

CHAPTER V CONCLUSION AND SUGGESTION

5.1. Conclusion

This research aimed to analyze hate speech found in the comment section of Kim Soo Hyun's Instagram posts. The analysis focused on two main objectives: identifying the types of hate speech using Mondal's (2017) theory and classifying the intentions of hate speech using Kreidler's (2002) theory. The data were collected from 50 selected comments that contained hate expressions, following the controversy surrounding Kim Soo Hyun and the death of Kim Sae Ron.

The findings show that from 10 types of hate speech proposed by Mondal, only six were found in the data, namely: Race, Behavior, Physical, Gender, Religion, and Other. Among them, behavior was the most dominant type, appearing in 76% of the total comments. This indicates that most commenters expressed hate based on Kim Soo Hyun's alleged actions or perceived moral behavior. The second most common type was other 8%, which included insults and curses that did not refer to specific hate targets. Based on Kreidler's classification of intentions, five intentions of hate speech were identified in the comments: mocking, accusing, blaming, insulting, and insinuating. Among these, insulting was the most frequent, appearing in 52% of the comments. This shows that most Instagram users expressed their hatred through direct verbal attacks without evidence or argumentation.

From these findings, it can be concluded that hate speech on Instagram is mostly driven by emotional reactions, particularly toward controversial issues involving celebrities. Users tend to attack public figures harshly and publicly, often using vulgar and demeaning language without context, and this leads to the spread of digital hostility in online platforms.

5.2 Suggestion

Based on the findings and conclusions of this research, the following suggestions are proposed:

1. For social media users: Users are encouraged to be more mindful and responsible in expressing opinions online. Emotional and impulsive comments can contribute to online toxicity and even lead to real-life consequences for public figures or individuals being targeted. Practicing digital empathy and ethical communication is essential.
2. For platform developers (e.g., Instagram): It is important to improve moderation systems, such as filtering harmful language and hate expressions. Providing clearer guidelines and promoting online literacy campaigns can help reduce the spread of hate speech on social media.
3. For future researchers: This research can serve as a reference for those who wish to study hate speech using a pragmatic approach. Future studies could expand the data sources by analyzing hate speech across multiple platforms, or by exploring how hate speech affects the mental well-being of public figures. Furthermore, it would be beneficial to conduct comparative studies between different countries or

cultures to understand the global dynamics of online hate.

4. For students of linguistics and pragmatics: This study shows how linguistic theories can be applied to analyze real-world phenomena such as hate speech. Students are encouraged to explore similar topics by combining sociolinguistics, pragmatics, and discourse analysis to contribute to academic knowledge and social awareness.

