

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Study**

Nowadays, social media has become an essential aspect of people's lives. It is a tool that is widely used across the globe for communication and accessing news. Social media platforms enable individuals to express their thoughts and opinions through posts and direct language, fostering direct communication. Language plays a crucial role in expressing opinions, as highlighted by McFarland (1994:56), who emphasized the significance of communication in our daily lives. People routinely provide opinions in various forms, including praise, criticism, and comments, as part of their social interactions. It is always the human's part in the social life. However, it is not surprising that some individuals misuse language, particularly when commenting on social media. This misuse can lead to negative consequences, with one of the most prominent being the spread of hatred.

Hate speech is a disturbing form of communication that often occurs on social media. It involves the use of language to express negative attitudes or intentions to hurt the feelings of others. Hate speech can take the form of offensive or discriminatory words, writings, or behavior. Permatasari et.al (2020) said that it can take the form of provocation, incitement, insult, slander, or spreading false news about race, gender, ethnicity, physical disability, nationality, religion, and other

factors. The use of social media as a means to convey ideas, opinions, facts, or thoughts should be used responsibly.

Pragmatics is the study of the meaning of words or sentences based on their situation. It examines how context affects the meaning of an utterance. There are several aspects of pragmatics, such as context, deictics, presumption, implicature, maxims, and speech acts. One aspect of pragmatics that is often debated is hate speech, which is a form of impoliteness. Hate speech is an unpleasant expression used to hurt the reader or listener. This form of communication can take the form of speech, writing, or behavior that is offensive or discriminatory.

Social media, in a broad sense, refers to internet-based platforms used for communication and information sharing. People can access these platforms through smartphones or computers with an internet connection. Social media has become an integral part of contemporary society, with widespread usage on platforms such as Facebook, Twitter, YouTube, TikTok, and Instagram, especially among younger generations. These platforms facilitate the exchange of data and provide rapid updates on recent events. Without social media, social, ethical, environmental, and political ills would have minimal visibility (Simplilearn, 2023). Despite the benefits of social media, there is a concerning trend of improper usage. Many individuals express their opinions without considering the potential consequences of their words, particularly in social media comments. This misuse has led to several negative impacts, including the proliferation of hate speech. Speakers often present negative faces to speech partners and offend speech partners. The action is in the form of the Face Threatening

Act (FTA) (Brown & Levinson, 1987). A person's face or self-image must be maintained; therefore, everyone tries to maintain a good image in front of others. The image or face of the speech partner depends on the selection of speech strategies and speech acts chosen by the interlocutor.

Hate speech, as defined by Warner et al. (2012), involves abusive communication that targets characteristics such as ethnicity, religion, gender, or sexual orientation. For instance, on platforms like Instagram, users can share images, videos, captions, and messages, and some followers resort to harsh, offensive, and derogatory language when targeting individuals, often public figures such as celebrities, YouTubers, artists, actors, or even political figures like the president.

Hate speech is a form of Face Threatening Act (FTA). According to Brown and Levinson (1978) in social interactions, everyone has two types of 'face', namely 'positive face' and 'negative face'. A 'positive face' is a positive and consistent image of oneself that others want to agree with. Whereas 'negative face' is a claim to personal rights and the right not to be disturbed. In the context of 'politeness', 'positive politeness' and 'negative politeness' have different roles. 'Positive politeness' is expressed by respecting the self-image of others and showing commonality among conversation participants. Meanwhile, 'negative politeness' is expressed by avoiding violating face acts such as making suggestions or disagreeing, as well as being mindful of the recipient's unimposed rights. By maintaining these two types of 'face', one can maintain harmonious and respectful social relationships.

One famous person who often gets hateful comments is Selena Gomez. She often gets hate comments because she is a celebrity who started her career in the music industry. Some songs became popular because of her. Lately, she got a lot of hate comments because of her problem with Hailey Bieber. In this study, the writer deals with hate speech analysis found in the comments section of Selena Gomez's Instagram account as her topic because the writer wants to analyze some of the types of hate speech. The types of hate speech found by the writer follow the types of hate speech contained in the Indonesian Police Head of Chief Circular Number SE/6/X/2015. With this research, the researcher hopes that social media users can be wiser and more careful in commenting on someone, especially on social media.

### **1.2 Problems of the Study**

Based on the foregoing background, the problem is formulated as follows:

1. What are the types of hate speech found in the comment section of Selena Gomez's Instagram account?
2. How do the hate speeches threaten someone's 'Face' in the comment section of Selena Gomez's Instagram account?

### **1.3 Objectives of the Study**

The study's objectives is as follows:

1. To find out the types of hate speech found in the comment section of Selena Gomez's Instagram account.

2. To explain how the hate speech is used in the comment section of Selena Gomez's Instagram account threat her 'Face'

#### **1.4 Limitations of the Study**

This study was limited to Selena Gomez's comment section on Instagram that posted on September, 30<sup>th</sup> 2023. The author used the definition of hate speech from the Indonesian Police Head of Chief Circular Number SE/6/X/2015 and Face Threatening Act (FTA) Theory from Brown & Levinson (1978). This study analysis about the hate speech words with emoticons, the hate speeches threaten someone's 'Face' in the comment section of Selena Gomez's Instagram account and only took the two hundred tops of the comments of the post.

#### **1.5 Significance of the Study**

Theoretical and practical significance are relevant and separated into two categories in the study.

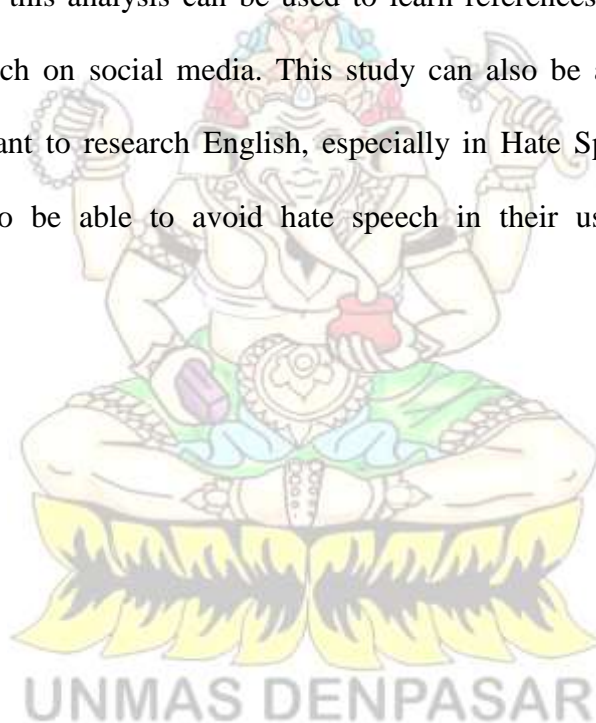
##### **1.5.1 Theoretical Significance**

According to the purpose of the study above, the author contributes to increasing the knowledge about the types of hate speech and the types of Face

Threatening Act (FTA) found in the Instagram comment section, especially in Selena Gomez's Instagram account.

### **1.5.2 Practical Significance**

Practically, this analysis can be used to learn references and understand the types of hate speech on social media. This study can also be a resource for other academics who want to research English, especially in Hate Speech Analysis, and also for society to be able to avoid hate speech in their use of social media.





## **CHAPTER II**

### **REVIEW OR RELATED LITERATURE, CONCEPTS, AND, THEORIES**

In this chapter, several types of hate speech-related topics are presented and explained. It is divided into several sub-chapters: a review of relevant literature, concepts, and theories are included. Three undergraduate theses and two research articles were chosen for the survey of related literature. The next subchapters discuss social media, Instagram, and the speech applied to this research. The last part is theories which are used to analyze the data. This study used the theory of types of hate speech in the Instagram comment section and the concept of Face Threatening Acts (FTAs) as proposed by Brown and Levinson in 1987.

#### **2.1 Review of Related Literature**

Some studies discuss how people use language through social media, especially hate speech. The first thesis topic was entitled “Pragmatic Analysis of Hate Speech in Social Media as Response to Prince Charles and Camilla’s Past Relationship (2020). This research discusses the use of language through social media, especially in the context of hate speech. The main focus of this research is to analyze the types of hate speech that appear in the use of social media related to Prince Charles and Camilla Parker. Data was collected through documentation and observation methods and then

analyzed using Mondal, et al.'s theory of types of hate speech, and Kreidler's theory to understand the intent of hate speech used by social media users. The analysis shows that social media comments contain various types of hate speech, including race, behavior, physique, class, gender, ethnicity, disability, and religion. In addition, the intentions of hate speech found in this study include insulting, accusing, blaming, satirizing, and humiliating.

The second study is a journal article from Wiana (2019) entitled “Analysis of The Use of The Hate Speech on Social Media in the case of presidential election in 2019”. The data was analyzed using seven types of hate speech such as insulting, degrading, defaming, unpleasant sentences, provoking, inciting, and spreading fake news. The results show that on Facebook, the most common type of hate speech is inciting, while on Instagram, the most common type of hate speech is provoking. This study uses a qualitative approach to identify the pattern of hate speech used by netizens against presidential candidates on social media. The results can provide a better understanding of hate speech in the political context and this field of research.

Third is Oktaviani, et al (2022) thesis entitled “Illocutionary Speech Act and Types of Hate Speech in Comments on @Indrakenz’s Twitter Account”. This analysis focuses on analyzing illocutionary speech acts and types of hate speech in comments on @indraakenz's Twitter account. The method used is a descriptive qualitative method to explore and understand the meaning of individuals or groups related to social or human problems. The analysis shows that there are three types of



illocutionary acts in the comments on the Twitter account, namely assertive, directive, and expressive. The most frequent type of illocutionary act is directive. In addition, this study also identifies the types of hate speech that follow the Chief of Police Circular Letter Number SE/6/X/2015, namely insults, defamation, and unpleasant acts. In this study, insult is the type of hate speech that appears most in the comments on the Twitter account.

Next is an article from Pasaribu (2021), with the title “Hate Speech on Joko Widodo’s Official Facebook: This study aims to analyze how netizens of different genders use impoliteness strategies in commenting on the Covid-19 pandemic issue posted on President Joko Widodo's official Facebook fan page. This study uses a qualitative method using the theory of impoliteness strategies developed by Culpeper (1996). The results showed that male netizens tend to use bold record impoliteness strategies in expressing their hatred towards Joko Widodo, followed by positive, negative, and sarcasm impoliteness strategies. Meanwhile, female netizens prefer to use positive, negative, sarcasm, and bald impoliteness strategies. The findings show that male and female netizens differ in how they express hatred towards Joko Widodo. Male netizens tend to be more assertive, speak loudly, and be more straightforward in expressing their hatred, while female netizens use more diverse strategies.

The last thesis is from Lase (2020) entitled “The Analysis of Hate Speech Uttered by Netizen on Lucinta Luna’s Instagram”. The study aims to identify the

impoliteness strategies used in netizen comments and categorize the types of hate speech. This research uses a qualitative descriptive method to analyze and communicate facts about events, attitudes, and perspectives that occur in society. The results show that there are five strategies of impoliteness used by netizens, namely the impoliteness of pleasantries, positive impoliteness, negative impoliteness, sarcasm, and the impoliteness of restraint. This research also uses the National Police Chief's Circular Letter to classify the types of hate speech. Culpeper's theory (1996:356) is used in determining the strategy of impoliteness. Thus, the results of this study provide an understanding of hate speech that appears on Instagram, as well as contribute to the development of strategies to deal with this problem.

All previous research discussed above plays a crucial role in deepening the author's understanding of hate speech in the comment sections of Selena Gomez's Instagram account. This review highlights both the similarities and differences between existing studies and the current research.

The current study employs the Face Threatening Act (FTA) theory to analyze hate speech. This theory, rooted in pragmatics, examines how certain utterances can threaten or undermine an individual's social 'face' or self-image. A significant distinction of this research, compared to prior studies, lies in its focus on the impact of comments that affect both positive and negative faces. By using the FTA framework, the study explores how various types of comments influence the social perception of individuals and groups involved.

While this research introduces different perspectives by analyzing the effects on both positive and negative faces, it also maintains a focus on categorizing the types of hate speech found in the comment sections. To ensure a comprehensive analysis, the research adheres to the guidelines outlined in the Circular Letter of the Chief of Police of the Republic of Indonesia Number SE/6/X/2015. This circular provides a structured approach to identifying and addressing hate speech, offering a theoretical foundation for the study's examination of online discourse.

In summary, this research distinguishes itself through its application of FTA theory to understand the multifaceted impacts of hate speech while remaining grounded in established legal and theoretical frameworks to classify and address such speech in the digital context.

## **2.2 Concepts**

This subchapter aimed to explain the key terms used to give the reader a clear understanding of the study. The concept can be defined as the main idea of the research or study. There are how many concepts used in this study they are social media, Instagram, and Hate Speech.

### **2.2.1 Social Media**

Social media has become ubiquitous in modern society. Taprial and Kanwar (2012) define social media as a platform that enables users to engage socially online, sharing content, news, photos, and more with others. Today, social media is deeply

integrated into daily life for most people worldwide, serving as a vital communication tool. This widespread usage is evident as people regularly access various platforms like Facebook, Twitter, YouTube, TikTok, and Instagram. Among these, Instagram stands out as particularly popular among young people.

The significance of social media lies in its ability to provide instantaneous access to information and facilitate easy and cost-effective communication. Users can swiftly gather information about recent events, making the exchange of information faster and more accessible than ever before. This accessibility has transformed how people interact with news, entertainment, and each other in the digital age.

### **2.2.2 Instagram**

Instagram, founded in 2010 by Kevin Systrom and Mike Krieger, is currently owned by Meta Platforms, Inc., the parent company of Facebook. It has evolved into a widely popular social media platform, particularly among young users (source?). Stegner (2021) describes Instagram as a free social networking service primarily focused on sharing photos and videos.

On Instagram, users can explore a diverse range of photos and videos, making it easy to access updated information and engage in information exchange. The platform also facilitates staying connected with friends and family, enhancing its appeal as a communication tool worldwide. As a result, Instagram has become a

preferred platform for many individuals globally to interact, share experiences, and stay informed in real time. (Instagram, n.d.)

### **2.2.3 Comments**

A comment serves as an expression of opinion or attitude, whether spoken or written. When commenting on something, the attitude remains crucial. Social media has emerged as a prominent platform for exchanging comments. Users can comment on posts containing pictures, videos, or other content, expressing both positive and negative opinions. According to Kiely (2022), social media users are generally open about sharing their thoughts and emotions. Every social media platform provides a feature for users to leave comments, such as Instagram, where comments appear below each post, allowing users to freely engage and express their views.

### **2.2.4 Hate Speech**

According to Permatasari and Subyantoro (2020), hate speech is a form of hate crime. Hate speech includes verbal and nonverbal expressions aimed at discrimination, intimidation, domination, and incitement to violence and anger. Hate speech is not only spoken and written words, but also includes symbols, images, gestures, music, and other actions. When commenting on others, whether on social media or in everyday interactions, it is important to be mindful of our attitudes and avoid perpetuating hate speech. This means being careful in expressing our opinions so as not to contribute to negative attitudes or actions that can harm individuals or



communities. Understanding the impact of our words and actions is essential in fostering a respectful and inclusive communication environment, both online and offline.

### **2.3 Theories**

The study expands on the theories outlined in the circular issued by the National Police of the Republic of Indonesia in 2015, which categorizes various types of hate speech commonly found on social media platforms. Additionally, it incorporates the concept of Face Threatening Acts (FTAs) as proposed by Brown and Levinson in 1987.

The National Police circular provides a framework for identifying and addressing hate speech, a crucial issue in contemporary society, particularly in the digital age where social media amplifies its spread. By referencing this circular, the study establishes a foundation for understanding the different manifestations of hate speech and the corresponding legal and social ramifications as recognized by Indonesian law enforcement.

Incorporating Brown and Levinson's concept of Face Threatening Acts adds another dimension to the analysis. FTAs refer to communicative behaviors that pose a threat to one's positive social identity or 'face'. By integrating this theory into the study, researchers can explore how hate speech functions as a form of FTA,



potentially damaging the social identity and relationships of both the speaker and the target.

By synthesizing these theories, this research aims to provide a comprehensive understanding of hate speech in the Indonesian context, explaining its various forms, underlying motivations, and potential impact on social dynamics and individual well-being. In addition, this research also aims to contribute to the development of strategies to combat hate speech and promote a more inclusive and respectful online discourse.

### **2.3.1 Type of Hate Speech**

Mangantibe (2016,) said that The National Police Chief's Circular Letter No: SE/6/X/2015 stipulates that hate speech includes insulting, defaming, abusing, inciting, and spreading false news that incites hatred against certain groups of people. This circular letter does not create new rules but instructs practical handling of these acts. The writer also put the other types of hate speech from Dewi and Arsy (2022) in their research on body shaming. The definition of each type can be defined below.

#### **2.3.1.1 Insulting**

Insulting refers to actions or words that intentionally demean or attack someone's dignity or self-esteem. It can occur through verbal, written, or non-verbal behavior. What is considered insulting can vary from person to person. Examples

include using abusive language, making hurtful jokes, or spreading unfounded rumors that damage someone's reputation. (juliane, 2012)

*(1) Wild dog, stop killing Indian Muslims. (Rahayu, 2020:22)*

This example is taken from Rahayu (2020) in the research entitled “Hate Speech Analysis of Netizen’s Comments on Donald Trump in Instagram Account”. The comment was intended for President Donald Trump. The word "dog" refers to the types of hate speech or insulting. This was because President Donald Trump as a human was called an animal that had the meaning brainless, predatory, savage, uncontrollable, and careless.

### **2.3.1.2 Blasphemy**

Blasphemy typically refers to speaking or acting in a way that shows contempt or disrespect for religious beliefs or sacred things. It often involves irreverent behavior towards deities, religious symbols, scriptures, or rituals. (Khanif, 2016) Blasphemy can vary greatly depending on cultural and religious contexts, and what is considered blasphemous in one culture may not be seen as such in another. In some places, blasphemy is considered a serious offense, while in others, it may be protected as freedom of speech, such as in the example below:

*(2) Banyak kali dosa kau ini...sumpah gatel tangan ku ini. Kau mentingan dunia daripada akhirat. Kutanya sama kau apa yang pernah dihasilkan probowo dan sandi untuk indonesia ini ?? satu lagi ingat perjuangan nabi kau itu.*

*Jangan kau pilih presiden yang gak bisa sama sekali agama islam...sepertinya ada setan bersembunyi di kau itu !!*

(Many of your sins ... swear, my hands are so itchy. You are tarnishing the world rather than the hereafter. I ask you what has been achieved by Prabowo and Sandi for Indonesia?? one thing, remember your prophet's struggle. Don't you choose the president who can't be at all about Islamic religion ... it looks like there is a demon hiding in you !!) (*Wiana, 2019:6*)

This example was also taken from Wiana (2019) in the research entitled "Analysis of the Use of the Hate speech on Social Media in the Case of Presidential Election in 2019". Blasphemy is an act or comment that is considered disrespectful in the context of a particular religion. This can include words, artistic expressions, or behaviors that are considered disrespectful. In this case, blasphemy occurs when someone states in the context of one's religion and beliefs. This is considered blasphemous and offensive. It is important to understand that such statements can be very hurtful to others. The concept of blasphemy differs in different traditions and cultures. What is considered blasphemous in one context may not be considered so in another. In some societies, blasphemy is a legal crime and can face legal sanctions. It is important to respect the beliefs of others and speak politely in all situations.

### **2.3.1.3 Defamation**

Defamation involves making false or misleading statements that harm a person's reputation. (McGonagle, 2016) This can occur in oral form (slander) or

written form (libel). Defamation cases require proof that the statement is false and has caused harm or damage to a person's reputation. Examples of defamation include spreading false information about someone that harms their reputation without sufficient evidence, such as calling them a fraudster or thief.

(3) *frl\_earth: pokoknya ngab, kpopers anjeng wkwkwkwkwkwk* (Kpopers are dog, LOL) (Nasution *et.al.*, 2021:6)

The example above is from the research title "An Analysis of Hate Speech Against K-Pop Idols and Their Fans on Instagram and Twitter from the Perspective of Pragmatics" by Nasution *et.al.* (2021). The following comment was found on Lambe Turah's Instagram account which posted a photo of NCT Dream, Jisung on 29 April 2021.

#### **2.3.1.4 Unpleasant Acts**

Unpleasant act is a general term that refers to an act or behavior that is unpleasant or undesirable to the person involved or to others affected by it. (Nugraha, 2021) The term is very broad and can cover many different types of behavior that are considered inappropriate, unpleasant, or harmful. It can include behavior that is disrespectful, abusive, demeaning, or disruptive to the comfort of others.

(4) *Resign!* (*Rahayu, 2020:25*)

This example is from Rahayu (2020) in the research entitled "Hate Speech Analysis of Netizen's Comments on Donald Trump in Instagram Account". The comment was intended for President Donald Trump. The comment was intended for President Donald Trump. The word "resign" refers to the types of hate speech or unpleasant action. The word had the meaning that the netizen commanded President Donald Trump to quit his job as a president.

**2.3.1.5 Provoking**

Provoking is how to shape the reader's mind to agree with what is said, hate speech with a provoking form that has an impact on discrimination against class distinctions, and hate speech in the form of provoking with excessive emotional encouragement from the speaker. (Salem, 2021)

- (5) *dikkiwahyu\_7: bang mereka semua mental metsos suruh sharelock aja satu satu habisin...* (All of them just be brave on social media, let sharelock kill them!) (*Nasution et. al., 2021:6*)

The example above is from the research title "An Analysis of Hate Speech Against K-Pop Idols and Their Fans on Instagram and Twitter from the Perspective of Pragmatics" by Nasution, et al (2021). The comments above include the acts of provocation. The comments above use words that influence someone to kill him that has bad intentions.

#### 2.3.1.6 Incitement

Similar to provocation, incitement involves subtler forms of speech that influence others, aiming to make them believe and become emotionally charged, resist, or rebel against certain individuals or groups. It stirs up anger and opposition. (Jaconelli, 2018)

(6) *“kurang kerjaan lo rik... ahok udah basi lo angkat’ lgi”*. (Manik, et al, 2022:6).

In this statement, the hater told Erik Tohir why he chose Ahok because Ahok thought he was stale. This example is taken from the thesis with the title “Impoliteness in Indonesia Hate Speech on Basuki Tjahaja Purnama (BTP) as Found in Youtube Commentary” from Manik, et al (2022).

#### 2.3.1.7 Spreading Hoaxes (Hoax)

Spreading hoaxes is expressing hatred by disseminating false or deceptive news, also known as hoax news, to deceive others and cause them to trust the false information. (Utami, 2018) In recent times, false news has become increasingly common, making it challenging for people to distinguish between truth and falsehood.



(7) *yoga.pangestu: gay! (He's a gay!)* (Nasutioin, et al, 2021:6).

The example above is also from the research title "An Analysis of Hate Speech Against K-Pop Idols and Their Fans on Instagram and Twitter from the Perspective of Pragmatics" from Nasutioin, et al (2021). The example showed hoaxes for the K-pop idols in Instagram comments.

#### 2.3.1.8 Body Shaming

Body shaming is when someone makes a negative physical judgment about another person. Body shaming is a prevalent phenomenon characterized by the criticism and unflattering comments directed at an individual's body, including aspects such as size, weight, shape, appearance, skin color, and height. This harmful behavior involves degrading the body through humiliating remarks and condemning comments, contributing to negative perceptions of physical attributes. (Puluhulawa & Husein, 2021; Fitriana, 2019) It is frequently classified as verbal or written bullying.

(8) @GamesNosh: *In 10 months Billie Eilish has developed a mid-30s wine mom body.*" (*style magazine, 2020*)

This sample was taken from *Style Magazine* (2020). A paparazzi photo of Billie Eilish circulated on the internet, and it wasn't because she was doing anything illegal or controversial. It caused a stir because she was spotted wearing a form-fitting camisole and shorts instead of her usual baggy outfits.

### 2.3.2 Face Threatening Act

The supporting theory is used to explain how hate speech influences the Face of other. The target will be explained also from the concept of the Face Threatening Act. The face theory introduced by Brown and Levinson (1987) is considered the most influential theory in the realm of politeness and significantly contributes to the study of speech acts, as noted by Hobbs (2003) and Ji (2000). Brown and Levinson's theory consists of three fundamental concepts: "face," "face-threatening acts (FTAs)," and "politeness strategies." They contend that "face" represents an individual's desired public self-image, encompassing two key desires. In society, people have two types of face wants: negative face, which entails the fundamental claim to personal space, autonomy, and the right to be free from interference, and positive face, which relates to a consistent and positive self-image or "personality" with the desire for it to be acknowledged and accepted by others. According to Brown and Levinson, nearly every utterance has the potential to threaten either the negative or positive face of the individuals involved.

Brown and Levinson's theory posits that most speech acts, such as requests, offers, disagreements, and compliments, inherently pose a threat to either the listener's or the speaker's facial wants. Politeness, according to their perspective, is how these face-threatening acts (FTAs) are addressed. Based on these assumptions, they distinguish three primary strategies for carrying out speech acts: positive politeness, negative politeness, and off-record politeness. Positive politeness seeks to

support or enhance the addressee's positive face, while negative politeness aims to mitigate any encroachment on the addressee's freedom of action or freedom from imposition. The third strategy, off-record politeness, involves violating one of Grice's maxims (1975) under the assumption that the addressee can deduce the intended meaning.

