

Impoliteness strategies implied among characters of *The Simpsons Movie***Ardhy Meylana¹✉, Issy Yuliasri², Fahrur Rozi³**^{1,2,3}Pascasarjana School, Universitas Negeri Semarang, Indonesia

Article Info	Abstract
<i>Article History:</i> Received 29 April 2024 Approved 29 April 2024 Published 30 April 2024	The basic rule in communicating is to respect the interlocutor so that the process of communication can run smoothly. Then, the concept of impoliteness by Culpeper (1996) appears and raises new views. Rather than protecting the face of the interlocutor, the concept of impoliteness is used to attack. In communication, impoliteness should be avoided because of its potential to cause conflict. Uniquely, impoliteness is used in the entertainment sector, such as in <i>The Simpsons Movie</i> . With various impoliteness strategies combined with varied implementations, impoliteness that has a negative impression becomes something entertaining. This research aims to 1) Explain the use of impoliteness strategies and 2) explain its function in <i>The Simpsons Movie</i> . The theories used are Culpeper (1996) and (2011), while the method is descriptive qualitative. The detailed findings are bald-on-record 14%, positive impoliteness 42%, negative impoliteness 32%, sarcasm 8%, and withhold politeness 4%, which each strategy has its uniqueness. From this study, it is found that there are various implementations, combinations of delivery, and functions of impoliteness. The use of the impoliteness function plays an important role. The utilization of affective, coercive, and entertainment functions provokes the emotions of the interlocutor and audience to make the movie interesting.
Keywords: Pragmatic, impoliteness strategies, impoliteness function	

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There are several rules that need to be considered when communicating. Wenxiu (2015) explains the rules include: a) Who is speaking, b) What is being said, c) what is being used, d) with whom to talk, and (e) what is the feedback of the speaker to the receiver. These communication rules are related to politeness theory because to maintain effective communication (The message is delivered and responded to in the way we want), people must pay attention to politeness when they talk. Politeness is a way to respect the other person so that the conversation runs smoothly. However,

there are also times when someone breaks the rule by using utterances that do not show respect and are offensive. That strategy is called impoliteness. Language styles often change over time. Impoliteness, which was introduced as something to be avoided, is now considered as a common language strategy. Culpeper (1996) explained the various strategies used in impoliteness. Moreover, the use of language that develops shows that impoliteness also has its function in communication. Impoliteness can indeed create conflict, but the implementation of impoliteness in movies is proof that impoliteness is not limited to that.

✉ Corresponding author:
B3 Building, Kampus Sekaran, Gunungpati Semarang, Indonesia 50229
E-mail: ardhymeylana@gmail.com

There are many definitions of impoliteness. However, in general, impoliteness is a language style that aims to threaten the relationship between the speaker and the interlocutor or attack the interlocutor's face (Culpeper, 1996) (Archer, 2008) (Bousfield and Louchier, 2008) (Limberg, 2009). This theory was first introduced by Culpeper, and in his approach, Culpeper himself introduced five super strategies of using impoliteness, which include 1) Bald-on-record impoliteness is impoliteness that does not contain any ambiguity. The message is clear and direct. 2) Positive impoliteness is an impoliteness that serves to attack the interlocutor's face by not honoring his/her desire to be accepted. 3) Negative impoliteness is impoliteness that aims to attack the negative face of the interlocutor by not respecting his sense of wanting to be respected to do what he wants. 4) Sarcasm is an impoliteness strategy that shows the words expressed are ambiguous and do not give actual meaning. 5) Withhold politeness is a politeness that is expected but it is not happening.

Even though cultural differences result in these standard differences, Culpeper introduces the concept of impoliteness strategy, where the use of impoliteness is examined based on the strategy. There are several conditions needed for speech to be categorized as impoliteness. Impoliteness appears when a person tends to offend interlocutors. However, it also appears accidentally without the speaker's consciousness. Culpeper (2005) explains that impoliteness arises when (1) the speaker has the intention to attack the interlocutor, (2) the interlocutor feels that he was attacked by the speaker, or the combination of conditions (1) and (2). It shows that impoliteness can appear both intentionally and unintentionally. It can be considered intentional when the speaker attacks the speaker and unintentional when the other person interprets that he was offended even though the speaker did not mean it that way.

Impoliteness appears as one communication style in daily life. The use of impoliteness would make the speaker considered unethical, so that is why, in the past, someone would think twice in choosing words. In contrast, nowadays, the public seems not aware of

politeness and impolite anymore, or maybe they are aware but decided to select impoliteness as their communication style. Moreover, even in entertainment, no film does not use impoliteness. This shows that the use of impoliteness, which tends to cause conflict, can be used more freely with various functions.

Impoliteness is often seen as a negative attitude. The use of impoliteness is identic with provoking (Subyantoro, 2020), emotional argument (Kienpointner, 2008), and attacking the interlocutor's face (Culpeper et al, 2003) (Pratama, 2020). However, its function is not limited to that. Wicaksono (2015) and Spancer et al (2017) found that impoliteness occurs when a person feels superior to another, which means that impoliteness appears to show power. There is even a trend that the greater the speaker's power, the greater the potential for using impoliteness, and the less impoliteness is attributed to them. In contrast, while the lower the speaker's power, the more impoliteness is attributed to them. This is also in line with Mills (2009) statement, that impoliteness and power are correlated with each other. There is no interaction without power, and incivility is the implementation of power as hierarchy plays the most significant role (Leontaridou and Aikaterini, 2015).

The use of impoliteness can be found in everyday life. In teaching and learning activities, impoliteness is often found, starting from teachers when giving teaching, instructions, or commands to students (Pujiastuti, 2013), between students and students (Yunianti and Rifai, 2022) (Jihad, 2013), and even impoliteness also appears when students interact with teachers the motive of not getting bored in the classroom (Febrian, 2019).

Impoliteness appears not only limited by direct interaction but also by electronic media. The use of impoliteness on Facebook (Hammond, and Abdul 2017), e-mail (Kruger et al, 2005), advertisements (Mansor et al (2014), and football commentators on television programs (Wibowo and Kuntjara, 2013) often appear in everyday life. Following the research above, impoliteness has a lot of functions, but the main purpose is to attack the interlocutor, although the derivative functions

vary. Some of the functions that have been delivered include showing emotional arguments, showing a sense of superiority, showing power, showing hierarchy, looking for attention, and killing boredom.

The Simpsons Movie is an American animated cartoon and is categorized as PG (Parental Guidance). Although it is an animated cartoon, it contains scenes containing violence, profanity, alcohol, and sexual scenes. However, with so many scenes, The Simpsons was able to become one of the films with a huge exposure of \$183.1 million in the United States and a worldwide gross of \$536.4 million. It was the eighth-highest-grossing film worldwide and the tenth-highest-grossing in the United States in 2007. With these contents, The Simpsons Movie can be an example of a film that successfully uses impoliteness to entertain. This sparked my interest in researching this film about how the impoliteness strategies are used and what its functions are.

Through this study, I examined The Simpsons Movie and focused on the use of impoliteness strategies and the function of impoliteness. Meanwhile, the research questions are: a) how is the implementation of impoliteness strategies in verbal communication among characters of The Simpsons Movie?; and b) what is the function of impoliteness strategies in verbal communication among characters of The Simpsons Movie? By conducting a research using the Culpeper's Theory (1996) about impoliteness strategy and Culpeper's Theory (2011) about the function of impoliteness strategy, I elaborate the result as the next section stated.

METHODS

This research belongs to descriptive qualitative. The description focused on the implementation of impoliteness strategies in verbal communication among characters of The Simpsons Movie and its functions. The object of the study was the utterances of the characters in The Simpsons Movie that contains of impoliteness. The Simpsons Movie is chosen because the movie contains a lot of impoliteness strategies. Although

impoliteness strategies identic with negative aspect, but The Simpsons Movie can create it as something entertaining. This shows that impoliteness is not limited by definition to damage the interlocutor only.

In this study, the researcher becomes the analyst of the data. The instrument of this study comes from the documentation compiled from the dialogue of each character in The Simpsons Movie that contains impoliteness utterances. In order to determine the impoliteness of utterances, the analysis of this research is done through dialogue per scene and context. The choice is taken because impoliteness cannot be categorized as impoliteness if we do not understand the context.

The steps of collecting data are: 1) Watching the movie, 2) Considering the characters and context, and 3) Classifying the types of impoliteness strategies and its function. Meanwhile, the steps to analyze the data are described as follows: 1) Taking attention on the context of each data, 2) Analysing the extent of the implementation of impoliteness strategies according to Culpeper's Theory (1996) about impoliteness strategy, and 3) Analysing what extent to the functions of impoliteness based on Culpeper's Theory (2011) about the function of impoliteness strategy. Then, to report the data, I divided it into two parts to answer the research questions. Those are the implementation of impoliteness strategies among characters of the Simpsons Movie and the function of impoliteness strategies. In this section, I presented the data by using paragraphs and tables.

Since the method used is descriptive qualitative, so the data is presented in paragraph form. However, the table is also presented as a summary of the results that have been achieved. The use of impoliteness is not limited to the main character but also to the supporting characters as a whole, which is stated in the results and discussion section.

RESULTS AND DISCUSSION

The result conducted on the implementation of impoliteness strategies in verbal conversation among characters of The Simpsons Movie yielded

insightful results. The results found are the implementation of The Simpsons Movie verbal utterances and their functions which are explained in the information below.

The Implementation of Impoliteness Strategies Among Characters of The Simpsons Movie

In this research, all implementation strategies were found and have varied implementations. Its use can be seen in the following table 1.

Table 1. Kinds of Implementation Strategies used in The Simpsons Movie

Implementation Strategy	Total	Percentage
Bald on Record	11	14%
Positive Impoliteness	32	42%
Negative Impoliteness	25	32%
Sarcasm	6	8%
Withhold Politeness	3	4%
Total	77	100%

It shows that the use of impoliteness found in The Simpsons Movie conversations amounted to 77 utterances, which can be broken down into: 11 utterances of Bald-on Record, 32 utterances of Positive Impoliteness, 25 utterances of Negative Impoliteness, 6 utterances of Sarcasm, and 3 utterances of Withhold Politeness. The dominant used one is positive impoliteness which shows that the conversational style is used to refuse someone to be accepted, or in other words, to attack the positive face of the interlocutor. This is followed by the use of negative impoliteness, which is characterized by attacking the freedom of others or the personal sphere of others, or in other words, attacking the negative face of the interlocutor.

a. The Implementation of Bald-on-record Impoliteness Strategies among Characters of The Simpsons Movie

In implementing bald-on-record, Culpeper (1996) explains that it is used without considering the face of the interlocutor. Here, the speaker does not think about whether he will attack a positive or negative face. However, the use of impoliteness, which has the main function of attacking the interlocutor, means that bald-on-record can still be

analyzed whether it attacks a positive or negative face.

Table 2. Bald on Record Implementation in The Simpsons Movie

Bald on Record	Implementation	Attacking Positive Face	Attacking Negative Face
Data 1	Direct, clear, and unambiguous		✓
Data 2		✓	
Data 3		✓	
Data 4			✓
Data 5			✓
Data 6			✓
Data 7		✓	
Data 8			✓
Data 9		✓	
Data 10			✓
Data 11			✓

b. The Implementation of Positive Impoliteness Strategies among Characters of The Simpsons Movie

Positive impoliteness is the most used strategy in The Simpsons Movie. It focuses on attacking the positive face of the interlocutor. Speakers use positive impoliteness strategies to reject interlocutors who want to be accepted into a conversation.

Table 3. Positive Impoliteness Implementation in The Simpsons Movie

PI	a	b	c	d	e	f	g	h
Data 1	✓	✓						
Data 2	✓	✓						
Data 3			✓					
Data 4			✓					
Data 5				✓				
Data 6	✓							
Data 7	✓							
Data 8	✓							
Data 9					✓			
Data 10						✓		

PI	a	b	c	d	e	f	g	h
Data 11						✓		
Data 12					✓			
Data 13	✓							
Data 14	✓							
Data 15	✓							
Data 16				✓				
Data 17							✓	
Data 18			✓					
Data 19	✓							
Data 20	✓							
Data 21	✓							
Data 22						✓		
Data 23			✓					
Data 24	✓	✓						
Data 25		✓						✓
Data 26		✓						✓
Data 27				✓				
Data 28						✓		
Data 29								✓
Data 30				✓				
Data 31				✓				
Data 32				✓				
Total	12	5	4	6	2	4	1	3

The header of the table 3 amounted Culpeper's finding about the implementation of the impoliteness strategies (1996). The following is the explanation of each symbols (header) on the table above to make it clear.

PI : Positive Impoliteness

- a : be disinterested, unconcerned, unsympathetic
- b : using violence
- c : use inappropriate identity markers
- d : seek disagreement, selecting sensitive topic
- e : exclude other from an activity
- f : ignore, snub the other, fail to acknowledge the other's presence
- g : make the other feel uncomfortable
- h : use taboo word

Unlike the bald-on record, which can only be implemented in one way, the use of positive impoliteness has many ways. In The Simpsons Movie, the characters use implementations in the form of: 1) Be disinterested, unconcerned, unsympathetic; 2). Use Inappropriate identity markers; 3) Exclude others from an activity; 4) Ignore, snub the other, fail to acknowledge the other's presence; 5) Make the other feel uncomfortable; 6). Use taboo word; 7) Seek disagreement, selecting sensitive topic. The second difference is that positive impoliteness can only be used to attack the positive face of the interlocutor. In its use in The Simpsons Movie, the positive impoliteness used turns out to be much implementing with details:

- a) be disinterested, unconcerned, unsympathetic with a total of 12 utterances;
- b) the use of inappropriate identity markers amounted to 4 utterances;
- c) Seek disagreement, selecting sensitive topics amounted to 6 utterances;
- d) exclude other from an activity amounted to 2 utterances;
- e) Ignore, snub the other, fail to acknowledge the other's presence amounted to 4 utterances;
- f) Make the other feel uncomfortable amounted to 1 utterance; and
- g) Use taboo words amounted to 3 utterances.

In its use, some of The Simpsons Movie dialogues in practicing positive impoliteness are also combined with using violence. There were five occasions when the character used physical violence when performing Positive impoliteness. the combinations used included: 3 implementations using be disinterested, unconcerned, unsympathetic; 2 implementations combined with the taboo word.

c. The Implementation of Negative Impoliteness Strategies Among Characters of The Simpsons Movie.

Negative impoliteness is the second most used after positive impoliteness. The following are details of the implementation:

Table 4. Negative Impoliteness Implementation in The Simpsons Movie

NI	a	b	c	d	e	f	g	h
Data 1	✓							
Data 2		✓						
Data 3		✓						
Data 4		✓						
Data 5	✓		✓					
Data 6				✓				
Data 7		✓						
Data 8		✓						
Data 9					✓			
Data 10	✓							
Data 11	✓							
Data 12	✓							
Data 13	✓		✓					
Data 14		✓						
Data 15								✓
Data 16	✓							
Data 17						✓		
Data 18		✓						
Data 19				✓				
Data 20							✓	
Data 21					✓			
Data 22								✓
Data 23						✓		
Data 24		✓						
Data 25		✓						
Total	7	9	2	2	2	2	1	2

The header of the table 4 amounted Culpeper's finding about the implementation of the impoliteness strategies (1996). As the previous part, I explained each symbols (header) on the table above to make it clear.

NI : Negative Impoliteness

- a : frighten, instil a belief that action detrimental to the other will occur
- b : condescend, scorn or ridicule, emphasize your relative power.
- c : use violence
- d : explicitly associate the other with a negative aspect, personalize use pronouns "I" and "You"
- e : invade the other space-literally or metaphorically
- f : be contemptuous
- g : violate the structure of conversation, interrupt
- h : be little the other

We can see from the table 4 that negative impoliteness can be implemented in various ways. In the case of The Simpsons Movie, the dialogue used in implementing it can be found with details:

- a) Frighten, instill a belief that action detrimental to the other person will occur there are 7 utterances;
- b) Condescend, scorn or ridicule, emphasize your relative power are 9 utterances;
- c) Explicitly associate the other party with negative aspects, personalize use pronouns "I" and "you" are 2 utterances;
- d) Invade the other space Literally or metaphorically are 2 utterances;
- e) Be contemptuous are found 2 utterances;
- f) Violate the structure of the conversation, interrupt is only 1 utterance; and
- g) Be little the other are 2 utterances

Negative impoliteness is devoted to attacking the negative face of the interlocutor, such as the interlocutor's desire for respect and freedom to do what they want. The Simpsons characters also combine it with violence. It was found that there are 2 implementations of violence, those are: a) Combined with frightening and b) Instilling a belief that action detrimental to the other will occur.

d. The Implementation of Sarcasm Impoliteness Strategies Among Characters of The Simpsons Movie

The following table shows the implementation of sarcasm impoliteness strategies found in The Simpsons Movie.

Table 5. Sarcasm Implementation in The Simpsons Movie

Sarcasm	Implementa tion	Attack Positive face	Attack negative face
Data 1	Politeness act is used, but the meaning is not true or ambiguous		✓
Data2			✓
Data3		✓	
Data4			✓
Data5		✓	
Data6		✓	

The use of sarcasm is seen very little in the interactions between the characters of The Simpsons Movie. Only 6 sarcasm utterances were found. The implementation of sarcasm can only be done by using a politeness act, but the meaning is not true or ambiguous. However, sarcasm is quite flexible because it can attack the positive or negative face of the interlocutor. Even in The Simpsons Movie, the use of sarcasm combined with attacking positive and negative faces can be balanced.

e. The Implementation of Withhold Impoliteness Strategies Among Characters of The Simpsons Movie

The table below shows the implementation of withhold politeness strategies in The Simpsons Movie.

Table 6. Withhold Politeness Implementation in The Simpsons Movie

Withhold politeness	Implementa tion	Attack Positive face	Attack negative face
Data 1	The absence of politeness work where it would be expected	✓	
Data 2		✓	
Data 3		✓	

The use of withhold politeness is the least. In total, only 3 utterances were found. In its use in The Simpson Movie, the utterances found all attack the positive face of the interlocutor only. Withhold politeness can only be implemented with the absence of politeness work where it is expected.

The Function of Impoliteness Strategies in Verbal Conversation Among Characters of The Simpsons Movie

The following are the details of the findings obtained regarding the function of impoliteness strategies in the Simpsons Movie.

Table 7. Impoliteness Functions in The Simpsons Movie

Impoliteness Strategies	Affective	Coercive	Entertainment	Total	%
BoR	8	3	0	11	14%
PI	14	18	0	32	42%
NI	16	6	3	25	32%
Sarcasm	3	2	1	6	8%
WP	3	0	0	3	4%
Total	44	29	4	77	100%
%	57%	38%	5%	100%	

From data 7 displayed, it can be found that the use of impoliteness using the Affective function is very dominant, namely 44 findings or 57%. This was followed by the coercive function, which amounted to 29 or 38%, and the entertainment function, with the least amount of 4 or 5%. The findings obtained will be elaborated on in the following information.

a. The Affective Function of Impoliteness Strategies in Verbal Conversation Among Characters of The Simpsons Movie

In the use of affective function, the details of the combination of impoliteness strategies and affective functions are found in the form of bald on record are

only 8 utterances, positive impoliteness are 14 utterances, negative impoliteness are 16 utterances, sarcasm are 3 utterances, and withhold politeness are found 3 utterances.

The affective function, which is dominated by negative impoliteness, shows that conversational styles that attack the opponent's negative face tend to unleash uncontrollable emotional outbursts by attacking another person's desire for respect or self-respect, as well as one's freedom to decide or do things. Positive impoliteness is the second most used affective function. With overflowing emotions, positive impoliteness is used to reject interlocutors who want to join or be accepted in an interaction. Unrestrained emotion aims to reject the face of the interlocutor.

The third most used that combined with affective function is the bald-on-record. With the characteristic of the implementation of clear and unambiguous usage, the characters in *The Simpsons Movie* use it with overwhelming emotion. Among other functions, bald-on-record is most commonly found in affective function with a total of 8 utterances. Furthermore, the use of sarcasm for affective functions was only found 3 utterances, as well as withhold politeness, which only 3 utterances too.

b. The Coercive Function of Impoliteness Strategies in Verbal Conversation Among Characters of The Simpsons Movie

The coercive function is the function of showing or rearranging value in an interaction or conversation. This value or power is usually shown either directly or indirectly. There are times when a person, even though his value is below the interlocutor, tries to rearrange his value in front of the interlocutor.

The coercive function in *The Simpsons Movie* is dominated by positive impoliteness with a total of 18 uses. The use of positive impoliteness that attacks the interlocutor's positive face is combined with the aim of showing power by the speaker. So that the interlocutor hopes that the interlocutor's power instead hurts the idea, presence, or desire to interact, some conversations also have a function to rearrange the power. In the application of negative impoliteness, the purpose of its use has 6 coercive

functions. In detail, the use of bald-on-record is 3 utterances, and the use of sarcasm is 2 utterances.

c. The Entertainment Function of Impoliteness Strategies in Verbal Conversation Among Characters of The Simpsons Movie

Surprisingly, in the entertainment function, the use of impoliteness is only found in as many as 4 utterances. Although *The Simpsons Movie* is a comedy genre, the use of impoliteness in the entertainment function is very little. Only 3 utterances were found in negative impoliteness, which is when someone makes fun of the interlocutor by attacking his negative face for his pleasure, and the use of sarcasm for entertainment function only 1 utterance.

CONCLUSION

This study investigated the implementation of impoliteness strategies in verbal conversation among characters of *The Simpsons Movie*. The following is the conclusion based on research problems.

In terms of the implementation of impoliteness, this study focused on impoliteness strategies examined by Culpeper (1996), which classified impoliteness strategies into five strategies, namely: Bald-on-Record impoliteness, positive impoliteness, negative impoliteness, sarcasm, and withhold politeness. The result stated that the use of positive impoliteness dominates the implementation of impoliteness strategies. This shows that the movie uses the element of damaging the positive face of the interlocutor as a way to insert drama or comedy to make the storyline interesting. The implementation is done by refusing the interlocutor to join and wanting to be accepted in the interaction.

The use of negative impoliteness ranks second in this study. By having the function of destroying the negative face of the interlocutor, making the interlocutor feel guilty when doing something or not having the freedom of what he wants. Next is the use of bald-on-record, which ranks third and has the characteristics of short, clear, and unambiguous usage. Culpeper does not emphasize that bald-on-record is used to damage both positive and negative faces. However, in this

study, it was found that bald-on-record has the flexibility to attack both positive and negative faces.

Next is sarcasm, which ranks fourth. Sarcasm is tricky to implement because its success depends on whether the interlocutor is offended or not. Sarcasm is in stark contrast to bald-on-record, given that the use of impoliteness is covered up and ambiguous. In short, sarcasm forces the interlocutor to think in order to be offended. The use of sarcasm is flexible, as it can attack both positive and negative faces.

Withhold politeness was found the least in this study. Its use is very simple, namely by not doing the politeness that the interlocutor should expect. Although it is not explained by Culpeper regarding which face is attacked, based on this study, it can be concluded that withhold politeness attacks the positive face. This is quite reasonable considering that withhold politeness requires the expected interlocutor to give reciprocity, in other words, the speaker shows a positive face first, and then the interlocutor does not respond as expected to the speaker's positive face.

Each use of impoliteness strategies has its uniqueness, with various implementations. You are starting by using impoliteness strategies combined with high tones, violence, and laughter. Although the main purpose of impoliteness is to attack the interlocutor, the use of impoliteness has proven to be part of the success of a performance by making impoliteness strategies used to provoke positive or negative emotions. In the implementation used in *The Simpsons Movie*, impoliteness is used when you want to create conflict, story climaxes, and jokes.

The use of impoliteness strategies from Culpeper's theory has many things that can still be explored. One of them is how the use of impoliteness can be combined with things that can support its implementation, such as the use of high tones, giving threatening looks, taking physical action, and so on. Researchers can further examine its use. In this study, I only found the implementation with the support of these things, but it is not impossible that the options given can be even more.

In terms of function, impoliteness strategies have affective, coercive, and entertainment functions. The affective role shows overflowing emotions. The use of the affective function tends to appear accidentally, and the majority of the output produced is negative emotions such as anger, sadness, and disappointment, and very few produce positive emotions such as laughing, loving, etc. In comparison, the coercive function is more likely to impact negative emotions. However, it is different from the entertainment role, where there is still a positive emotional output, such as laughter or pleasure from the speaker or audience, even though the attacked party or interlocutor still feels hurt. The role of impoliteness as a performance is indeed quite successful, considering that without impoliteness, the show will feel flat. There would be no action movie without a fight or a drama movie without a conflict. It also happens in comedy. Comedy without insulting can now be said to be rare or even non-existent. This is what is happening in *The Simpsons Movie*. However, the problem is how the audience is not offended. The limit of the audience being offended or entertained can be an interesting topic for future research.

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