CIVILITY ON SOCIAL MEDIA

(THE TENDENCY OF POLITENESS LEVEL OF INTERNET USERS ON SOCIAL MEDIA)

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ABSTRACT

Social media is a boundless space of expression. Various ideas are able to be presented by its users own way, so that it appears to be unpredictable phenomena. News on social media evolve in such a way. Even the news about the president addressed immodestly. Based on the content that is the analyzed to determine the extent of thelevel of civility in social media.The results showed that (1)The average percentage news commentary assessed manners are as much as 74 percent while the average percentage of news comments judged to be polite is as much as 26.3 percent. (2)The amount of 74 per cent for comments considered polite indicates that the new media audience, especially visitors of portal news in Indonesia has a relatively good level of politeness. (3)Based on data obtained from the three coders in the study, the average percentage of news comments judged to be polite is as much as 26.3 percent. Thus, the level of politeness visitors news portal in Indonesia is categorized as a courtesy.

Keywords: Social Media, New Media, Civility

Introduction

Rapid developments in communication technology has brought the people of Indonesia entered a period of transition towards the information society. Various communication media such as books, newspapers, magazines, radio, television, movies, telephones, and computers can no longer be regarded as a separate media or different from each other. Progress in the field of computer and telecommunications networks have led to the unification or convergence of conventional mass media that produces new media. Today, we can read, for example, morning newspaper delivered through an Internet connection, reading through e-books, listen to music through the iPod, watch TV on the Internet.

Changes in the era of digital media technologies provide enormous changes in human life. According Straubhaar (2014), the presence of digital technology and the Internet has led to three important changes in people's lives are lifestyle change, jobs and careers, as well as changes in social issues.

Lifestyle marked by changes in media consumption patterns. TV viewing time is reduced due to the use of the Internet. G Young rely more on the Internet to get

information from the conventional media (newspapers, TV); download music via the Internet activities led to teen no longer interested in visiting the cassette store / CD music.

The presence of new media means the availability of more choices of living, the price of goods and services cheaper and better quality of life. However, new media can also degrade the quality of interpersonal relationships because relationships have been replaced with computer transactions, or degrade the quality of public discourse because professional journalism has been replaced by the Internet rumor.

The most important thing that emerged as a result of the presence of new media is the social issues changing. The media has long been a social issue among some communities. In particular, television became the center of media attention because it gives the most impact. Television is often the target of criticism and controversy, since the impact of the contents of the sensual impressions, charged violence, or gives a negative outlook on certain minority groups. Television is also blamed as the cause, ranging from consumerism, economic exploitation, to overweight (obese).

The new media, especially the Internet, are rapidly replacing the position of television as a medium with the greatest influence on society. This is due to the new media has interactive nature. The Internet allows everyone to act as the creator or producer of media content because users can directly upload impressions creation, which is sometimes problematic, to various Internet sites, for example, the portal site news or social media such as facebook, Twitter, YouTube, or other sites.

Social media presence brought major changes in the way people communicate. It encouraged the ease of access to the virtual world through *smartphones* the current price is getting cheaper. but unfortunately the behavior of some people in cyberspace are often inappropriate and improper. Many people who do not understand the consequences of taking social media when they write something as set forth in the Information Act No. 11 of 2008 on Electronic Transaction Information (UU ITE).

One of the prohibited acts performed in cyberspace regulated in UU ITE contained in article 27, paragraph 3 states: "Every person intentionally and without right to distribute and / or transmit and / or make accessible Electronic Information and / or Electronic Documents which have cargo insult and / or defamation. " Criminal sanctions for those who do her imprisonment of 6 (six) years and / or a fine of one billion rupiah.

The first case is the case of Prita Mulyasari should ber case with the Hospital (RS) Omni International. At first Prita Mulyasari wrote an email to his friend with a view to *vent* following the unpleasant events that happened at Omni International Hospital in 2008. But what happens is that email was posted at few blogs and spread in cyberspace. In May 2009, the Tangerang District Court Civil Lawsuit winning Omni. Prita convicted perform legal acts detrimental Omni. Prita was sentenced to pay a material loss of Rp 261 million, and was arrested on May 13 in Tangerang Women's Prison. After going through various legal process of winding a t last, on September 17, 2012, [The Supreme Court (MA) granted the request Reconsideration Prita Mulyasari,](#) so Prita free of all charges and free from imprisonment.

The second case is a case of defamation carried out by Benny Handoko on twitter microblogging social media. Benhan Accounts through which an account Benny Handoko he is deemed to have defamed a politician named Muhammad Misbakhun who then reported it to the police on December 8, 2012. On that account Benny Handoko tweet mentions that Muhammad was a robber Misbakhun Bank Century. It is Benny Handoko resulted sentenced for six months and probation for one year.

Other victims are detained by police is Muhammad Arsad for insulting and defaming President Joko Widodo through social media which is Facebook. He unnatural upload photos on a Facebook account that he edited such that the indecent images. He then reported to the police by politicians PDIP. This case is still in the judicial process.

The last case is pretty horrendous cases of insult done by Florence Sihombing, S2 student Notary Gajah Mada University. Florence insult people Yogyakarta through his status in the Path after he was hostile with gas station employees were reprimanded for not lining up. But, Florence instead attacked the people of Yogyakarta to deliver aspersion on social media.

Apart from a few cases, many people who use the Internet for positive purposes, for example to expand relationships and exchange views. But for some people, the Internet has made them become engrossed himself in front of the computer monitor so isolated from the association, *online* or affiliated with terrorist groups.

There is essentially a virtual world remains the real world because of its human ethics speak and air interactions with other human beings should be guided by the ethics that should be kept as the main thing to cherish. Criticism often becomes something that is not preferred, what if the criticism leveled accompanied by detraction leading to insult, abuse and others. This does not mean there is no democracy in cyberspace. Precisely cyber world is the most democratic region.

Be some legal cases caused someone despicable acts against others can be a lesson for the community to not violate the provisions of the expression on the internet media. Internet users who are used to insult or defamation should rethink his actions. Society needs to pay attention to ethics, culture in accordance with the existing provisions when communicating in the world. The Internet users should have a responsible attitude and mutual respect.

Statement of the Problem

As described above, several legal cases caused statement of a person who insults another person that results in the person exposed to criminal sanctions should be a lesson for society should be not violate the provisions when the expression on the Internet. Through such cases, the Internet users that had been used to abuse the pitch, slander or defamation must rethink their actions. The question now is whether there has been a change in the ways of Internet users in stating his views on the medium of the Internet.

Objectives of the study

This study aims to determine the level of politeness Internet users when they respond to a message through a statement or expression they convey in the forum readers on news portal website.

Review of Relevant Literature

Information Society

Information society is a society of people who rely largely on the economic activities of production and consumption of information. The computer is the medium used to create, store and process information. The study by the Veronis Suhler Stevenson (2009) in his report *Forescast Communication Industry, 2009-2013* noted

that in the information age individuals spend on average 2437 hours a year watching TV and listening to radio (Stevenson, 2009). This means that 304 working days (1 day = 8 hours of full-time work).

In addition, according to the report, the average individual spends 963 hours a year using other types of media including newspapers, books, magazines, music, movies, home videos, video games and the Internet. This means that humans spend 3400 hours / year of his life only to the media, much longer than other activities including work (1920 hours / year), or sleep (2920 hours / year).

At the same time, the consumption of the backbone of the economy of information society. Economic activity in many developed countries mostly an activity to produce, process, or distribute the information, including the activities of mass media content production, Internet, and computer industries.

Workers labor dominated the information field. The number of workers in this century of information has doubled compared to a century ago (Straubhaar et al, 2014). It can be said today humans live and work in an 'information society' *(information society).*

Various communication media such as books, newspapers, magazines, radio, television, movies, telephones, and computers can no longer be regarded as a separate media or different from each other. Progress in the field of computer and telecommunications networks have led to the unification or convergence, of conventional mass media that produces new media.

The current generation is the generation of the Internet. They use the internet to download songs and videos, buy a book and air ticket, read news, participate in politics, talking with friends and family and so on. All of which is done through the media channels that are used together. All of these are examples of media convergence phenomenon in everyday life.

Convergence is the process of integration of the mass media, computer, and telecommunications (Straubhaar et al, 2014). The mass media is the communication of the source of a message addressed to the crowd *(one-to-many communication)* delivered via an electronic channel or mechanical. Media convergence made possible due to the advent of digital technology has brought the communications media entering the "digital era" in which various media of communication that were previously distinct and separate into a melt in a digital communication network such as the Internet (Straubhaar et al, 2014).

Media and Society

The presence of technology inevitably gives enormous influence in human life. Humans use technology and surrounded by technology in almost every movement of life. Marshall McLuhan in his book *Understanding Media* (1964) suggests the influence of technology, especially communications technology. According to him, humans have a symbolic relationship with technology. Man creates technology and technology in turn recreate human identity.

According to McLuhan, media technology has created a revolution in the community because the community has been very dependent on technology, and society was formed based on the ability of people to use technology. He also saw a role of creating and managing media culture.

McLuhan thought about the relationship between technology, media and the public is called the *Technological determinism* is understood that the technology is the determinant (determining) in the form of human life. McLuhan thought is often also called the theory of the Media Ecology *(Media Ecology)* is defined as: *"the study of media environments, the idea that technology and techniques, modes of information and codes of communication play a leading role in human affairs."* (study of the media environment, the idea that technology and techniques, modes of information and codes of communication play an important role in human life).

The term *Technological determinism* shows McLuhan thought that technology had a great impact in the community or in other words, human life is determined by technology. According to McLuhan, communication technology is a major cause of cultural change. According to the invention of new technology affects every community cultural institutions. As noted McLuhan: *"We shape our tools and they in turn shape us"* (We shape our tools and they in turn shape us).

McLuhan heavily influenced thinking political economist Harold Adam Innis media which teaches that the media is the essence of civilization and that history is directed by media which dominates in every era. For McLuhan and Innis, the media is an extension or extensions of the human mind, thus the media holds a dominant role in influencing the stage or historical periodization.

Innis called the power of technology in shaping society as 'biased communication'. According to him, people use the media to gain political and economic power, and therefore the media is able to change the social order. Innis claimed that the media has the power to control the flow of ideas within the community.

Both McLuhan and Innis considered that almost impossible to find people who are not affected by the media. Our perception of the media and how we interpret the perception that the core idea of the theory of Media Ecology.

McLuhan's *global village* used the term to describe how the binding media world into one system of political, economic, social and global culture. At a time when the mass media has not exceeded the limits of the state and use of the Internet is still very limited, McLuhan has estimated that the media is able to unite the world into popular culture and global. According to him, the media is able to make the world a little more of a village or town. Shortly, social media is able to manage the various communities in the world.

Media is the Message

McLuhan's most famous thought at once of the most widely raises debate about its meaning is the expression that says that "the medium is the message" *(The medium is the Message).* McLuhan would like to state that the media is not the message is more important than media or communication channels used to get the message to the

recipient. In other words, he wanted to explain that the media or communication channel has its strengths and gives effect to the public, and not the content of the message.

According to McLuhan, in using the media tend to be concerned with the content of the message and people often do not realize that the media convey the message that also affect life. According to media shape and affect the message or information submitted. A message delivered through radio give a different effect if the message conveyed through the television. Television is able to give a more dramatic effect to an event.

Old and New Media

A discussion of the media are often grouped into two categories: old media *(old media)* and new media *(new media).* Old media such as radio, television, newspapers and films, also called mass communication media *(the media of mass communication),* which is the process of information exchange that occurs over a communication channel *(channel)* between the source of the message *(source)* and the recipient of the message *(receiver)* that accompanied by feedback *(feedback)* is limited. This process is also called the model of *Source-Message-Channel-Reciver* (SMCR Model) which was first developed by Shannon and Weaver (1949), and later models this SMCR repaired by David Berlo (1960) and Wilbur Schram (1954).

In this SMCR models, the message comes from a source that is sent to many recipients *(one-to-many communication)* simultaneously. Has a limited audience to provide feedback. The messages will be received by the audience must be screened first by media professionals who serve as *gatekeepers.* Mass media messages addressed to an area or as much as possible audience with a view to uniform taste and public opinion that industrial products can be marketed in bulk. Audiences tend to be seen as homogeneous, do not know the source of the message, as well as the passive to the message received.

The term 'new media' is often associated with interactive media such as the Internet. But the 'interactive' is just one of the properties of new media. The new media has a number of other properties: digital, *audience generated,* asynchronous, multimedia and *narrowcasted* (Straubhaar et al, 2014).

Digital. Developing new media as a result of the discovery of digital technology that has several advantages over analog technology to old media. Digital signals more resistant to interference and distortion compared to analog so that the transmission quality becomes better. Digital signals are susceptible to interference noise can be improved by 'cleaned up' during transmission or recording. Digital data can also be compressed by eliminating the same information (redundant) to enable the delivery of a number of channels at once. Digital technology allows the delivery of audio and video data in a single channel in an interactive (two-way) compared with analog technology that must use separate channels, and is one-way.

Interactive. In the communication, the word 'interactive' is often interpreted with two-way communication as interpersonal communication when two people have a

conversation. The term 'interactive media' is often understood as a medium of conducting two-way communication. But in reality, not many media are actually able to implement this two-way communication as interpersonal conversation where each individual not only turns the other party responds, but also modify the action based on responses given. In this case, can be defined as an interactive system where feedback from the recipients of the message are used by the sender of the message -human or computer- to continuously modify the message when it is sent to the recipient. In the old media that works based on the model SMCR, feedback tend to be weak and delayed for a few days or weeks. However, advances in communications technology (mobile phones, SMS) enables rapid feedback that lets viewers select and even control media content.

Audience Generated. The ability of the audience to select, control, and even produce their own media content becomes the most important properties owned by the new media that are not owned by the old media. The development of multimedia technology today allows electronics manufacturers to market products such as digital video cameras, audio recorders, or the editing of good quality with low prices. This allows anyone to become a producer of a program that is ready to serve his creation in new media such as Internet blogs, or YouTube. This recent tendency even shows a lot of the content of the new media impressions are taken as a program run on the old media. This in turn raises questions about the credibility and professionalism of the conventional media workers as more and more information and news media aired long turns produced by those who do not have professional skills, and do not understand professional ethics.

Unsincrounously. Acceptance of media content simultaneously or in parallel (simultaneously) is characteristic of the old media. The audience had to wait at the appointed time to receive and enjoy the content of media messages. However, these conditions do not apply anymore since the creation of recording technology (consumer recording technology) which allows the audience to save the contents of media messages for later play back at a different time.

Specific audience. The new media has a target audience tends to be more specific than the old media that tends to be more common. The target audience of the new media is often addressed to groups of small-scale audience called narrowcasting (as opposed to broadcasting). Progress in the field of audience research methods play an important role in helping the new media to focus on specific audience groups based on their lifestyle and needs.

Multimedia formats. Convergence technology enabling new media present media content in various forms or presentation format. The audience get a chance to choose different forms of presentation of media content according to their needs. For example, a media newspaper providing news online facility which not only presents the news in text form but also video, public opinion, online discussion groups and so on associated with the respective news.

New Media Audience

Recent trends indicate that the mass media audiences have become more fragmented. If at first the media reach a very wide audience number that shows the recent tendency of media increasing difficultly to maintain the broad market audience.

Developments show has been a shift or transition of society from the industrial era, with mass-oriented media *(mass media),* into the information age, the media is more focused on specific audience groups *(targeted media).* According Straubhaar et.al. (2014) there are a number of factors that contribute to encourage this audience segment:

1. The rapid development of communications technology capable of reducing the production cost of media is becoming increasingly low. This allows the media to benefit from small-scale audience.
2. Advertisers would rather look for media that have the number of the audience a little but provide a substantial portion of the target audience for their products.
3. More advanced research techniques, and the availability of consumer information data electronically, making the activity of potential customers collect data more easily even if they are scattered in various media. This way even cheaper than buying mass media advertising time.
4. Audiences and the creative power of media tend to be more interested in specific media.
5. The reaction of the mass media are losing audience due to the emergence of media with special target audience is producing a program with specific targets as well.

Changes in the era of digital media technologies provide enormous changes in human life. It is characterized by changes in media consumption patterns. TV viewing time is reduced due to the use of the Internet; young people rely more on the Internet to get information from the conventional media (newspapers, TV); download music via the Internet activities led to teen no longer interested in visiting the store cassette / CD music (Straubhaar et al, 2014). Conventional media using new media to broaden their audience network. For example, newspapers have websites that not only provide news text but also images (audio / video).

The new media can also degrade the quality of interpersonal relationships because relationships have been replaced with computer transactions, or degrade the quality of public discourse because professional journalism has been replaced by the Internet rumor (Straubhaar et al, 2014).

Today, the economic life of society characterized by *mass customization* is the process of production of goods and services based on the order in large quantities (Straubhaar et al, 2014). For example, the automotive company will not produce a new vehicle before the incoming customer orders. In the new media, audience segmentation has moved to a higher level, personalization. Personalization on new media *narrowcasting* similar to the old media. The difference is the segmentation of audiences on new media shrinking down to the individual level. Personalization allows media and advertisers directionally targeting specific audience segments that will be targeted product.

Popular sites on the *World Wide Web* using personalization to attract attention and get the audience in the way: greet visitors by name, featuring news topics, featuring sports team idol, advertising, until the color of the screen that are tailored to the characteristics and needs of visitors (Straubhaar et. al., 2014).

Nature of Interactive New Media

New media such as the Internet is seen as a medium which is really able to carry out two-way communication as interpersonal conversation where each individual not only turns the other party responds, but also modify the action based on responses given.

Straubhaar (2014) defines as the interactive system where feedback from the recipients of the message are used by the sender of the message -manusia or computer- to continuously modify the message when it is sent to the recipient. Another definition put forward Markus (1990) which states that interactive is a trait or characteristic of technology that enables multidirectional communication *(multidirectional communication).* Ha and James (1998: 461) as an interactive define *the extents to the which the communicator and the audience respond to, or are willing to facilitate, each other's communication needs.* This was seen as an interactive means how far the communicator and the audience responded to each other, to their respective needs.

Schultz (2000) suggested two types of interactive processes that characterize news websites or news portals *(Journalistic Web* sites), namely: first, the interactive processes that occur between fellow users or readers of news sites *(reader-to-reader)* and an interactive process between managers news sites with readers *(journalist-to-reader).*

According to Lee (2000), there are two categories of interactive activities in the new media that is interactive with humans *(interacting with* people) and interactive activities with technology *(interacting with* technology). Hoffman and Novak (1996) suggested that the two types of interactive *person interactivity* and *machine* interactivity. Stromer-Galley (2000) states two types of interactive activities in the new media that is interactive between people *(human-to-human interaction) and interactive with the media (human-to-media interaction).* Carey (1989: 328) defines interactive media as "technologies that provide person-to-person communications ... and person-to-machine interactions." This means -according Carey and also some scholars before- interactive activities on new media consists of that is only two-dimensional interactive activities with fellow human beings (first dimension) and interactive between humans and media (the second dimension).

Some other scholars proposed additional dimensions besides the two dimensions that have been put forward. Extra dimension needed to be able to explore a variety of different ways when bertinteraksi with new media. Szuprowicz (1995), for example, proposes three levels of interactive consisting of: interactive with fellow users *(user-to-user),* a user with a document *(user-to-documents),* and the user computer *(user-to-computer* or *user* -to-system).

User-to-user interactivity. According to McMillan (2002), interactive activities with fellow users *(user-to-user)* includes several types or models such as the model monologue *(the monologue* models) which is one-way communication where the control of the communications made by the sender of the message *(sender)* without too

expects feedback *(feedback).* This is done, for example, the marketing and communication activities of political communication focuses solely on how that message can be received by the audience (getting the word out). In this case, the facilities *of feedback* recently provided when the communicator wants to establish communication with the environment. Feedback instruments such as e-mail theoretically capable of opportunites establishment of two-way communication channels that provide feedback but they can not expect the exchange of messages *(communication exchange) is optimal.* Model responsive dialogue *(the responsive dialogue* models) can be found in *e-commerce* or web site that provides services to customers where there is interaction between the sender and the recipient, but the sender of the message that holds the main control of the communication process. In the model of *mutual* discourse, the position of the sender and the recipient are the equivalent facilities as are available in *chat rooms* or *instant messaging tools* that enables interactive communication equal in both directions.
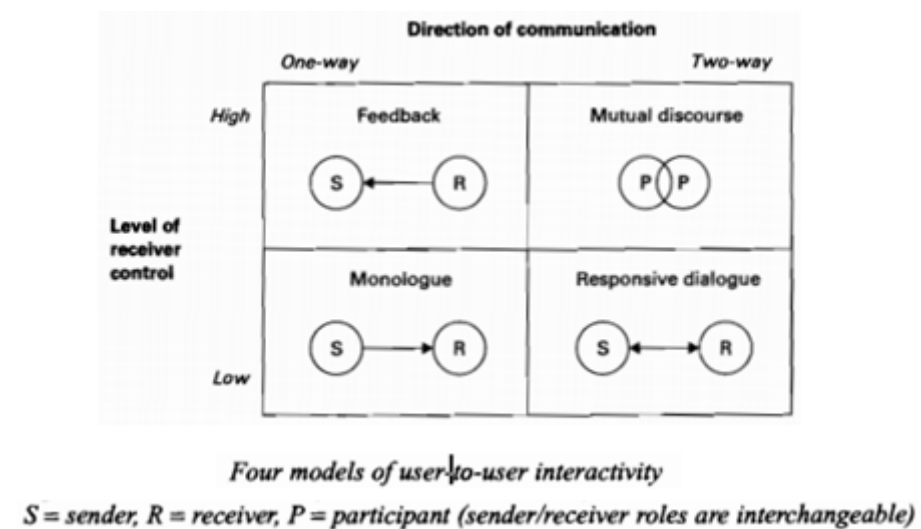

Figure 1: Four models User-to-User Interactivity. Source: McMillan, S, J. (2002). Exploring models of interactivity from multiple research traditions: Users, documents, and systems

User-to-Documents Interactivity. Interactive process between users and documents *(user-to-documents)* includes several models such as the model package *(packaged content* model) that is widely used in the media in which communicators design the message in one package and send it to the recipient relatively passive (McMillan, 2002) , This model is widely used in newspapers atay online magazine. Model 'demand' *(content-on-demand model) puts the audience in a more active position but not located as content creators.* In this case, the audience sort content based on their individual needs as well as websites that provide information that is categorized based on the preferences of their audience. Model 'exchange content' *(content exchange) has the assumption that all participants can act as the content of the message sender and receiver.* However, the exchange of information does not occur simultaneously. Model

'cooperation' (Co-created content) assume that all the participants to contribute to the production of content.

User-to-System Interactivity. These dimensions include the interaction of computer-controlled models *(computer-controlled interaction) in which the computer or the system will present information to the user and then the user to respond to the information received (McMillan, 2002).* For example, users who fill their credentials on an accreditation forms presented a web site. By contrast, the interaction model that controlled humans *(human-controlled interaction) puts the user in a more active position in which they can manipulate the computer by using facilities designed programmer on a web site to obtain information.* An example for this is the use of instruments such as *databases,* spreadsheets, and *word processors* to manipulate and manage data so that it becomes more useful to them. Model 'adaptive communication' (adaptive communication) put the computer as the party that controls the interaction but is more responsive to the needs of individual users. For example, the facility *of online games* or educational system *online* that can adapt to the individual skill level. Model 'state of flow' has characteristics which the interaction between users and computers is very high and very smooth such that the individual is able to melt and blend with computer environments *(virtual reality* systems).

Since a few decades ago and until recently, almost all of the discussion about the concept of interactive new media covers three dimensions: interactive with fellow users, users with documents, and users with computers. However, the boundary that distinguishes three levels are often vague or unclear. For example, interactive activities among fellow users *(user-to-user)* pays attention to the communication between humans *(human communication), but what about the user (eg, readers) to respond to the content of editorial media, this activity includes two dimensions at once that communication between humans and also communication of new media users (humans) with documents (user-to-documents).* However, irrespective of the existence of this overlap, the third dimension has provided the basic framework *(basic framework) to explain the interactive process on new media.*

Politeness

Polite words can be defined as a subtle tact or manners, civilized and polite.[1] While politeness *(politeness)* is a behavior that is expressed in a good way or ethical. Thus k ata politeness refinement related to the nature of language or cultivation manners and politeness. Politeness has an important role in fostering the positive character of native speakers, as well as showing their national identity.

Modesty is a cultural phenomenon, so that what is considered decent by one culture may not be the case with other cultures. Purpose of politeness, including politeness, is making the atmosphere interact fun, non-threatening face, and effective.[2]

Politeness language in general is meant as a good use of language, polite, civilized, Personal emitting noble and show respect to the parties yangmenjadi   interlocutor.   Politeness   language become one   of   the characteristics important nation   civilized.[3]According to Supremely Juhari

Moain (1992), modesty speaking is courtesy and subtlety in using the language when communicating through speech or writing.[4] The language used is full with an orderly manners, courtesy and contains the values of respect that high. On Generally, the language which is polite to have refined vocabulary to convey a message or feeling something.

Many studies on politeness focused on the level of realization of speech. Walter (1979) defines this phenomenon as a way of investigating how much politeness pressed strategy speech act.[5] This phenomenon seen civility in the surface level, which emphasizes the use of form language of the speech act itself.

The forms of speech in the choice of respondents are included in the category are not polite (score 2) if it has the following characteristics (Zamzani et.al., nd):

  a. Reprimand with a less refined diction

  b. Defense against any action

  c. No regard for others

  d. Highlighting himself

  e. Shaming others in public

  f. humiliate others

  g. superior

  h. Honesty hurt others

  i. Mock

  j. Speak not according to the situation

While speech can be categorized as extremely polite if it has the characteristics as follows:

  a. Shows anger to students

  b. Bragging

  c. Superior and judgmental

  d. Slander

  e. Joked to drop another friend

  f. Rebuked the rude diction

  g. Vulgar language

  h. Satire dropping pupils in public.

The theory of politeness by Brown and Levinson (in Sakinah, nd) revolves around the notion of the face *(face)*[6]. All rational people have to face (metaphorically) and advance it must be respected, preserved, maintained, and so on. According to advance the notion that they can be differentiated into the face of negative and positive face. Advance positive refers to the self-image of each person (rational) were eager for what he did, what he has or what are the values that he believed (as a result of what was done or had it) recognized the other as a thing good, fun, commendable, and so on. Face negative self-image refers to any person (rational) that wish that was rewarded with the letting free to act or let it free from the necessity of doing something.

Methodology

This study uses content analysis *(content analysis) as a common technique used to examine the contents of the mass media that covers all types of media.* Content analysis is a popular method for studying mass media content, and very useful to answer various questions concerning the mass media (Wimmer & Dominick, 2003). [7] Barelson (1952) defines content analysis as *"a research technique for the objective, systematic and quantitative description of the manifest content of* communication", [8] which is a research technique (to get) a description of an objective, systematic and quantitative of the record contents of the communication. The operational definition and rules within the classification variables must be stated clearly and comprehensively so that other researchers to repeat the process will come to the same conclusion . The population in this study entitled 'Politeness internet users in response to the news of President Jokowi on the news portal site' is determined as follows:

1) The study population was all over the news portal site in Indonesia.
2) The study period is the period November 2014 - March 2015. This period was chosen because the government of President Jokowi has raised fuel prices on 18 November 2014, just a month after he was sworn in as president. Rising fuel prices may be an indicator of the level of public support for the president of the RI-7.

Based on these explanations, the sample is determined as follows:

1) Samples based on the content source is five largest news portal in Indonesia is Detik.com; Kompas.com; Okezone.com; Merdeka.com; Viva.co.id and; Tribunnews.com.
2) Samples based on the sampling time is two times a week which will be chosen at random.

According to Wimmer and Dominick (2011), the size of the sample size is basically dependent on research topics. In this study the number of samples to be taken each week is determined by two so that the total sample is eight. Thus the frequency of news to be sampled in this study, for a period of one month, is as much as eight times making news. This amount is sufficient as the views Riffe, Lacy, Nagovan and Burkum (1996) which states that the sample size analysis of the contents of a news portal is as much as twice a month is sufficient to represent a year-long study period. [9] The unit of analysis in this study is any news about the President, Vice President and member of the cabinet of President Jokowi.

Result and Discussion

The population in this study is all over the news portal site in Indonesia, and the study period is the period November 2014 - March 2015. This period was chosen because the government of President Jokowi has raised fuel prices on 18 November 2014, just a month after he was sworn in as president. Rising fuel prices may be an indicator of the level of public support for the president of the RI-7.

Once the population or *universe* and the study period is determined, the next step is to determine which part of the population sample that is representative of the whole population. In this study, samples taken from a population that is all over the news portal in Indonesia. But due to investigate all the news portal does not allow the researchers chose five largest news portal in Indonesia, namely: Detik.com; Kompas.com; Okezone.com; Merdeka.com; Viva.co.id; Tribunnews.com

The study sample was determined as follows: First, a sample based on the content source is five largest news portal in Indonesia is Detik.com; Kompas.com; Okezone.com; Merdeka.com; Viva.co.id and; Tribunnews.com. While the sample is based on the sampling time is two times a week which will be chosen at random.

In this study the number of samples to be taken each week is determined by two so that the total sample is eight. Thus the frequency of news to be sampled in this study, for a period of one month, is as much as eight times making news.

As mentioned in Chapter 3 in this case comments that can be categorized as polite is if it has the following characteristics: a) showed anger; b) m enyombongkan themselves; c) s uperior and judgmental; d) f itnah; e) b ercanda to drop others; f) m enegur with rough diction; g) b ahasa vulgar; h) s indiran were dropped in public.

Test Reliability

In this study, data collection was done by three people koder status as a student at the Faculty of Communication, University of Mercu Buana. Reliability test (R) of the three coders done using Holsti reliability test by using the following formula:

$$R = \frac{\qquad}{}$$

In the formula of the reliability test Holsti M is the number two coders same decision, while N is the number of decisions made by the first and second coder. Because this study using three coders that coder reliability test done twice. First, the coder reliability test first and second; and subsequent re-test reliability between coders 2 with 3 coders.

Coder reliability test between the first and the second resulted in the level of reliability of 80%, while the reliability test between the second and third coder also produces 80%. Thus, the coder tests conducted in this study resulted in the level of

reliability of 80%, which means that the level of agreement between the coder against the unit of analysis showed high reliability.

In this study, a third coder assess as much as 34 headlines that appeared in a wide variety of news portals during the period of this study. The number of responses (comments) that arise from a different news. No news has been received many comments, but there is also a bit of news that accept comments. The results of their assessments of the comments that emerged are presented in the following table:

	Koder 1	*Koder 2*	*Koder 3*
The amount of news that assessed	63	44	65
Comments on the news that is not considered polite	29%	20%	30%
Percentage news comments considered polite	71%	80%	70%
The average percentage of news commentary is considered polite	**74%**		

Based on data obtained from the assessment three coder as set forth in the table above is known that the coder first (Koder 1) has conducted an assessment of the 63 comments, and the comments that many, 29 percent rated as comments are not polite, and 71 percent rated it as a comment polite , Both coders (coder 2) has conducted an assessment of the 44 comments, and the comments that many, 20 percent rated it as a comment not mannered and 80 percent rated it as a comment mannered. The third coders (coder 3) has conducted an assessment of the 65 comments, and the comments that many, 30 percent rated as comments are not polite, and 70 percent rated it as a comment mannered. Thus the average percentage of news commentary assessed manners are as much as 74 percent while the average percentage of news comments judged to be polite is as much as 26.3 percent.

The amount of 74 per cent for comments considered polite indicates that the new media audience, especially visitors news portal in Indonesia has a relatively good level of politeness. It is based on the following assessment:

Very polite   :   0-20% comments judged to be polite

Santun   :   20-40% comments judged to be polite

Quite polite   :   40-60% comments judged to be polite

Not polite   :   60-80% comments judged to be polite

Very polite :   80-100% comments judged to be polite

Based on data obtained from the three coders in the study, the average percentage of news comments judged to be polite is as much as 26.3 percent. Thus the level of politeness visitors news portal in Indonesia is categorized as a courtesy.

Discussion

As it's been mentioned previously that the presence of social media in society has brought major changes in the way people communicate. It encouraged the ease of access to the virtual world through a variety of devices whose price today is becoming increasingly cheap. Unfortunately the behavior of some people in cyberspace are often inappropriate and improper. Many people who do not understand the consequences of taking social media when they write something as set forth in the Information Act No. 11 of 2008 on Electronic Transaction Information (UU ITE).

One of the prohibited acts done in the virtual world set in the ITE Law that states take every person who intentionally and without right to distribute and / or transmit and / or make accessible Electronic Information and / or Electronic Documents which have a charge of abusive and / or contamination good name.

Criticism often becomes something that is not liked, what more if accompanied by detraction of criticism that leads to humiliation, harassment and others. In this study, researchers have not found any aspersion rough once leading to insult, abuse and others. For example, in the article entitled "Jokowi Will Correction Fuel Prices Following Oil Down". Articles published in this viva.co.id carried a report that President Joko Widodo stated that the Government will correct the price of fuel oil (BBM), following a drop in world oil prices. Government, is now being re-calculate the amount of gasoline prices, adjust the oil price. According to the President, about how the attitude of fuel prices, with the fall in world oil prices, now we count the options that will be done. According to the President, the Minister of Economic Affairs is formulating a policy for the decline in world oil prices. The Head of State promised to announce before this year ends. However, he did not mention that the price of subsidized fuel will be lowered. The president just said that the Government has three options, although not mentioned in detail.

This does not mean there is no democracy in cyberspace. Precisely the virtual world is the most democratic region. Writing in the virtual world with no regard to ethics can be a dangerous thing. Do writing that insult or slander spread could face criminal sanctions contained in the law as a rule that is applied so that people can maintain an attitude of courtesy in cyberspace.

Be some legal cases caused someone despicable actions of others can be a lesson for people not to violate the provisions of expression on the internet. Internet users who are used to insult or defamation should   preferably immediately conscious. But on the other hand, the government must remain to disseminate to the public, especially to the younger generation.

Society needs to pay attention to ethics, culture in accordance with the existing provisions when communicating in cyberspace. Users of Internet media should have a

responsible attitude   and mutual respect. The purpose of the enactment of a regulation course to realize the condition of people's behavior was polite, orderly and in using the internet.

However, there are some objections to the application of the Act-ITE. Some parties considered the application of this law makes the situation and conditions of the community of Internet users become restless and uncomfortable. This could be an indicator that something was wrong from the UU-ITE. One reason is the article of insult or defamation can be regarded as a rubber article, because it can be interpreted arbitrarily. Legal people regard this as something that has no legal certainty.

Conclusions

Based on what has been described above, some conclusions can be drawn as follows:

1. The results showed that the average p rosentase news commentary assessed manners are as much as 74 percent while the average percentage of news comments judged to be polite is as much as 26.3 percent.
2. The amount of 74 per cent for comments considered polite indicates that the new media audience, especially visitors news portal in Indonesia has a relatively good level of politeness.
3. Based on data obtained from the three coders in the study, the average percentage of news comments judged to be polite is as much as 26.3 percent. Thus the level of politeness visitors news portal in Indonesia is categorized as a courtesy.

Recomendations

Society needs to pay attention to ethics, culture in accordance with the existing provisions when communicating in cyberspace. Users of Internet media should have a responsible attitude   and mutual respect. The purpose of the enactment of a regulation course to realize the condition of people's behavior was polite, orderly and in using the internet.

End note

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