

POLITENESS AND IMPOLITENESS IN YOUTUBE GAMING REACTION VIDEO: A PRAGMATIC ANALYSIS

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ABSTRACT

Gaming reaction in Youtube has been a very famous content among Youtube's viewers which offers many distinct politeness and impoliteness patterns. This research explores politeness and impoliteness strategies which used by the youtuber who reacted to Blox Fruit Game. This research used descriptive qualitative method in determining analysis which have been collected from Youtube gaming reaction. The data were collected by the researcher using video source observation observing and note-taking method. The source of the data is taken in the form of oral comments which some from three match video on the different creators who played Blox Fruit Game. After collecting the data, the researcher classified and analysed it based on the Brown and Levinson (1987) about politeness principle and impoliteness theory by Culpeper (1996). Based on the analysis, it indicated that the gaming reaction applied politeness and impoliteness strategies. The politeness strategies were applied to enhance the positive values to the speaker and made it into a friendly conversation. However, impoliteness strategies stand for the relationship between the creators to the viewers, slang and jokes.

Keywords: *Blox Fruit, Impoliteness, Politeness, Youtube reaction video*

INTRODUCTION

Recently, the digital entertainment landscape has grown quickly, and gaming reaction videos have become one of the most popular types of content on Youtube. Gaming reaction video on Youtube have become a significant form of online entertainment which offers the viewing experience of game-play. It lets the content creators respond and comment on various gaming experiences, also the creator can make the viewing experience more engaging and responsive for the audience. One of the games which the creators like to be reacted to is Blox Fruit. Blox fruit is a Roblox game where it embarks the players on an adventure to become the powerful fighters by consuming mystical fruit. Over hundreds people from around the world have been made the reaction video about this game. It makes this game popular among the creators. Gaming reaction videos often show creators reacting emotionally and giving live commentary as they play games, utilizing elements like face-cam overlays and sound effects for enhancing viewer engagement (Clipcamp, 2024). While giving the reaction and comment toward the game-play, sometimes the creators show the politeness and impoliteness expression to gain their engagement to the viewers.

Polite language itself is part of social cultures in some country like Indonesia. Indonesian language has its own politeness levels such as the words, phrase or sentences used and it depends on the person whom the speaker talk to (Budiarta et al, 2025). In the pragmatics concepts, based on Leech (2014) politeness is not a must but it is a choice. Polite language plays some crucial roles in social order, fostering relationship and ensuring effective communication within societies. Personal choices and collective demand for social cohesion

interact and affect one another (Gomez, 2022), with polite language serving as a bridge between personal communicative goals and societal needs. Social harmony refers to the peaceful coexistence and cooperation among individuals and groups within a society, emphasizing mutual respect, understanding, and shared values (Sapitri, et al, 2019) and polite language is instrumental in achieving this harmony.

Whereas Culpeper on his research has developed the Impoliteness Theory as opposed to Brown & Levinson's theory. Impoliteness is a form of communication that deliberately damages another person's face. This strategy includes bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm/mock politeness, and withholding politeness (Culpeper, 1996). In the context of Blox Fruits on YouTube, statements such as *You're such a noob!*, *Trash fruit user!*, or *You keep dying, your skills are terrible* are concrete examples of bald on record impoliteness used by content creators or in comments. Some of these comments can have different meanings depending on the context, they can be considered funny, friendly, or truly offensive.

Previous studies has explained about politeness and impoliteness in youtube reaction videos. First is Alcosero & Gomez (2022) and second one is from Shalekhah et al. (2020). In their research, Alcosero & Gomez (2022) serves as an initial reference that identifies politeness strategies in YouTube reaction videos, but it does not explicitly link the phenomenon of impoliteness in the context of highly competitive games such as Blox Fruits. This study remains at a general descriptive level without direct integration into Culpeper's theoretical framework. Meanwhile, in Shalekhah et al. (2020) it highlight impoliteness in Indonesian YouTubers communication, but it has not conducted a systematic mapping based on Culpeper's classification of impoliteness strategies. Additionally, the study does not explore the implicit meanings behind impolite utterances, even though such meanings often shift depending on the accompanying nonverbal modalities. Hence, this research is important to map out more precisely the types of polite and impolite strategies in Blox Fruits game reaction videos on YouTube, and to assess how pragmatic context influences the interpretation of the meaning of these utterances.

METHODS

This research discusses politeness and impoliteness strategies used by the creator of Blox Fruit gaming reaction in Youtube and it employed qualitative research design. According to Creswell & Creswell (2018), descriptive qualitative research design that tries to explain the object by following facts with accurate characteristics of the object. The object of this research are the utterances and the expression in the Blox Fruit gaming reaction. The research' data was taken from 3 different videos in Youtube. In collecting the data, the researcher used video source observation and noted taking method. Video source observation is method involves watching, analyzing, and interpreting video materials to understand behaviors, interactions, communication patterns, and social phenomena captured in the recordings (Knoblauch et al., 2006) while noted taking is a method dynamic and multidimensional activity that requires the systematic recording, organization, and interpretation of observations, researcher's own reflections and analytical thinking with the use of both digital and traditional writing forms, at every stage of the research process (Braun & Clarke, 2022). After collecting the data, the researcher classified and analysed it based on the Brown and Levinson (1987) about politeness principle and impoliteness theory by Culpeper (1996).

FINDING AND DUSCUSSION

In this part, the discussion is pointed to the result of the analysis from the textual and oral comments on Blox Fruit reaction video on Youtube. This research has analysed three different video entitled, “NEW LIGHTNING UPDATE TRAILER!!” by FoltynPlays (2025), “The Worst Day in Blox Fruits EVER...” by Uzoth (2025) and “Noob To Max With DRAGON REWORK In Blox Fruits” by Meteoric (2025).

1. Politeness

a. Positive-politeness

Extracts 1 : Closeness and affection

“I love you guys.”

The researcher took one of the data to describe the positive politeness that has found in the videos. The data above explicitly expressed by the youtuber to the viewers / hearer. It shows closeness and affection which youtuber felt toward the viewers.

b. Bald on Record

Extract 2: Request/Imperative

“Guys, like the video right now. Come on. And subscribe, also, okay? Hit that subscribe button right now.”

From the data above youtuber applied Bald on Record strategy: showing request. The youtuber said *“Guys, like the video right now. Come on. And subscribe, also, okay? Hit that subscribe button right now.”* Youtuber was giving direct imperative by giving *“like the video right now,” “hit that subscribe button”*.

c. Negative Politeness

Extracts 3: Apologize

1) *“Sorry if I seem like a little kid right now.”*

2) *“Sorry, guys... All right, let’s skip this.”*

From data 1 and 2. above the youtuber applied Negative Politeness strategy: saying apology. The youtuber said *“Sorry if I seem like a little kid right now.”* and *“Sorry, guys... All right, let’s skip this.”* The utterance *“Sorry if I seem like a little kid right now”* is a clear case of Negative Politeness because it uses apology and hedging to minimize a potential threat to face.

d. Off Record

Extracts 4: Sarcastic

“It’s as if they’re trying to nerf me, but little do they know this does not faze me at all.”

From the data above *“but little do they know this does not faze me at all.”* shows sarcastic which lead to the off record strategy. That utterance means the youtuber will not be afraid of the opponent’s power. It also conveys indirect criticism with irony, letting the audience infer the intended meaning while softening the force of the statement.

2. Impoliteness

a. Bald on Record Impoliteness

Extracts 5: Direct dismissal

“No, I don’t care. I don’t care what anyone says. That’s a weird sentence.”

Based on Extracts 5 above, it shows that the youtuber ignores the viewer input and reject their positive face by saying *“I don’t care”* twice.

b. Positive Impoliteness

Extracts 6: Taboo

“Who the heck is this man though?”

Based on the extract 6, it indicates that the youtuber used taboo word which is “heck” that lead to attacked the positive viewer face.

c. Negative Impoliteness

Extracts 7: Complaint

“You know what? I’m just finding that it’s actually them sharkman karate users... it’s as if they’re trying to nerf me.”

This data show that the youtuber complaining and blaming to the “sharkman” which lead to the group of players. He felt that he got unfair gameplay.

CONCLUSION AND SUGGESTION

CONCLUSION

This research has shown that Blox Fruit Youtube gaming reaction videos employ both politeness and impoliteness strategies. The politeness strategies which founded by the researcher are positive politeness, negative politeness, bald on record politeness and off record politeness. They used by the creators to build solidarity, show modesty, and maintain a friendly relationship with viewers. However, this research also contain impolite strategies such as bald on record impoliteness, positive impoliteness, and negative impoliteness. Those strategies are applied by the researcher to express frustration, criticism, and humor.

SUGGESTION

- 1) Future researcher
This research may only contain of politeness and impoliteness strategies based on two theory and use three data sources. Future research can expand to other multimodal aspect like gestures, facial expression and tone to enrich the analysis
- 2) For the content creator
By reading this research may the creators can understand how politeness and impoliteness strategies function can help them to build stronger engagement with their audience.
- 3) For educators and students
This research can serves as a reference in pragmatic studies, especially in applying politeness and impoliteness theoretical to real-life digital communication contexts.

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