

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### A. Conclusions

After analyzing the data, the conclusions from the results of this study are:

1. There were five types of hate speech in Instagram comments on Howard Stern Show posts related to Adam Levine, as the researcher had been done in the analysis. There were 71 data found which were 29 comments (40,8 %) for type of Behavior, this type was more dominant than the other types because the thing that made Adam hated by many people was his behavior of having an affair. Furthermore 16 comments (22,5 %) for type of Physical, in this type many netizens commented on Adam's body, some blasphemed his voice, brain, and even his whole body which was considered absurd. There were 5 comments (7,0 %) for type of Sexual Orientation, in this type comments were found related to Adam who was considered a rapist, whore and others related to sexuality. And there were 2 comments (2,8 %) for type of Class, this type is the least type, because netizens do not discuss Adam's social status but discuss behavior and others. The last there were 19 comments (26,7 %) for type of Other, this type is the second type which was more dominant because there are many hate comments that were not classified as other types, so these comments were included in the Other type.

2. It is found that there were five realizations or intentions of hate speech from 71 data found in Instagram comments on Howard Stern Show posts dealing with Adam Levine. There were 24 comments (33.8%) with the intention of mocking, comments with the intention of mocking were found in the comments column because many netizens hated Adam so they gave utterances that were considered funny but had negative meanings. And then there were 4 comments (5.6%) with the intention of accusing, this intention was not found much in the comments column because there were only a few netizens who poured out their emotions and suggestions for the mistakes Adam had made. There were 2 comments (2.8%) with the intention of blaming, comments with the intention of blaming referred to Adam who intended to name his child with the name of his mistress, so that netizens blamed this action. However, these comments did not dominate in the comments column so that researcher only found two comments with the intention of blaming. Then, there were 34 comments (47.9%) with the intention of insulting, comments with insulting intent were more dominant than the other intentions because many comments contained impolite words and could make Adam ashamed of these comments. The last there were 7 comments (9.9%) for the intention of insinuating, comments with intention of insinuating were not found much in the comments column, only there were some comments that contained sentences that have bad meanings.

3. The last there were several reasons why someone gave hate speech, especially in the comments column on Howard Stern Show's Instagram posts related to Adam Levine. First, hate speech could occur because in the person of the commentator there was negative prejudice towards a particular person or group. Second, hate speech could come from someone who has trolling behavior. The perpetrators of trolling were classified into sadistic personality forms, where they derive pleasure from activities that make people suffer, in contrast to people who were prejudiced. Lastly, hate speech was also driven by conditions in the internet world. The internet / virtual world allows one to find anonymity. With this condition of anonymity, a person will become more courageous and free to utter hate speech to convey their views and feelings.

### **B. Suggestions**

Researcher suggests several things to the reader regarding a pragmatic approach to hate speech:

1. For readers, it is hoped that these findings could be used as a reference for information related to hate speech such as data analysis techniques and theories used, for students who conduct research on hate speech.
2. For students of linguistics and literature, it is hoped that this finding could become a guiding text for research on the same topic but with a different object, so that future researchers can produce more developed research.