



Violation of the Principle of Politeness in Netizens' Speech in the Instagram Comment Column on a Meeting on the Train

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Article Info	Abstract
Received: 2026-09-25 Revised: 2026-09-38 Accepted: 2026-10-07 Keywords: <i>Violation of the principle of politeness, netizens' speech, Instagram comments, learning</i> DOI: 10.24256/ideas.v14i1.12715 Corresponding Author: Mersiranda Kuga, mersirandak@gmail.com Indonesian Language and Literature Study Program, Gorontalo State University	<i>This study aims to describe the forms of violation of the principle of politeness, analyze the factors that cause it, and describe its contribution to Indonesian language learning in high school. This study focuses on the violation of the principle of decency contained in the Instagram comment column in Gibran Rakabuming's upload about the meeting on the train. This study uses a pragmatic approach with a descriptive method and a qualitative type of research. The research data is in the form of 40 comments in the form of words, phrases, vocabulary, and sentences that contain violations of the principle of politeness based on Geoffrey Leech's theory. The source of the research data was obtained from the Instagram comment column on the upload. Data collection was carried out through documentation, reading, and recording techniques, while data analysis used the Miles and Huberman model which included data reduction, data presentation, and conclusion drawn. The results of the study showed that of the six maxims of Leech's politeness, violations were found in four maxims, namely the maxim of wisdom, generosity, appreciation, and consensus, with the maxim of appreciation as the most dominant form. Of the five factors that caused violations stated by Pranowo, four factors were found, namely direct criticism with harsh words, words driven by emotions, speakers deliberately accusing speech partners, and deliberately cornering speech partners. The results of the research can be used in learning Indonesian language in class X Phase E, especially debate materials, to train students to express opinions logically and critically while respecting and respecting the opinions of others.</i>

1. Introduction

Language is the main means used by humans to communicate in conveying thoughts, feelings, ideas, and information to others. Through language, a person can express certain intentions and build relationships with speech partners in an interaction (Hariyanti et al., 2026:33). In order for communication to take place well, the use of language needs to be

adjusted to the situation and consider the relationship between speakers and speech partners. One aspect that needs to be considered in the use of language is politeness. The use of language that does not consider the feelings, positions, or interests of speech partners can cause tension and disrupt relationships in communication.

The development of information technology has brought changes in the way humans communicate. Communication that previously took place in person is now developing through various digital media, one of which is social media. Social media provides space for users to convey information, opinions, responses, and assessments of various things quickly and openly. One form of this interaction is found in the Instagram comment column. Through the comment column, users can respond to an upload directly without dealing with the party who is the target of speech. This condition allows users to express criticism, rejection, or assessment spontaneously so that the use of language in comments can be related to the issue of politeness.

One of the phenomena of the use of language in the Instagram comment column uploaded by Gibran Rakabuming about meeting activities on the train. The upload received various responses from netizens, ranging from support to comments containing criticism, sarcasm, ridicule, and derogatory expressions. Some speeches showed the use of language that tended to be rude, degrading, and showed disapproval of the party who was the target of the comment. The diversity of speech is interesting to study because comments conveyed through social media not only function as a response to an upload, but also show how users express their opinions to other parties. This condition shows that the use of language needs to be studied based on the principle of politeness.

This phenomenon can be studied through a pragmatic approach because pragmatics study the use of language based on the context of speech. Wijana (in Sumarlam et al., 2023:7) explained that speech is not only understood based on the direct meaning of language, but also based on the speaker's intentions in certain communication situations. One of the pragmatic studies related to the use of language in interaction is the principle of politeness put forward by Geoffrey Leech. Leech divides the principle of politeness into six maxims, namely the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of simplicity, the maxim of consensus, and the maxim of sympathy (Tarigan, 2021:76). The six maxims can be used to identify forms of violation of the principle of politeness contained in netizens' speech in the Instagram comment column.

Violations of the principle of politeness in the comment column are not only related to the form of speech used, but can also be influenced by the factors behind the appearance of the speech. In digital communication, criticism can be conveyed directly with harsh words, while the emotions of the speaker can affect the way a person delivers a response. In addition, speech can also appear due to the act of deliberately accusing or cornering the party who is the target of the comment. These factors need to be considered to understand the reasons for the violation of the principle of politeness in netizens' speech.

The use of polite language in communication is important because the way a person expresses his opinion can affect the quality of interaction with speech partners. In the context of social media, this issue becomes increasingly relevant because comments can be read by a wide audience and receive responses from other users. Criticism and disapproval of an upload can basically be conveyed while still paying attention to

politeness. On the other hand, the use of rude, insulting, degrading, or offensive speech to certain parties can show a violation of the principle of politeness. Therefore, a study of speech in the comment column is important to understand the use of netizens' language in conveying responses to an upload based on the principle of politeness.

Several previous studies have examined language politeness in communication in digital media. Insania (2023) examined violations of the principle of politeness and politeness strategies in Mother Corla's live broadcast video on Instagram based on Brown and Levinson's theory and found 22 violations of the principle of politeness. Sueb and Fitriani (2025) examined compliance and violation of the principle of politeness in Atta Halilintar's Instagram comment column using Geoffrey Leech's theory and Abdul Chaer's theory of politeness.

Meanwhile, Habibah and Baehaqie (2025) examined the violation of the principle of politeness in Gus Miftah Maulana Habibburrahman's lecture on YouTube based on Geoffrey Leech's theory and found violations mainly in the maxim of wisdom and maxim of appreciation. These studies have similarities with this study in examining language politeness from a pragmatic perspective on digital communication. The difference lies in the object, focus, and scope of the study. This study specifically examines the form of violation of the principle of politeness based on Geoffrey Leech's six maxims and their causative factors in the Instagram comment column on Gibran Rakabuming's upload about a meeting on the train.

Based on this description, this study aims to describe the forms of violation of the principle of politeness based on the six maxims of Geoffrey Leech and analyze the factors that cause these violations. The results of the study are expected to provide an overview of the use of the principle of politeness in communication through social media and contribute to pragmatic studies.

2. Method

This study uses a pragmatic approach with descriptive methods and qualitative research types. A pragmatic approach is used to analyze the meaning of speech based on its context, especially in identifying violations of the principle of politeness in the Instagram comment column.

The research data was in the form of written speech in the form of words, phrases, vocabulary, and sentences that contained violations of the principle of politeness based on Leech's theory. The source of the research data was in the form of an Instagram comment column on Gibran Rakabuming's upload about a meeting on the train which had around 18.4 thousand comments. The data was selected based on the criteria in the form of comments that contain violations of the principle of politeness and in the form of text or sentences, not just emojis, symbols, or images. Based on these criteria, 40 comments were obtained that were relevant to the focus of the research.

Data is collected through documentation, reading, and recording techniques. The documentation technique is carried out by accessing uploads and saving relevant comments through screenshots or copying them into the research document. Furthermore, comments are read repeatedly to understand the content and context of speech and identify comments that contain violations of the principle of decency. Data that have been in accordance with the focus of the research are then recorded and compiled systematically to facilitate the analysis process.

Data was analyzed descriptively based on Geoffrey Leech's principle of politeness which includes the maxim of wisdom, generosity, appreciation, simplicity, consensus, and sympathy. Data analysis was carried out through three stages, namely data reduction, data presentation, and conclusion drawing (Miles and Huberman, 2014:16). In the reduction stage, relevant comments were selected and classified based on the type of violation of the principle of decency. Furthermore, the data was presented in the form of a comment excerpt equipped with a data code and analyzed based on the context and maxim violated. The last stage was carried out by formulating conclusions based on the results of the analysis regarding the form of violation of the principle of decency and its causative factors.

3. Results

a. Forms of Violation of the Principle of Politeness in Netizens' Speech in the Instagram Comment Column on Meeting Uploads on the Train

1) Maxims of Wisdom

Violations of the maxim of wisdom are found in speech that contains demands, orders, or prohibitions directed at the intended party.

Date 1:

"Pay for your own tickets, don't use the state budget, it's more efficient"

Tuturan (01-MKEBX) contains demands on the intended party, which can be seen in the expressions *"Pay the ticket yourself"* and *"do not use the state budget"*. The speaker expects the intended party to finance the trip themselves without using the state budget. The demand is strengthened by the phrase *"efficiency again"* as a reason for the use of the budget. The submission of demands directly places a burden on the intended party so that it is a violation of the maximum discretion.

Dates 2:

"Don't post anymore"

The above data with the data code (02-MKEBX) contains a prohibition directed at the intended party. The phrase *"Mending no need to post anymore"* directs the intended party to stop posting activities and not do it again. The speaker's desire is used as a basis for limiting the actions of the intended party so that it is a violation of the maximum discretion.

2) Maxim of Generosity

Violations of the maxim of generosity are found in speech that prioritizes benefits for the speaker.

Date 1:

"I'm ready to defend you in the comment column, but first cash out the budget wkwk"

Data with the data code (01-MKEDX) associates the support provided with the benefits for the speaker. The phrase *"but disburse the budget first"* indicates the expectation of receiving rewards before providing support. Although the speaker expresses a willingness to defend the intended party, the support is accompanied by the hope of benefiting himself so that it is a violation of the maxim of generosity.

Dates 2:

"Sir, the meeting is at my hotel, please I haven't had an event yet. The target of the hotel is big"

The data (02-MKEDX) shows the speaker's desire for the meeting to be held at his hotel. The statements *"I haven't got an event yet"* and *"the target hotel is big"* show that the speaker hopes to benefit from these activities. The use of the situation to gain benefits for oneself makes this speech a violation of the maxim of generosity.

3) Maximum Appreciation

This violation is characterized by speech that contains sarcasm, ridicule, or reproach that degrades the intended party.

Date 1:

"Meeting with students to see which ones do have brains and minds. And not just a gimmick"

The data (01-MPENGX) contains innuendo that demeans the intended party. The phrase *"where there is indeed a brain and mind"* implies that the intended party is considered not to use his brain and mind. Meanwhile, the phrase *"not just a gimmick"* satirizes the activities carried out as something that is only limited to imagery. The speech shows an attitude that does not give appreciation to the intended party.

Dates 2:

"A lot of people in the U.S. don't have a lot of money to spend"

The speech in the data code (02-MPENGX) contains reproach against the intended party. The expressions *"kaga performance exists at all"* and *"discourse doang"* show that the activities carried out are considered not to produce real actions and are only limited to discourse. The speech does not give awards to the intended party so it is a violation of the maximum award.

4) Consensus Maxim

Violations of the consensus maxim are found in speech that shows disapproval, rejection, or doubt about the meeting activities discussed.

Date 1:

"Why do you have to go to the police station and there is no toilet in the office?"

The data (01-MPERX) shows a contradiction to the implementation of the meeting on the train. The questions *"why is the meeting on the trains"* and *"there is no room in the office"* show the speaker's incompatibility with the choice of

meeting place. The speech is a violation of the consensus maxim because it shows disagreement with the activities discussed.

Dates 2:

"What was the result of the meeting? What was the impact on us, Mr. Vice President"

The data above with the code (02-MPERX) shows disapproval of the meeting activities carried out. The question *"What is the result of the meeting?"* and *"What is the impact on us, Mr. Vice President"*, questioned the results and impact of the activity on the community. The question shows that the speaker did not take the implementation of the meeting for granted so that it was a violation of the consensus maxim.

b. Factors Causing Violations of the Principle of Civility

The factors that cause violations of the principle of politeness in this study refer to the factors stated by Pranowo, namely direct criticism with harsh words, words driven by emotions, an attitude of over-assertion, the speaker deliberately accusing the speech partner, and deliberately cornering the speech partner. Of the five factors, four factors were found in the research data.

1) Criticize directly with harsh words

This factor is found in speech that conveys criticism directly using harsh words. One of the speeches that shows this factor is *"Meeting with students so that you can see which ones do have brains and minds. And not just a gimmick"*. The use of the words *"there is a brain and a mind"* and *"not just a gimmick"* is used to convey criticism directly so that the speech becomes less polite.

2) Words that are driven by emotions

This factor is found in the speech delivered because of the speaker's emotional impulse. This can be seen in the speech *"Ouch, Indonesia is meeting and the performance of the speaker is not at all discourse"*. The word *"Ouch"* shows a sense of annoyance with the meeting activities and performance that is being discussed. These emotions affect the way the speaker conveys his response.

3) Speaker deliberately accuses speech partner

This factor is found in speech that deliberately accuses speech partners. One of the speeches that shows this factor is *"I'm sure people respect him because he doesn't feel good about his father and Mr. Prabowo"*. The speech contains accusations about the reason why people respect speech partners, which are conveyed directly so that they become less polite.

4) Deliberately cornering speech partners

This factor is found in speech that deliberately corners speech partners. This can be seen in the speech *"Don't forget to talk about it, so you don't get bored with it"*. The speech corners speech partners by associating speaking skills with cheating so that the delivery becomes less polite.

c. Contribution of the Results of this Research in Indonesian Language Learning

The results of this research can be used in learning Indonesian language in class X Phase E, especially in debate activities. Speech data in the comment column can be used as a contextual learning resource to help students recognize forms of

speech that are less polite in expressing opinions. Through this data, students can understand that the delivery of arguments and rebuttals not only pays attention to the content, but also how to convey it while still respecting the opinions of others. Research data can also be used as discussion material or LKPD to identify violations of the principle of politeness and improve speech to be more polite.

4. Discussion

a. Forms of Violation of the Principle of Politeness in Netizens' Speech in the Instagram Comment Column on Meeting Uploads on the Train

1) The maxim of wisdom

Violations of the wisdom maxim show the tendency of the speaker to convey the will regarding the actions that should be taken by the party who is the target of speech through direct orders, prohibitions, and demands. The speaker not only expresses opinions, but also determines the actions that need to be taken, stopped, or changed by the intended party so that the choice and burden of the speaking partner are less considered. The wisdom maxim requires the speaker to minimize losses for others and maximize profits for others Leech in (Tarigan, 2021:76).

These findings show that the speaker prioritizes his or her will in determining the actions of the other party. This is in line with the opinion of Azmi et al. (2026:126) who emphasize the importance of considering the impact of speech on other parties in maintaining politeness of communication. Thus, the violation of the maxim of wisdom does not solely lie in the existence of the will of the speaker, but in the way in which the will is conveyed by placing the other party as the party who must carry out or bear the consequences.

2) Maxim of generosity

The violation of the maxim of generosity shows the tendency of the speaker to place benefits for oneself as the main focus in communication. This form arises when the situation being discussed is used to convey hopes, requests, or desires that provide benefits to the speaker, such as reciprocity for support, business opportunities, bonuses, free facilities, and opportunities and assistance. The maxim of generosity emphasizes the importance of minimizing benefits for oneself and maximizing sacrifices for oneself in speaking Leech in (Tarigan, 2021:77).

This view is in line with Nuraisah and Hendaryan (2025:304) who state that the speaker needs to be humble and not focus on personal interests. The findings of the study show that the violation does not lie in the use of forms of support, offers, or requests, but in the accompanying interests, namely when the benefits expected by the speaker outweigh their willingness to provide benefits or sacrifices to others.

3) Maximum appreciation

Violations of the reward maxim are often found in comments that contain sarcasm, ridicule, and derogatory towards the party who is the target of the comment. This form appears when the speaker highlights shortcomings, mistakes, or things that are considered not good, either related to actions or activities or the ability and quality of the party who is the target of the comment. The use of similes, ridicule, and negative expressions also strengthens the judgment given to the intended party (Y. Lestari et al., 2026:27). The maxim of appreciation emphasizes the importance of minimizing criticism of others and maximizing appreciation for

others in speaking Leech (in Tarigan, 1986:79). This is in line with (Lestari and Assidik, 2024:661) which states that speech that is contrary to the concept of respect for others can be considered abusive speech. The findings of the study show that violations are not solely caused by criticism, but by the way the criticism is conveyed through language that magnifies criticism and reduces respect for the intended party.

4) Maximum consensus

Violations of the consensus maxim are shown through speech that expresses disapproval and rejection of meeting activities on the train. The disagreement arises through questions, doubts, criticisms, and comparisons with other options that are considered more appropriate, including questioning the purpose, benefits, effectiveness, results, impact on society, the choice of the train as a meeting place, and the urgency of the activity. Leech (in Tarigan, 2021:82) explained that the maximum consensus occurs when a person magnifies disagreements with others and reduces conformity with others in communication.

In line with that, (Bukangtonung et al., 2025:133) states that politeness in speaking can be reflected when the speaker and speaking partner are able to build compatibility or understanding in communication. The findings of the study show that the comments analyzed emphasized differences of opinion more than built understanding, so the principles of minimizing disagreement and maximizing agreement as emphasized in the consensus maxim have not been reflected in the findings of discourse.

b. Factors Causing Violations of the Principle of Civility

1) Criticize directly with harsh words

Direct criticism with rude words is a factor that encourages the emergence of disrespectful speech when the speaker expresses dissatisfaction frankly with the choice of language that does not consider the feelings of the speaking partner. In the research data, criticism is directed at the quality of the content, the implementation of meetings, the ability to participate in activities, and actions that are considered to be only aimed at gaining attention. Some comments also use derogatory names and metaphors so that criticism of an action develops into an assessment of the ability or quality of the target party.

This condition shows that the speaker prioritizes conveying dissatisfaction rather than considering a more subtle form of language. When an action is judged not to be in accordance with expectations, the speaker conveys it through words that contain rejection and negative judgment (Syam et al., 2022:79). This is in line with (Andini et al., 2026:49) which states that the use of rude words directed directly at certain individuals can increase the likelihood of the appearance of disrespectful speech. Thus, the choice of language in conveying criticism is an important part that affects the politeness of speech.

2) Words driven by emotions

Words that are driven by emotions are the underlying factor behind the appearance of violations of the principle of politeness because emotional conditions can affect the way a person expresses opinions. When emotions are more dominant than considerations of how to speak, speech tends to be delivered spontaneously and is more oriented towards venting feelings. In research data,

emotional involvement appears through expressions of disappointment, frustration, burden, and dissatisfaction with the issues being discussed (Farhana, Andi, Tenri & Sulistyowati, 2025:129–130).

This condition can affect the choice of words so that the responses that appear sound sharper and have the potential to offend the party who is the target of the comment. This is in line with (Nova and Winarti, 2024:750) which states that when a person speaks in an emotional state, word selection often takes place spontaneously, so that the space to consider politeness becomes increasingly limited. These findings show that violations of the principle of decency can arise when the feelings experienced are more dominant than considerations of how they are presented.

3) Speaker deliberately accuses speech partner

The speaker deliberately accuses the speaking partner when the speaker makes a statement that places the intended party as the party who did or obtained something improperly. In the research data, accusations are related to the reason for a person to get respect, the purpose of carrying out the activity, the source of money used, and the actions of other parties associated with the speaking partner. The statement is conveyed as if it is a true circumstance even though it is not accompanied by an explanation or evidence that can confirm its truth. The accusations conveyed can also be related to reputation, relationships with other people, and the use of money so that they are no longer just expressing opinions or disagreements, but providing judgments that can affect the reader's view of the intended party.

According to (Eviyana et al., 2026:1257), the delivery of accusations without a clear basis can cause problems in communication because the speaker conveys something about the other party without first ascertaining the truth. In interactions on social media, this condition becomes broader because comments can be read by many people. These findings suggest that intentionally made accusations can affect politeness, especially when directed at someone without a clear basis.

4) Deliberately cornering speech partners

Deliberately cornering the speech partner can be seen when the speaker puts the intended party in a weak position through statements that corner Pranowo's ability (in Salsabella et al., 2023:45). In the research data, this factor appears in speech which shows that the speech partner is considered incapable of speaking well without certain assistance. The speaker highlights the speech partner's ability to speak openly and displays his shortcomings in front of the public so that the intended party is in a disadvantageous position. This way of delivery highlights the weaknesses of the speech partner rather than giving an assessment of the actions being discussed.

This condition shows that the desire to corner someone can make the speaker choose speech that puts the party in an uncomfortable state. On social media, this kind of comment can be read by many people so that the assessment of the intended party's shortcomings takes place in an open communication room. Thus, efforts to corner speech partners, especially by displaying their weaknesses in front of others, are one of the factors for the emergence of impolite speech.

c. Contribution of the Results of this Research in Indonesian Language Learning

The contribution of research results to Indonesian language learning can be seen from the use of data on violations of the maxim of decency as an authentic material to understand the use of language in expressing opinions, criticisms, and disagreements. The data can be used in debate activities to show that the presentation of arguments is not only related to the content of opinions, but also how to convey them. The comment "Pay your own ticket wir don't use the state budget anymore efficiency" can be used to invite students to distinguish the substance of criticism and how to convey it, then prepare arguments or rebuttals in more appropriate language (Adhari & Ongaran, Joshua, 2024:1484). Its use can be done through discussions, speech analysis, and debate exercises to identify impolite speech and rearrange it into arguments or rebuttals that are appropriate to the debate situation. These activities can help students develop critical thinking skills and communicate logically while respecting differences of opinion (Zakaria et al., 2024:21).

5. Conclusion

This study found four forms of violation of the principle of politeness based on Geoffrey Leech's theory, namely the maxim of wisdom, generosity, appreciation, and consensus. The four are seen through commands, prohibitions, requests, and demands; speech that is oriented towards self-benefit; criticism, sarcasm, ridicule, and negative judgments; as well as disapproval, doubt, criticism, and rejection. Meanwhile, violations of the maxim of simplicity and sympathy were not found in the research data. These violations were influenced by four factors stated by Pranowo, namely direct criticism with harsh words, words driven by emotions, speakers deliberately accusing speech partners, and deliberately cornering speech partners. The factor of overly defensiveness of opinions was not found in the research data.

The results of this research can also be used as a contextual learning resource in learning Indonesian language in class X Phase E, especially through debate activities. The data found can help students recognize impolite speech, understand the reasons for violations of the principle of politeness, and improve it into more appropriate arguments and rebuttals. This use supports students' ability to express opinions logically and critically through debate activities while still respecting the opinions of others.

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