

VIOLATIONS OF THE LINGUISTIC POLITENESS PRINCIPLE IN COMMENTS ON DAVINA KARAMOY'S INSTAGRAM ACCOUNT AND THEIR IMPLICATIONS FOR INDONESIAN LANGUAGE LEARNING IN SENIOR HIGH SCHOOL

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ABSTRACT

This study aims to describe the forms of linguistic politeness principle violations found in comments on Davina Karamoy's Instagram account and to explain their implications for Indonesian language learning in senior high school (SMA). This study employs a qualitative approach with a descriptive research design. Data were sourced from netizens' comments on two posts from Davina Karamoy's Instagram account published in December 2025. Data were collected through listening, reading, and note-taking techniques, then analyzed using a pragmatic approach based on Geoffrey Leech's politeness principle, which encompasses six politeness maxims. The results reveal 35 instances of linguistic politeness principle violations, comprising 16 instances (45.71%) of tact maxim violations, 10 instances (28.57%) of approbation maxim violations, 7 instances (20.00%) of sympathy maxim violations, and 2 instances (5.72%) of agreement maxim violations, while no violations of the generosity maxim or modesty maxim were found. The violations were dominated by insulting speech, negative labeling, unsubstantiated accusations, sarcasm, and a lack of empathy toward the subjects of the comments. This phenomenon reflects a lack of adherence to language ethics in digital communication and carries the potential to trigger cyberbullying. The findings have implications for Indonesian language instruction in senior high schools as contextual teaching material, particularly regarding linguistic politeness and negotiation texts within the Kurikulum Merdeka (Independent Curriculum), and are expected to raise students' awareness of the importance of polite, critical, and responsible communication in social media interactions.

Keywords: linguistic politeness; pragmatics; Leech's principle; Indonesian language learning;

INTRODUCTION

The role of language in social interaction cannot be separated from the principle of politeness. Through language, a person conveys ideas, intentions, and feelings, while communicative success largely depends on the speaker's ability to maintain speech ethics. Linguistic politeness functions to regulate social interaction so as to avoid conflict and to keep relationships between parties harmonious; conversely, an inability to apply speech ethics can make communication aggressive and damage social relationships (Kushartanti et al., 2016).

In practice, contemporary language use shows a significant shift in the form of increasing violations of the politeness principle, both in direct communication and in digitally mediated communication. Social media, as an open and spontaneous public communication space, frequently becomes a site where utterances disregard the maxims of politeness—particularly the approbation and sympathy maxims—in order to express emotion, deliver destructive criticism, or provoke. This form of violation is generally apparent through harsh diction, demeaning intonation, and a belittling attitude toward the interlocutor that contravenes prevailing linguistic norms (Rahardi, 2020).

Instagram is one of the most popular social media platforms in Indonesia, with a continuously growing number of users and a significant role in public communication and expression (Wibowo, 2019). The phenomenon of linguistic politeness violations can be observed in the comment sections of public figures' Instagram accounts, one of which is the account belonging to Davina Karamoy. In December 2025, Davina Karamoy's name became widely discussed after she was accused of being the third party in the marriage of a former state official. This issue triggered a wave of netizen comments containing offensive, insulting, and provocative expressions on two of her Instagram posts—a selfie post and a post depicting her playing padel. The phenomenon of cyberbullying, the use of harsh

words, and violations of politeness maxims in the comment section indicate a deviation from language ethics in digital communication (Prayitno et al., 2021).

This phenomenon is also relevant to education, particularly at the senior high school (SMA) level. SMA students are an active group of social media users who are at a stage of character formation and language-skill development, so that exposure to impolite digital communication has the potential to affect their formal communication ability, pragmatic understanding, and awareness of language ethics. Therefore, Indonesian language learning at the SMA level needs to take the phenomenon of digital communication into account as part of the reality of students' everyday language use (Rahardi, 2020).

Numerous studies have examined violations of linguistic politeness in the comment sections of public figures' Instagram accounts, such as @Lambeturah_Official (Anggrayni & Supriyadi, 2022), @aniesbaswedan (Lestari & Assidik, 2024), and @Bellabonita_R.A (Maharani, 2024), which consistently found a predominance of violations of the tact and approbation maxims. This study complements those works by analyzing comments on Davina Karamoy's account in the context of the infidelity-accusation issue, while explicitly linking the findings to the implications for Indonesian language learning in SMA, particularly the materials on linguistic politeness and negotiation texts within the Kurikulum Merdeka (Independent Curriculum).

Based on the description above, this study aims to (1) describe the forms of linguistic politeness principle violations found in comments on Davina Karamoy's Instagram account based on Leech's (2014) six politeness maxims, and (2) explain the implications of the research findings for Indonesian language learning in SMA. The findings are expected to provide a theoretical contribution to the study of pragmatics and linguistic politeness in the digital domain, as well as a practical contribution for teachers in designing more contextual Indonesian language learning.

RESEARCH METHOD

This study employs a qualitative approach with a descriptive research design. The data examined are verbal in nature, consisting of written utterances, and therefore do not involve statistical computation; the data were analyzed based on actual conditions as found in the field, without manipulation (Creswell & Creswell, 2018). A pragmatic approach was applied to analyze utterances in the comments that do not conform to the principle of linguistic politeness according to Leech's (2014) theory.

The object of this study is the principle of linguistic politeness in netizens' comments on Davina Karamoy's Instagram account. The data source consists of utterances in the comment sections of two posts published in December 2025: a selfie post captioned "just a little happy today" (24 December 2025) and a post depicting the activity of playing padel (31 December 2025), both centered on the infidelity accusation. The form of the research data is excerpts of netizens' comment utterances that violate the principle of linguistic politeness.

Data collection was carried out through observation (simak), reading, and note-taking techniques. The observation technique was applied to the written language of Instagram comments; the reading technique involved carefully reading and observing the comments, after which the note-taking technique was used to document the observed utterances along with their data-source codes for verification purposes. Through documentation in the form of screenshots of the comment sections of both posts, 35 comment data were obtained that were determined to violate the principle of linguistic politeness and were deemed suitable for further analysis.

The data analysis technique used is heuristic analysis, which identifies the pragmatic content of an utterance by formulating an initial hypothesis and then testing it against the available data. Data that had been classified according to Leech's six politeness maxims were analyzed in terms of their context, described in terms of the form of violation, and then linked to their implications for Indonesian language learning in SMA. The results of the data analysis are presented using an informal method, namely presenting the analytical results in ordinary words without symbols or notation.

RESULTS AND DISCUSSION

Description of Research Data

The research data were collected from the comment sections of two posts on Davina Karamoy's Instagram account in December 2025, which emerged amid the issue of an infidelity accusation involving her name. After a process of selection and identification, 35 comment data were obtained that were determined to violate the principle of linguistic politeness based on Leech's theory, covering four of the six politeness maxims. The distribution of data based on upload source is presented in Table 1, while the recapitulation of violations based on maxim is presented in Table 2.

Table 1. Distribution of Data Based on Upload Source

No	Upload Source	Date	Number of Data
1	Selfie post, caption "just a little happy today" (P1)	24 December 2025	23
2	Padel-playing activity post (P2)	31 December 2025	12
	Total		35

Source: Researcher's Observation, 2026

Table 2. Recapitulation of Violations Based on Leech's Maxims

No	Maxim	Number of Data	Percentage
1	Tact	16	45.71%
2	Approbation	10	28.57%
3	Sympathy	7	20.00%
4	Agreement	2	5.72%
5	Generosity	0	0%
6	Modesty	0	0%
	Total	35	100%

Source: Researcher's Data Analysis, 2026

Based on Table 2, violations of the tact maxim predominate with 16 data (45.71%), followed by the approbation maxim with 10 data (28.57%), the sympathy maxim with 7 data (20.00%), and the agreement maxim with 2 data (5.72%), while no violations of the generosity or modesty maxims were found. The predominance of the tact maxim is related to three factors: the broadest scope of this maxim (ranging from brief derogatory labels to calls for cancel culture), the severity of the moral accusation of being a third party that underlies both posts, and the pattern of repeated negative labeling by various different accounts, reflecting mob mentality in the digital space.

Violation of the Tact Maxim

The tact maxim requires speakers to minimize loss to and maximize benefit for others (Leech, 2019). The most prominent violation is marked by the repeated use of the word "gundik" (mistress/kept woman) by various different accounts on both posts, for example the comments @pkpmseribu "gundik?" (439 likes) and @zany_vz "Gundikk" (1,503 likes). This repetition of the same label by many different speakers reflects mob mentality as well as a process of linguistic stigmatization, in which a negative label is repeated continuously until it is regarded as attached to a person's identity.

Another form of violation consists of unsubstantiated accusations, such as the comment from @_rrawrrr accusing Davina Karamoy of "deliberately paying for buzzers so that her case would fade away," as well as rhetorical questions carrying moral accusations, for example "Aren't you ashamed of ruining someone's marriage?" (664 likes). The most severe violation is found in a comment that explicitly calls for cancel culture, such as "cancel this Karamoy person already" (326 likes), which is oriented toward long-term damage to reputation and career rather than merely momentary verbal insult.

Violation of the Approbation Maxim

The approbation maxim requires speakers to minimize dispraise of and maximize praise for others (Leech, 2019). Violations of this maxim are dominated by body-shaming comments, such as "Without

a filter she'd look like a grandmother" and the use of the words "banci"/"waria" (derogatory terms for transgender individuals) as instruments of physical insult, as in the comment from @eleanorjadegwen, "Sorry, her face looks like a banci," which received 2,192 likes, the highest response in the entire research dataset. The use of the word "sorry" in that comment is a pseudo-politeness strategy that frames the insult to appear more polite on the surface, without reducing the demeaning impact it produces.

The use of the words "banci" and "waria" in this data has a dual dimension: attacking the individual while simultaneously perpetuating stigma against the transgender community. The high number of likes on the body-shaming comments indicates a normalization of physical insult as a form of humor in the digital space, so that the function of the approbation maxim—which should minimize dispraise—instead undergoes a systemic reversal.

Violation of the Sympathy and Agreement Maxims

The sympathy maxim requires speakers to maximize sympathy toward and minimize antipathy for others (Leech, 2019). Violations of this maxim are marked by cynicism and mockery of the situation faced by the account owner, for example a comment that combines Davina Karamoy's fictional role as a third party in a film with the real-life situation she is facing, "Really living the third-party role, even in real life" (38 likes). This symptom resembles *schadenfreude*, namely pleasure at another person's difficulty, which is reinforced by the relative anonymity afforded by social media.

Violations of the agreement maxim were found in two data instances in the form of disagreement expressed confrontationally, for example a comment comparing the handling of celebrity scandals in Indonesia and Korea and implicitly stating that Davina Karamoy's career should "sink" (905 likes, the second-highest in the research data). Meanwhile, no violations of the generosity or modesty maxims were found, since all the comments were directed outward at attacking another party (outward-directed aggression) rather than praising or benefiting the speaker themselves.

Implications for Indonesian Language Learning in Senior High School

The findings of this study have multidimensional implications for Indonesian language learning in SMA. First, in terms of learning materials, the phenomenon of linguistic politeness violations on Instagram can be used as contextual teaching material for the topics of linguistic politeness and negotiation texts within the Kurikulum Merdeka, while also enriching pragmatics learning with authentic data from students' digital lives (Mulyadi, 2023).

Second, in terms of learning methods, both Discovery Learning and the case method can be applied by positioning social media comments as objects of observation, so that students build a conceptual understanding of politeness maxims through the activities of observing, identifying, classifying, discussing the impact, and rewriting impolite comments into polite ones.

Third, in terms of language character formation, the finding regarding the normalization of impolite comments through the high number of likes underscores the need for learning that equips students with the ability to recognize, analyze, and reject the use of impolite language in the digital public space, in line with the noble-character dimension of the Pancasila Student Profile.

Fourth, in terms of digital literacy, the mob-mentality phenomenon in the research data indicates the need for students to understand the dynamics of collective opinion in online spaces as well as the legal implications of impolite utterances under Indonesia's Electronic Information and Transactions Law (UU ITE). Fifth, in terms of the teacher's role, Indonesian language teachers are required to have adequate sensitivity and digital literacy in selecting and processing social media data as teaching material, including considering aspects of anonymity and propriety in presenting it in the classroom.

CONCLUSION

Based on the results and discussion, it can be concluded that violations of the linguistic politeness principle in comments on Davina Karamoy's Instagram account were found in four of Leech's six politeness maxims, namely the tact maxim (16 data, 45.71%), the approbation maxim (10 data, 28.57%), the sympathy maxim (7 data, 20.00%), and the agreement maxim (2 data, 5.72%), while no violations of the generosity or modesty maxims were found. The violations were dominated by negative labeling and unsubstantiated accusations (tact maxim) as well as body shaming (approbation

maxim), which together accounted for 74.28% of all the data, while the remainder related to antipathy and confrontational disagreement. This pattern indicates that the situational context of a third-party accusation was a significant factor driving the intensity and scale of the linguistic politeness violations, as also reflected in the high number of likes received by these impolite comments.

This study also has significant implications for Indonesian language learning in SMA, covering five aspects: learning materials, learning methods and approaches, the formation of students' language character, digital literacy, and the teacher's role. The phenomenon of linguistic politeness violations on social media can be used as a contextual learning resource in pragmatics instruction, developed through methods based on digital discourse analysis, and used to build digital literacy awareness and polite language character among students in accordance with the values of the Pancasila Student Profile.

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