

STRATEGY OF IMPOLITENESS UTTERED BY MOBILE

LEGEND: BANG BANG PLAYERS

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ABSTRACT

Social media gaming is a recent trend that allows most teenagers to express themselves freely. As the tendency changes toward public entertainment, in this case esports broadcasting, the bulk of them turn into spectators. However, the manner in which they express themselves is frequently regarded as unethical. This means that their expressions frequently transcend the norm, as evidenced by several unpleasant comments. With this in mind, the aim of this research is to identify the various forms and intentions of impolite language strategies used in live comments on YouTube during broadcasts of the Mobile Legends Premier League (MPL) Indonesia Season 12. Aside from that, the researchers explored how incivility standards were explained in YouTube Mobile Legends: Bang Bang live comments. This study is a descriptive qualitative study. Culpeper's (1996) impoliteness theory is used by researchers. In this study, data was gathered by observation and note-taking. The data for this study came from harsh text comments on a match video on the official Mobile Legends: Bang Bang YouTube channel. According to the findings of the study, four types of rudeness are used: outright bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness. The researchers, however, did not detect the withholding politeness type. Aside from that, the researchers found that there is a thing that may be considered breaching the impolite norms, notably spamming behaviors, based on the results of the researched data.

Keywords: *Impoliteness, Mobile Legends: Bang Bang, MPL ID.*

INTRODUCTION

Nowadays, online games have their popularity widespread, especially among young people. The online gaming world has evolved significantly, transitioning from single-player console games to expansive massively multiplayer online role-playing games (MMORPGs), offering yet another platform for people to engage and interact with one another. (Kwak & Blackburn, 2014) It represents a dynamic fusion of technology and entertainment, transporting players into virtual worlds where the boundaries of reality melt. Whether it's through teamwork, direct communication, online scoreboards, or social media integration, these games construct intricate social environments where players collectively participate in a shared gaming experience (Tyack, Wyeth, and Johnson, 2016).

Players can also communicate with each other while playing online games. In strategy games that emphasize teamwork, as two teams compete to destroy each other's bases, player interaction is closely tied to the main motivation for success in the game (Jung, 2020). Therefore, during the game, each player aims to win while

communicating. However, players and spectators sometimes make inappropriate comments toward others when communicating during matches. This means that the above condition becomes a phenomenon called verbal abuse.

Today, with the ease of communication, there is a growing emphasis on the use of both politeness and impoliteness strategies among conversational partners (Mirhosseini, Mardanshahi, and Dowlatabadi, 2017). Speaking rudely is a common occurrence in society and is considered a normal habit. According to Culpeper (2011), impoliteness refers to communicative behavior aimed at attacking the interlocutor or causing discomfort during communication. This lack of politeness is evident not only in regular face-to-face conversations but also in social media interactions. While Leech (2016) defines politeness as a collection of social behaviors that promote respect and esteem.

With the advancement of communication technology, people increasingly utilize social media platforms to interact with one another. The widespread use of social media significantly influences how people communicate. (Apriliyani and Wahyuni, 2019).

Discussions in online platforms often embolden users to express themselves more assertively, which can sometimes lead to disrespectful behavior (Alias and Yahaya, 2019). The absence of face-to-face interaction allows individuals to communicate with less inhibition, free to voice their opinions or behave without immediate social repercussions.

Within the specific context of online gaming, particularly in live comment sections, not all players fully understand the importance of mindful language use and the impact of their words on others. The competitive and emotionally charged atmosphere often leads to impulsive reactions that can be interpreted as aggressive or offensive. These dynamics create a space where impolite behavior can thrive, with many users leaving disparaging comments targeting other players. Some participants perceive this behavior as acceptable or even entertaining, while others may feel compelled to retaliate, perpetuating a cycle of negativity. In some cases, impoliteness is used strategically to provoke reactions or gain psychological advantages over opponents. However, this conduct can also alienate players, create a toxic gaming culture, and undermine the overall enjoyment of the gaming experience. Understanding these communication patterns and their underlying

motivations is crucial for developing strategies to encourage respectful interaction. Efforts to promote positive communication, such as educational campaigns or in-game moderation, can contribute to fostering healthier social norms, ensuring that online gaming remains an enjoyable and inclusive space for all participants.

Culpeper's theories are utilized in this research. There are two goals of the study: to identify the types of impoliteness strategy used in Mobile Legends Premier League (MPL) live chat on YouTube and to explain the factors that influenced the use of strategies used in Mobile Legends: Bang Bang's MPL tournament live chat on YouTube. This study introduces novelty by focusing on the analysis of interactions within the MPL live chat context, which has been less explored in previous research, particularly in terms of how certain factors influence the use of incivility strategies.

METHODOLOGY

In this study, the researcher employed a descriptive qualitative method, as this approach provided a detailed understanding of the dynamics surrounding impolite utterances among Mobile Legends: Bang Bang players. According to Mohr (1999), qualitative methods are research strategies aimed at revealing the depth and complexity of social phenomena. This understanding was crucial in discerning the influence of social contexts on player behavior and in uncovering the embedded meanings within their actions and expressions. A qualitative approach involved collecting detailed data through interviews, observations, and textual/documentary analysis, enabling the researcher to interpret participant behaviors comprehensively. By focusing on gathering cases rich in information, the method ensured data saturation, yielding a comprehensive understanding of the phenomenon. To fulfill the objectives of this study, the sampling strategy was carefully designed and defended to maintain credibility and relevance.

The data collected for this study consisted of impolite written comments, such as words, phrases, clauses, or sentences found in the comments sections of Mobile Legends: Bang Bang's YouTube videos. The participants, who were the commenters themselves, provided diverse perspectives on the gaming environment. The comments analyzed highlighted various expressions of impoliteness, whether through outright derogatory language or more subtly phrased criticisms. The comments were also contextually analyzed to understand their significance in

gaming culture and to explore how anonymity and competitive gaming interactions contributed to the use of such language.

The researcher selected specific YouTube videos based on their relevance and popularity within the gaming community. This selection ensured that the sample encompassed a broad spectrum of player interactions. Popular videos typically generated a high volume of comments, providing a rich source of data for identifying patterns and trends in impolite language usage. Furthermore, high-engagement videos usually featured a diverse player base, which allowed for the capture of varied communication styles and strategies. By focusing on videos that elicited strong reactions, the study effectively targeted comments that reflected deeper social and emotional undercurrents among the players.

The study collected impolite written comments in the form of words, phrases, or sentences from the comments section of Mobile Legends: Bang Bang's YouTube videos. The subjects were the players who commented. The researcher selected the tournament video titled "LIVE | MPL ID S12 | Playoffs Day 3 | English," which was streamed on October 13, 2023, and lasted for 11 hours, 45 minutes, and 15 seconds.

<https://www.youtube.com/watch?v=i1eelGlZ8oY>

The data collection involved systematically coding the impolite comments to identify common themes and patterns. Each comment was classified based on its specific form of impoliteness, ranging from direct insults to passive-aggressive remarks. The coding process drew upon theories of impoliteness and sociolinguistic frameworks to ensure consistent categorization. After applying data analysis techniques, the themes were analyzed to determine the strategies used and their potential impact on the gaming environment. The researcher also explored how factors like anonymity, competitive stress, and peer influence shaped players' communication strategies.

RESULTS

This study examines the impoliteness experienced by internet users in light of Culpeper's idea. The information for this study was gathered from Mobile Legends: Bang Bang MPL's comment section on YouTube. MOBA, short for Multiplayer Online Battle Arena, is a strategy game that emphasizes teamwork

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 during gameplay. According to the findings, Mobile Legends Professional Liga (MPL) season 12 got a lot of comments, and some of them contained rude tactics.

Table 1. Strategies of Impoliteness

No	Strategies of Impoliteness	Total
1	Bald on Record Impoliteness	5
2	Negative Impoliteness	4
3	Sarcasm or Mock Impoliteness	4
4	Positive Impoliteness	2
5	Withhold Politeness	-

This study focuses on identifying the types of impoliteness strategies observed in the live chat of Mobile Legends Premier League (MPL) on YouTube. It all started when the RRQ team, known for their past championships, performed poorly in season 12. Moreover, Filipino esports fans often show disdain toward Indonesian teams. Based on the findings of this study, the researcher identified 15 comments that exhibited impoliteness strategies. The most impoliteness strategy in MPL live chat on YouTube is Bald on Record Impoliteness.

The researcher concentrated on analyzing various impoliteness strategies and their functions based on previously collected data. Culpeper's theory identifies five types of impoliteness strategies: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness.. In the data above there are 5 comments Bald on Record Impoliteness, 4 comments Negative Impoliteness, 4 6 comments Sarcasm, 2 comments positive impoliteness, and there is no comment containing Withhold Politeness.

DISCUSSION

Bald On Record Impoliteness

Data 1

“HAHAHHHAHAHAH RRQ FAN CRYING RIGHT NOW”

This one can be classified as bald on-record impoliteness. The use of straightforward and explicit language to convey the speaker's negative attitude toward the audience distinguishes this method. In this situation, the sentence is being used to humiliate and belittle the RRQ fan who is crying after losing the match.

Data 2

“JUNGLER OF RRQ NOOB”

According to the comments above, the use of the word noob implies that the recipient is a novice or inexperienced player, which could be perceived as a threat to their reputation or social status. The usage of *“jungler of RRQ”* at the beginning of the statement could be seen as an attempt to identify the addressee as a member of the RRQ esports team. Furthermore, it was classified as an example of bald on-record impoliteness.

Data 3

“BTR vs BOT”

The noun phrase *“BOT”* is an insulting term meant to degrade RRQ. It's impolite because it's explicitly stated that the RRQ squad are bots, which means they play so poorly that they're as simple to defeat as facing a robot or AI. The essential aspect is that the word is given directly and in an obvious wrong manner. Furthermore, the phrase in data 3 is of the bald on record impoliteness type.

Data 4

“rrq noobs of noobs”

The noun phrase *“rrq noobs of noobs”* is impolite and creates a negative impression. According to these comments, one of the esports teams, RRQ, is indeed bad. Meanwhile, a *“noob”* is a person who is inexperienced in a certain field or hobby, particularly computing or gaming. Furthermore, the phrase *“noobs or noobs”* indicates an impolite attack; that is, it is impolite since the author does not respect and offends other RRQ teams by claiming that the team is bad. Sending a message immediately and clearly is not a good idea. Nonetheless, the comment in data 4 is impolite and is categorized as bald on record impoliteness type.

Data 5

“cry baby cry”

This comment is classified as bald on record impoliteness. In this case, the comment uses the statement to insult and degrade RRQ, who is being referred to as a *“cry baby”* for crying after losing the match.

Negative Impoliteness

Data 1

“INDOPRIDE SUCKS”

This one is an example of Negative Impoliteness. In this case, the speaker is expressing a negative opinion about “Indopride” and is not concerned about the feelings of the hearer. The use of the word “sucks” is also an indicator of negative impoliteness.

Data 2

“shame on all indo u can’t win in international with out pilipino hahaha”

It can be classified as an example of negative impoliteness. In this case, the speaker is using the phrase “shame on all indo” to criticize and belittle the Indonesian team and their players. Additionally, the use of the phrase “can’t win in international with out pilipino” could be interpreted as dismissive or derogatory towards the Indonesian players and their abilities.

Data 3

“INDO WITH THE HELP OF PH PRIDE NOT INDO PRIDE AHAHAHA”

This is an example of negative impoliteness. In this case, the speaker is expressing a negative opinion about the Indonesian team and is not concerned about the feelings of the hearer. The use of capital letters and the phrase “NOT INDO PRIDE AHAHAHA” is also an indicator of negative impoliteness, as it is a negative evaluation of the Indonesian team’s performance.

Data 4

“Indo teams can’t win without Filipino. So pathetic. Indo era trial card EXPIRED.”

The comment above is an example of negative impoliteness. In this case, the speaker is expressing a negative opinion about Indo teams and is not concerned about their feelings. The use of the word “pathetic” is also an indicator of negative impoliteness, as it is a negative evaluation of the Indo teams’ performance.

Sarcasm Or Mock Politeness

Data 1

“RRQ traumatize by geek fam. now they play like AI.”

This comment belongs to the sarcasm or mock politeness type. In this case, the speaker is using polite language to ridicule the RRQ team's talents and demonstrate disrespect by describing their performance as robotic and inept.

Data 2

“RRQ needs the 7 DragonBall to Win this series”

This comment was mocking or sarcastic. In this scenario, the speaker is referring to the popular anime series Dragon Ball to imply that the RRQ team requires something impossible to achieve in order to win the MPL ID Season 12. This is a technique of insulting and disrespecting the team's talents.

Data 3

“Rrq focus MCL”

The comment above is sarcasm or mock politeness. This is because the sentence appears to be polite on the surface, but it is actually intended to insult RRQ by suggesting they are not good enough to compete in big tournaments like MPL. The sentence is designed to damage RRQ's positive face by suggesting that they are not good enough to compete in prestigious tournaments.

Data 4

“RRQ NEVER LEARNED THEIR LESSON, NICE TRY AFTER NICE TRY AND ANOTHER NICE TRY AGAIN UNTIL SEASON 20 AND FOREVER NICE TRY !”

It can be classified as an example of sarcasm. This strategy is characterized by the use of language that is intended to convey the opposite of its literal meaning, often with the aim of mocking or ridiculing the addressee. The speaker uses the phrase “nice try” in a way that is not intended to be complimentary, but rather to convey the opposite sentiment. The speaker is mocking RRQ's repeated attempts to win the tournament, despite their perceived lack of ability to do so. The use of capital letters and exclamation marks further emphasizes the speaker's negative attitude towards RRQ.

Positive Politeness

Data 1

“Don't crybaby im here”

The comment above is positive impoliteness. This method is distinguished by the use of language that is meant to be warm and supportive but also contains threatening or offensive undertones. In this scenario, the speaker used the statement to insult and belittle the addressee, who is referred to as a "baby" for crying after losing the match. The usage of the verb "don't" in the sentence is also an example of positive impoliteness, implying that the addressee is weak and needs to be told what to do.

Data 2

“No more INDO prideeeeeeeeeeeeeeeee ITSSSSSS PHHHHHH TIMEEEEE”

This is an example of a positive impoliteness strategy. This strategy used to show a lack of deference or deference to the person you are talking to. It is often used to assert dominance, showing superiority. In this case, the excessive use of vowels and consonants in this sentence is an attempt to ridicule the enthusiasm of the interlocutor, denigrating the Indonesian team in the MPL Indonesia comments column.

CONCLUSION

The study highlights the prevalence of impoliteness strategies in online gaming communities, particularly evident in the Mobile Legends Premier League (MPL) live chat on YouTube. The analysis of comments revealed various impoliteness strategies employed by players, including bald on-record impoliteness, negative impoliteness, sarcasm or mock politeness, and positive impoliteness. These strategies are used to attack, criticize, belittle, or mock opponents, teammates, or specific teams, reflecting a complex interplay of competition, emotions, and social dynamics within the gaming community.

In conclusion, the study sheds light on the prevalence and nature of impoliteness in online gaming, highlighting its complexities and implications for player interactions. It underscores the importance of promoting respectful communication and fostering a positive gaming environment for all players.

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