

**THE IMPOLITENESS STRATEGIES IN PRESS CONFERENCE OF FLOYD
MAYWEATHER AND CONOR MCGREGOR**



**Submitted to Postgraduate Program of Language Study of Muhammadiyah
University of Surakarta as a partial fulfillment of the requirements for getting
Master Degree of Language Study of English**

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**MASTER OF LANGUAGE STUDY
POSTGRADUATE PROGRAM
UNIVERSITAS MUHAMMADIYAH SURAKARTA
2018**

APPROVAL

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PUBLICATION ARTICLE

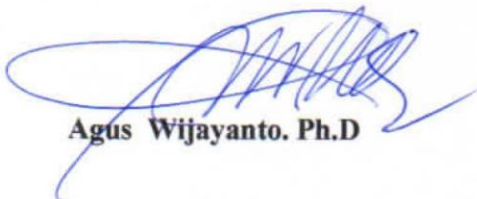
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**Has been examined for all revision and correction recommended by board of
examiner on 23 July 2018. And it is certified to be accepted for submission.**

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Surakarta, July 2018



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THE IMPOLITENES STRATEGIS IN PRESS CONFERENCE OF FLOYD MAYWEATHER AND CONOR McGREGOR

ABSTRACT

This reseach investigated impoliteness strategies in press conference of Floyd Mayweather and Conor McGregor. The questions of this reseach are firstly what kinds of impoliteness strategies used by Floyd Mayweather in press conference? Secondly, what kinds of impoliteness strategies used by McGregor in press conference? Thirdly what impoliteness strategies mostly used by them to do face attack? This reseach used impoliteness strategies from Culpaper (1996). The method of this reseach is descriptive qualitative. The reseach findings are Conor McGregor did *positive impoliteness* and *negative impoliteness*. *Positive impoliteness* consists of *taboo words* 38 data, *call the other names* 2 data, *exclude the other from an activity* 1 data. Conor did 56 impoliteness attacks. In this press conference, Conor did not do *bald on record*, *withhold impoliteness* and *sarcasm*. Floyd Mayweather did *positive impoliteness* and *negative impoliteness* in this press conference. *Positive impoliteness* consists of *use taboo words* 17 data, *exclude the other from an activity* 2 data. *Negative impoliteness* consists of *ridicule* 5 data. Floyd did 24 impoliteness attacks. In this press conference, Floyd did not do *bald on record*, *sarcasm* and *withhold impoliteness*. The most frequently strategies used by Conor McGregor is *positive impoliteness*. Conor did *use taboo words* 38 data. The most frequently strategies used by Floyd Mayweather is *positive impoliteness*. Floyd did 17 data of *use taboo words*. In this press conference Floyd did not do *sarcasm*, *bald on record* and *withhold impoliteness*. In this press conference, there are 80 data of impoliteness. Conor did 56 impoliteness attacks and Floyd did 24 impoliteness attacks. Conor did more attack than Floyd.

Key words: *Impoliteness strategies; Press conference; Floyd Mayweather; Conor McGregor.*

ABSTRAK

Penelitian ini meneliti teori ketidak santuan pada konfrensi pers antara Floyd Matweather dan Conor McGregor. Pertanyaan dalam penelitian ini adalah, teori ketidak sopanaan apa saja yang di pakai oleh Floyd Mayweather dalam konfrensi pers, teori ketidak sopanaan apa saja yang dipakai oleh Conor McGregor dalam konfrensi pers, dan apa teori ketidak sopanaan yang paling sering dipakai oleh keduanya. Penelitian ini menggunakan teori dari Culpeper (1996). Metode penelitian ini adalah deskriptif kualitatif. Hasil dari penelitian ini adalah. Conor menggunakan 56 ujaran ketidak sopanaan. Conor tidak menggunakan *bald on record*, *withhold impoliteness* dan *sarcasm*. Conor hanya menugganakan *positive*

impoliteness dan *negative impoliteness*. *Positive impoliteness* terdiri dari *taboo words* 17 data, *exclude the others from activity* 2 data. *Negative impoliteness* terdiri dari *ridicule* 5 data. Floyd menggunakan *positive impoliteness* dan *negative impoliteness*. Floyd tidak menggunakan *bald on record*, *sarcasm* and *withhold impoliteness*. Strategi yang paling sering digunakan oleh Conor adalah *positive impoliteness*. Conor menggunakan *taboo words* 38 data. Strategi yang paling sering digunakan oleh Floyd adalah *positive impoliteness*. Floyd menggunakan *taboo words* 17 data. Floyd tidak menggunakan *sarcasm*, *bald on record* dan *withhold impoliteness*. Conor menggunakan 56 *impoliteness attack* dan Floyd menggunakan 24 *impoliteness attack*. Total *impoliteness* yang mereka buat adalah 80 data.

Kata kunci: *Floyd Mayweather; Conor McGregor; Ketidaksantunan; Konfrensi Pres.*

1. INTRODUCTION

The boxing match on 26 August 2017 was one of the biggest boxing match in the world. The match was held at T-Mobile Arena, Nevada America. The boxing matches faced the undefeated Boxing Champion Floyd Mayweather Vs the UFC Champion Conor McGregor. In boxing history, that was first time how the true champion of boxing faced the UFC champion. Floyd Mayweather is the real champion of boxing. He called himself as the 20 billion dollars man. Floyd is known as the undefeated with perfect match record. Floyd defeated danger fighter from Mexico Juan Manuel Marquez and Filipino fighter Manny Pacquiao. Floyd's perfect match record during faced McGregor was 49 matches with 49 won and 27 KO. Floyd record in a Boxing match is 100% undefeated. In other side, as the challenger, the UFC champion Conor McGregor is also having good record. McGregor is a young talented UFC fighter. The called him as smart fighter. McGregor is an Irish professional martial art and professional boxer. His record is 24 matches with 21 won, 18 KO and get lost 3 times.

The impossible has already happened. For the first time in boxing history, the boxing champion faced the UFC champion at boxing ring. The writer found the process to make this match happen is interesting. After his last

fighting with Manny Pacquiao, Floyd said "he retired. McGregor always provoked Floyd to make him accepted his challenge. At least McGregor did more than one year to make him accept his challenge. McGregor always attacked Floyd Mayweather. The Press conference before the match is the biggest match between both of them. In press conference both of the fighter can attack in spoken, insult and provoke each-others. According to the writer the impoliteness used in press conference is interesting. The Press conference is one of way to promote the match. It was designed to make the match more interesting. Boxing is not only sport, it is not only fighting, more than that, this is about show on television. They made drama on boxing match. The place to make drama on stage is on press conference before the match. There are many controversial things on press conference. Sometime the fighter insult and fighting on press conference. The writer thinks it is interesting to investigate press conference Floyd and McGregor match because this is the match between the boxing champion and the UFC champion.

According to Culpeper (1996) impoliteness can be used to entertain people. To make controversy people did impoliteness. In boxing history the greatest boxing legend Muhammad Ali was first boxer did impoliteness to make controversy. In that time, Muhammad Ali successfully made boxing match more interesting. What Muhammad Ali did is followed by the boxing generation after him. Controversy in boxing match will make the boxing match famous. The writer is interested to investigate impoliteness appeared in press conference of Boxing match Floyd Mayweather and McGregor because some reason. The first reason is because this match is facing the boxing champion and the UFC Champion. It never happened before in boxing history. The second reason, the writer found that this match happened because McGregor challenged Floyd first. To make Floyd accepted his challenge, McGregor always provoked and insulting Floyd Mayweather on television. He ever said he can beat and knock down Floyd Mayweather. He did that until Floyd accepted his challenge. The writer investigates the press conference with impoliteness from Culpeper (1996). Murni and Solin (2012), both are students

of Medan University. They made impoliteness research in title A Small Corpus Analysis on the Use of Impolite Language by Children. Cheng (2008) research made impoliteness research in an intercultural apology. Mills (2008) made impoliteness research in cultural context. Mohammad (2013) made research in non native speakers' request. Garcia (2014) made research in debate. Biscetti (2015) made impoliteness research in title Impoliteness and Aggressiveness In Early Modern Master Servant Relations. Wicaksono (2015) made research in action movie. Those were impoliteness research made by some English students. What makes this research different is the writer makes research in Press Conference Boxing Match of Floyd Mayweather and Conor McGregor. Press conference before boxing match is common be done. What makes this press conference special is the fighter are not common. Floyd is the undefeated in boxing match and McGregor is the UFC Champion. First time in history how Boxing Champion in the world accepted the challenge from UFC Champion. The Press conference of Floyd and McGregor was really hot. They ridicule and insult to make provocation. According to the writer the Press conference is interesting to be investigated with impoliteness theory.

2. METHOD

The type of this research is descriptive qualitative research. The descriptive qualitative methodology is to find out the answer of the research objectives on this research. The descriptive qualitative research will concern with qualitative phenomenon related the discourse analysis will do by the writer. According to Bogdan and Taylor (in Moleong 2012:4) stated that qualitative study is a study which results from descriptive data in the form of written or oral words from observed people or behavior. This research is about impoliteness strategies in Boxing match Press conference Floyd Mayweather and Conor McGregor. The writer investigate Floyd's utterance contain impoliteness and McGregor's utterance contain impoliteness in press conference. The writer investigated using Impoliteness strategies developed by with Culpeper (1996).

The object of this study is impoliteness found in Floyd Mayweather and Conor McGregor in press conference before the match on boxing ring. For example McGregor said that he can knock down Floyd Mayweather no more three rounds.

3. RESULT

The total impoliteness there is 80 data. Positive impoliteness is the most popular strategies used in this show. Conor did use taboo words 38 times and Floyd did use taboo words 17 times. Total use taboo words made by both of them 55 data. The total of impoliteness was made by Conor McGregor is 56 data. Negative impoliteness ridicule was made by Conor is 15 data. For example: Conor McGregor said: “Does this mic work?” This utterance is ridicule. The reason is because Conor McGregor really knew that the mic is work but he act like the mic does not work. Positive impoliteness was made by Conor consists of call the other names 2 data for example: Conor said: “You’re a fucking bitch.” This data is positive impoliteness. The reason is because Conor called the undefeated boxing champion as a “fucking bitch”. exclude the others from an activity 1 data for example: Conor said: “Shut your fucking mouth”, this is exclude the others from an activity. The reason is because when Floyd was doing his speech, Conor asked Floyd to shut his mouth. And use taboo words 38 data for example: Conor attacked and he said: “Shut your fucking mouth.” This data is use taboo words because there is a taboo word. “Fucking” is a taboo word.

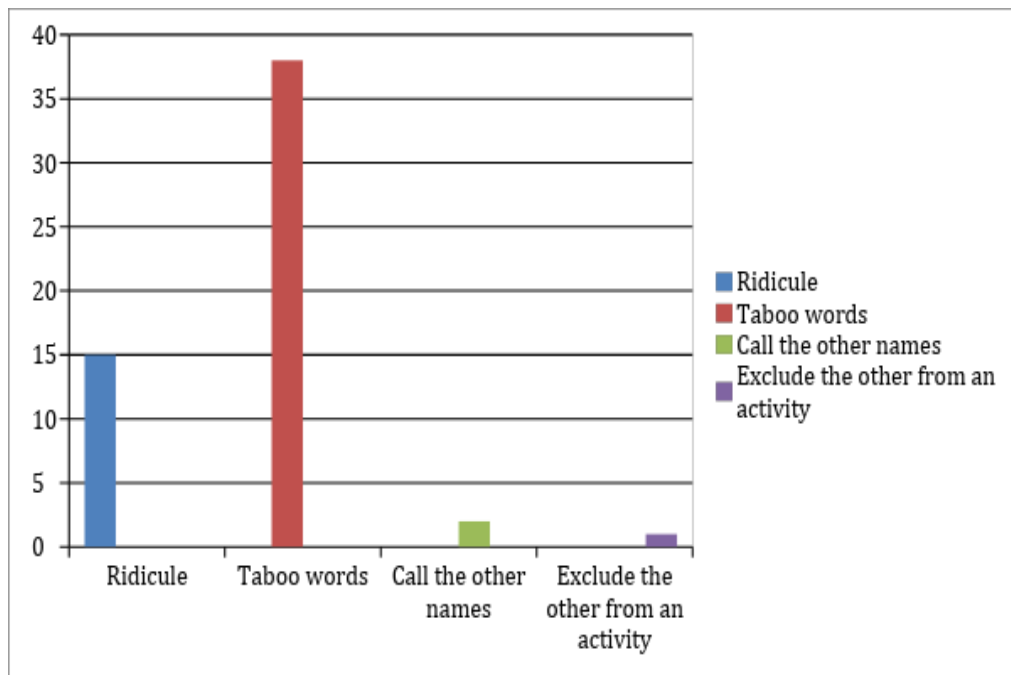
The total of impoliteness was made by Floyd Mayweather is 24 data. The impoliteness was made by Floyd consists of ridicule 5 data for example: Floyd said: “I like you, I like you.” This data is ridicule. The reason is because Floyd did not like McGregor. They attacked each-others. When Floyd said: “I like you.” He was not seriously said that. The purpose he said that is just to ridicule Conor McGregor. Positive impoliteness consists of exclude the other from an activity 2 data for example: Floyd said: “Shut the fuck up, bitch.” This data is exclude the others from activity. The reason is because Floyd

asked Conor to “shut up” when he was speaking. And use taboo words 17 data for example: Floyd attacked Conor, he said: ”One thing we do know, one thing we do know, one thing we do know, the fucking fans can’t fight for you.” This data is use taboo words. The reason is because Floyd used taboo words to attack Conor McGregor. The total impoliteness made by Conor McGregor is 56 data and impoliteness made by Floyd is 24 data.

The research finding shows that Conor McGregor did impoliteness much more than Floyd Mayweather. In this match, Conor McGregor is the challenger and Floyd Mayweather is the champion. Conor did much impoliteness to attacked Floyd. The goal of his attack is to provoke Mayweather.

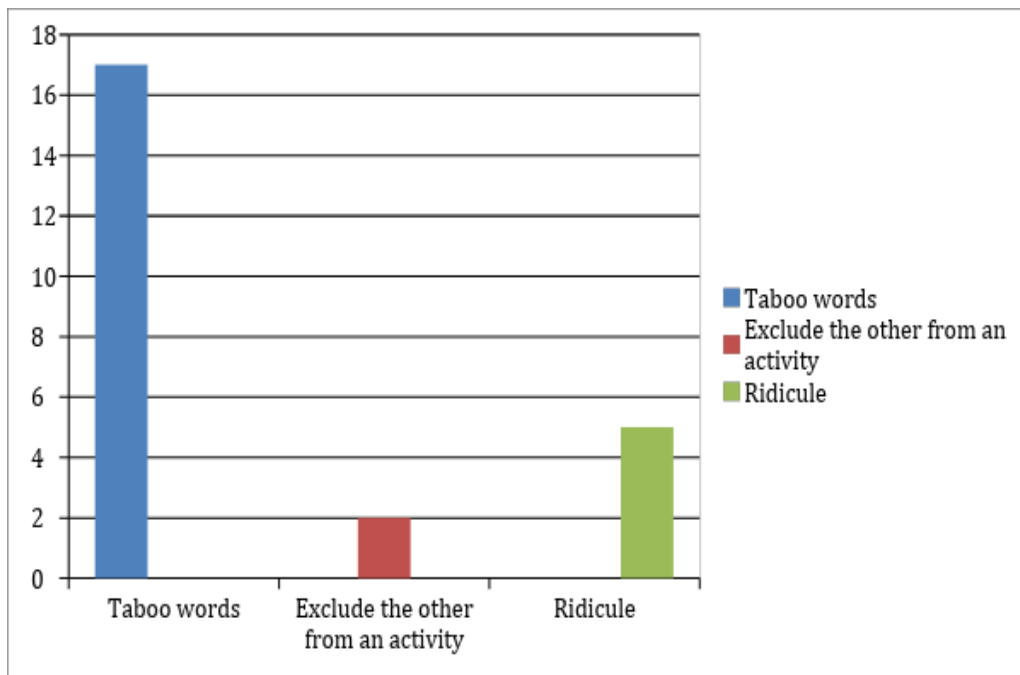
According to Culpeper, impoliteness can be used as a tool to entertain people. According to the writer what Floyd and Conor did on press conference stage before they have a match on boxing ring is just a drama. Although they attacked each other but they did not get angry with that. Their insult on stage is just to make sensation. They make promotion of the boxing match with huge sensation. According to the writer what they did effective to increase the popularity of their match.

Graphic 1. Impoliteness of Conor McGregor



Based on the graphic, this can be concluded that Conor did positive impoliteness and negative impoliteness. Total Conor did impoliteness attack is 56 data. Negative impoliteness by Conor is ridicule 15 data. Positive impoliteness by Conor is use taboo words 38 data, call the other names 2 data, exclude the other from an activity 1 data. The most often impoliteness strategies used by Conor in this press conference is use taboo words 38 data.

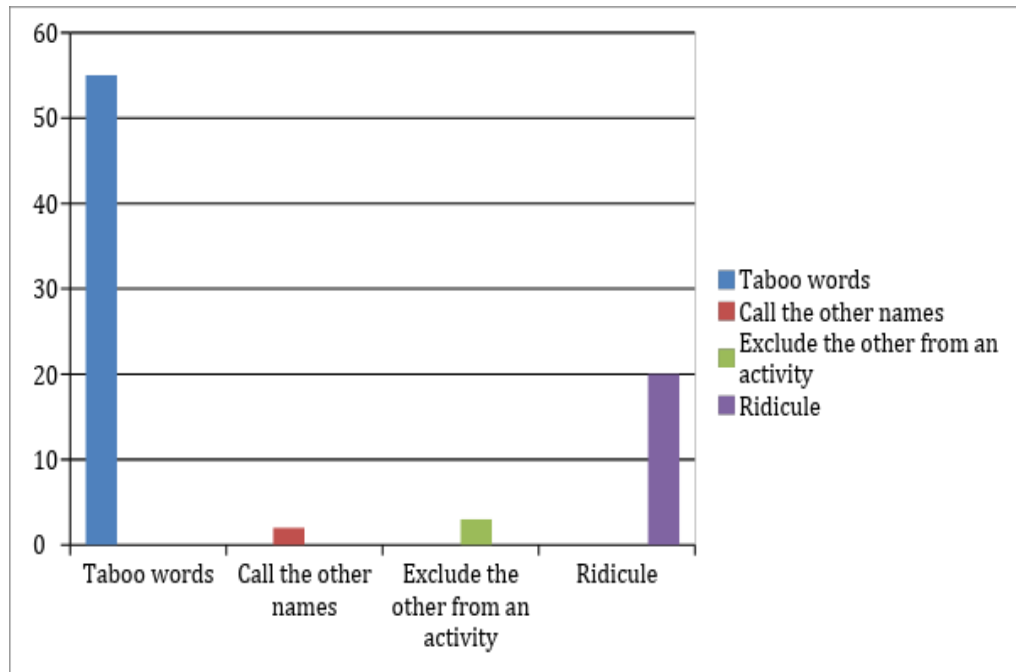
Graphic 2. Impoliteness of Floyd Mayweather



Based on the graphic, it can be concluded that Floyd Mayweather did positive impoliteness and negative impoliteness. Total Floyd did impoliteness attack is 24 data. The impoliteness used by Floyd is use taboo words 17 data, exclude the other from an activity 2 data and ridicule 5 data. The most often impoliteness strategies used by Floyd is use taboo words 17 data.

Based on the results, it can be concluded that Conor McGregor did more impoliteness attack than Floyd Mayweather. Conor did 56 impoliteness attack and Floyd did 24 impoliteness attack. In this boxing match, Conor is the challenger and Floyd is the champion. According the writer, Conor did more attack because his position as the challenger. As the challenger, his position is under the champion. In this press conference, Conor did more attack to Floyd because he wants to make provocation and to make sensation. In this match, Floyd did less attack than Conor did. Floyd position is the champion. That is the reason why he did not need to make any sensation on press conference stage. Floyd did impoliteness just to counter and to answer Conor's attack to him.

Graphic 3. The total impoliteness did by Conor McGregor and Floyd Mayweather



Based on the results of this analyzing, there are only two kinds of impoliteness strategies used by Conor McGregor and Floyd Mayweather. There are positive impoliteness that consists of use taboo words 55 data, call the other names 2 data, exclude the other from an activity 3 data. The negative impoliteness consists of ridicule 20 data. In this research, there are no *bald on record*, *sarcasm* and *withhold impoliteness*. Culpeper said that impoliteness can be used to entertain people.

4. CONCLUSION

Base on the data analysis, the writer would like to make conclusion of research findings.

4.1 Conor McGregor did *positive impoliteness* and *negative impoliteness*. *Positive impoliteness* consists of use taboo words 38 data, call the other names 2 data, exclude the other from an activity 1 data. Conor did 56

impoliteness attacks. In this press conference, Conor did not do *bald on record*, *withhold impoliteness* and *sarcasm*.

Floyd Mayweather did *positive impoliteness* and *negative impoliteness* in this press conference. *Positive impoliteness* consists of *use taboo words* 17 data, *exclude the other from an activity* 2 data. *Negative impoliteness* consists of *ridicule* 5 data. Floyd did 24 impoliteness attacks. In this press conference, Floyd did not do *bald on record*, *sarcasm* and *withhold impoliteness*.

4.2 The most frequently strategies used by Conor McGregor is *positive impoliteness*. Conor did *use taboo words* 38 data. The most frequently strategies used by Floyd Mayweather is *positive impoliteness*. Floyd did 17 data of *use taboo words*. In this press conference Floyd did not do *sarcasm*, *bald on record* and *withhold impoliteness*. In this press conference, there are 80 data of impoliteness. Conor did 56 impoliteness attacks and Floyd did 24 impoliteness attacks. Conor did more attack than Floyd.

4.3 Based on the data, it can be concluded that *use taboo words* from *positive impoliteness* is the most frequently strategies used by Conor McGregor and Floyd Mayweather. Conor McGregor and Floyd Mayweather did much impoliteness on press conference just to make entertaining. Conor and Floyd did not really get angry when they attack each-others. According to the writer what they did on stage is part of the show. The press conference is more highlight than their real match. The match between Floyd and Conor finished in 10 round. In that match seem Conor did not have match to Floyd Mayweather. Floyd is too powerful than Conor. Floyd defeated Conor easily. Many people were disappointed with that match. They said that the match was not like what they expected before.

4.4 According to the writer impoliteness in Boxing match Press Conference between Floyd and Conor was designed. It was designed to attract the world. If they successfully attract the world the match would be watched

by all people in the world. If many people in the world watch the match, it means many tickets can be sold. Many tickets can be sold means big money they get. Genius people can cultivate impoliteness as a flavor to make big show.

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