CHAPTER I

INTRODUCTION

A. Background of Study

People use language to communicate. It can be in spoken or signed language. Ethnologue, an annual reference catalogue of the living languages publication in the world, at February 2021 on their website (www.ethnologue.com) and Twitter account (@theEthnologue), released that there are approximately 7.139 spoken languages and around 150 signed languages used in all over the world. They have different way in delivering meaning. Spoken language produces a particular sound which is recognizable and meaningful while signed language creates body movements or facial expressions to get a meaning.

Scientifically, there is a study of meaning, namely pragmatics. Pragmatics is a study of which means as communicated by the speaker and interpreted by the listener, a study for spoken language. In line with Yule (1996), pragmatics is the examination of unnoticeable meaning in a context, or how people acknowledge what was supposed even when it is not truly mentioned or written. This consists of background information context i.e. individuals found out about one another and the world. As same as Chapman (2011) statement, pragmatics concerns on the meaning of a context which was interpreted by the listener after the speaker saying. Based on language aspect,

pragmatics is classified into five categories. They are deixis, implicature, cooperatives principle, presupposition, and speech acts. One of the classifications on speech acts is verdictive utterances. Verdictive utterance is speech acts in which the speaker makes an assessment or judgement about the acts of another, usually the addressee. These includes ranking, assessing, appraising, condoning, or blaming. One of the concerns of verdictive utterance is 'hating' or hate speech.

Hate speech as one of the expression of disliking something or someone, conveys hatred and any negatives statement towards individuals or groups of community. It can degrade someone nationalism, ethnocentrism, discrimination, minority, migrant and immigrant, that was potentially caused a war. Schulzke (2016) states that hate speech is meant offend, exclude, intimidate, or discriminate against members of a group based on members' race, religion, sex, sexual orientation, nationality, or ethnicity that makes harmful suppression appears.

According to Mondal et al (2017), hate speech in social media is categorized into 10 types, namely race, behavior, physical, sexual orientation, class, ethnicity, gender, disability, religion, and random. For example:

"*I would be embarrassed if he lead my home country*"   = Random

"*They sound like zombies chanting*"   = Physical

"*Trump can't stop lying*"   = Behavior

The example above is the hate speech found on Youtube comments to the recent United Sate President, Donald Trump, because of his reactions on the presidential election result since United State (US) Presidential Election 2020 becomes the hottest topic in all over the world. Donald Trump, whose movements and statements receive many responses from numbers of countries, was nominated as the US presidential candidate from Republican Party to compete with Democratic Party candidate, Joe Biden. The Election Result announced at November, 3, 2020 in local and international Television programs and revealed that Joe Biden was selected as the new US President.

After the reveal of election results, on 4th of November 2020, Donald Trump denied his defeat on election and addresses his supporters in White House. Donald Trump, after NBC projects Joe Biden as the president-elect, stated that the presidential election of US was far from over. He also stated that Joe Biden has to wait the legal legitimation of the winner in any states that was contested by the states for mandatory recounts. On his official twitter account, Donald Trump posted 'He won because the Election was rigged'. However, the election official revealed that the election is the most secure in America and there are no deleted or lost votes in the system.

Furthermore, the related news is posted on various platforms, such as newspapers, television news programs, news websites, blogs, and even social media. Internet takes a big role in spreading this news. It has generated a lot of reaction from internet users from all over the world, not only because of the arguments between supporters of the president candidates on social media, but

also because of Donald Trump's statement in denying his defeat of the election result on White House that broadcasts live on Internet.

Furthermore, this study used pragmatic analysis of Mondal theory to analyze the type of hate speech used and Kreidler theory to examine the intention of hate speech used on the comment of Donald Trump's reaction to US Election Result video that published.

B. Problem of Study

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

(1) What types of hate speech used in the comment section of video?

(2) Why does hate speech in video's comment exist?

C. Objective of Study

Related to the problem of the study, the objective was formed as follows:

(1) To investigate types of hate speech used in the video's comment,

(2) By determining the use of hate speech in video's comment.

D. Scope of Study

This study limited only on the hate speech comments used on the "Live: Trump's Reacts to US Election Result" video on The Independent Youtube Channel that published at 4th of November 2020, using pragmatic analysis.

This paper used Mondal (2017) theory to determine the type of hate speech and Kreidler (2002) to describe the intention of hate speech.

E. **Significance of Study**

As this paper was concerned with the words and aspects of hate speech used on the comment section, the findings provided valuable input to:

(1) Internet user. The findings were expected to limit the diction used in commenting someone or something on Internet by the user.

(2) English students. The findings were expected to provide some valuable information about hate speech comments using pragmatic analysis.

(3) Next researcher. The findings were expected to be the reference for the next study's theory of types and the using of hate speech.