CHAPTER I

INTRODUCTION

1.1 Background of the Study

The pervasive utilization of social media facilitates the acquisition and dissemination of information for individuals across the board. Communication occurs in diverse situations, encompassing physical, psychological, and social dimensions, as it does not transpire in a vacuum. Ningrum et al. (2019). As the Internet has advanced, people use it to communicate and share their thoughts through speaking or writing. When individuals engage in verbal or written communication, they have a specific purpose or meaning behind the remark they seek to transmit to the recipient or reader. Pragmatics is the systematic examination of the meaning of language within a certain context. Pragmatics, as defined by Levinson (1983), is the study of how language interacts with its surrounding context. Furthermore, the discipline of pragmatics comprises a range of elements, such as context, deictic, presuppositions, implicature, maxim, and speech acts. Speech acts are spoken actions. Yule's publication in 1996. In addition, Searle (1969) argues that when a sentence is produced or uttered in specified circumstances, it can be categorized as a speech act. Speech acts are regarded as the fundamental or indispensable elements of linguistic communication.

The speech act not only encompasses social interaction, but also entails the speaker creating a social status with the person they are speaking to, which can be

either higher, lower, or equal. Thus, the purpose of a particular conversation may differ based on the surrounding circumstances. The social objective of speaking in this particular case is to develop a pleasant rapport between companions and speakers. Based on Baryadi's (2012) description of the four categories of speech acts, hate speech is more likely to arise from speech acts that involve conflict. Thus, hate speech can be considered instances of language violence, and conversely, language violence can be considered hate speech. These actions encompass behaviors such as making threats, accusations, insults, mockery, yelling, rebuking, challenging, using profanity, instigating, vilifying, cursing, demeaning, and urging (Baryadi, 2012).

An Internet-based platform has developed as a new avenue for spreading hatred. This platform allows millions of individuals to communicate through affordable and readily available social networks. These networks bring together disparate and fragmented groups, fostering a feeling of community and collective identity. Myers (2005) defines aggression as "behavior, either physical or verbal, that is intended to cause harm to someone." Hate speech is considered one of the most offensive types of communication. According to Syafyahya (2018), hate speech in Indonesia is conveyed through several methods, such as the use of specific phrases, words, and sentences.

In the context of the Internet's progress, the increasing negative effects of online hate organizations are seen in the rise of targeted hate speech, cyberbullying, harassment, and prejudice. King and Sutton (2013) define hate crimes as acts of communication that often arise from experiences that trigger a

desire for revenge against a certain group that has comparable features to the perpetrator. The widespread occurrence of hate speech on the internet is further exacerbated by the difficulty of monitoring actions on a platform that is mostly unregulated. Criminal justice authorities are not deemed to be financially and temporally burdensome in their endeavor to resolve crimes; they are not regarded as a substantial public preoccupation. Police typically respond sparingly to instances of internet hate speech unless specific criminal offenses are documented.

Hate speech is a substantial barrier in the realm of social studies. Various forms of hate speech are prevalent in both social media and traditional media platforms. Hate speech refers to any type of communication used by an individual or group to provoke, provoke, or belittle another person or group based on characteristics such as nationality, religion, race, color, ethnicity, gender, disability, sexual orientation, or any of the mentioned attributes. Nielsen (2002) was the first to notice similar phenomena spanning verbal, non-verbal, and symbolic domains.

Hate speech is commonly defined as an intolerable and ill-defined manifestation of negative bias in society. Moreover, hate speech suggests that persons possess malicious or dishonest intentions. Vargo and Hopp (2020) argue that viewers often use negative and emotional words to intentionally evoke feelings of sadness and/or action.

Hate speech, as defined by Roß (2017), refers to offensive communication that focuses on certain characteristics of a group, such as religion, ethnicity, sexual orientation, gender, or religion. The universally acknowledged definition of hate

speech can be divided into two main components. Firstly, there are definitions that offer a comprehensive understanding of hate speech, including any term that promotes or justifies hostility based on race, ethnicity, religion, gender, sexual orientation, or disability. Secondly, there are definitions that are more precise and stringent, focusing only on forms of speech that, within a specific context, have the potential to provoke legal action against a group of individuals associated with one of the aforementioned groups (Gagliardone, 2015). Instances of vitriolic language may arise in our daily interactions, especially when we interact with specific videos, messages, and narratives on social media platforms such as Instagram.

A number of studies on hate speech have been undertaken, including Riyadisty (2022) analyzed hate expression that discovered on twitter as a retaliation against Meghan Markle. The objectives of this research endeavor are as follows: to delineate the classifications of hate speech, to discern the tactics employed in hate speech, and to explicate the roles of hate speech performed by Twitter users in opposition to the rumor that Meghan Markle might seek the presidency of the United States. The findings of the study indicate the following: first, hate speech directed at Meghan Markle on Twitter can be classified into six distinct categories: behavior, class, disability, ethnicity, religion, and gender; second, there are four distinct types of hate speech strategies; and third, twitter users employ four distinct functions when expressing hate speech: bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness.

In this recent study the researcher focuses on the analysis on hate speech taken from Joe Biden's Instagram. The researcher chose the netizens comments on Joe Biden during Israel and Palestine conflict on his Instagram.

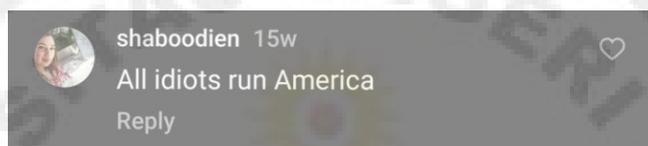Here is the example of the hate speech on Joe Biden:

Figure 1 preliminary data

The expression is referred by the utterance "idiots", this utterance in this comment is a type of disability because the commenter stated that comment to Joe Biden of being an idiot. In this utterance, shows the intention of insulting, because the utterance explicitly aims to demean individual in position of authority by labelling them as "idiots".
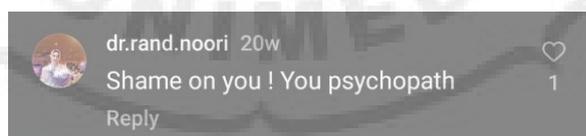

Figure 2 preliminary data

The expression is referred by the utterance "psychopath", this utterance in this comment is a type of behavior because, the commenter stated that comment to Joe Biden of being a psychopath. In this utterance, shows the intentions of accusing because, the utterance assert or claim that Joe's behavior as a "psychopath".

This recent research, focuses on netizen hate comments on Joe Biden Post through social media. Joe Biden is the president of the United States who supports Israel in the conflict between Israel and Palestine that happened recently which sparked reactions from his followers. As a result of these circumstances, the researcher believes that hate speech can appear in all of the social media. Furthermore, the researcher used the technique of analysis data, in clarifying the type of hate speech the researcher used Mondal (2018) and determining the intention used Kreidler theory (2002).

1.2 Problem of the Study

According to the background above, the researcher brought up some questions engaged to the topic as follows:

1. What types of hate comments are employed by netizens in their comments on Joe Biden's Instagram?

2. How are the hate comments realized in the comments and posts on Joe Biden's Instagram?

3. Why are the netizens used hate comments on Joe Biden's Instagram?

1.3 Object of the Study

According to the questions above, these are the objective of the research related to the topic as follow:

1. To classify the types of hate comments used by netizen's on Joe Biden's Instagram.

2. To analyze the use of hate comments by netizens on Joe Biden's Instagram.

3. To identify the intention of hate comments by netizens on Joe Biden's Instagram.

1.4 Scope of the Study

Based on the significance that has been described, this paper attempts to focus the research on the types of hate speech of the netizen in Joe Biden's Instagram posts with 100 data on his post that has been posted on 17 October 2023 and   20 October 2023, used Mondal (2018) and determining the intention used Kreidler (2002).

1.5 Significance of the Study

Based on the research objectives above, this research is expected to provide benefits both the theoretically and practically.

1. Theoretically

The results of this study are expected to provide theoretical contributions in the scientific research of English literature, especially on speech acts on hate comments analysis, more specific information can be refereed to Joe Biden's Instagram comment. This research discusses types of hate comment and the intentions of hate comments found on Joe Biden's Instagram comment.

2. Practically

This study might be consulted while examining study of linguistics particularly that types of hate comments.