

CHAPTER I

INTRODUCTION

A. Background of Study

Twitter is used by users to follow politicians, businessmen, and celebrities in addition to receiving the most recent news and brand advertising. According to Hetler (2023), Short posts, known as tweets, are broadcast by users on Twitter, a free social networking service. It is possible that some of these tweets will also include media files. Access to a smartphone or the internet is required for use of Twitter's app or website.

The study of how language signals, words, and sentences are used in context is known as pragmatics. In contrast to semantics, pragmatics is concerned with the context of a specific word and how that context affects its meaning. Stalnaker (1972) defines the scope of pragmatics as follows: Pragmatics is the study of deixis (at least in part), implicature, presupposition, aspects of discourse structure and speech acts. One of the classifications of speech act is verdictive utterances. Verdictive utterance are speech acts in which the speaker expresses an opinion or renders a decision regarding the actions of another, usually the addressee. These include ranking, assessing, appraising, condoning. 'Hating' or hate speech is one of the issues with verdictive utterances.

Hate speech, speech or expression that denigrates a person or persons on the basis of (alleged) membership in a social group identified by attributes such as race, ethnicity, gender, sexual orientation, religion, age, physical or mental

disability, and others. Hate speech covers many forms of expressions which advocate, incite, promote or justify hatred, violence and discrimination against a person or group of persons for a variety of reasons, and which is intimately connected with feelings, emotions or attitudes of hate or humiliation or contempt. According to the Committee of Ministers, All the expressions that spread, encourage, support, or justify racism, xenophobia, anti-Semitism, or other types of intolerance-based hatred are considered to be hate speech. The researcher focused on the hate speech that occurs in the comment of Harry Maguire's Twitter Account.

Maguire, whose full name is Jacob Harry Maguire, is a professional footballer, played as a center back for Manchester United and the English national team. As soon as he arrived to Manchester United in 2019 for a then-record £80 million, the club designated him captain. Harry and most of his colleagues performed poorly in the 2019-2020 season, even until these days. However, the management has kept Maguire as captain, and most supporters do not support this choice. Maguire has been booed for his captaincy on and off the pitch and for being consistently unwell over the past few years due to his poor performance. He is playing really badly, but he still thinks he is done nothing wrong.

He is currently one of the most hated players in Manchester United history. Not a few netizen also expressed their hatred to Maguire through social media, especially twitter. His lack of consistency and blunders leading to draw or even loss makes Manchester United fans hate him. Lots of fans told him to leave the team. He even received a bomb threat in 2022 because his fans hated him so much.

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:

“What a clown” = Physical

“The only thing United fans fear s your name on teamsheet” = Behaviour

“The only way to revive your career is by leaving Man United” = Random

Kreidler (2002) mentioned five intentions of hate speech, they are elaborated as Mocking, Accusing, Blaming, Insulting, and Insinuating. For example:

"You weird brr" = Mocking

"Tomori is better than you... England won't go past the group stages" =
Accusing

"Give up and face your reality, you're just not good enough." = Blaming

The examples above are the hate speech found on Twitter comments to the Manchester United player, Harry Maguire, because of Harry and most of his colleagues performed poorly in 2019-2020 season, until these days. However, the management has kept Maguire as captain, and most supporters do not support this choice. Many of Manchester United fans probably watch every second of United games throughout the season and probably had some frustrations with Maguire and wanted to participate in showing their dissatisfaction with what he produced through the season. Maguire has been booed for his captaincy on and off the pitch and for being consistently unwell over the past few years. He's been receiving many hate speech utterances in all social media, especially twitter. No transfer makes fans happier than seeing him sold.

The previous studies which have mostly related to this current study, are Febry Pramitha Sari (2020) who has researched the hate speech in the visual tabloid on social media addresses to Prince Charles and Camilla Parker, Lusiana Sondra (2019) who has researched the hate speech on Donald Trump's Instagram, Alabi and Aleyoja (2019) who have researched the hate speech on the Nnamdi Kanu's speech, and Tomas Vasiliauskas (2020) who has researched the hate speech on facebook. The previous studies above mainly studied hate comments on personal social media accounts. This current study has a complementary position to previous research because it researches on twitter. Therefore, the research of hate speech in Harry Maguire's Twitter Account is important because there are a lot of comments from netizen expressing hatred to him.

Furthermore, this study used pragmatic analysis of Mondal (2017) theory to analyze the type of hate speech used and Kreidler (2002) theory to examine the intention of hate speech used on the comment in Harry Maguire's Twitter Account.

B. Problem of Study

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

- (1) What types of hate speech were used in the comment in Harry Maguire's Twitter account?
- (2) How were the intention of hate speech realized in the comment section?

C. Objective of Study

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

- (1) To determine the types of hate speech used in the comment in Harry Maguire Twitter account,
- (2) To explain the realization of the intention of hate speech used in the comment section.

D. Scope of Study

Pragmatic analysis was employed in this study to focus exclusively on the hate speech comments posted by Harry Maguire on his Twitter account. Types of hate speech were identified using the theory of Mondal (2017), and the intention of hate speech was described using the theory of Kreidler (2002).

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) Future researcher. The findings were expected to be the reference for the next study theory of types and the using of hate speech.