

TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	v
LIST OF FIGURES	vii
LIST OF TABLES	viii
CHAPTER I: INTRODUCTION	1
16.1. Background of the Study	1
16.2. Problem of the Study	6
16.3. Objective of the Study	6
16.4. Scope of the Study	6
16.5. Significance of the Study.....	7
CHAPTER II: LITERATURE REVIEW.....	8
2.1. Theoretical Framework.....	8
2.1.1. Pragmatics	8
2.1.2. Hate Speech.....	9
2.1.3. Types of Hate Speech	10
2.1.4. The Intention of Hate Speech.....	14
2.1.5. Kim Soo Hyun's.....	16
2.1.6. Instagram.....	17
2.2. Relevant Studies	18
2.3. Conceptual Framework.....	22
CHAPTER III: METHODOLOGY	24
3.1. Research Design	24
3.2. Data Source	24
3.3. Data Collection Technique	25
3.4. Data Analysis Technique.....	26

CHAPTER IV: FINDINGS AND DISCUSSIONS.....	27
4.1. Data Analysis.....	27
4.1.1. Types of Hate Speech.....	27
4.1.2. The Intention of Hate Speech.....	51
4.2. Research Findings.....	72
4.3. Research Discussions.....	74
CHAPTER V: CONCLUSION AND SUGGESTION	76
5.1. Conclusions.....	76
5.2. Suggestion	77
REFERENCES	79
APPENDIX	82

