

ANALYSIS OF CITIZEN LANGUAGE BEHAVIOR ON INSTAGRAM MEDIA REGARDING REMOVING HIJAB (PRAGMATIC STUDIES)

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Article Info

Article History:

Received 03 July 2023

Revised 23 September 2023

Accepted 29 October 2023

Available online 04
November 2023

Abstracts

This study is entitled Analysis of Citizen Language Behavior on Instagram Media Related to Removing Hijab. The purpose of this study is to describe comments on Instagram that are in accordance with the politeness principles. The method used is a descriptive method by describing quantitative data. This study also use the pragmatic analysis as tool of language to explore and define the language behavior that appeared on Instagram media. Furthermore, the results of this study found 101 utterances that were in accordance with the politeness principle with a percentage of 100%. The politeness principle referred to includes: (A) tact maxims of 8 utterances or 7.9%; (B) the maxim of generosity is 4 utterances or 3.9%, (C) the maxim of appreciation is 25 utterances or 24.8%; (D) the maxim of simplicity is 17 utterances or 16.8%; (E) the maxim of agreement is 26 utterances or 25.8%; and (F) sympathy maxim of 21 utterances or 20.8%.

Keyword:

Comment, Politeness

Introduction

Not a few netizens discuss the past of people who are currently going viral regarding decisions, attitudes, or cases experienced by account owners, especially an artist. The comments column is, of course a place for netizens to provide comments, so it is not uncommon to generate negative comments that tend to be rude or satirical. However, positive comments in the form of support and motivation were also found. According to the teachings of any religion, humans are required to behave politely and politely to fellow creatures created by God. This can also be created from spoken words, both polite and rude words.

When using social media, especially Instagram, it must be based on social media ethics. Ethics in social media has guidelines, including; (1) keep commenting well, and healthily to others, that way you will get good feedback too, (2) stay careful, always pay attention, and make sure every social media post does not contain satire that will hurt feelings (3) Remember, we are all humans, Humans on social media and in the real world are all the same, they also have feelings. (4) Stay relaxed, as a social media user, don't make a fuss with other people on social media. If there is a debate, it is best to discuss ideas, not people. (5) Use words carefully, When using social media, always use words appropriately and politely; (6) Do not use excessive emoticons, in comments, you must use the right emoticon to express your expression and don't overuse it; (7) Always respect the views of other people, respect fellow internet users, if other people give ideas as human beings, we must be able to respect them; (8) There is no freedom in using social media, there is no absolute freedom of opinion on the internet, so limit yourself to choosing which ones to display or post and which ones need to be ignored (Fahrimal, 2019).

Research discussing language politeness in the mass media (Instagram) First, Paksi and Assidik (2023) with the title "Language Behaviour in the Social Media Comment Column Related to the Drug Case Komika Coki Pardede". The results of this study found that there were 26 violations of the politeness maxim in the Instagram comments column, 11 violations in the Tiktok comments column, and 12 violations in the Twitter comments column. Observance of the maxim of decency in the Instagram comment column was found to be as high as 9, then on Tiktok, as high as 5, and on Twitter, there was one compliance. Second, Hartini and Charlina (2017), with the title "Politeness in Language in Instagram Caption Comments, the results of this study found 101 utterances that were in accordance with the politeness principle, with a percentage of 100%. The politeness principle in question includes the wisdom maxim of 8 utterances or 7.9%, the generosity maxim of 4 utterances or 3.9%, the respect maxim of 25 utterances or 24.8%, the modesty maxim of 17 utterances or 16.8%, the modesty maxim of consensus of 26 utterances or 25.8%, and the sympathy maxim of 21 utterances or 20.8%.

Politeness cannot be underestimated because it involves the interaction between speakers and listeners. In other words, the speaker must use polite speech without offending the listener. Leech (1993:126–127) suggests a study of politeness principles in pragmatics, which consists of six maxims: the maxim of discretion, the maxim of generosity, the maxim of appreciation, the maxim of modesty, the maxim of agreement, and the maxim of sympathy.

Based on the reviews and results of previous research, the researcher draws conclusions regarding the title of this study, namely the analysis of the language behaviour of netizens on Instagram related to removing the hijab (pragmatic study).

Methods

This research uses descriptive and qualitative research. The purpose of this study is to describe the forms of violation and compliance with the politeness principle in the form of maxims contained in the Instagram social media comments column regarding the news of an artist named Nathalie Holscher who took off her hijab.

The subjects in this study were in the form of words and sentences in the Instagram social media comments column regarding the news of an artist named Nathalie Holscher who took off her hijab. The research object taken in this study is speech that contains violations and adherence to politeness principles in Instagram social media comments regarding the news of an artist named Nathalie Holscher who took off her hijab.

The data collection technique used in this study was the Proficiency Free Involvement Listening Technique (SBLC). The researcher only read the posts in the Instagram social media comments column regarding the news of an artist named Nathalie Holscher who took off her hijab. Then, the researcher used the screen capture technique. Furthermore, the researcher recorded all the data that was later obtained in the form of text and classified it according to the research topic.

In this study, descriptive qualitative data analysis techniques were used. The steps of the analysis are as follows: (1) collect data, (2) classify data, (3) reduce data, and (4) draw research conclusions. The data obtained is processed and divided into several groups of violations and adherence to the principle of politeness in the form of politeness maxims.

Leech (1993: 206-219) suggests a study of politeness principles in pragmatics which consists of six maxims, namely wisdom, generosity, respect, modesty, agreement, and sympathy. The following is an explanation of the six maxims.

a. Maxim of Wisdom

The basic principle of the maxim of tact obliges the speech participant to reduce other people's losses and maximize other people's benefits. If the speaker maximizes other people's benefits, the other person must maximize himself. The utterances on the maxim of wisdom

are centered on others. One can avoid jealousy if one adheres to the maxim of wisdom. Beneficial treatment of other parties is done so that they are considered polite and protect the feelings of the interlocutor (Chaer, 2010: 57).

b. Maxim of Generosity

The generosity maxim is also known as the generosity maxim. The main principle in this generosity maxim expects the speech participant to reduce self-benefit and maximize self-sacrifice or loss. If the wisdom maxim is centered on others, the generosity maxim is self-centered.

c. Maxim of Appreciation

According to the maxim of respect, people can be considered polite if they respect others. With the maxim of respect, it is hoped that the speech participants will not belittle or insult each other. Because the act of mocking is impolite and should be avoided in association, this maxim obliges each speech participant to maximise respect for others, or, in other words, reduce insults to others and maximise praise for others. If someone does not respect other people, it means not carrying out this maxim and not achieving good language politeness.

d. Maxim of Simplicity

According to the modesty maxim or modesty maxim, participants can be humble by reducing self-praise and maximizing self-deprecation, so participants are not said to be arrogant. Speakers are expected to be humble so that the main focus of attention lies on themselves (Tarigan, 1986: 87-88).

e. Maxim of Agreement

The consensus maxim or consonance maxim emphasizes compatibility between the speaker and the interlocutor. It is hoped that the participants and speech partners will be polite if there is an agreement. One cannot cut off and directly argue with the person who is speaking. Many factors can be taken into consideration such as age, position, or even social status. In other words, speech participants maximize compatibility and minimize incompatibility between speakers (Rahardi, 2005: 64-65).

f. Maxim of Sympathy

According to the sympathy maxim, participants must maximize sympathy and minimize antipathy towards the other person. Society values sympathy for others, while someone who is cynical is considered impolite. When other people face difficulties, they should help and when others get success, they should congratulate them.

Results and Discussion

The results of the research found in the study entitled "Analysis of Netizen Language Behaviour on Instagram Media Related to Wearing Hijab" are as follows:

Table 1. The results of Analysis of Netizen Language

MAXIM OF POLITENESS	DATA
Maxim of Wisdom	5
Maxim of Generosity	6
Maxim of Appreciation	4
Maxim of Simplicity	9
Maxim of Agreement	19
Maxim of Sympathy	7
Total	50

According to Table 1, the data will be presented three examples of analysis. The discussion regarding the data maxims in the table above is as follows:

A. Maxim of Wisdom

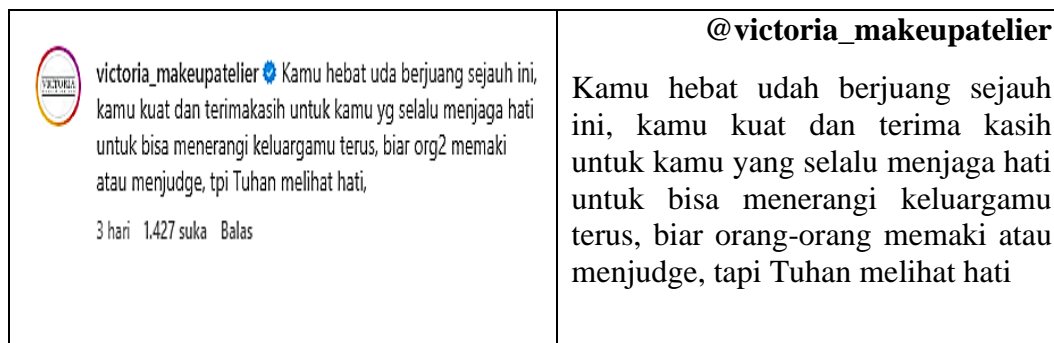


Figure 1. Comment by the account @victoria_makeupatelier

This comment was found on social media Instagram by the account owner @victoria_makeupatelier. In the Figure 1 or commentary excerpts it is concluded that the narrative maxim of wisdom carried out by the account owner refers to the maxim of wisdom in a positive delivery context. The account owner @victoria_makeupatelier said politely and took care of the feelings of Nathalie Holscher's interlocutor. @victoria_makeupatelier explains that Nathalie Holscher is a strong woman and always takes care of her heart. With that statement, Nathalie Holscher gains a positive image so that this narrative maximizes Nathalie Holscher's profits through writing comments.

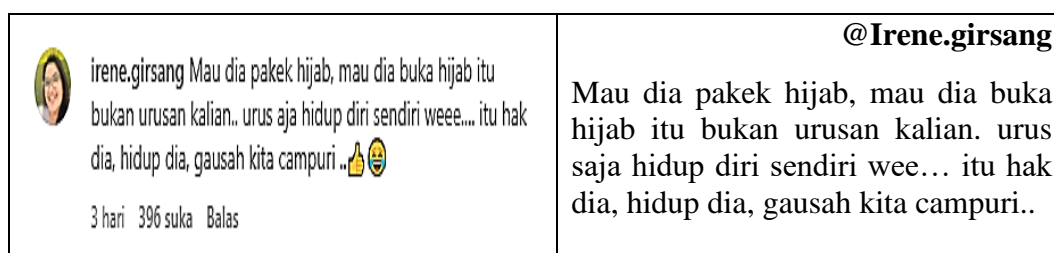


Figure 2. Comment by the account @victoria_makeupatelier

This comment was found on social media Instagram by the account owner @victoria_makeupatelier. In the Figure 2 or commentary excerpts it is concluded that the narrative maxim of wisdom carried out by the account owner refers to the maxim of wisdom in a positive delivery context. The account owner @victoria_makeupatelier takes care of the other person's feelings by not getting involved in Nathalie Holscher's life. In fact, the account owner is implicitly advising other account owners. This is an advantage for Nathalie Holscher so that no one interferes anymore with her decision to remove the hijab.

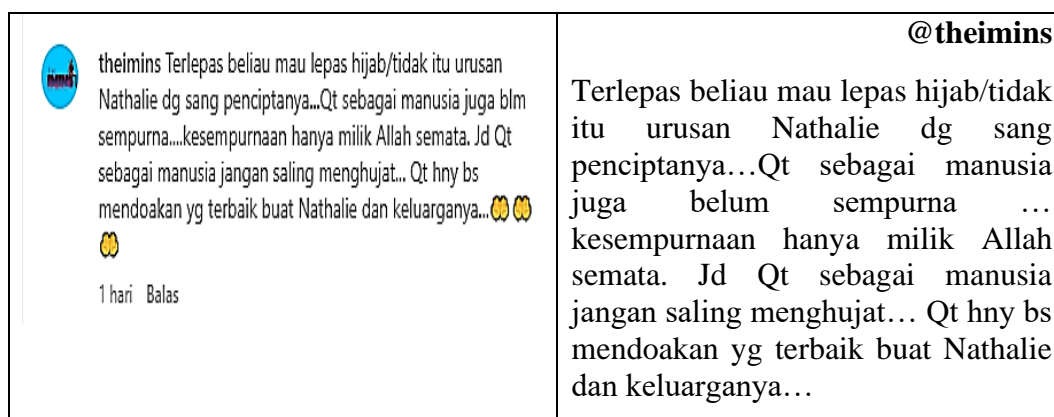


Figure 3. Comment by the account @theimins

The comment was found on social media Instagram by the account owner @theimins. In the Figure 3 or commentary excerpts it is concluded that the narrative maxim of wisdom carried out by the account owner refers to the maxim of wisdom in a positive delivery context. The owner of the @theimins account gives Nathalie Holscher the advantage of avoiding other people's blasphemy because in fact only ordinary humans are never free from mistakes so pray is considered the best rather than having to judge.

B. Generosity Maxim



Figure 4. Comment by the account @rahelliya

According to the Figure 4, this comment was found on social media Instagram by the account owner @rahelliya. The account owner @rahelliya tries to decipher the use of putting on and taking off her hijab. The account owner does not think about his own losses because the owner only wants Nathalie Holscher to take the mistakes made by the account owner.

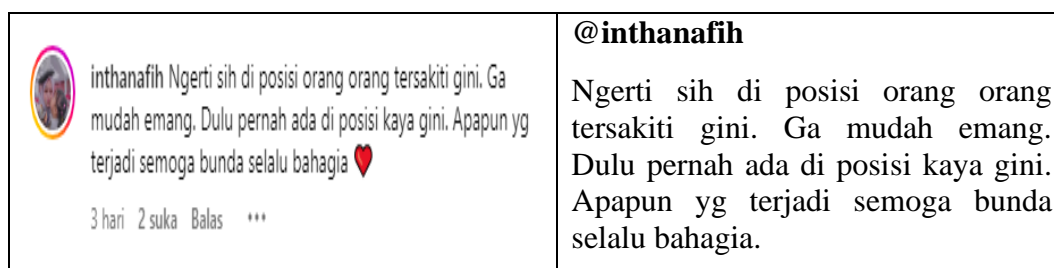
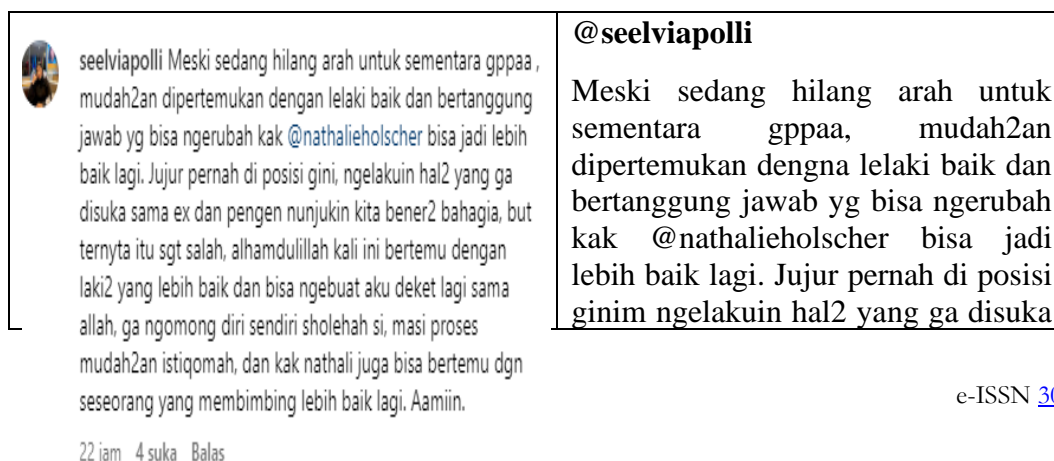


Figure 5. Comment by the account @inthanafih

According to the Figure 5, this comment was found on social media Instagram by the account owner @inthanafih. The account owner doesn't care about himself being bullied by netizens because he is one of the victims of people who have been hurt. In other words, the account owner only wants Nathalie Holscher to solve her heart problems after being hurt like herself.



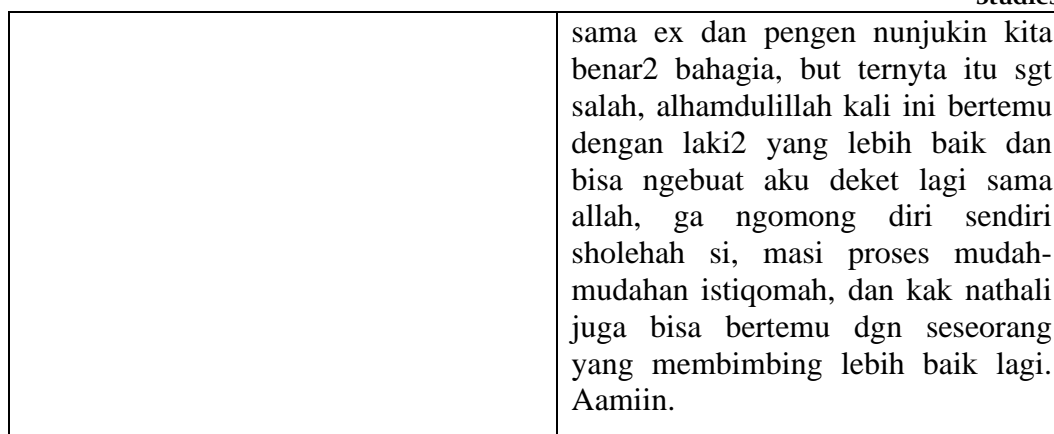


Figure 6. Comment by the account @seelviapolli

According to the Figure 6, this comment was found on social media Instagram by the account owner @seelviapolli. The account owner revealed that he had been a victim of comments from people who attacked him for doing the wrong thing. The account owner also opened up about his past if he had ever been hurt by a man. However, it is hoped that all past stories can be used as lessons to find men who are able to get closer to Allah SWT. In other words, the account owner reveals that he has never been far from Allah SWT. For those who are self-centered, of course they will be more selfish by saying impolitely.

C. Maxim of appreciation

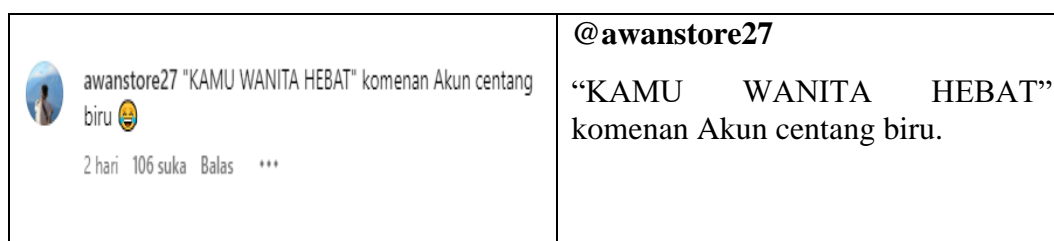


Figure 7. Comment by the account @awanstore27

According to the Figure 7, this comment was found on social media Instagram by the account owner @awanstore27. The account owner @awanstore27 gives credit to Nathalie Holscher for being a great woman. However, this claim can only be said for certain groups, especially Instagram accounts that have a blue tick. Account owners with ticks can be more attached to artists.



Figure 8. Comment by the account @p.gishela

According to the Figure 8, this comment was found on social media Instagram by the account owner @p.gishela. The account owner @p.gishela gave an award. However, the award in the form of The Drama Queen has a negative value because it is impolite and tends to mock. The meaning of the word Drama Queen is a term that describes the type of person whose life is always involved in drama, applies to both men and women. Drama queens experience life like a rollercoaster. Thus, the speech can be said not to achieve good politeness.

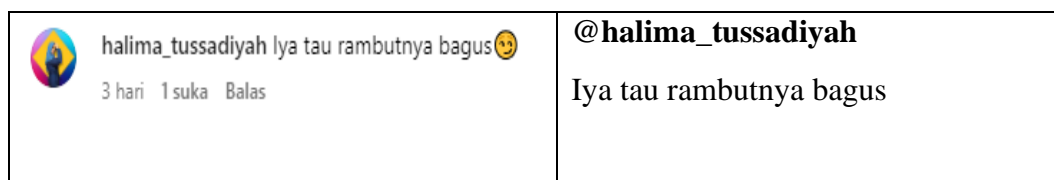


Figure 9. Comment by the account @halima_tussadiyah

According to the Figure 9, this comment was found on social media Instagram by the account owner @halima_tussadiyah. The account owner praised Nathalie Holscher's hair. There is use of an emote that seems to dislike Nathalie Holscher's actions. However, the account owner still admires Nathalie Holscher's hair which looks good.

D. The maxim of simplicity

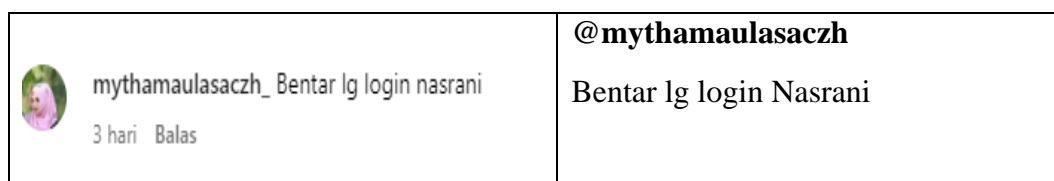


Figure 10. Comment by the account @mythamaulasacz

According to the Figure 10, this comment was found on social media Instagram by the account owner @mythamaulasacz. The account owner @mythamaulasacz made a satirical statement. The account owner knows the religion adhered to by the general owner before converting to Islam, so he mentions Christianity. Account owners tend to maximize insults by insinuating others.

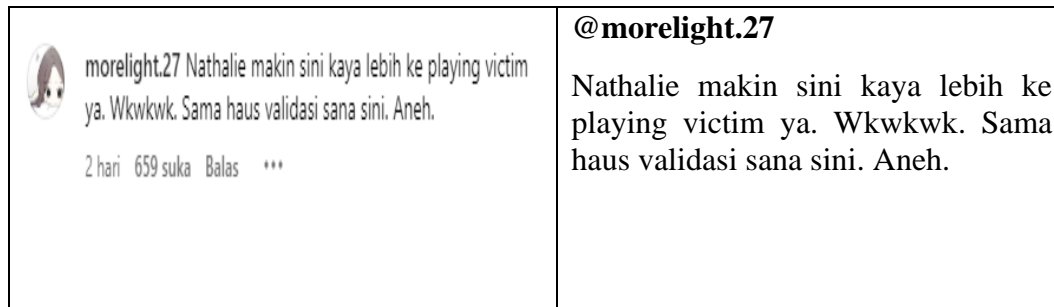


Figure 11. Comment by the account @morelight.27

According to the Figure 11, this comment was found on social media Instagram by the account owner @morelight.27. The account owner berated him by labeling Nathalie Holscher playing victim. That is, Nathalie Holscher blames other people, even if the mistake is her own doing. The account owner is not focused on himself.

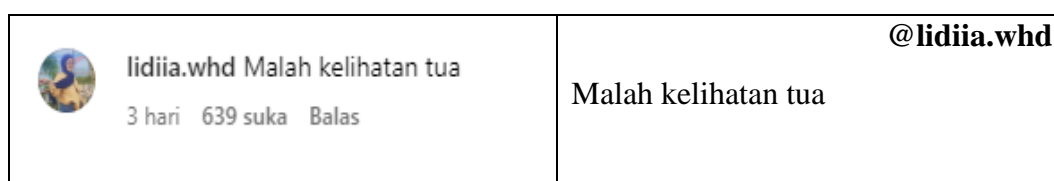


Figure 12. Comment by the account @lidiia.whd

According to the Figure 12, this comment was found on social media Instagram by the account owner @lidiia.whd. The account owner mocked Nathalie Holscher directly, namely

looking old. In fact, Nathalie Holscher is still under 30 years old. In other words, speakers do not have a humble attitude because they only focus on other people to scold.

E. Maxim of agreement

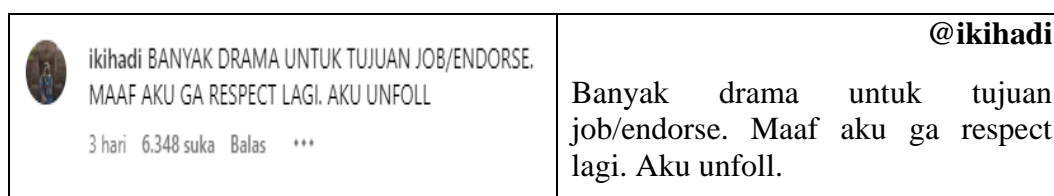


Figure 13. Comment by the account @ikihadi

According to the Figure 13, this comment was found on social media Instagram by the account owner @ikihadi. The account owner @ikihadi denied Nathalie Holscher's attitude, which was not to seek peace but to get a job. In other words, his life problems can be said to be just a drama to seek public attention.

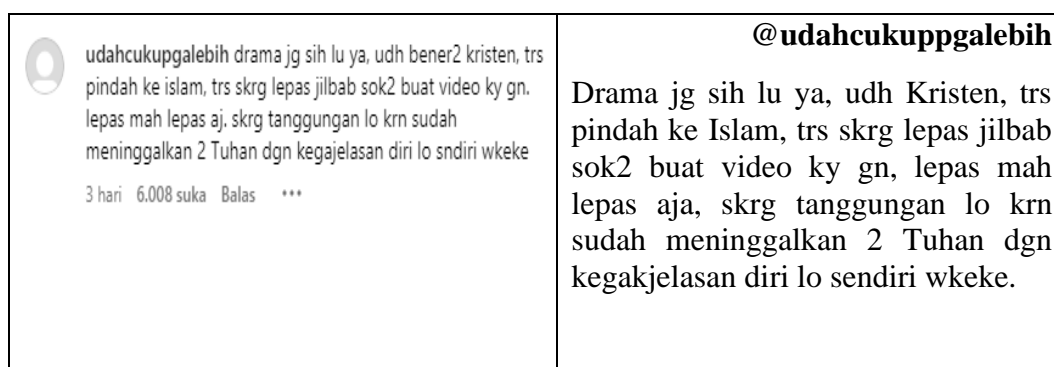


Figure 14. Comment by the account @udahcukupgalebih

According to the Figure 14, this comment was found on social media Instagram by the account owner @udahcukupgalebih. The account owner @udahcukupgalebih spoke impolite words by directly arguing against Nathalie Holscher who seemed to be a victim, even though according to the account owner Nathalie Holscher it was her decision to marry and change religions. The account owner is of the opinion that leaving two Gods when practicing Christianity and Islam is the obscurity of his life in acting on drama, so there is no need to make a video when removing the hijab.

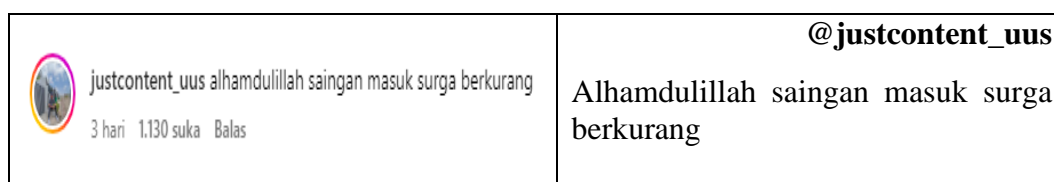


Figure 15. Comment by the account @justcontent_uus

According to the Figure 15, the comment was found on social media Instagram by the account owner @justcontent_uus. The account owner @justcontent_uus does not deny that Nathalie Holscher is his rival to get to heaven. The account owner considers that there is a match between Nathalie Holscher's attitude and the statements of residents other than in heaven. If Nathalie Holscher doesn't get to heaven, the account owner thinks there's less competition. The account owner did not mention where it was. However, two things will be known in the afterlife, namely the choice between hell or heaven.

F. Sympathy maxim

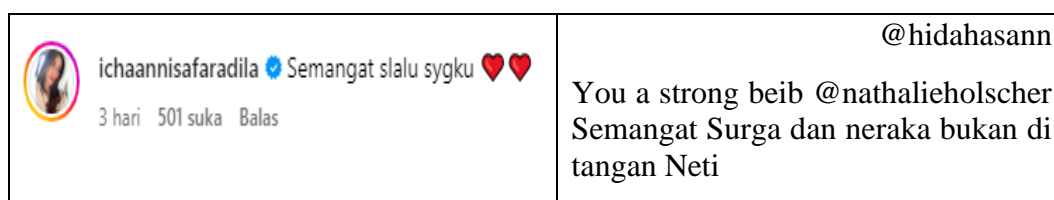


Figure 16. Comment by the account @hidahasann

According to the Figure 16, this comment was found on social media Instagram by the account owner @ichaannisafaradila. The account owner @ichaannisafaradila shows his sympathy by encouraging him through writing directly and saying politely. Someone who is experiencing difficulties must be spoken words that can give encouragement.

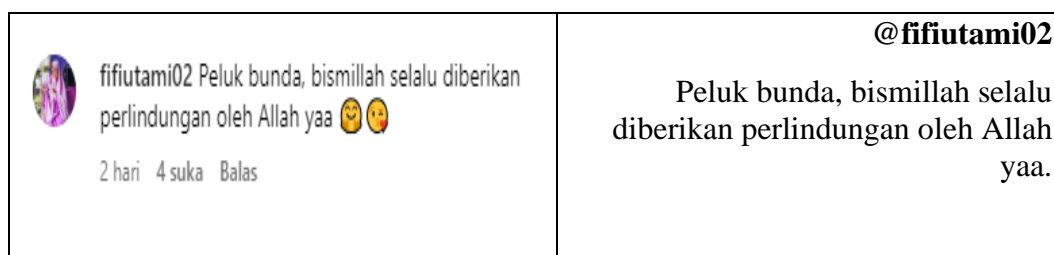


Figure 17. Comment by the account @fifiutami02

According to the Figure 17, this comment was found on social media Instagram by the account owner @fifiutami02. The account owner @fifiutami02 gives more sympathy through hugs. A hug is a form of encouragement or support. The account owner @fifiutami02 also gave sympathy in the form of a prayer so that Allah SWT would provide protection for him amid insults or insults from netizens.

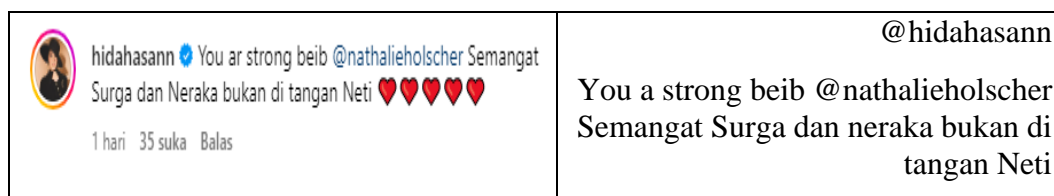


Figure 18. Comment by the account @hidahasann

According to the Figure 18, this comment was found on social media Instagram by the account owner @hidahasann. The owner of the @hidahasann account is indeed categorized as a blue account, which netizens call the defender account Nathalie Holscher. In other words, netizens don't really care about blue-checked accounts. However, this sentence is a form of sympathy for the life problems faced by Nathalie Holscher to stay strong and enthusiastic through it.

Conclusion

In a study entitled "Analysis of Netizen Language Behavior on Instagram Media Regarding Releasing Hijab, researchers obtained 50 citation data in Nathalie Holscher's Instagram comments column relating to modesty. The results of politeness are as follows: (1) maxim of wisdom 5; (2) generosity maxim 6; (3) appreciation maxim 4; (4) simplicity maxim 9; (5) maxim of appeasement 19; (6) and the sympathy maxim 7.

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