

## **ABSTRACT**

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### ***LANGUAGE IMPOLITENESS IN YOUTUBE CONTENT VINDES PODCAST WITH BOIYEN***

*Keywords: Language Impoliteness, Response, Maxim.*

*(xi + 53 + Attachments)*

*This research aims to determine the response to linguistic impoliteness among presenters, guest stars and viewers on the Vindes with Boiyen podcast. The theory used in this research is Leech's theory of politeness with the maxims of wisdom, generosity, praise, humility, agreement, sympathy. This research method uses a qualitative approach and data collection methods are carried out by observation, transcription and notes. The results of data analysis revealed that there were responses to language impoliteness in the maxims of wisdom, generosity, praise, humility of agreement, sympathy in the responses from the host, guest stars and viewers of the Vindes and Boiyen podcast.*

*Bibliography (1992-2023)*