides, not participating in blocks, not participating in facts. I will continue with good relations with all forces so that we can secure our national interests. Ladies and gentlemen, 1000 friends are too few, one opponent is too many, we will carry out good neighbor politics. Ladies and gentlemen, we are determined to have a strong defense. There may be some people who just talk without data, it may be driven by passionate ambition, so they are not objective. Ladies and gentlemen, as Minister of Defense, I adhere to the doctrine, national strategy, and all of them are based on the interests of the nation and the people of Indonesia, and I am able to be accountable, and I believe that only with a strong defense will we be respected, we will protect our national interests. If we open the most basic science book, national power must have military power, without military power the history of human civilization teaches that the nation will be crushed like in Gaza today, its wealth will be taken, it will be expelled from its homeland, no, no, we must be strong, we must be strong. Thank you wasalamualaikum warahmatullahi wabarakatuh.

Prabowo says this when asked to convey his vision and mission as an Indonesian presidential candidate by the moderator during the third session of the presidential debate, which carries the theme “Ekonomi (Kerakyatan dan Digital, Kesejahteraan Sosial, Investasi, Perdagangan, Pangan, Pajak (Digital), Keuangan, Pengelolaan APBN dan APBD, Infrastruktur)”. Prabowo conveys his vision and mission in front of all audiences present at the debate as well as

viewers watching via television and other online media. The utterance made by Prabowo Subianto above contains an impoliteness strategy, namely positive impoliteness, especially in the sentence "mungkin ada yang asal bicara tanpa data, ya kan mungkin didorong oleh ambisi yang menggebu-gebu, sehingga tidak objektif." This sentence contains an implication that demeans the other party by stating that there are people who speak without data and are driven by passionate ambition, which results in unobjectivity. This statement can be perceived as an attack on the credibility and competence of the other party, thus damaging their image or reputation in the eyes of the public. While not naming names, this statement serves as an indirect criticism targeting a specific party. By stating "Saudara-saudara sekalian saya sebagai Menteri Pertahanan berpegang kepada doktrin, kepada strategi nasional dan semuanya adalah atas dasar kepentingan bangsa dan rakyat Indonesia," Prabowo creates a contrast between himself (who is perceived as objective and data-driven) and the other party (who is perceived as just talking and not objective). This contrast strengthens his positive image while damaging the image of the other party.

2. Negative Impoliteness

Negative impoliteness refers to a tactic intended to undermine the recipient's negative face. It can be inferred that negative impoliteness is a tactic directed at undermining the negative aspects of the interlocutor's self-image or autonomy.

Data 1

PS: Jadi saudara-saudara, semua data yang saudara ungkapkan itu kliru semua, saya bersedia kita duduk, kita buka-bukaan ya mau bicara food estate, mau bicara apa eh apa PT Teknologi Militer Indonesia kita buka, iya kan jadi di mana masalahnya, nah saudara bicara etik etik, ya kan saya tuh keberatan karena saya menilai, maaf ya karena anda desak saya saya terusan aja saya menilai anda tidak pantas bicara soal etik, itu saja saya merasa bahwa anda itu eh posturing ya anda tuh menyesatkan itu aja ya, saya boleh berpendapat kan, saya menilai anda tidak berhak bicara soal etik, karena anda memberi contoh yang tidak baik soal etik. Terima kasih.

Translation Data:

PS: So, ladies and gentlemen, all the data that brothers reveal is clear, I'm willing to sit down, we're open-open, we want to talk about food estate, we wanna talk about what, uh, what, we opened the Indonesian Military Technology Department, yeah, we can't be where the problem is, no brothers talk about ethics, yes, I don't mind because I judge, sorry, because you urge me, I continue to judge you're not worthy of talking about Ethics, that's all I feel that you are, uh posturing you are misguided that way, I can argue that, I judgment you are not entitled to speak about Ethic, 'cause you give a bad example of Ethics. Thank you.

Prabowo Subianto responds to a question posed by Anies Baswedan: "What is the relationship between the ethical standards of a state leader and his ability to maintain the defense, security, and sovereignty of the state?". In this

segment of the debate, the candidates are given the opportunity to ask each other questions. Prabowo directly attacks Anies' integrity by stating that the data he provides is all wrong. This doubts the honesty and credibility of Anies as the counterpart. Prabowo states that Anies has no right to talk about ethics because he gives a bad example. This is a direct attack on Anies' integrity and morality, indicating that Prabowo doubts his competence and integrity. It is a strong attack on the character of Anies, indicating that Prabowo does not believe or disrespects the views or actions of Anies.

3. Sarcasm or Mock Politeness

This strategy involves overt insincerity, where an individual may act or speak politely, but the underlying meaning is inappropriate or deceptive.

Data 1

GP: *Mas Anis enggak usah takut, disebut aja angkanya berapa gitu lo, kayak saya gitu loh jangan dibawah 5 sebut aja berapa.*

AB: *11 Mas, dari 100.*

GP: *Ini sedikit ngajari kendel Mas Anis biar berani, apa yang kemudian saya lakukan dari jawaban saya untuk membela para TNI kita, saya bersama mereka, saya mendengarkan, saya berkeliling Indonesia, saya mampir bertemu di rumah-rumah mereka di asrama-asrama mereka, maka kami tidak mau kalau kemudian mereka, mohon maaf bertempur dan mati sia-sia saya tidak rela. Maka itulah yang saya bela, maka perencanaan bottom up itu betul-betul sebuah perencanaan yang mereka inginkan, mereka harapkan, dan mereka bisa menggunakan dengan sangat efektif termasuk pada soal kesejahteraan tadi yang disampaikan dan saya sepakat pada soal itu.*

Translation Data:

GP: Mas Anis, you don't need to be afraid, just say the number, like me, don't say below 5, just say how much.

AB: 11, Mas, out of 100.

GP: This is a little lesson in courage for Mas Anis to be brave. What I did from my answer was to defend our TNI (Indonesian National Armed Forces), I was with them, I listened, I traveled around Indonesia, I visited their homes and barracks. So, we don't want them, sorry, to fight and die in vain, I cannot accept that. That's what I defend, and the bottom-up planning is truly a planning that they want, they expect, and they can use very effectively, including the issue of welfare that was mentioned, and I agree on that issue.

Ganjar Pranowo gives an answer to a question given by Anies Baswedan, which discusses the performance of the Ministry of Defense. The question is, "The question now is related to defense, what score do you give for the performance of the Ministry of Defense led by Mr. Prabowo? Please, Pak Ganjar." In this segment, the candidates are given the opportunity to ask each other questions. When Ganjar says, "Mas Anis enggak usah takut, disebut aja angkanya berapa gitu lo, kayak saya gitu loh jangan dibawah 5 sebut aja berapa," he sounds like he is mocking Anies Baswedan. The phrases "enggak usah takut" and "kayak saya gitu loh" give the impression that Anies is less courageous or less open than him, which is a subtly humiliating way. Ganjar

continues with "Ini sedikit ngajari kendel Mas Anis biar berani," which directly indicates that Anies needs to learn courage from him. This is an underestimating statement because it implies that Anies is not brave or competent enough. The phrase "mohon maaf bertempur dan mati sia-sia saya tidak rela" gives the impression that Ganjar is very caring and empathic, while implicitly criticising that maybe Anies or the other party does not have the same level of concern. The use of "sorry" here can be considered sarcastic as it adds irony to the statement.

4. Bald on Record Impoliteness

Impoliteness occurs when communication is direct, straightforward, and succinct in contexts where face concerns are minimal or absent. It can be understood that addressing issues openly and bluntly in impoliteness damages the reputation of the listener through direct remarks intended to offend or belittle. The speaker may target the listener's face when they feel they can safely express impolite remarks without repercussions.

Data 01

PS: Jadi keadaan Laut Cina Selatan menggaris bawahi bahwa kita perlu kekuatan pertahanan yang kuat, kita perlu platform untuk patrol, kita perlu satelit, kita perlu banyak sekali dan untuk itu pertahanan harus kita bangun dan eh tadi ya sekali lagi Pak Anis ngomong-ngomong barang bekas karena Pak Anis rupanya tidak mengerti masalah pertahanan ya tidak, saya bersedia Pak Anis mengundang Pak Anis di tempat yang Pak Anis suka kita diskusi, saya akan bawa data. Saya akan bawa data yang sebenar-benarnya ya jadi barang-barang bekas itu menurut saya menyesatkan rakyat itu Pak tidak pantas seorang Profesor ngomong-ngomong begitu ya karena dalam pertahanan hampir 50% alat-alat di manapun adalah bekas, tapi tapi usianya masih muda.

Translation Data:

PS: So the situation in the South China Sea goes down the line that we need a strong defence force, we need platforms for patrol, we want satellites, We need a lot and for that we have to build defences and uh yes again Mr. Anis is talking about used goods because Mr Anis doesn't seem to understand the problem of defense yes no, I'm willing Mr. Anis invites Mr. anis in a place that Mr anis likes to discuss, I will bring the data. I'll bring the actual data yes so the used things I think mislead the people that Mr. does not deserve a Professor talking by the way yes so yes because in defense almost 50% of the tools everywhere are used, but his age is still young.

Prabowo Subianto responds to Ganjar Pranowo's answer to a question posed by the panelists that discusses the South China Sea conflict, which remains unresolved, and the Code of Conduct that has not been agreed upon, even becoming an arena for competition between the hegemony of the United States and China. The question is, "What new initiatives does the candidate offer for Indonesia to contribute in managing the South China Sea conflict?" Prabowo directly says that Anies doesn't understand defense issues. This statement is not wrapped in more subtle or mitigating words but is conveyed

bluntly and openly. The phrase "barang-barang bekas itu menurut saya menyesatkan rakyat" is a direct criticism of Anies's statement. Prabowo does not try to hide or mitigate the impact of this criticism. Prabowo adds that "tidak pantas seorang Profesor ngomong-ngomong begitu," which is a direct way to humiliate Anies and question her credibility as a Professor.

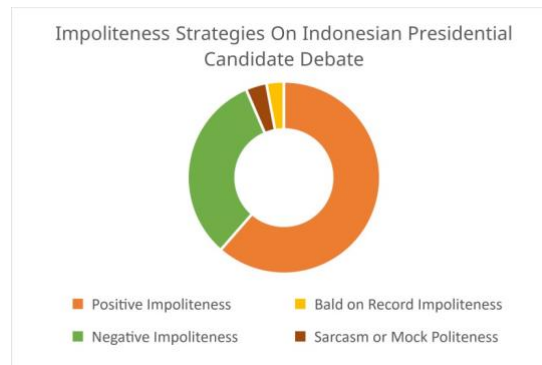


Figure 1. The Result of Types Impoliteness Strategies

The results of the analysis of function impoliteness strategies in the Indonesian presidential candidate debate are as follows.

A. Coercive Impoliteness

Coercive impoliteness refers to an impolite act aimed at shifting the values between the speaker and the listener in a way that favors the speaker. It can also be interpreted as an act of forcing or manipulating others to do something or change their behavior according to the wishes expressed by the speaker.

Data 1

PS: Jadi saudara-saudara, semua data yang saudara ungkapkan itu kliru semua, saya bersedia kita duduk, kita buka-bukaan ya mau bicara food estate, mau bicara apa eh apa PT Teknologi Militer Indonesia kita buka, iya kan jadi di mana masalahnya, nah saudara bicara etik etik, ya kan saya tuh keberatan karena saya menilai, maaf ya karena anda desak saya saya terusan aja saya menilai anda tidak pantas bicara soal etik, itu saja saya merasa bahwa anda itu eh posturing ya anda tuh menyesatkan itu aja ya, saya boleh berpendapat kan, saya menilai anda tidak berhak bicara soal etik, karena anda memberi contoh yang tidak baik soal etik. Terima kasih.

Translation Data:

PS: So, brothers, all the data that brothers reveal is clear, I'm willing to sit down, we're open-open, we want to talk about food estate, we wanna talk about what, uh, what, we opened the Indonesian Military Technology Department, yeah, we can't be where the problem is, no brothers talk about ethics, yes, I don't mind because I judge, sorry, because you urge me, I continue to judge you're not worthy of talking about Ethics, that's all I feel that you are, uh posturing you are misguided that way, I can argue that, I judgment you are not entitled to speak about Ethic, 'cause you give a bad example of Ethics. Thank you.

Prabowo Subianto responds to a question posed by Anies Baswedan: "What is the relationship between the ethical standards of a state leader and his ability to maintain the defense, security, and sovereignty of the state?". In this segment

of the debate, the candidates are given the opportunity to ask each other questions. Prabowo rejects all the data that his opponent reveals by stating that "semua data yang saudara ungkapkan itu kliru semua." This is a form of direct rejection of the opposition's argument, which can make the opponents feel disregarded or humiliated. Prabowo states that his counterpart "tidak pantas bicara soal etik" and "anda tuh menyesatkan." It is a negative judgment that can humiliate or diminish the dignity of the counterpart in public. Prabowo uses tough and firm language in conveying his rejection and negative judgment of the speaker. Using strict language such as "kliru semua," "tidak pantas bicara," and "menyesatkan" can create a tense atmosphere in a conversation.

B. Affective Impoliteness

It is explained that this function is a theory of emotion, where humans feel an emotion such as anger, which is a response to frustration, and vent it with aggression. This function leads to an action to express negative or unfriendly emotions towards the conditions experienced. The message conveyed contains feelings of anger, disappointment, or frustration to others without paying attention to the norms of courtesy that are usually expected in communication. Affective impoliteness can make communication situations tense and create tension between the individuals involved.

Data 1

PS: Jadi Pak Ganjar saya sudah buat rencana tetapi yang menentukan termasuk Menteri Keuangan dan masalahnya yang kita hadapi tulung ya, saya memang sudah jadi menteri pertahanan 4 tahun tetapi kita diganggu oleh covid 2 tahun di mana terjadi refocusing, jadi banyak yang kita ajukan tidak disetujui oleh menteri keuangan, jadi sebagai seorang menteri sebagai seorang team player saya harus loyal jadi ya saya tidak banyak bicara di depan umum ya tapi e data-data yang Bapak ungkapkan masalah ee pesawat bekas ya saya ingatkan Bung Karno waktu menghadapi Irian Barat seluruh alatnya bekas, Pak Ganjar Bung Karno seluruh pesawat terbang, kapal selam, Cruiser Destroyer semuanya bekas ya, jadi kita juga masih pakai banyak sampai sekarang pesawat bekas, jadi banyak data Bapak mungkin niat bapak baik tapi mungkin tim Bapak staf bapak itu keliru memberi eh masukan ya, jadi ee dalam alat perang saya katakan bukan baru dan bekas tapi usianya, usianya kalau pesawat Flying hours ya dan eh tentunya kita pasti mau yang terbaik untuk prajurit kita, ya tapi kita harus loyal kepada yang lebih besar, covid, ada krisis Ukrain, pangan naik, BBM naik.

Translation Data:

PS: So Mr. Ganjar I have made plans but the decisive includes the Minister of Finance and the problems that we have faced yes, I have indeed been the minister of defence for 4 years but we have been disturbed by covid 2 years where there is refocusing, so much of what we call is not approved by the Minister for Finance, so as a minister as a team player I have to be loyal so yes I don't talk a lot in public yes but e data that you revealed the problem of old aircraft yes I reminded Mr. Karno when facing Western Irian all the used tools, Mr. ganjar Bung Karno all the aircraft, selem ships, Cruiser Destroyer all used

yes, so we also still use a lot until now old airplanes, so a lot of data Dad may have good intentions but the team of Father's staff mistakenly gave you the input, so ee in the war tool I say not new and used but its age, if the flying hours of the planes and yes we will definitely want our best, but you must have greater crises to BBM, Ukraine.

Prabowo Subianto gives an answer to the question of Ganjar Pranowo, who discusses access to MIF Indonesia, which is only 65.49% of the target 79%. The question is, "Why the decline and what is the solution?". In this segment, presidential candidates are given an opportunity to ask each other questions. Prabowo Subianto delivers his explanation in a tone that expresses his dissatisfaction and disappointment with the situation he faces as Minister of Defence. He points out that many of his proposals are not approved by the Finance Minister, which then interferes with his plans and performance. Although Prabowo states that as a "team player," he must be loyal, he also expresses his criticism of the lack of support given to him. He expresses his disappointment at the lack of approval and support received from others, the Finance Minister. He explains the challenges he faces, including the impact of the COVID-19 pandemic and the refocusing policy that leaves many of his proposals unapproved. This indicates that he feels limited in his ability to carry out his duties as Minister of Defence..

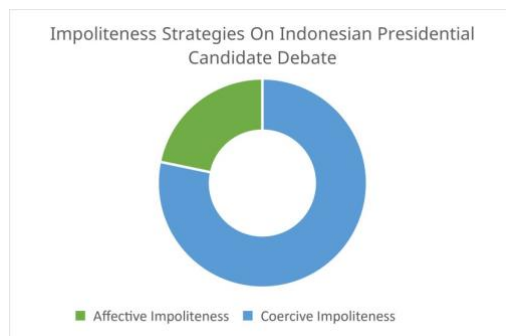


Figure 2. The Result of Function Impoliteness Strategies

In this study, the positive impoliteness strategy is found to be the most widely used strategy by Indonesian presidential candidates during the debate. The researcher finds 21 (56.8%) data related to the positive impoliteness strategy in the 2024 Indonesian presidential candidate debate. In its use in debates, the positive impoliteness strategy is used to draw a sharp distinction between themselves and their opponents. [Wijanarko & Sembodo \(2018\)](#) state that positive impoliteness strategies often appear in presidential candidate debates due to the competitive nature of the debate and the focus on winning. [Fahad & Mayuuf \(2022\)](#) state that the use of offensive language and personal

attacks can increase emotional appeal to supporters and highlight opponents' weaknesses, thus becoming a dominant tactic in political campaigns. By damaging the positive image of their opponents, the candidates attempt to make themselves look more favorable to the voters. This tactic is particularly important in a competitive political environment where every candidate needs to stand out.

In this study, not all strategies are found in the 2024 Indonesian presidential candidate debates. The withhold politeness strategy is not found in the debate. Withhold politeness is used when someone deliberately does not show politeness when it is expected, or to express disagreement or indifference to the prevailing politeness norms. [Dalimunte & Wen \(2022\)](#) state that in the context of presidential debates, candidates usually try to build a positive image and show good behavior to attract voters' support, so the use of impoliteness strategies such as "withhold politeness," which means not showing politeness when expected, can damage that image. [Shinta et al. \(2018\)](#) state that presidential debates are formal events with strict politeness rules, so candidates are expected to adhere to polite communication standards to maintain professionalism and show respect. It can be concluded that the withhold politeness strategy is not found in the presidential debate because the event is a formal event and the candidates try to give a good image to the audience.

In this study, the coercive impoliteness function is found to have the most data used by Anis Baswedan, Prabowo Subianto, and Ganjar Pranowo. The researcher finds 18 (78.2%) related coercive impoliteness functions in the 2024 Indonesian presidential candidate debate. In its use in the 2024 Indonesian presidential candidate debates, coercive impoliteness is used for political communication strategies with various purposes. [Hansson \(2024\)](#) states that coercive impoliteness is often used as a strategy to avoid blame and deflect criticism. [Neshkovska \(2021\)](#) states this tactic tends to create prominent and memorable moments, which can attract media and public attention. So, from the two statements above, it can be concluded that the coercive impoliteness function can be dominantly found in presidential debates because it is used to avoid mistakes and stand out to be memorable in front of the audience.

In this study, only one function is not found in the debate, namely entertaining impoliteness. This function is used when the use of humor or jokes that are less polite or rude in the context of communication. [Birdsell \(2017\)](#) states that the use of crude humor or entertainment can be seen as disrespectful to the audience and the context of the debate itself. [Chen \(2023\)](#) states entertaining impoliteness may not be aligned with the strategic goal of appearing strong and authoritative during the debate. It can be concluded that the use of entertaining impoliteness function is not found in debates because it

is considered impolite in formal events that can reduce the authority of candidates.

Conclusion

This study uses the theory of Culpeper (1996) for types of impoliteness strategies and Culpeper (2011) for impoliteness functions. In the Indonesia 2024 presidential candidates' debate, the following strategies of impoliteness were found in 37 data. This research revealed that Indonesian presidential candidates primarily utilized the Positive Impoliteness strategy throughout the debate. Furthermore, 23 data were found on the impoliteness function. In this research, the Coercive Impoliteness function was identified as the most frequently utilized by Anis Baswedan, Prabowo Subianto, and Ganjar Pranowo. The researcher suggested to the next researcher to analyze more deeply about impoliteness strategies on other types of objects. Future researchers are expected to be more interested in using real utterances in real life as a source of data. For example, analyzing impoliteness strategies in workplace conversations, conversations between students and lecturers, and others.

References

- Apriliyani, V., & Wahyuni, D. (2019). E-Journal of English Language & Literature Impoliteness Strategies Used by Male and Female Haters of Habib Rizieq and Felix Siauw Found in Instagram Comments. *E-Journal of English Language and Literature*, 8(1). <http://ejournal.unp.ac.id/index.php/jell>.
- Arrasyd, & Hamzah. (2019). E-Journal of English Language & Literature Impoliteness Strategies in YouTube Comment Section Found in Indonesian Presidential Debate 2019. *E-Journal of English Language and Literature*, 8(4). <http://ejournal.unp.ac.id/index.php/jell>.
- Birdsell, D. S. (2017). *Political Campaign Debates*. Oxford University Press.
- Brown, P., & Levinson, S. (1987). *Politeness: Some Universals in Language Usage* (Vol. 4). Cambridge university press.
- Chen, R. (2023). *Why Impolite: Politeness, Impoliteness; Other-Politeness, Self- Politeness*. East Asian Pragmatics.
- Culpeper, J. (1996). Towards an anatomy of impoliteness. *Journal of Pragmatics*, 25(3), 349–367. [https://doi.org/10.1016/0378-2166\(95\)00014-3](https://doi.org/10.1016/0378-2166(95)00014-3).

- Culpeper, J. (2005). Impoliteness and entertainment in the television quiz show: The Weakest Link. *Journal of Politeness Research*, 1(1), 35–72. <https://doi.org/10.1515/jplr.2005.1.1.35>.
- Culpeper, J. (2011). *Impoliteness: Using language to cause offence* (Vol. 28). Cambridge University Press.
- Dalimunte, A., & Wen, F. (2022). Shaping political image through politeness strategies in the presidential debates. *JEES (Journal of English Educators Society)*, 7(1), 102–109. <https://doi.org/10.21070/jees.v7i1.1660>.
- Fahad, A. A., & Mayuuf, H. H. (2022). A Critical Pragmatic Study of Nastiness in Trump's Talk During the US 2020 Presidential Debates. *Journal of Positive School Psychology*.
- Hansson, S. (2024). Coercive impoliteness and blame avoidance in government communication. *Discourse, Context and Media*, 58. <https://doi.org/10.1016/j.dcm.2024.100770>.
- Miles, M., & Huberman, A. M. (1984). *Qualitative Data Analysis: A Sourcebook of New Methods*. SAGE publications Inc.
- Nasirli, A. (2021). An Analysis of Linguistic Impoliteness in the Selected American Movies 1 Seçili Amerikan Filmlerinde Dil Düzeyinde Kabalık Cözümlemesi öz. In DEÇ) *Journal of Academic Studies in World Languages, Literatures and Translation (WOLLT) WOLLT* (Vol. 2, Issue 1).
- Neshkovska. (2021). Media framing of the Macedonia name change issue: The use of fear-inducing language strategies. *Lodz Papers in Pragmatics*, 16(2), 265–284. <https://doi.org/10.1515/lpp-2020-0012>.
- Selfia, M., & Marlina, L. (2016). E-Journal of English Language & Literature An Analysis of Politeness Strategies Used by Deddy Corbuzier in Hitam Putih Talk Show. *E-Journal of English Language and Literature*, 5(A). <http://ejournal.unp.ac.id/index.php/jell>.
- Shinta, Hamzah, & Wahyuni. (2018). Impoliteness Strategies Used by Supporters and Detractors of Ahok in Their Online Comments by Gender. *E-Journal of English Language and Literature*, 7(1). <http://ejournal.unp.ac.id/index.php/jell>.
- Simanjuntak, J. R., & Ambalegin, A. (2022). Impoliteness Strategies Used in the Movie "Easy A." *Humanitatis : Journal of Language and Literature*, 8(2), 289–296. <https://doi.org/10.30812/humanitatis.v8i2.1641>.
- Sukmawati, N. N., Hakim, L. N., Hastomo, T., Taman, P., & Lia, H. (2023). (Im)politeness Strategies Used in Vice -Presidential Candidates Debate

Between Mike Pence and Sen. Kamala Harris. IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature, 10(2), 1735–1743. <https://doi.org/10.24256/ideas.v10i2.2990>.

Wijanarko, & Sembodo. (2018). Impoliteness and Power in U.S. Political Campaign Debates: The Case of Donald Trump. In 28 | LEXICON (Vol. 5, Issue 1).

Zuhra. (2021). The Analysis of Impoliteness Strategies in American Presidential Debate 2020.