

CHAPTER I

INTRODUCTION

A. Background of the Study

The digital era with various kinds of social media is booming nowadays, examples were Instagram, Facebook, Twitter, TikTok and others. Social media platforms, Instagram is a famous social media photo posting that has dominated the youth's attention over the past decade with its unique feature of being the first-ever photo-sharing application (Desai & Han 2019). Given the uncontrolled user-generated content on social media platforms, it has lately become one of the global channels for hate speech. Unlike mainstream media, Social media lacks editorial guidelines and gatekeeping systems that would filter each contribution before it was shared. For these and other reasons, studies show that social media serve as a sphere of bullying, bigotry, discrimination, prejudice, and intolerance based on a certain social identity such as ethnicity, religion, nationality, sex, color, and others (Carlson, 2017; Cohen-Amalgor, 2011; McGonagle, 2002). All of these confirm the idea that hate speech attacks people's identities.

In social media, there are many posts or comments from account users or netizens who give or are given comments that contain positive or negative comments. Brown (2017) mention hate speech is used to identify messages that violate existing legal norms and require government regulation or publicly shared statement that incites, encourages, justifies, or are based on a particular group of hatred,

discrimination, or hostility. For instance, race or ethnicity, beliefs, abilities or disabilities, gender, age, sexual orientation, or gender identity. "Hate speech is showing disgust as it spreads, incites, and promotes hatred, violence, and discrimination against individuals or groups because of their protected nature; these include "race", ethnicity, religion, gender, sexual orientation, and disability, among other social distinctions" (Kilvington. D., 2021).

The study of hate speech is not new, but due to the internet's extensive use and its potential to inspire "immediate responses, gut reactions, unconsidered judgments, off the cuff remarks, unfiltered commentary, and first thought," its urgency has intensified (Brown, 2018). Hate speech is intended to offend, intimidate, or discriminate against members of a group based on those members' race, religion, sex, sexual orientation, nationality, or ethnicity causing harmful repression to appear (Schulzke, 2016). Hate speech, which is one way to indicate that you don't like something or someone, expresses hatred and makes disparaging remarks about specific people or social groups. Likewise, Davidson et al. (2017) hate speech is a language that is used to express hatred towards a targeted group or is intended to be derogatory, humiliate, or insult the members of the group.

There were several researches done about hate speech. One of which was research by Lingardi. V., et al. (2019), the research presents the findings of the 'Italian Hate Map' project, which aims to expand the Geography of the Hate Map by identifying part of hate speech in Tweets. The huge amount of textual data on Twitter, a platform that offers a real-time image of social behaviors and attitudes

toward women, gay and lesbian people, immigrants, Muslims, Jews, and people with disabilities, was subjected to lexicon-based semantic content analysis in this study. The findings of this research provide a real-time snapshot of community attitudes and behaviors toward social, racial, sexual, and gender minority groups that can be used to inform intolerance prevention campaigns at both the local and national levels. The study's findings show that immigrants, women, and gay and lesbian people are the most frequently targeted groups of hate speech online.

The explanation above described the phenomenon of hate speech made interested in analyzed the types and intentions of hate speech, because hate speech is constantly widespread, especially online hate speech on social media. Therefore this research was needed so that users who read hate speech comments can understand these comments' intent and meaning.

The types and intentions of hate speech on Halle Bailey's Instagram account were wanted to analyze. Which was in the comments section of one the photo posts on October 14, 2022. The image posted showed Halle Bailey in the role of Ariel from Disney's *The Little Mermaid*. Halle Bailey's Instagram account was interested in researching because her name had become increasingly popular since she was chosen to play Princess Ariel in the live-action remake of *The Little Mermaid* by Disney. Halle Bailey became controversial because she was a black person who was very different from the animated Ariel little mermaid who was white. This brought various moments from Instagram users. Many responses from Instagram users contain hate

speech. Therefore, comments on Hailey Bailey's Instagram was the source of the study's data.

In this research used Mondal's theory (2018) to find out and determine the types of hate speech, that there were ten types of hate speech, namely physical, race, ethnicity, class, behavior, religion, sexual orientation, gender, disability, and other. To find out the intentions of the hate speech used the theory of Kreidler (2002), mention that there were five intentions of hate speech, namely mocking, accusing, blaming, insulting, and insinuating.

For example in the case :

1. *The type of hate speech is physical and the intention is insulting*

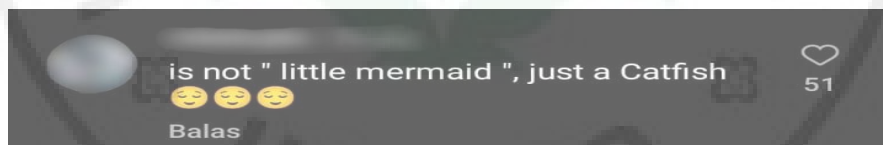


Figure 1. 1 Example 1

2. *The type of hate speech is other and the intention is blaming*

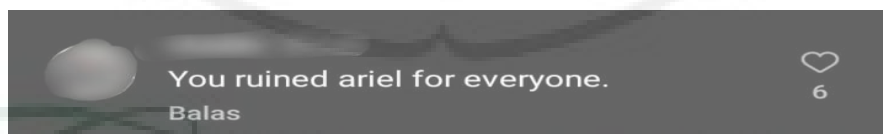


Figure 1. 2 Example 2

3. *The type of hate speech is race and the intention is insulting*

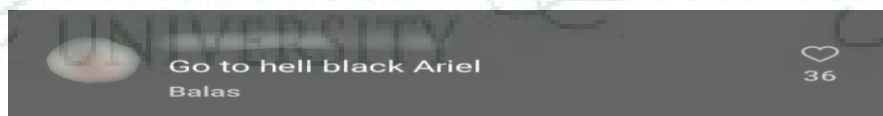


Figure 1. 3 Example 3

The examples above were hate speech contained in Halle Bailey's Instagram comments. The Figure 1.1 contains a comment that said: *is not "little mermaid", just*

a catfish. This comment sentence was a netizen's hatred, which could be seen from the sentence he typed. The word 'catfish' already contains a negative word. By comparing someone's face with a catfish, the visual of the catfish has a negative meaning. The intention of this comment was to embarrass Halle Bailey in a way that included rude and disrespectful remarks. So this data included in the intention of hate speech is *insulting*.

B. Problems of the Study

In line with the background of the study, the problem is formulated as follows :

1. What are the types of hate speech found on Halle Bailey's Instagram account?
2. How are the intentions of hate speech on Halle Bailey's Instagram account?
3. Why are the hate speeches occurred on Halle Bailey's Instagram account?

C. Objectives of the Study

There are some objectives of the research as follow the research questions :

1. To find out the types of hate speech on Halle Bailey's Instagram account,
2. To find out the intentions of hate speech on Halle Bailey's Instagram account,
3. To explain the reasons of hate speech in Halle Bailey's Instagram account.

D. Scope of the Study

This research was interested in finding out the types and intentions of hate speech. This research used the theory of hate speech by Mondal (2018) to find out the types of hate speech and to find out the intentions of hate speech used the theory by Kreidler (2002). This research was limited to hate speech comments on one post on

Halle Bailey's Instagram which was uploaded on 14 October 2022 used pragmatic analysis. These comments were taken from 14 October to 31 December 2022 and in this research only select comments in English.

E. Significances of the Study

The findings of the study are expected to be useful for both theoretically and practically.

a. Theoretically

This research is expected to be useful as an additional reference in linguistics, especially discussion of hate speech, intentions of hate speech and techniques of analyzing the data related.

b. Practically

This research is expected to provide some valuable information about hate speech and its intentions especially analysis of comments on social media.

The findings of this research were expected to be a reference for the next study's theory of types and intentions of hate speech.