ABSTRACT

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The objectives of this study were to find out the types of hate speech used by the netizen, the use of hate speech by the netizen, and the intention of the hate speech. This study examined hate speech by using the theories of Mondal (2018) and Kreidler (2002). The source of data is the hate comments from Joe Biden's Instagram that have been posted from October 17th, 2023, to December 31st, 2023. A qualitative textual analysis approach was used as the research method. For the findings, this study found that 100 comments contained hate speech in different types, which includes 1 hate on race, 72 hate on behavior, 10 hate on physical, 1 hate on class, 3 hate on ethnicity, 2 hate on disability, 1 hate on sexual orientation, and 10 hate on others. For the intention of the hate speech, we found 1 intentions of mocking, 41 intentions of accusing, 9 intentions of blaming, and 49 intentions of insulting. To conclude, the type of hate speech that was dominantly found was behavior, and the most dominant type of intention found was insulting.

Keywords: Hate Speech, Instagram, Intention, Joe Biden.