
VIOLETION OF POLITENESS PRINCIPLE IN EDDIE HALL THE BEAST YOUTUBE CHANNEL VIDEO KAREN'S DINER EPISODE

Inas Ramadhan*), Nur Utami Sari'at Kurniati*), Sari Rejeki*)

*)Universitas Pakuan, Bogor, Indonesia
Email correspondence: insrmdhn@gmail.com

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ABSTRACT

This study examines the violation of the politeness principle in a video uploaded by Eddie Hall, "The Beast," about Karen's Diner. The analysis is based on the theory of the politeness principle, which comprises six distinct forms of politeness strategies. This research aims to identify instances where these strategies are violated in the video. Using a descriptive qualitative method, the study analyzes specific utterances to observe how the violation of politeness norms manifests in the discourse. The findings highlight ten distinct examples where the politeness principle is breached, revealing the impact of these violations on social interaction in the context of the video. This research contributes to the understanding of how politeness strategies function in informal, media-based communication, and underscores the role of language in shaping social norms and expectations.

Kata kunci: *politeness principle; speech act; illocution; locution*

I. INTRODUCTION

Interactions between individuals are effective and successful when they use proper language. This language needs to sound polite, meaning it is gentle and refined. The principle of politeness is a guideline in language used for interacting with others that embodies mutual respect. This feeling is expressed by an individual through the use of positive language and words. A person is considered violating the politeness principle if they act otherwise.

In an interaction, people may violate the politeness principles. This is an inappropriate action as it can hurt others' feelings. Insulting and mocking others can be considered disgraceful actions that may cause others to feel insecure, which makes them traumatic when meeting with other people. Other

than that, the consequences that may occur are arguments, feelings of hatred, and a desire for revenge.

To maintain social relationships, a person must consider several factors. These factors relate to their status and conditions, such as position, age, and physical or non-physical state. For example, a junior must learn how to maintain their attitude and must know that their status is still in a lower place, and they should speak to their senior politely to maintain the relationship.

The social phenomenon that shows the violations of politeness principle can be seen in the video "Eating at The World RUDEST Restaurant (VERBALLY ABUSED) - Karen's Diner" on the YouTube channel Eddie Hall The Beast. This social phenomenon takes the form of a conversation

between Eddie (the YouTube channel owner) and the waiters and waitresses at the Karen's Diner restaurant featured in the video.

The main theory of this research relies on Geoffrey Leech's theory about the six maxims of the politeness principle. According to Leech (1983), aspects of politeness can be found in social interactions, such as in conversations that involve the relationship between two participants. This occurs when the speaker gives a reaction different from what is said and intended. In conversations, the speaker can also show politeness to a third party, whether they are present or not in the situation.

Leech (1983) classifies the principle of politeness into six types: the maxim of tact, maxim of generosity, maxim of approbation, maxim of modesty, the maxim of agreement, and maxim of sympathy. Tact Maxim is expressed through appositive and commissive utterances. This maxim functions on the principle of minimizing harm to others as much as possible and maximizing the benefit to others as much as possible in the act of speaking. By adhering to Tact Maxim, the interlocutor is expected not to be offended by the speaker.

Generosity Maxim functions on the principle of minimizing benefit to oneself and maximizing loss to oneself. This maxim is expressed through appositive and commissive utterances. The speaker is required to make an effort to respect their interlocutor. Approbation Maxim functions on the principle of minimizing criticism of others and maximizing

praise of others. This maxim is expressed through assertive and expressive utterances. The goal of this maxim is to provide praise to the interlocutor. The speaker and the interlocutor should not hate, insult, mock, or belittle each other. Modesty Maxim functions on the principle of minimizing praise of oneself and maximizing criticism of oneself. This maxim is expressed through expressive and assertive utterances. The speaker is required not to be arrogant or conceited; if they are, the speaker is considered to be violating the principle of the Modesty Maxim. Agreement Maxim functions on the principle that the speaker and the interlocutor should agree or disagree as much as possible within their agreement, and also minimize disagreement by using expressions of regret, partial agreement, and so on. Functions Agreement Maxim is expressed through expressive and assertive sentences. Sympathy Maxim functions on the principle of showing as much sympathy as possible or minimizing antipathy towards the interlocutor. Utterances in the Sympathy Maxim are assertive. This maxim should be accompanied by sincerity, expressed through expressive sentences such as condolences, apologies, congratulations, and so on.

Karen's Diner is a restaurant that opened in Sydney, Australia for the first time in 2021. Karen's Diner has a concept where the waitstaff is impolite and likes to mock their customers. This is because the name "Karen" is a stereotype among Generation Z for people who are rude. Karen's Diner has the motto

“Good Food, Terrible Service”, which means that the food is good, but the service is bad.

Currently, Karen’s Diner has opened in several other countries other than Australia, including New Zealand in Auckland. England in Barnet, Birmingham, Isle of Man, Angel, Manchester, Newport South Wales, Sheffield. In the United States of America specifically in St. Louis. Indonesia in Jakarta.

II. RESEARCH METHOD

This research type is using the qualitative method. According to Moleong (2016: 6), qualitative research aims to understand phenomena experienced by research subjects such as behavior, perception, motivation, actions, and others in a holistic and with a method of describing in the forms of words and language in a specific context that is natural by relying on various natural methods.

The method used for this research is the descriptive method. According to Sukmadinata (2006: 72), descriptive research is a form of research that has the purpose of describing present phenomena, that includes natural phenomena or phenomena of human cause. The phenomena can be formed as a shape, activity, characteristic, change, relation, similarities, and differences between one phenomenon and the others.

The data collection technique that is used is the observation and note-taking technique. According to Faruk (2012:24), the observation and note-taking technique is a set of methods or techniques used to

summarize the facts related to the research problem. This research was conducted by watching the video and recording data relevant to the research questions.

The data analysis technique in this research is the pragmatic equivalent method. According to Kesuma (2007: 49), the pragmatic equivalent method is a method where the determining factor is the interlocutor. This method is used to determine the reaction or consequence that will occur in the interlocutor when the statement is conveyed. This research employs the pragmatic equivalent analysis method because the data collected involves interactions or conversations between speakers and interlocutors. The data presentation technique in this research is informal, where the data collected consists of words from conversations of a general nature. The language style used in the data sources is everyday language.

III. FINDINGS AND DISCUSSION

According to Leech's theory (1983), the results of data analysis are divided into six parts or six maxims. These maxims are the Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim. Violations of these maxims are the primary data source that will be investigated.

A. Tact Maxim Violation

Data 1

Minute: 06:20 - 06:25

Utterance: “*Take your hat off.*”

Illocution: Directive

Context and Analysis: A waitress asks A to remove his hat to replace it with one provided by the waitress that says *“Riddled with chlamydia.”*

Waitress: *“Take your hat off.”* (1)

A: *“Oh my hat?”* (2)

Waitress: *“Why, what are you hiding?”* (3)

A: *“Barnet.”* (4)

Utterance (1) is a directive utterance because the waitress commands A to do something by saying *“Take your hat off.”*

In utterance (1), the waitress violates the Tact Maxim because A is forced to remove his hat with the command *“Take your hat off”* and is replaced with something embarrassing.

Data 2

Minute: 18:03 - 18:11

Utterance: *“Do you know what you win? Fuck all is exactly right!”*

Illocution: Expressive

Context and Analysis: A customer was instructed by a waitress to get everyone in the restaurant to dance because the customer was chosen in a small game where all customers in the restaurant had to dance to the song chosen by the chosen customer. In the end, everyone danced, but for some reason, the waitress thought not everyone danced.

Waitress: *“You didn’t get everyone dancing, HAHA! Do you know what you won?”* (1)

Customer: *“Fuck all?”* (2)

Waitress: *“Fuck all is exactly right. Everyone calls her a dickhead!”* (3)

Utterance (2) shows an expressive illocution because the speaker makes a derogatory/mockling expression towards the interlocutor by saying *“Fuck all.”*

Utterance (3) shows a violation of the Tact Maxim because the speaker causes maximum harm to the interlocutor by stating that the interlocutor gets nothing, even though they met the requirements to win the game. The speaker also provides minimal benefit to the interlocutor, as indicated by the phrase *“You didn’t get everyone dancing, HAHA! Do you know what you win?”* followed by *“Fuck all is exactly right. Everyone calls her a dickhead!”* Even though the customer met the requirements, they still received nothing from the waitress.

B. Generosity Maxim Violation

Data 3

Minute: 16:16 - 19:32

Utterance: *“Yeah, abso-fucking-lutely... Get a new dildo with that, thank you.”*

Illocution: Expressive

Context and Analysis: Eddie asks the waitress if they accept tips, to which the waitress responds that they have the right to receive tips from their customers. Eddie then gives the waitress a sizable tip.

Eddie: *“Do you guys accept tips?”* (1)

Waitress: *“Yeah, abso-fucking-lutely... Get a new dildo with that, thank you.”* (2)

Utterance (2) is an expressive illocution because the waitress shows a selfish expression in the utterance

“Yeah, abso-fucking-lutely...” as the waitress accepts the tip with impolite language without any pretense. The waitress violates the Generosity Maxim in utterance (2) because the waitress receives a large amount of money and simply accepts it without showing any generosity.

C. Approbation Maxim Violation

Data 4

Minute: 09:07 - 09:18

Utterance: “Do you know what that means, Edweena? Means you’ve got the shittiest outfit in Manchester, how’d you feel?”

Illocution: Expressive

Context and Analysis: The waitress suddenly starts a small game where two customers who are deemed to be wearing the worst outfits are called to participate. Other customers act as witnesses to the game and are encouraged to cheer for the player with the worst outfit. The player with the worst outfit is considered the winner.

Waitress: “Right, what’s your name, little girl?” (1)

Eddie: “Edweena.” (2)

Waitress: “Edweena? Right, make some noise if you think Edweena got the shittiest outfit!” (3)

Eddie: “There’s a shocker.” (4)

Waitress: “Do you know what that means, Edweena?” (5)

Eddie: “No, what’s it mean?” (6)

Waitress: “It means you’ve got the shittiest outfit in Manchester, how’d you feel?” (7)

Eddie: “Pretty good, thanks!” (8)

Utterance (7) is an expressive illocution because the waitress displays a derogatory or mocking expression by saying “You’ve got the shittiest outfit.”

In utterance (7), the waitress violates the Approbation Maxim because she criticizes Eddie by saying “You’ve got the shittiest outfit in Manchester” and does not offer any praise at all.

Data 5

Minute: 12:43 - 12:48

Utterance: “You can’t even beat that girl in an arm wrestle? It’s gone downhill since the boxing has it?”

Illocution: Expressive

Context and Analysis: The restaurant has just had a small game of arm wrestling. A little girl and Eddie are chosen to compete in the arm wrestling match. Eddie deliberately lets the little girl win.

Waiter: “You can’t even beat that girl in an arm wrestle? It’s gone downhill since the boxing has it?” (1)

Eddie: “It has, yeah.” (2)

Utterance (1) is an expressive illocution because the waiter shows a derogatory expression with the statement “You can’t even beat that girl in an arm wrestle?” which indirectly insults Eddie.

In utterance (1), the waiter violates the Approbation Maxim, as indicated by the phrase “It’s gone downhill,” suggesting that Eddie has become weaker since losing a boxing match, and the waiter gives no praise at all.

Data 6

Minute: 12:03 - 12:09

Utterance: “*Right, everybody calls him a pussy after 3. 1, 2, 3, PUSSY...!*”

Illocution: Directive

Context and Analysis: Eddie has just participated in an arm-wrestling match organized suddenly by a waitress. During the arm-wrestling match, Eddie deliberately loses to a little girl.

Waitress: “*Right, everybody calls him a pussy after three. One, two, three, PUSSY...!*” (1)

Utterance (1) is a directive illocution because the speaker commands the customers to mock Eddie by saying “*Right, everybody calls him a pussy after three.*”

Utterance (1) shows a violation of the Approbation Maxim because the speaker maximizes the criticism towards Eddie and minimizes any praise by calling him “*pussy.*”

Data 7

Minute: 12:34 - 12:38

Utterance: “*What? Are you gonna film everything I do? Fucking creepy mate.*”

Illocution: Expressive

Context and Analysis: Jamie, as the cameraman, records many activities inside Karen’s Diner. Jamie often films the waitstaff. One of the waiters notices Jamie frequently recording him.

Waiter: “*What? Are you gonna film everything I do? Fucking creepy mate.*” (1)

Utterance (1) is an expressive illocution because the speaker shows disgust towards the interlocutor by saying “*Fucking creepy mate.*”

Utterance (1) violates the Approbation Maxim because the speaker maximizes criticism towards the interlocutor by calling them “*Fucking creepy mate.*”

D. Modesty Maxim Violation

Data 8

Minute: 10:31 - 10:51

Utterance: “*Tell me I’m the most beautiful person you’ve ever seen.*”

Illocution: Directive

Context: The waitress sees a menu lying on the floor and instructs Jamie, a customer, to pick up the menu and hand it to her.

Waitress: “*There are some menus on the floor there.*” (1)

Jamie: “*Yeah?*” (2)

Waitress: “*Pick ‘em up then, you’re already making the place look untidy with him here. Pass them to me nicely. Tell me I’m the most beautiful person you’ve ever seen.*” (3)

Jamie: “*You’re the most beautiful person I’ve ever seen.*” (4)

Waitress: “*I’m only 14 you nonce.*” (5)

Utterance (3), specifically the third sentence, is a directive illocution because the speaker demands to be praised forcefully.

In utterance (3), “*Tell me I’m the most beautiful person you’ve ever seen,*” the waitress violates the Modesty Maxim because she forces Jamie to give her

praise, thereby gaining as much praise as possible for herself.

E. Agreement Maxim Violation

Data 9

Minute: 03:49 - 03:54

Utterance: *"No, she will."*

Illocution: Assertive

Context and Analysis: Eddie has just arrived at Karen's Diner and is talking to the front waitress. The waitress asks if Eddie will cry with the restaurant's concept. Eddie then says he won't cry, but his wife might.

Waitress: "Do you understand the concept of the diner?" (1)

Eddie: "Yes." (2)

Waitress: "Are you gonna cry?" (3)

Eddie: "No, she will." (4)

Utterance (4) shows an assertive illocution because Eddie's statement *"she will"* indicates that his wife will cry.

Utterance (4) implies that Eddie will not cry while dining at Karen's Diner, which means Eddie has violated the Agreement Maxim by saying *"No."*

Violation of the Sympathy Maxim: The Sympathy Maxim relies on minimizing antipathy between oneself and the interlocutor while expressing as much sympathy as possible. A violation of this maxim involves maximizing antipathy between oneself and the interlocutor and minimizing sympathy.

Data 10

Minute: 04:36 - 04:42

Utterance: *"We've got veggies just walked in, everyone boo the veggies!"*

Illocution: Directive

Context and Analysis: Some vegetarian customers have just entered Karen's Diner, and the front waitress immediately instructs the customers inside to boo the vegetarian customers.

Waitress: "We've got veggies just walked in, everyone boo the veggies!" (1)

Customers: "Boo.....!" (2)

Utterance (1) is a directive illocution because the waitress commands the customers inside to boo the vegetarian customers who have just arrived by saying *"Everyone boo the veggies!"*

In utterance (1), the waitress violates the Sympathy Maxim because she does not show any sympathy towards the vegetarians by instructing *"Everyone boo the veggies!"*

IV. CONCLUSION

The theory used to analyze this research is the theory proposed by Geoffrey Leech. Leech divides the principles of politeness into six maxims: Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim. Each maxim has its own formula, and each maxim must adhere to its formula to ensure proper usage. When these maxims are followed, the relationship between individuals can be harmonious.

However, if violated, it can lead to unpleasant feelings such as hatred, disdain, and resentment.

The violations of maxims identified in this research encompass all six maxims, but the most frequent violations occur with the Approbation Maxim. There are four instances of violations of the Approbation Maxim. The Tact Maxim has two instances of violations. The Generosity, Modesty, Agreement, and Sympathy Maxims each have only one instance of violation. All of this means there are 10 discovered data.

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