CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

After analyzed the hate speech comments on Halle Bailey's Instagram using the types of hate speech by Mondal theory (2018) and the intention of hate speech by Kreidler theory (2002) with a qualitative thematic analysis based on Braun and Clarke (2006) to analyze the collected data. This research examined the types and intentions of hate speech and the reasons why hate speech occurred on Halle Bailey's Instagram.

The conclusions from the result of this research were first, based on of the analysis had done could be concluded that there were 127 comments found, there were six comments containing two types of hate speech. This research found that there were six types of hate speech out of ten used in the comment section on the post of Disney's Ariel Little Mermaid poster on Halle Bailey's Instagram. There were 31 comments classified as Physical, 36 comments classified as Race, 1 comment classified as Ethnicity, 2 comments classified as Behavior, 1 comment classified as Religion, and 62 comments classified as Other.

Secondly, there were five intentions of hate speech found on the post of Disney's Ariel Little Mermaid poster on Halle Bailey's Instagram. In 127 comments there were three comments containing two intentions of hate speech. There were 12 comments classified as Mocking, 8 comments classified as Accusing, 11 comments

classified as Blaming, 68 comments classified as Insulting and 31 comments classified as Insinuating.

Thirdly, based on the results of the comments data analysis the reason hate speech could occur on Halle Bailey's Instagram because Halle Bailey as Ariel was significantly contrasted with the Ariel that most people were familiar with, Halle Bailey as Ariel was black, and her skin color was very different while the real Ariel was white, her hair was not straight but dreadlocks while real ariel had straight hair, and even the hair color that was Ariel's signature was also different. Halle Bailey made her hair a copper color while the real Ariel had red hair. Another reason namely that she didn't seem to regret ruining their childhood by taking on the role of Ariel. Due to all of these differences, which don't represent the real Ariel, the netizens were upset, disappointed, and motivated to leave hate comments on Halle Bailey's Instagram post.

B. Suggestions

Based on the research that had been done, suggestions for readers, as follows:

1. For readers, specifically English students, it was hoped that this research can become reference about hate speech, whether from the theory, method, or techniques of collecting the data, especially in analyzed hate speech on Instagram. And the researcher hopes that readers do not become hate speech givers on social media or in real life because without realized it, it could killed someone's character just through words.

2. The next researcher who is interested in analyzing hate speech and the intentions of hate speech can research using the same theory or method but using other object and data sources, such as TikTok.