

ABSTRACT

Manik, Tito Johanes, Registration Number 2203220020, Hate Speech Of Netizen Comments In Truman Black's Instagram Post, English Literature Program, English and Literature Department Universitas Negeri Medan, A Thesis, 2024.

This study aims to identify types of hate speech based on Mondal's (2017) theory and the motive of hate speech using Pinker's (2011) theory in the comment section of Truman Black's Instagram post. This study was conducted using the descriptive-qualitative method with textual analysis. The data source for this research is netizen comments on Truman Black's Instagram uploads uploaded on June 13, 2023. The results of this research show the categorization of hate speech and the motive of hate speech. From 100 data points, 8 types of hate speech were found, namely 4 types of races, 59 types of behavior, 3 types of physical, 1 type of ethnicity, 13 types of sexual orientation, 5 types of disability, 11 types of class, and 4 types of religion. However, for the motive of hate speech, all comments contain all motives that can be described, and the most dominant motives are: sadism, revenge, power, ideology, and instrumental violence.

Keywords: hate speech, motive, Truman black, Instagram.