

## ABSTRACT

**Firmansyah, Mohammat Aldo.** 2025. An analysis of impoliteness strategy in the podcast *Misteri Perkemahan Terlarang* on Raditya Dika's YouTube channel. Thesis, English Language Department, Faculty of Letters and Philosophy of Panca Marga University. The advisors are (1) Indra Tjahyadi, M.Hum., and (2) Dr. Rasyidah Nur Aisyah S.Pd., M.Pd.

YouTube is one of the popular applications used in society. Many people use YouTube for entertainment and information. Many channels are of interest to YouTube users. One of them is a podcast. The podcast is one of the events that involves conversations between two to more people guided by the host. The language used in podcasts is free and not bound by rules. So that users have freedom in language. One of the famous podcasts is Raditya Dika's YouTube channel. Raditya Dika started the channel in 2007, which has 10.6 million followers. With the freedom of language in podcasts, the researcher is interested in examining the conversations that occur by choosing the object of Raditya Dika's podcast entitled *Misteri Perkemahan Terlarang* with guest stars Wahid and Nayla.

The researcher examined the language impoliteness of Culpaper used in the Raditya Dika YouTube channel podcast with several types of impoliteness, including bald on record impoliteness, negative impoliteness, positive impoliteness, withhold impoliteness, sarcasm, and mock impoliteness.

This research used a qualitative descriptive approach to analyze the impoliteness. The research was conducted by watching videos, then transcribing the conversations that took place, and finally analyzing the data that was found, which is included in the types of impoliteness. After obtaining the results of the data, this research validated the data with the support of books, journals, and experts in the strategy of impoliteness.

Four data points were found that were relevant to this type of impoliteness. A total of eight impoliteness strategies were spoken, including 1 data point on the impoliteness of pleasantries, 3 data points on negative impoliteness, 3 data points on positive impoliteness, and 1 data point on the politeness of sarcasm and mock.

**Keywords:** YouTube, Podcast, Impoliteness strategy