ABSTRACT

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This research is about hate speech in Halle Bailey's Instagram. This research aims to determine types and intentions of hate speech, and the reason hate speech occurred in Halle Bailey's Instagram. This research used a qualitative thematic analysis based on Braun and Clarke's (2006) analysis. The data were analyzed using Mondal's theory (2018) to describe the types of hate speech found in the comment section and to analyze intentions of hate speech using Kreidler's theory (2002). The data of this research were taken from comments which are collected from Halle Bailey's Instagram. This researcher found 127 comments have been analyzed there were six comments clarified two types of hate speech and there were three comments clarified two intentions of hate speech. This research showed that were 6 out of 10 types of hate speech found, namely physical 31 comments (23%), race 36 comments (27%), ethnicity 1 comment (1%), behavior 2 comments (2%), religion 1 comment (1%), and other 62 comments (46%) this type is the most dominant. All comments contain all intentions to be classified in the category of hate speech. The intention of insulting is the most frequent, occurring with 68 comments (53%), accusing 8 comments (6%), mocking 12 comments (9%), and insinuating 32 comments (24%). The reason someone gave hate speech on Halle Bailey's Instagram was her difference from the original animation character Ariel Little Mermaid, who had white skin color, straight red hair, and others.

Keywords: Hate Speech, Intention, Instagram, Halle Bailey, Little Mermaid