

CHAPTER I

INTRODUCTION

A. Background of the Study

In today's era, social media is used by all groups including teenagers, children, and adults because social media can be a communication link between each other. Social media platforms have also developed a lot such as Facebook, Youtube, Instagram, Twitter and many more. In 2020 the social media platforms Instagram, Youtube, Whatsapp, Facebook, and also Facebook Messenger are the top platforms that are widely used in the world (Kemp, 2021). Instagram is a web and mobile-based social networking tool that allows users to upload images or photos (Anna Lusiana Kus, 2018). Social media also provides services for users to create content and also provides communication services that can be used by social media users, such as comment field services. However, services such as comment fields are known to harm certain groups or social media users due to the large number of discourses or texts that can harm someone. Bullying, harassment, and sexual victimization can all be disseminated through social media, both online and offline (Kennedy & Taylor, 2010). The text or discourse can be in the form of bullying, offensive remarks and also hate speech (Mondal, 2017).

The phenomenon of hate speech is increasingly widespread in the digital era, due to the increasing number of people expressing opinions, suggestions and criticisms through internet platforms. Hate speech designed to insult, exclude, threaten, or discriminate against members of a group based on a person's race,

gender, religion, nationality, sexual orientation, national origin, resulting in negative and harmful oppression (Schulzke, 2016). Such as utterances in the comments column that are not good directed at a person or group. This hate speech arises because there is something bad related to the content of uploads on Instagram.

Knowing this phenomenon, researcher interested in finding the types and the realizations or intentions of hate speech contained in the Howard Stern Show Instagram account, especially in the comments column of one of the video posts. The video was uploaded on April 23, 2022. This post marks two others Instagram accounts, namely Adam Levine and Jesseroyal. This post contains a video where Adam and Jesse cover a song called "Don't Let Me Down" by The Beatles. The reason researcher chose Adam Levine was because there was one of Adam Levine's actions which became controversial, giving rise to a lot of hate speech directed at Adam and this action was that Adam Levine was reportedly having an affair with a model from Texas, United States. The reason researcher is interested in the Howard Stern Show Instagram account because Adam Levine's Instagram account closes the comment column on each post, because there are many Instagram users who provide comments containing hate speech. So, researcher chooses the Howard Stern Show Instagram account whose comment column is not closed, especially on his posts about Adam Levine.

While the reason researcher wants to analyze the types and the realizations (intentions) of hate speech because this research is important to do, so that other users who read hate speech comments can clearly know the meaning of these

comments. To find out and determine the types of hate speech, the researcher will use the Mondal (2017) theory, that there are 10 types of hate speech, namely Race, Behavior, Physical, Class, Gender, Sexual orientation, Ethnicity, Religion, Disability, and Other. To find out the realizations or intentions of the hate speech, the researcher will use the theory of Kreidler (2002) which categorizes 5 hate speech intentions, namely Mocking, Accusing, Blaming, Insulting, and Insinuating.

Several studies on hate speech have also been carried out, one of which was conducted by Muhammad Muslim Nasution, Julisah Izar and Istiqomah Husnun Afifah (2021), they analyze hate speech against K-Pop idols and their fans on Instagram and Twitter from a pragmatic perspective. The purpose of this research is to describe various types of hate speech, including illocutionary forms found on Instagram and Twitter pages. The data was analyzed using an interactive Miles, Huberman, and Saldana model. This study focuses on comments containing hate speech on Instagram and Twitter pages. The results showed that hate speech was found in the form of insults, defamation, blasphemy, and provocation comments. As for illocutionary comments, there are assertive speech, directive speech, expressive speech, and declarative speech.

In this study the researcher also discuss about hate speech on Instagram accounts, especially in the comments column. However, this study uses a different theory from previous research. In this study uses the theory of Mondal et al and Kreidler to analyze the data, while previous research used interactive Miles, Huberman, and Saldana model to analyze the data.

The following is a sentence that contains hate speech in the Instagram comments column such as :

"No, this is no good coz his child needs to live even though their father is a shameless person".

The comment above appeared to be in response to a previous comment that said *"Hope you're losing all your money and nobody listens to your music again"*. Netizens write sentences of *shameless person*, where this sentence is a sentence that shows the hatred of netizens which can be seen from the way they speak. The hatred arose from Adam's act of having an affair, so netizens said Adam was a shameless person. The purpose of this comment is insulting because the comment contains impolite remarks with the aim of embarrassing Adam because he is considered a shameless father. So, the data above shows the type of hate speech "Behavior" and the intention of the hate speech is "Insulting".

It can be seen that research on hate speech is very useful in preventing a person or social media user from conveying excessive speech, which is considered to have a negative impact on a person's physical or mental condition. The example data above made researcher interested in conducting research on hate speech in the comments column on Instagram.

B. Problems of the Study

In accordance with the background of the study, the problems are formulated as follows :

1. What types of hate speech are found in the Howard Stern Show Instagram comments?
2. How are hate speeches realized in Howard Stern Show Instagram comments?
3. Why are the hate speeches realized as they are?

C. Objectives of the Study

Related to the problems of the study, the objectives of this study can be determined as follows:

1. To elucidate the types of hate speech in Howard Stern Show Instagram comments.
2. To evaluate realization of hate speeches in Howard Stern Show Instagram comments.
3. To explain the reason of hate speech in Howard Stern Show Instagram comments.

D. Scope of the Study

This research is limited to hate speech comments on one of the videos on Instagram belonging to the Howard Stern Show account which was uploaded on April 23, 2022 using pragmatic analysis. These comments were taken from 18 September 2022 to 24 September 2022. This research used the theory of Mondal

et al (2017) to find the types of hate speech, and used the theory of Kreidler (2002) to explain the realizations of the hate speech.

E. Significance of the Study

The results of this study are expected to contribute some significances theoretically and practically, they are :

1. Theoretically, it is hoped that these findings can be used as a reference for information related to hate speech such as data analysis techniques as well as the theory used, for students who conduct research on hate speech.
2. Practically, these findings are expected to be a mentor text for research on the same topic so that future researchers can produce more developed research.

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