CHAPTER I

INTRODUCTION

1.1 Background of Study

Social media is one of the mediums that is frequently used to share information, concepts, opinions, and thoughts in our highly developed technological era. For instance, according to the *We Are Social* report cited from the Indonesian data website, there would be 1.32 billion Instagram users worldwide as of January 2023. Instagram allows users to post a variety of user-generated content, including videos, images, captions, and other uses. Followers or internet users can then leave comments and express their opinions in response to the pictures, videos, and captions they have seen. In this situation, netizen reactions or remarks may use harsh, abusive, or derogatory language, including insults and things that are bad, and criticize the person the netizen doesn't like. Given that there are various varieties of hate speech that can be expressed by the speaker, some of these actions can be labeled as hatred because they can generally harm and endanger others. It is important to understand what they are. A study of pragmatic is required because it is also vital to understand a relation context of language and the intent of speech.

Pragmatic is the science of using linguistics in communication. According to Cambridge Dictionary, pragmatic is problem solving in a way that makes sense with the conditions that really exist today rather than obeying theories, ideas, or rules that are already standardized. In this case, pragmatics can be interpreted as a linguistic science that deals with the investigation and interpretation of a language that generally has context and definition. Hate speech is a small but visible part of

Speech acts, which is one of the focus areas of pragmatics. It is an insulting term that one sometimes uses to describe someone who has a negative attitude or who intends to hurt the feelings of the reader or listener. Hate speech is commonly found on social media today, and social media users also spread hate speech on these platforms.

Hate speech can be continuous and long-lasting since it is described as an intense, sustained, and frequently persistent dislike of a target (Allport, 1954). Hate speech, as defined by Vergani (2022), can take many different forms, but generally speaking, it refers to expressions of animosity toward particular individuals or groups that either explicitly or implicitly intimidate the target and present them as an object that is outside of accepted social norms and must be subjected to or tolerated by Parekh (2006). Cyberhate, often known as online hate, refers to hate speech that occurs online on platforms like Instagram, Facebook, Twitter, and others (Costello et al., 2019). Other hate speech whose target leads to a particular thing, such as skin color, religion, or race, is called cyber racism (bliuc 2018).

The analysis of hate speech has been conducted by Chekol (2020), who analyzed hate speech on social media, especially in Facebook and YouTube user comments, using a binary analysis. This study uses a quantitative approach to find the nature of hate speech in Ethiopia that is driven by identity and reformation incidents regarding the freedom of social media that has been under the control of the Ethiopian government, which has increased during the reformation. The dominant nature of hate speech found in this study is based on ethnicity, religion, culture, and politics. In the same case Leah Burch (2017) analyzed the frequency

and effects of hate speech against people with disabilities on the internet are Examined in the article, with a focus on Reddit. It covers topics such as the normalization of language related to disabilities, policy frameworks for dealing with hate speech, and the connection between welfare reliance and disability. In order to overcome obstacles to combating hate speech about disabilities on the internet, the paper advocates for more study and legislative adjustments. In order to identify and address online hate speech related to disabilities, it employs a multidisciplinary strategy that brings together individuals with disabilities, researchers, legislators, groups, and online website operators. Furthermore, this study uses critical discourse analysis to investigate hate speech situated within an austere 4 environment. It uncovers how welfare-dependent representations generate metanarratives that portray disability as an economic burden on the community at large.

Based on this Reality, it is motivated to use comments made by online userson Matty Healy's Instagram account on the Truman Black account regarding the homophobic act he committed against his guitarist at a concert in Malaysia as the subject of this research. This study uses netizen's comments on Truman Black's Instagram account as its primary data source which distinguishes it from previous studies that mostly use political people or presidents, governments as their research data. Here is the example of the data:
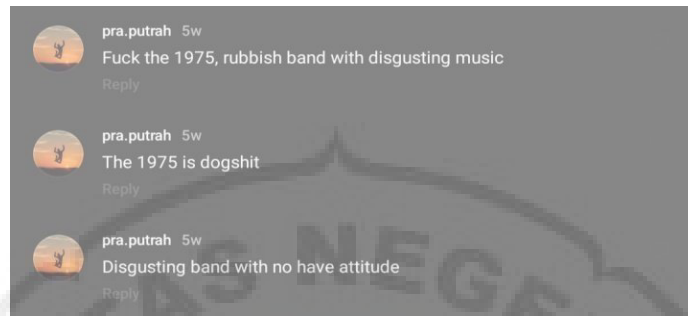
Figure 1. netizen comments

The data above is one example of netizen comments on the Truman black Instagram account page, the comment was conveyed by a person with an account named @prah.putra. The data above is categorized as Hate speech type behavior according to the theory of Mondal et al (2017). This is caused by emotions towards someone's actions or behavior or actions.

This Study will observe netizen utterances in Truman Black's Instagram comment section and analyzed the types of hate speech using the theory of Mainack Mondal, Leandro Ara´ujo Silvab, Denzil Correac and Fabr´ıcio Benevenutob (2017). Research on the motivate of netizens doing hate speech is also carried out to analyze the motives of hate speech made by Instagram users in the Truman Black comment section using Pinker's motive theory (2011) which says Motives for hate speech have five categories, namely instrumental violence, power, revenge, ideology, and sadism. The hope that this research is useful to increase knowledge about hate speech and become a reference for someone who wants to conduct research on the same topic.

Based on the background above, this study will conduct a research entitled:

"Hate Speech of netizen comments in Truman Black's Instagram post"

1.2 Problem of the Study

In this study there are two problem identifications that become the reference for conducting this research. The first is the lack of understanding of people about what hate speech is and the second is People are still confused in understanding the motive of the speaker.

    1.1 What are the motives of hate speech of netizens on Truman Black's Instagram account?

    1.2 What types of hate speech are found in netizen's comments on Truman Black's Instagram account?

1.3 The Objective of the Study

The aims of this study are, as follows:

1. To describe the type of the motives of hate speech of netizen's comments on Truman Black's Instagram account.

2. To describe the type of hate speech of netizen's comments on Truman Black's Instagram Account

1.4 Scope of the Study

This study examines hate speech focused on the types of hate speech using the theory of Mondal Mainack Mondala, Leandro Araújo Silvab, Denzil Correac and Fabrício Benevenutob (2017), and is limited to the motivation of hate speech using Pinker's theory (2011), the object of this research is netizen comments on Truman Black's Instagram posts, while the data in this study are netizen comments

on the 1975 band concert schedule post uploaded on June 13, 2023. Thus, this study Classifies hate speech contained in netizen comments and the purpose of netizens in delivering hate speech.

1.5 Significance of the Study

The significance of this study is, as follows:

1. Theoretically

-   To increase the knowledge about the types of hate speech and the categories of speech act especially in netizen's comments on Truman Black's instagram account.

-   Can be a reference to the other research in the same scope.

2. Practically

-   For students

Students can utilize this research as a source to better understand what hate speech is in social media and what the intention of hate speech is.

-   For reader

With this research, readers can better understand hate speech in the Instagram comment section

-   For research

The findings of this study can be used to help or become a reference for future researchers in providing information to researchers to conduct similar researcher