General Politeness and Impoliteness in Mobile Gaming Communication

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Abstract Mobile gaming communication is a rapidly growing field of research that explores the ways in which people interact while playing mobile games. This study examines Traveler's strategies to convey politeness and impoliteness in mobile game interaction between Traveler and Paimon in Genshin Impact. A descriptive qualitative method was used to identify the politeness strategies in the dialogues. Indonesian utterances were obtained from the voice-over of the Traveler copied from HoyoLab. The dataset comprised 60 conversations between the Traveler and Paimon, which were then collected, classified, and analyzed based on Leech's (2014), politeness principle with conversation maxims. The results revealed that both characters employed politeness and impoliteness strategies. The politeness strategies were utilized to assign positive values to the speakers and to soften the expression of negative values to take away value from the speakers. In contrast, the impoliteness strategies involved camaraderie, language, and humor in maintaining the characters' relationship.

Keywords: *Character, Genshin impact, Impoliteness, Mobile game, Politeness*

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Received: August 2024
Revised: October 2024
Accepted: October 2024
Published: November 2024

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1. Introduction

Languages are not only used by humans in communication but also by the characters in the animation (Budiarta & Rajistha, 2018). In addition, animation can provide insight into communication strategies. For example, communication strategies, such as politeness, can be learned from anime (Kartika & Jumanto, 2024) or other media interactions (Aini et al., 2023). Nowadays, technology and media are two of the main sources of learning. Learning the language and strategies in communication can be done not only by taking language courses but also by using other forms of media such as social media, animation, film, novels, video games, and mobile games. One of the interesting cases to analyze is politeness in online games. Research on politeness and impoliteness in online gaming has been relatively limited but has provided insights into the communication behavior of players

https://doi.org/10.22034/ijscl.2024.2040802.3691

in virtual communities. As a reflection of real life combined with elements of fantasy, the language used in such games shows politeness and impoliteness. Polite language is a part of some cultures. For example, Indonesian and Balinese languages are languages that have politeness levels. The words, phrases, or sentences used concern to whom speakers speak. The concept of SPEAKING (Hymes, 1974) might be considered by speakers to be polite or not. In the concept of pragmatics, politeness is not a must (Leech, 2014), but it is a choice. The speakers can choose how they want to speak. There are no rules or regulations on how the speakers express their ideas, how they decide the language used, or how they use polite or impolite language (Gagné, 2010; Masruddin et al., 2023; Ren & Fukushima, 2022; Wahyuningtias, 2014; Wijayanti et al., 2023), and at the same time, they are affected by culture, as in Chinese culture (Zhou, 2022). It is widely known that politeness is used to maintain relationships and to give a positive impression (Kavanagh, 2016; Lowrey-Kinberg, 2019; Prayitno et al., 2019). However, impoliteness may also happen, and offensive language is one example of impoliteness (Haugh et al., 2022). One extreme behavior showing impoliteness is shaming. Online public shaming can bring a negative impression and damage the relationship (Blitvich, 2022). That is why interpersonal behavior and harmonious orientation are related to each other (Zhao & Mao, 2021).

Politeness theory, which posits that speakers aim to maintain social harmony and face-saving in communication, has been applied to various domains, including online communication. One of the earliest studies on politeness in online gaming was conducted by Ensslin (2011), who examined the language of gaming in which gamer communication and politeness were analyzed. Ensslin (2011) found that games involve on-mic and off-mic strategies because communication has different features in each type of game. In addition, the gamers' motivation for politeness is to complete quests or raids requiring cooperation between gamers (Krammer, 2014). Other studies have examined the use of impoliteness strategies. One of the studies was conducted by Balogh and Veszelszki (2020), who examined politeness and insult in computer games. They found that taunts as insults do not always refer to offensive utterances but have more forms and rules. For example, taunts are elements that are available in a competitive game (Balogh & Veszelszki, 2020). More recently, studies have examined the use of politeness and impoliteness strategies in specific games, such as PUBG (Idrees, 2020), League of Legends (Balogh & Veszelszki, 2020), Fate/Grand Order (Sembiring et al., 2022), and Grandblue Fantasy (Dewi & Amri, 2023).

Previous studies on politeness and impoliteness in online gaming have provided insights into the communication behavior of players in virtual communities and have highlighted the importance of social and cultural factors in shaping this behavior. However, these studies have been limited in scope and methodology and have not provided a comprehensive understanding of the general strategies of politeness and impoliteness used by players in mobile games. With the proliferation of mobile games in recent years, players' behavior and communication in gaming communities have become an increasingly important research topic. In this context, the study of politeness and impoliteness strategies in mobile games can shed light on how players interact with each other and how they manage social relationships in virtual spaces. Therefore, the present study aims to analyze the politeness and impoliteness strategies used by the main character (the Traveler) and the game assistant (Paimon) in Genshin Impact. Genshin Impact has been the data source for the conversational implicature analysis on voice character dialogue (Putri & Simatupang, 2022). Genshin Impact provides a chance for the players to do or explore everything. This game provides not only a storyline that guides the players but also freedom in deciding what the players want to do in the game. This game also serves some languages as the language of subtitles, game systems, and characters' voices. One of the languages provided is Indonesian. For players who do not understand English well, Indonesian subtitle is the best choice. The use of the Indonesian language in the game aims to make the players understand the storyline, missions, characters, and other parts of the game.

As mentioned previously, the Traveler and Paimon are the main characters of Genshin Impact. Examining the politeness and impoliteness of communication behavior between the Traveler and Paimon is significantly needed to show that games may affect the communication behavior of gamers or players. While the study of politeness and impoliteness between the characters has not been researched yet, the politeness and impoliteness strategies used to maintain the relationship between the characters in the video game are worth researching for their potential uniqueness in finding. Aiming to

address this gap, the present study investigates how the main character of the game uses language and other communicative resources to show politeness and impoliteness in communication. It is comprehensively undertaken by examining the general strategies of politeness and impoliteness employed by mobile game players and the non-player character (NPC). For further investigation, this research discusses the politeness and impoliteness strategies used by the Traveler and Paimon in the Genshin Impact, specifically the Indonesian utterances. This is because the game has been downloaded more than 5.000.000 times by the Indonesian people, and about 5% of players are from Indonesia (Appmagic, 2022). The investigation focuses on the Indonesian translation of the utterances produced by the Traveler and Paimon and involves sixty topics found in the conversations between the Traveler and Paimon. Thus far, the present study is expected to significantly contribute to the understanding of mobile gaming communication by exploring how politeness strategies influence social interactions and relationships, particularly when people interact while playing mobile games.

2. Theoretical Framework

2.1. Politeness

The well-known theory of politeness is the theory proposed by Brown and Levinson (1978, 1983). The theory is founded on the psychological notion of face (Brown & Levinson, 1978, 1983). They distinguished between negative and positive faces. The conception of politeness is a way of protecting face against face-threatening acts (FTAs). On the other hand, Leech's Principles of Politeness (2014) explain how polite communication works in social situations. The principles include rules about being considerate, generous, approving, modest, agreeing, and showing empathy. Leech's work shows how language is not just used to share information but also to strengthen and improve relationships between people (Indrawati, 2011; Santoso et al., 2020). Leech also makes a difference between being rude on purpose and being rude by accident. Intentional impoliteness happens when someone purposefully breaks the rules of being polite to show they are in charge, express their anger, or hurt someone. Knowing about impoliteness is important because it shows how bad interactions may take place and how to come up with ways to solve and reduce conflicts in communication.

When revisiting the politeness principles, Leech (2014) shed light on how people use polite language called "The component maxims of the General Strategy of Politeness (GSP)". The principles point out some rules that show people to be polite, avoid problems in social situations, and improve communication. Through each of their characteristics, the six popular maxims, such as the generosity maxim, tact maxim, approbation maxim, modesty maxim, and agreement maxim, used in the previous research, are revisited. Four maxims are added to the old categories, namely obligation reticence consisting of the obligation of S (speaker or writer) to O (other person or people other than speaker or writer), obligation of O to S, opinion reticence, and feeling reticence. Here is a brief detail of each Leech's maxim of GSP.

1) **(M1) Generosity Maxim**

   The Generosity Maxim is similar to the Tact Maxim. It means trying to help others more and take less for yourself. This saying tells speakers to put others first and not focus too much on their own wants or needs.

2) **(M2) Tact Maxim**

   The Tact Maxim focuses on trying to make things easier for others while also showing them how they benefit from it. Speakers are urged to think about how the listener feels and what they are going through.

3) **(M3) Approbation Maxim**

   The Approbation Maxim means saying as little bad about others as possible and saying a lot of good things about them. This saying highlights the need to look for the good in others, even when giving feedback. Instead of just saying something bad, a speaker might first mention something good.

4) **(M4) Modesty Maxim**

The Modesty Maxim suggests that people should not brag about themselves and should instead downplay their good qualities. This helps them come across as humble and not arrogant. This saying reminds us to be humble when we talk to others.

5) **(M5) Obligation (of S to O) Maxim**

This maxim means giving a high value to S's obligation to O, which is realized through apologizing or thanking.

6) **(M6) Obligation (of O to S)**

This refers to the situation of giving a low value to O's obligation to S, as shown in the form of responses to thanks that minimize the debt and responses to apologies that minimize mistakes.

7) **(M7) Agreement Maxim**

The Agreement Maxim focuses on reducing differences between what people say and increasing the points they agree on. This does not mean that speakers shouldn't share their real opinions, but they should try to find shared views and express their differences in a helpful and friendly way.

8) **(M8) Opinion Reticence**

This maxim is applicable to giving opinions. The main concept is giving a low value to S's opinions. The utilization of hedges like "I think", "I guess", "I don't suppose" is also related to this maxim in order to make the force of any opinions soft. Another propositional expression used can be "It might be that".

9) **(M9) Sympathy Maxim**

The Sympathy Maxim means reducing hatred between people and increasing kindness. This saying helps speakers show care and understanding for others, especially when things are tough or emotional.

10) **(M10) Feeling-Reticence Maxim**

The Feeling Reticence Maxim focuses on giving a low value to S's feelings. This maxim relates to suppressing feelings when someone is hesitant, holds back, and feels reluctant to share their thoughts or feelings openly. The feeling can show up in different ways, like being shy, being scared of what others think, or having a hard time finding the right words.

2.2. Politeness and Gaming

Video games and language cannot be separated because in-game contents use language to deliver messages or instructions. At the same time, language plays an important role in keeping the game user-friendly. The trend of mobile games affects the linguistic behavior of gamers or players, and this may affect off-game communicative situations (Balogh & Veszelszki, 2020; Kowert et al., 2023). That is why providing a positive communicative environment in a game is a challenge. One of the positive impacts of video games is that they can be a tool for learning politeness (Sukirman, 2017). However, in playing a kind of game, such as Massively Multiplayer Online Role-playing Games (MMORPGs), players may face stressful situations that make offensive language a choice or inadvertence in communication. Yet, politeness exists in MMORPGs in case gamers or players position themselves to achieve a purpose or manipulate their interlocutors (Kramer, 2013).

Studies on politeness in video games show the habit of using language by gamers. The gamers may decide to be polite or not, based on the purpose of communication. Some genres of games may make gamers stressed because of their competitiveness, but others may be fun and relaxing. Social games and adventure games that request a friend to complete a mission or a quest may contribute to more positive communicative behavior than competitive ones (Kramer, 2014).

2.3. Impoliteness

Impoliteness occurs when someone breaks the rules of polite behavior, either on purpose or by accident. Being polite helps build good relationships while being impolite can cause problems, make people feel uncomfortable, or lead to being left out. Leech's (2014) study of impoliteness adds to his work on politeness by demonstrating how language can help keep social peace or create conflict. Impoliteness is the realization of violating the maxims. Impoliteness breaks all characteristics of GSP. It might come off as rude, bossy, or uncaring. A rude comment that breaks this rule might come off as selfish or thoughtless. In addition, impoliteness usually shows up when people focus on criticizing or insulting others instead of saying something nice. It can come off as arrogant or showy. The state of being impolite ignores the efforts of trying to find things you agree on or make the situation better. It can also be in the form of opinionated behavior, which means overvaluing one's own opinion.

Of all those conditions, there is another condition called banter (mock impoliteness) that is specific to the forms of impoliteness. Given the condition that people have been close to one another, camaraderie shows a relationship of compatibility between individuals who feel themselves to be near in terms of both vertical and horizontal levels. Camaraderie is characterized by a shared sense of togetherness and support, which can fortify bonds between people, whether in social, work, or group environments. Camaraderie cultivates a positive climate and advances participation, making individuals feel associated and propelled to work toward common objectives (Leech, 2014). As people establish their camaraderie, humor may be part of their communication in the form of a friendly exchange of teasing remarks. It is the same as taunts as the elements of competitive games, which do not always become offensive (Balogh & Veszelszki, 2020).

In playing online games, young game players show the tendency to adopt and use various impolite expressions (Idrees, 2020). This can be said to be the residue of playing online games affecting real life. Another example of impoliteness is the use of swear words and other bad language expressions. Swear words and other bad language expressions (BLEs) are commonly used by gamers in the gaming context, and swearing is more frequently used than other BLEs (Karsch, 2022). Using impolite expressions when playing online/mobile games is sometimes because gamers face bad situations or imitate others who do the same. In the worst case, the impolite expressions used by the game players sometimes happen because of misreading (Sambada & Ariatmi, 2024).

3. Methodology

3.1. Materials

This research discusses the politeness and impoliteness strategies used by the Traveler and Paimon in the Genshin Impact, especially the Indonesian utterances. Genshin Impact is a cross-platform adventure game with an immersive visual experience and a massive open world receiving some awards, such as Apple's App Store Best of 2020: iPhone Game of the Year, Google Play's Best of 2020: Best Game of 2020 PlayStation Partner Awards 2021 GRAND AWARD, and the Best Mobile Game award at TGA 2021 (Hoyoverse, 2024). This study analyzes the Indonesian translation of the utterances expressed by the Traveler and Paimon. Sixty topics were analyzed in this study. All topics were the conversations between the Traveler and Paimon. The data were taken on August 1st, 2023. The utterances were taken from Genshin Impact's official website, HoYoLab, which guides the players. The data were gathered from the voice-over of the Traveler found in the character archive. The default language used in the game is English, but gamers can change the language to Indonesian. This affects all elements in the game, such as dialogues, game options, descriptions of characters, weapons, artifacts, and all parts of the game.

3.2. Procedure

This research was conducted using an interactive qualitative approach (Miles et al., 2014). This model was applied to look at and understand the data in an organized way. Through the application of this method, important conclusions can be made by focusing on a step-by-step process that involves simplifying the data, showing them clearly, and checking the findings. The ability to change and adjust makes it a useful tool for researchers in different types of qualitative research.

Data collection was done by observing the utterances between the Traveler and Paimon found in the 60 topics of conversation. Close reading and note-taking were followed by highlighting the relevant data showing the application of all maxims.

Data display in this study included several activities. Elaboration and analysis dominated this phase. Elaborating on politeness involved two categories, i.e., GSP applied by the characters, which demonstrated general strategies of politeness and general strategies of impoliteness. All these categories were narrowed down into several categories in accordance with the interaction among characters. Analyzing the utterances that show the features of all maxims was the step conducted to describe that GSP can be applied in mobile gaming communication.

Data condensation was initiated by classifying the GSP applied by the characters and the impoliteness. While the results were presented descriptively to explain the general strategies of politeness applied in the conversations between the Traveler and Paimon, thorough division and relevant keywords were done to help make valid classification. The data were classified based on the politeness strategies used by the Traveler and Paimon. The Traveler can be played as male or female, but Paimon is designed to be female, supporting the Traveler, the main character of the game.

The last phase was conclusion drawing, which was done by ensuring the proper classification of data. Before the conclusion was drawn, the earlier steps included data presentation showing the use of Indonesian versions of the utterances uttered by both characters. All data that have been collected and classified were analyzed based on the GSP applied in the utterances. All these steps were carefully taken to ensure comprehensive analysis in accordance with the GPS proposed by Leech (2014).

4. Results

The concept of General Strategies of Politeness (GSP) applied in this study focuses on ten revised maxims (Leech, 2014). This concept describes how politeness is not a universal term across all cultures. In addition, the concept of politeness cannot be deduced solely from the use of words that make utterances polite; it must also meet the GSP criteria. S (speaker) expresses favorable value with what pertains to O (hearer or other participants) or expresses unfavorable value with what pertains to S (speaker) to form a polite expression (speaker).

The results of this study indicate that the GSP utilized in the dialogue between the Traveler and Paimon in Genshin Impact is based on four maxims. They are approval, agreement, opinion reluctance, and maximum sympathy. These maxims could be interpreted as suitable maxims for the open-world map adventure game. The result also shows the existence of maxim markers to describe the type of speech events. Table 1 provides the GSP found in the conversation between both characters.

Table 1
GSP Applied by the Characters

No.	Maxims of GSP	Typical speech event types	Neg- or Pos-Politeness	S- or O-oriented	Markers
1.	M3. Approbation	Complimenting	Pos-politeness	O-oriented	*Luar biasa!* 'That's amazing!'
2.	M7. Agreement	Agreeing	Pos-politeness	O-oriented	Without intensification *Ya* 'Yes'*; Yah; Iya* 'Yes'*; Ok* With intensification *... sekali* 'once'*;... juga* 'also' *...; Ooh ...* Repetition *Ya ya* 'Yes'

3.	M8. Opinion reticence	Disagreeing	Neg-politeness	S-oriented	*Kalau menurut* ... 'According to …' ... *mungkin* 'maybe'... ... *rasa* 'think' ... ... *rasa kalau* 'think if'... *Ya, tapi* 'Yes, but'... *Hmm* ... *bukannya* 'instead of' ...
4.	M9. Sympathy	Well-wishing	Pos-politeness	O-oriented	*Bertahanlah* 'hang in'

The next result found is the use of General Strategies of Impoliteness by the characters in the form of maxim violation. The violations found are violations of the tact and approbation maxim. These violations could be seen as the intimate relationship between the characters. These violations are not used to offend the other participants, but they are used as banter or mock impoliteness.

Table 2
General Strategies of Impoliteness

No.	Violation of Maxims	Typical speech event types	S- or O-oriented	Markers
1.	M2. Tact	Demanding	S-oriented	... *ingin* 'wish'... *ya* 'yes'*!* *Terima kasih* 'thanks'*!*
2.	M3. Approbation	Insulting	O-oriented	... *seperti* 'be like" ... ... *sebagai* 'as'... ... *hanya bisa* 'can only'...

4.1. General Strategies of Politeness

GSP provides ten maxims to follow to make the utterances polite. To be polite, S expresses or implies meanings that associate a favorable value with what pertains to O or associate an unfavorable value with what pertains to S (Leech, 2014). If we see the GSP from the viewpoint of politeness orientation, the GSP could be S-oriented, which means taking away value from S, or O-oriented, which means giving value to O.

Politeness can also be seen in the way it is expressed. It could be neg-politeness and pos-politeness. Neg-politeness is the reduction of possible causes of an offense involving indirect ways to express polite expression, and this kind of politeness is mostly studied when we talk about the polite use of language. On the other side, pos-politeness is used to give positive value to the hearer or other participants. This kind of politeness includes the expression of offers, invitations, compliments, and congratulations (Leech, 2014).

The GSP found in the conversation between the characters focuses on both orientations, S- and O-oriented. The maxims that are found to express politeness are approbation, agreement, opinion reticence, and sympathy maxims. Paimon mostly utters polite utterances that fulfill the approbation, agreement, opinion reticence, and sympathy maxims. This character has been designed to provide polite responses to the player acting as the Traveler. In this case, the politeness used in the game could also be said to represent moral values (Sulistiyo et al., 2020) that can be obtained while playing the video game.

Example 1 shows the use of GSP to fulfill the approbation maxim. The concept of this maxim is to give a high value to O's qualities. The approbation maxim could be said to be a compliment to the qualities of other participants. Look at Example 1.

1) Traveler: *Apakah nasib orang-orang dari Teyvat juga tergantung dengan rasi bintang mereka?*

I wonder if the fates of people from Teyvat are also related to their constellations.

Paimon: *Oh? Kamu juga tahu cara membaca bintang-bintang? Luar biasa! Tidak banyak orang di luar Sumeru yang bisa melakukannya.*
Oh? Do you know how to read stars, too? That's amazing! Not a lot of people outside Sumeru can do it.

In Example 1, Paimon expresses a high value on the Traveler's quality, in which he can read stars by saying *luar biasa* 'amazing'. This is a compliment to other abilities, and it is expressed directly. The GSP applied by Paimon is pos-politeness, in which Paimon expresses politeness directly, and the politeness is O-oriented because the target of politeness is the Traveler.

2) Traveler: *Itu juga bukan zombie tapi ghoul*.
It is not a zombie but a ghoul.

Paimon: *Huh. Seperti yang diharapkan dari seorang pengembara. Kamu tahu banyak hal ya!*
Huh. As expected of a traveler. You really know a lot.

In Example 2, Paimon asks some questions about Qiqi, who becomes a zombie. The conversation shows that Paimon complimented the Traveler's knowledge by saying the underlined words. The markers of compliment could be seen in the words *seperti yang diharapkan and tahu banyak hal* 'as expected from the traveler'. The utterance is also closed by tag "*ya*" to clarify her opinion. The politeness employed is pos-politeness, and its orientation is O-oriented politeness. The use of the approbation maxim by Paimon shows a similar result from the previous study in which the frequency of compliments uttered by females is higher than by males (Al-Shboul et al., 2022). This conclusion can be reached if the Traveler is seen as male, but the Traveler can be also a female. However, it can be concluded that Paimon, as the female character supporting the Traveler, utters more compliment expressions than the Traveler does.

The next maxim discussed is the agreement maxim. The agreement maxim follows the rule of giving high value to other participants' opinions. In other words, the agreement maxim conveys politeness by appreciating other participants' opinions. The following are some examples of agreement maxims uttered by the character.

3) Traveler: *Karena kota ini dibangun di atas air, jadi akan bergantung pada kincir angin untuk menarik air ke atas*.
Because the city is built above water, it probably relies on the windmills to draw the water upwards.

Paimon: *Benar sekali! Angin bertiup melalui Mondstadt sepanjang tahun, sehinggapasokan air ini sangat stabil*.
That's correct! The winds blow through Mondstadt all year, so this supply of water is very stable.

In Example 3, the Traveler and Paimon talk about the windmills in Mondstadt. In this example, Paimon agrees with the opinion given by the Traveler by saying, "*Benar sekali*!". This utterance shows that Paimon places high value on the Traveler's opinion. The existence of the word *sekali* 'very' as the adverb emphasizes the adjective *benar* 'correct'. The emphasizing of the adjective *benar* 'correct' by using the adverb *sekali* 'very' shows that Paimon does appreciate the Traveler's opinion about the relation of Mondstadt and the windmills.

4) Traveler: *Pasti menyenangkan untuk bermalam di Goth Grand Hotel*.
It would be nice to spend a night at the Goth Grand Hotel.

Paimon: *Paimon juga berpikir begitu! Kamar-kamarnya pasti besar dan bersih*.
Paimon thinks so, too! The room is sure to be big and clean.

In Example 4, the Traveler and Paimon talk about spending a night at the Goth Grand Hotel. The example shows that Paimon agrees with the Traveler's opinion. Paimon gives high value to the

Traveler's opinion by the expression *Paimon juga berpikir begitu!* 'Paimon thinks so, too!'. Focusing on the structure of the utterance, we can find that Paimon uses the adverb juga 'too' to emphasize the verb *berpikir* 'think'. This case shows that Paimon gives high value to the Traveler's opinion by agreeing with the opinion through the use of the adverb juga 'too'.

5) Traveler: *Dia mungkin hanya akan menghindari pertanyaan dengan "hehe" atau apalah.*
He'll probably just dodge the question with a "hehe" or something.

Paimon: *Iya juga ya. Archon Anemo hanyalah seorang pengamen, tahu apa dia tentang angin.*
True. The Anemo Archon is just a Tone-Deaf Bard. What does he know about the wind?

Example 5 shows the same case, but the way Paimon agrees with the Traveler's opinion is different. This conversation is about the God of Mondstadt, which is known as Archon Anemo. Paimon gives high value to the Traveler's opinion by expressing *Iya juga ya* 'True'. The structure of agreement shows that Paimon agrees by saying Iya 'yes' followed by the use of juga 'also' and the repetition of the word ya 'yes'. The response to the Traveler's opinion is a form of agreement by saying the same word repeatedly.

All examples of agreement maxims show pos-politeness. All agreements given by Paimon express positive value to the addressee, the Traveler. The politeness expressions are given directly. At the same time, the pos-politeness that assigns a positive value to the addressee is O-oriented, and the value is also given to H/O.

The third GSP applied is to fulfill the opinion-reticence maxim. The rule of this maxim is to give a low value to the speaker's opinions or self's opinions. To be polite, sometimes speakers should give a low value to their opinions. The following are some examples of the opinion-reticence maxim (Example 6).

6) Traveler: *Seperti apa ya isi kontraknya.*
I wonder what the contents of their agreement were.

Paimon: *Kalau menurut Paimon tidak peduli siapa itu, membuat kesepakatan dengan Tsaritsa sangat berbahaya!*
Paimon doesn't care who you are; making a deal with the Tsaritsa is super dangerous!

In Example 6, politeness is marked by the use of *kalau menurut ...* 'in the opinion of …' uttered by Paimon. This is uttered in the context of the contact between Archon Geo and Cryo. The utterance should be polite because it fulfills the rule of giving a low value to the speaker's opinion, which is Paimon's opinion. The opinion given does not force the previous utterance, and it is delivered softly by expressing the viewpoint of Paimon. It is not an absolute opinion that must be believed by other participants.

7) Traveler: *Memangnya Ruin Guard masuk kategori monster ya? Bukannya lebih seperti sebuah mekanisme.*
Does a Ruin Guard count as a monster? It's more like a machine.

Paimon: *Paimon rasa semua yang menyebabkan kita kesulitan dan harus dikalahkan bisa disebut sebagai* "monster".
Paimon thinks that you can call anything that causes us trouble and needs to be defeated a "monster".

Example 7 shows the use of the verb *rasa* 'think', which indicates the opinion-reticence maxim. In this example, Paimon uttering the words does not strengthen her opinion. She rather expresses her opinion by softening her belief. The verb *rasa* 'think' indicates that she has her own opinion, but she does not force other participants to believe her words. She only shares her belief with the Traveler to honor the Traveler's power that can defeat monsters.

The examples of the opinion-reticence maxim show that Paimon employs neg-politeness. The neg-politeness is used to reduce the possible cause of offense. Paimon applies neg-politeness by expressing an opinion without any force to believe it. In other words, Paimon expresses her opinion by softening

the expressions of negative value to increase the degree of politeness. At the same time, Paimon takes away the value from herself by expressing uncertainty that needs other participants' points of view or knowledge to complete. The neg-politeness is the more important type used to mitigate or reduce possible causes of offense (Leech, 2014), and this neg-politeness is usually increased in translating subtitles to enrich the target language culturally and linguistically (Yaghoubzadeh, 2021).

The fourth GSP used is to fulfill the sympathy maxim. This is the last strategy Paimon has used. The rule of this maxim is to give a high value to other participants' feelings. The following is an example of the sympathy maxim (Example 8).

8) Traveler: *Tapi aku dengar-dengar kata Tuan Goth sejak ditempati orang-orang Fatui jadi muncul berbagai masalah aneh. Electro Cicin Mage menarik banyak debu dengan listrik statis mereka dan akhirnya membunuh banyak Cicin itu. Lalu, seseorang tertukar antara mist grass pollen dan lada. Dan sesama agen saling bertengkar, karena masalah utang untuk anggur mereka.*
Still, I've heard Mr. Goth say that they've had all kinds of strange problems ever since Fatui moved in. The Electro Cicins that their mages brought in attracted a lot of dust with static electricity, which ended up killing a lot of those Cicins. Then, someone mixed up the Mist Grass Pollen and the pepper. And the agents ended up brawling amongst themselves, each insisting that the other owed them money for wine.

Paimon: *Bertahanlah, Goth Grand Hotel.*
Hang in there, Goth Grand Hotel.

Based on Example 8, Paimon expresses sympathy by giving a high value to other participants' feelings. This utterance expresses sympathy for Goth Grand Hotel. The sympathy is expressed by saying *bertahanlah* 'hang in'. This is to express that Paimon has good wishes for the Goth Grand Hotel. The sympathy maxim shows that Paimon applies pos-politeness, which is in line with O-oriented politeness. Paimon strengthens the expression of positive value and gives value to other participants.

The politeness strategy is mostly used by Paimon, a female mystical character who becomes a guide in the game. The politeness strategy used is to fulfill the maxim of approbation, agreement, opinion-reticence, and sympathy. Some words are used to mark politeness and to emphasize the value-transferring process to make the expression polite.

4.2. General Strategies of Impoliteness

In contrast with GSP, the existence of impoliteness arises from the General Strategy of Impoliteness, meaning that any of the constituent maxims of GSP is to be violated. In pursuing the goal of impoliteness, the speaker (S) will express or imply evaluative meanings that are favorable to the speaker (S) and unfavorable to O (other participants or hearers) (Leech, 2014). Based on the data analyzed, some maxims were violated in the conversation between the Traveler and Paimon.

The first maxim violated is the tact maxim. The tact maxim is to give a low value to the speaker's wants. Then, the violation of the tact maxim is achieved by giving a favorable value to the speaker's wants. In short, the violation of the tact maxim focuses on the wants of the speaker. The following is an example of tact maxim violation.

1) Traveler: *Ah, aku sedang memikirkan malam ini enaknya makan sup apa ya*
Ah... I was... asking you what sort of soup you'd like to have tonight.

Paimon: *Mengubah topik begitu saja — kamu yakin kamu bukan dari suku Meaty? Oh ya ngomong-ngomong, Paimon ingin makan daging boar ya! Terima kasih!*
Can't stop thinking about food, huh? Seems like you'd be more at home in the Meaty tribe than the Eclipse tribe. But anyway, Paimon wants boar soup. Thanks!

The impoliteness in Example 1 is expressed by Paimon. The impoliteness is expressed in the third utterance *Oh ya ngomong-ngomong, Paimon ingin makan daging boar ya* 'Oh ya by the way, Paimon wants boar soup'. The violation of tact maxim is marked by the use of *oh ya ngomong-ngomong* in

which it is a transition from the previous utterance telling a different topic. This utterance shows that Paimon gives a favorable value to her wants and an unfavorable value to other the Traveler's wants. Her utterances are closed by saying thanks to the Traveler. In conclusion, Paimon applies GSP, especially the obligation of the S to O maxim, to soften the violation of the tact maxim.

The violation of the tact maxim expressed by Paimon is S-oriented impoliteness. In this case, the concept of impoliteness orientation is in contrast with the politeness orientation in which S-oriented impoliteness gives value to the speaker, Paimon. It is clear that Paimon demands the Traveler to do what she wants. Rather than using a politeness strategy to request (Sukarno, 2018; Tran, 2022), Paimon violates the tact maxim to get what she wants.

The second maxim to be violated is the approbation maxim. This maxim could be expressed by giving a high value to other participants' qualities. If this maxim is violated, the impoliteness is expressed by giving unfavorable value to other participants' qualities. In other words, the violation of the approbation maxim gives low value to other participants' qualities. Some examples are provided to support this discussion.

2) Paimon: *Rasanya benar-benar enak! Paimon bisa minum dua botol besar dalam sekejap!*
It really does taste great! Paimon could drink two big bottles in a second!

Traveler: Wow.

Paimon: Hehe.

Traveler: *Dengan ukuran tubuhmu, aku tidak yakin kamu sanggup minum sebanyak itu ... dan tidak meledak seperti Slime Anemo*.
With your size, I can't believe that you can drink that much liquid... And not explode like an Anemo Slime.

Example 2 shows that the Traveler expresses impoliteness by commenting on the qualities of Paimon. The underlined words show the markers that could be an indication of the violation. In the words of the Traveler, he insults the body size of Paimon that it is impossible to drink much liquid. He also compares her body size if she drinks too much liquid, and the body can explode like slime. In violating the approbation maxim, the Traveler is set to express skepticism to what Paimon expresses and to make the comparison between Paimon and Slime, a monster.

3) Traveler: *Bicara tentang Fischl, dia juga mengaku sebagai "pengunjung dari dunia lain..." Dalam hal ini bisa dibilang mirip denganku. Keduanya juga membawa hewan peliharaan.*
Speaking of Fischl, she also claims to be a "visitor from another world"... We're similar in that way. We even bring a pet along with us.

Paimon: *Hewan peliharaan? Tunggu sebentar...*
Pet? Now, wait just a minute…

In Example 4, the Traveler violates the approbation maxim by comparing himself with other characters, Fischl. The comparison made is not to give unfavorable value to the speaker's qualities, but it is to give unfavorable value to other participants' qualities, Paimon. The last Traveler's utterance *keduanya juga membawa hewan peliharaan* 'both of us bring a pet' shows that he violates the maxim by comparing Fischl's pet and Paimon. To violate the maxim, the Traveler introduces his utterance by comparing himself with other characters and closes his utterance by giving unfavorable value to Paimon's qualities.

4) Paimon: *Hmm... tapi kok semua slime di Teyvat terasa sama saja?*
But wait... Why do all of Teyvat's slimes taste the same, then?

Traveler: *Itu karena kamu hanya bisa memasak dengan satu cara yang sama...*
That's because you only know one way of cooking them...

The Traveler, in Example 4, violates the maxim in answer to the question asked by Paimon. In his answer, the Traveler gives low value to Paimon's cooking ability and quality, saying that Paimon can

only cook in one way. The approbation maxim violated by the Traveler is O-oriented impoliteness, in which the Traveler attacks the qualities of the other participant, Paimon.

The impoliteness strategy is mostly expressed by the Traveler, who mostly violates the approbation maxim, especially the qualities of Paimon. The linguistic strategies used to violate the maxims are demanding someone to do something, followed by appreciation to soften the effect of impoliteness, body shaming, comparing someone with others, and insulting knowledge by someone. This analysis also shows that the Traveler is the character that has greater power in communication, so he employs some strategies of impoliteness to make jokes. This impoliteness strategy could be said to be a strategy to maintain relations between the Traveler and Paimon.

The conversations between the Traveler and Paimon sometimes apply the GSP, especially approbation, agreement, opinion reticence, and sympathy maxim. Implementing these GSPs could be interpreted as the relation between the genre of the game and the conversations related to and supporting the game's story. However, they sometimes violate the GSP, especially when they violate the maxim of tact and approbation. The violation of the GSP could be concluded as banter or mock impoliteness. This language phenomenon was designed as camaraderie language. The purpose is not to act impolitely, but it is impoliteness leading to a polite interpretation. The politeness and impoliteness expressions could also be interpreted as translation effects from English to the Indonesian language (Abualadas, 2020).

5. Discussions

The objective of this study was to discover and describe the general strategies of politeness and impoliteness used by the main character of Genshin Impact and the assistant named Paimon. The strategies of politeness and impoliteness applied in video games are examples of real communication that can be imitated by gamers. This becomes more important when different translations of the game are available. When a language is translated, it often carries elements of the original culture; that is, cultural nuances from the source language can be reflected in the translation. The data used in this study was derived from translations from English into Indonesian, which means cultural factors influenced the translation (Baker, 2011). These two cultures have varying norms and interpretations of politeness and impoliteness. For instance, English expresses messages or information directly, but Indonesian sometimes expresses them indirectly with the intended meaning. The words *bukannya lebih seperti sebuah mekanisme* and their translation 'It's more like a mechanism', for example, show the different cultures of Indonesian and English discussed. The Indonesian expression in this example sounds more confirming than stating. Thus, games can be a source of learning a language or a source of language trends.

The findings show that the Traveler and the assistant Paimon employ both strategies of politeness and strategies of impoliteness. The politeness strategy applied shows the tendency of pos-politeness with O-oriented politeness, and it is only one utterance showing neg-politeness with S-oriented politeness. The directness of pos-politeness shows the expressions are polite enough if it is seen from the syntax pattern (Arnawa et al., 2022). Although the concept of pos-politeness and positive politeness has some differences, the politeness applied by characters of artworks also shows that characters assign some positive value to themselves (Fridolini et al., 2021). It is also in line with talk shows and variety show programs in which the most politeness strategy used is positive politeness (Hutahaean et al., 2021; Indahsari & Surjowati, 2021; Syah, 2021).

The strategy of impoliteness is mostly applied by the main character due to his/her status and power. The main character uses the impoliteness strategy to make a joke and maintain their relationship. This is in line with the previous study that explains refusal expressed in a joke style to maintain the relationship (Kartika & Jumanto, 2024). However, the impoliteness strategy mostly expresses impolite communicative behavior (Aremu, 2016; Thompson & Agyekum, 2016) if the relationship between the speaker and hearer is not intimate.

This study implies that the strategy of using language can be learned from various sources, and one of them is mobile games. The habit of using language can be affected by what/whom the speakers mostly interact with. This condition makes language development rapid. This study is proof that language

learners can learn a language and its strategy, both polite and impolite, and practice it in real communication (Graham & Hardaker, 2017; Pratama, 2019; Sukirman, 2017). This is the reason why Indonesian people should strengthen their character education and positive politeness in the global era in which they can be influenced in many ways nowadays (Prayitno et al., 2022).

In sum, language is one of the important elements used in the mobile game. Language used, at the same time, has a chance to impact gamers/players and may affect real-life communication (Balogh & Veszelszki, 2020; Kowert et al., 2023). The gamers/players may imitate the language used for daily communication, and the expressions may be polite or impolite. This makes analyzing language in video games more interesting and useful. Besides analyzing how the characters converse, one of the interesting topics for further study is the study of translation to explain the loss and gain or strategies or methods used in translating text in mobile games.

Disclosure Statement

The authors claim no conflict of interest.

Funding

The research did not receive any specific grants from funding agencies.

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