

DOI: <https://doi.org/10.24297/jal.v11i.8655>

## Impoliteness in Indonesian Language Hate Speech on Social Media Contained in the Instagram Account

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### Abstract

The phenomenon of hate speech is very interesting to draw. This is related to various recent events that have caused unrest in the community. Hate speech is an expression that stimulates people from certain social groups that are oriented toward differences, race, national origin, religion, and gender. The hate test in this study is seen from the perspective of the impoliteness theory. The research uses forensic theory, while the methodology uses qualitative. The data used, as many as 40 comments were used as research objects. Realization of hate speech based on impoliteness, there are 3 strategies, namely positive impoliteness strategies, negative impoliteness strategies, and satire or scoffing strategies. In other words, linguistic hate speech can be sent in the form of words, phrases, clauses, sentences, and in the form of discourse.

**Keywords:** Hate Speech, Impoliteness, Social Media

### Introduction

Language in communicating has a very broad impact, the language has an impact on human life. The language has essentially become unified with human life. Language is the reflection of its user. In other words, language reflects the personality of a person. Language is also the reflection of personality of a nation's culture (Rangkuti & Lubis, 2018). People convey ideas, ideas, thoughts, hopes, and desires through language. The use of language has different interests and functions. The language used by humans can be used for educational, cultural, religious, and other purposes. Language users can choose between one or another connective to express causality, for instance, between because, since, and for in English (Santana, Spooren, Nieuwenhuijsen, & Sanders, 2018). One of the roles of language that is being highlighted is the role of language in the field of law. The role of language in law has now become very important. It is evident from the many linguists involved in addressing a particular case (Dupras, Schultz, Wheeler, & Williams, 2011). If it is usually an investigation into a case resting on aspects in the legal world, now aspects in terms of language have become one of the aspects that can help in investigating a particular case.

Linguists use linguistic sciences to help deal with certain legal cases. The linguistic sciences used are forensic linguistics (Subyantoro, 2019a). Forensic linguistics is a language science that is already known by language researchers. Forensic linguistic research using the pragmatic theory of scalpel has been conducted by language researchers, both domestic and overseas researchers, among others; (Shaw, 2012), (Sari, 2019), (Ito, 2014), (Rahma, 2014), (Farnia, Sohrabie, Qusay, & Sattar, 2014), (Olamide & Segun, 2014), (Angkupi, 2014), (Gitari, Zuping, Damien, & Long, 2015), (Veisy Mangantibe, 2016), (Zahrotunnisa, 2016), (Linawati, 2017), (Widodo, 2017) (Delta Anggun Salutfiyanti, 2018), (Ningrum, Dian Junita, Suryadi Suryadi, 2018), (Meri Febriyani, Sunarto DM, 2018), (Fredericus, 2013), (Fenda Dina Puspita Sari, 2012), (Subyantoro, 2019a) (2019).

Social media is a medium used by individuals to be social, online by sharing content, news, photos, etc. with others (Taprial & Kanwar, 2017). From the definition that has been explained clearly that the public can share information and vice versa to the government. Definition of online media (online media) as a mass media presented online on the website (website) Internet (DA Subakti, 2011). Online media is the "third-generation"



mass media after printed media — newspapers, tabloids, magazines, books, and electronic media — radio, television, and film/video.

One form of social media is Instagram. Instagram is one of the web and mobile-based social media apps specifically used for uploading images/photos (Anna Lusiana Kus, 2018). One of the things that cause Instagram to be used is its ease of uploading photos directly from smartphones, remembering that most social media users are young people and love selfies. However, in addition to the excess, there is certainly a considerable shortage of comments that can be categorized as spam comments, in the form of hate speech, to a fitting photo uploaded on Instagram. Spam comments will be more and more to Instagram artists/famous people because the follower is also more and more. Hate speech is assumed to reflect abusive and harassing expressions of violence or discrimination, directed against people on the basis of their race, ethnic origin, religion, gender, disability, sexual orientation, etc. and it is mostly meant to silence opponents, or at least prove their opinions invalid (Santana et al., 2018).

This phenomenon of hate speech is very interesting to be examined concerning the various events that occurred lately due to the news of hate speech causing unrest in the community, among others, the existence of Hate speech News at the time of the 2019 presidential election campaign, i.e. the letter on behalf of the Chairman of Democratic General Susilo Bambang Yudhoyono (SBY), who explained the readiness of Agus Harimurti Yudhoyono (AHY) to accompany Prabowo Subianto in Presidential election 2019. The letter is dated Saturday, August 4, 2018. Concerning this, the Secretary-General Hinc Panjaitan said the Democratic speech that claimed the letter is not correct. "Hoax"

Literally, social media consist of two words social and media. Social refers to interacting with other people by sharing information and receiving information, while media refers to an instrument of communication, like the internet, TV, radio, newspaper, etc. (Siroj, 2019). A meme about the 2019 presidential election survey spread. In this meme, there is a photograph of the photos of and Prabowo, which includes the Indo Barometer logo with a survey of 2019 presidential elections in West Java, Central Java, North Sumatera, and South Sulawesi. The Meme is crowded on social media and continues to spread across Whatsapp groups. Indo Barometer confirms meme's hoax. According to Qodari, the numbers are not sourced from the Indo Barometer. "The results of the survey were never conducted by Indo Barometer. The Indo Barometer explicitly stated that the survey result of the 2019 Pilpres, the Hoaks alias is incorrect," said the executive director of Indo Barometer, M Qodari.

Hate speech is a communication that is done by individuals or groups in the form of provocations, incitement, incitement, defamation, libel, and spread of news lying to someone or other groups in the race, color, ethnicity, gender, disability, sexual orientation, religion, nationality, etc. Fasold in (Meri Febriyani, Sunarto DM, 2018) says that hate speech is a speech that intimidates people from certain social groups that are oriented towards differences, races, national origin, religion, and gender. In the study Mapping and Analysing Hate Speech Online: Opportunities and Challenges for Ethiopia by Iginio Gagliardone (Gagliardone, Iginio, Alisha Patel, n.d.). Explained that hate speech has a complex association with freedom of expression, the rights of individuals, groups, and minorities and also related to the concepts of dignity, volume, equality, and also context. Hate speech as a negative emotion overflow through these words can be seen from the perspective of the partner's speech/listener and the perspective of the speakers. Hate speech is a disharmony when viewed from the perspective of a speech/listener partner (Permatasari, 2019).

Lestari's research (Dwi Puji Lestari, 2016) titled "Hateful Expressions appearing in the Islamophobia phenomenon in the United Kingdom" reveals that the speech that a person has deposited has an impact on the listener either expressed or implied. Even a speech will also make a person dragged to a green table because it is considered troubling. For example, the lively hate speech discussed in Indonesia is currently associated with the discourse of law enforcement for perpetrators because it is considered to ignite hatred for certain groups of Kelomok. No less similar cases also apparently have been a lot of happening in the U. S or Europe, which has since been received special attention so much debate about the enforcement of the law. This hate speech has attracted the attention of writers to be made the material in the research writers.



In Indonesia is also governed by the law No. 11 of 2008 on electronic information and transactions, article 28 paragraph (2), and Jo article 45 are provisions that are beginning to be used in cases of a SARA-based hate spread. Although there are criminal provisions in Wetboek Van Strafrecht and Law No. 40 the year 2008 on the elimination of racial and ethnic discrimination (Racial discrimination LAW), the chapters in the ITE ACT are much easier to use regarding the SARA-based hate Propagbar in Cyberspace.

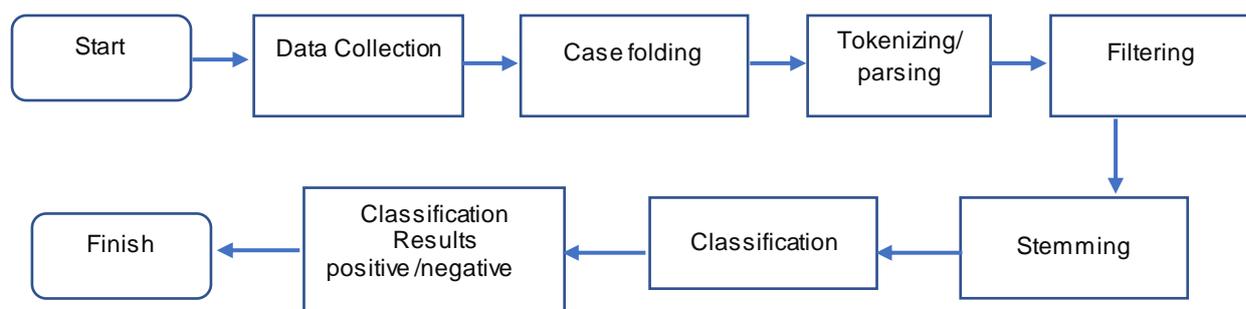
Language roles are indispensable to awaken and foster human awareness in creating and enforcing laws (Subyantoro, 2017). Hate speech the netizens in Instagram the presidential candidate and prospective vice president are attractive to be examined because it is a practice of socio-cultural which not only has a literal meaning, but also a nonliteral meaning, or that is referred to as natural meaning and Unnatural meanings (Subyantoro, 2019). Forensic linguistic studies relate the law to the language as it was revealed that once a person tries to understand the signs he has faced when reading a legal rule or legal science literature (H.P. Grice, 1957), concerned people dealing with language and thinking activities (John Gibbons, 2003). So, it can be understood if the person is dealing with legal materials, it is already associated with the name of a language, activity of thought, and law. This means that all activities in the field of law, such as the establishment of legislation, court judgments, authentic deeds and other documents relating to the field of law are made and spoken in legal language.

With some examples of the above cases, it is evident that the many negative impacts of technological developments and not all of the information obtained positively affect each reader. The development of a technology known as the Internet has changed the pattern of community interaction. The advancement of information technology, especially in the online world, has been used by the community as a tool for obtaining information and other political interests. However, with the ease of creating, many irresponsible parties take advantage of the opportunity for things that harm others. People are expected to be wise in utilizing social media. For example, to ensure the accuracy of the content to be shared, clarify the truth, ensure its benefits, and then pass it on.

The formulation of a problem in research is how linguistic traits hate speech on Instagram, while the purpose of this research is to identify linguistic traits of hate speech on Instagram.

## Methodology

This study used a linguistic approach based on forensic linguistic theory. The methodological approach in this study used a qualitative approach with the following steps.



**Figure 1. Research method Flowchart**

The Data in this study is a piece of speech that is suspected to contain hate speech spoken by Netizen against Instagram on an account @prabowo and @jokowi in 2018-2019. The trial data will be stored in a database containing the IG character username, IG post, post date, and all comments from the 10 most recent statuses, who commented, and the comment date.

The basic technique used is the Determinant Sorting Technique. As for the tool, it is the mental power that is possessed by the researcher. In this case, the disaggregated power used is pragmatic disaggregation (Sudaryanto, 2015). Furthermore, the basic technique is continued with the Relationship Technique of Equalization. The steps of data analysis in research: (1) collecting data, (2) reducing data, (3) classifying data, (4) collecting data, and (5) collecting data.

## Results and Discussion

In this section, the results of the analysis of research data are reported with the hate speech contained in the Instagram account @prabowo and @jokowi.

### 1. Analysis of Hate Speech on @prabowo Instagram Account

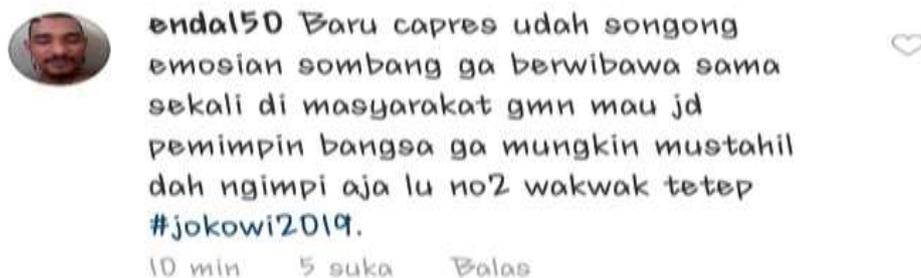
Through Instagram, the official account holder Prabowo, on April 13, 2019, uploaded a photo with the following caption. "I thank the prosperous just coalition party, all the volunteers supporting Prabowo - Sandi, the moms (*Emak-Emak*), and the whole community that I cannot mention. I also do not forget to say to the Candidates for President and Vice President, serial number 01 Joko Widodo and K.H Ma'ruf Amin, hopefully, this presidential election can run according to the wishes of the people, and those who are given the mandate can carry out the mandate given by the people of Indonesia".



**Figure 2. The official account holder Prabowo, on April 13, 2019@prabowo Instagram Account**

In the upload, there are several comments containing hate speech, including the following.

1. Comment endal50: "Only the presidential candidates are already arrogant emotions are not authoritative at all in the community how would you like to become a national leader it might not be impossible just dreaming of your number 2 laughing still #jokowi2019"



**Figure 3. Hate Speech on April 13, 2019@prabowo Instagram Account**

### 1. Lexical Semantic Analysis

The words in the endal50 account owner's expression, which are "songong", "emotions", "arrogant", the word "songong" in KBBI V Online Edition is not knowing custom. The next word is "emotion," which comes from the basic word emotion with the suffix -an. In KBBI V Online Edition, "emotion" means a burst of feelings that develops and subsides in a short time; angry. This suffix makes nouns into adjectives so that their meaning becomes something that has an angry nature (easy to get angry). The next word is "arrogant". In KBBI V Online Edition means excessive self-respect; arrogant; arrogant The use of these words by following lexical analysis contains negative connotations and is condescending.

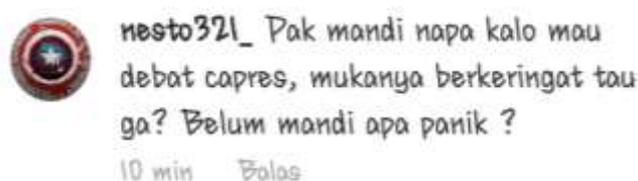
### 2. Grammatical Semantic Analysis

Grammatically, the sentence "The new presidential candidates are already arrogant emotion is not authoritative at all in the community, so if the nation's leaders are impossible it is impossible to have dreamed of no 2 representatives but #jokowi2019" consists of three sentences, namely "The new presidential candidate is already emotionally arrogant or impossible to dream at all in the community, how do you want to be the leader of the nation "," it is not possible to have dreamed of it number 2 ", and " Wak Wak still #jokowi2019 ". The object of the sentence is Prabowo, referring to candidate number two. From the lexical and grammatical analysis, it shows that Prabowo who nominated himself number two was already "songong", emotional, arrogant, not authoritative even though he had only become a presidential candidate

### 3. Pragmatic Analysis

The sentence "The new presidential candidate is already an arrogant emotion is not authoritative at all in the community how would you like to be a national leader it might not be impossible just dreaming of number 2 laughing still #jokowi2019" expressed by endal50 including in expressive provocative speech acts. With this sentence, endal50 expressed his disappointment and anger towards candidate number two, Prabowo.

1. Comment nesto321\_: "Sir, what if you want to debate the candidates, you have a sweaty face? Haven't showered yet panicked?"



**Figure 4. Hate Speech on April 13, 2019@prabowo Instagram Account**

### 1. Lexical Semantic Analysis

The phrase nesto321\_ uses the word "panic". In KBBI V Online Edition, the word "panic" means confusion, nervousness, or sudden fear. This word has a negative connotation.

### 2. Grammatical Semantic Analysis

The sentence "Sir take a bath, if you want to debate the candidates, you have a sweaty face, don't you know? Have you yet taken a bath or panicked? "Consists of two sentences, namely," Sir, take a shower, if you want to debate the candidates, do you have a sweaty face or not? "And" Have you not taken a bath or panic? "Both sentences subject to one person, Prabowo. In the first sentence, grammatically means Prabowo did not take a bath before the presidential debate, visible on his sweaty face. The second sentence means the writer nesto321\_ asks about the sweat on the face due to not bathing or panicking.

### 3. Pragmatic Analysis

In pragmatics, the phrase "Sir take a bath, if you want to debate the candidates, you have a sweaty face, don't you know?" Included in the directive's directive speech. In that sentence, nesto321\_ ordered that Prabowo take a shower before the presidential debate because of his sweaty face. The second sentence, "Have you not yet taken a bath or panic?" This is included in the expressive speech act of complaining, which nesto321\_ complained about the origin of the sweat, due to not taking a shower or from panic alone.

### 2. Analysis of Hate Speech on @jakowi Instagram Accounts

Through Instagram, the official account holder Jokowi writes the caption along with the link related to the post.



**Figure 5. Hate Speech on @jakowi Instagram Accounts**

1. Comment Irsansyah74 @irsansyah74: "Same with my child who is in grade 5 elementary school is still clever of my child Hahahaha."



Figure 6. Hate Speech on @jakowi Instagram Accounts

### 1. Lexical Semantic Analysis

No words were found that specifically contained negative connotations in this comment.

### 2. Grammatical Semantic Analysis

The phrase "The same as my child who is in grade 5 elementary school is still smart, I hahahaha" consists of one sentence. The sentence refers to the video uploaded by Irsansyah74 @irsansyah74, which is shown a compilation of President Jokowi's speech in one minute English. The meaning of the sentence is that President Jokowi was apparently not smarter than Irsansyah74's son @irsansyah74 who was still in fifth grade when speaking English.

### 3. Pragmatic Analysis

The phrase Irsansyah74 @irsansyah74 written in the tweet "Same as my 5th-grade elementary school child is still clever of my child Hahahaha" included in the expressive speech act of criticizing. Speech by Irsansyah74 @irsansyah74 contains criticism of President Jokowi, who is not too fluent in English, even according to him, is more clever of his children who are still in fifth-grade elementary school.

#### Comment ERWIN TAMBARUKA @BlackDe1:

"#LIAR  
TALK ABOUT TALKING ENGLISH  
GOOD WHAT IS THAT  
WHAT WILL YOU READ ARAB MAGAZINE "



Figure 7. Hate Speech on @jakowi Instagram Accounts

## 1. Lexical Semantic Analysis

The words "LIAR" and "BLEPOTAN (talking smudged)" used in a speech by ERWIN TAMBARUKA @ BlackDe1 contain lexical meaning. In KBBI V Online Edition, it is stated that the meaning of the word "liar" is a person who likes to lie (lying), and the word "blepotan" is an unstandardized form of bermollangan that is wallowing (with mud); muddy. Thus, according to the lexical meaning contained in these words shows a negative and low connotation.

### 1. Grammatical Semantic Analysis

ERWIN TAMBARUKA @BlackDe1 wrote "#PEMBOHONG, TALK ABOUT ENGLISH, BLEPOTAN. WELL TAU WHAT IS. WHAT IF YOU WANT TO READ THE ARAB MAGAZINE "consists of three sentences, namely (1)" #HOWERS, TALK TO READ THE ARABIC LANGUAGE ". The object of the discussion was President Jokowi.

The first sentence grammatically means President Jokowi is a liar who, when speaking English, is still stammering (not smooth). The second sentence is in the form of a question of whether President Jokowi can recite the Qur'an. The third sentence means that President Jokowi can read Arabic magazines.

### 2. Pragmatic Analysis

In a pragmatic study, the whole sentence written by the account holder ERWIN TAMBARUKA @BlackDe1 is included in provocative, expressive speech acts. In that article, ERWIN TAMBARUKA @BlackDe1 showed disappointment and anger towards President Jokowi, who, according to him, was embarrassing with his weak English skills.

Based on the results of the data analysis, the pre-netizen utterance included a satire or politeness strategy of scoffing. According to Culpeper (1996(Culpeper, 1996), 2005(Culpeper, 2005), 2011(Jonathan Culpeper, 2011)), Cohen(Cohen, 2014) (2014), dan Bousfield(Locher & Bousfield, 2008) (2008) on this strategy, speakers provide utterances that sound positive but aim to ruin someone's face. This strategy by Culpaper is also called Off-record Impoliteness, where impoliteness is carried out indirectly by using implicature to attack someone's face. Based on the comment data on the two accounts that became the data of this study based on the realization of the impoliteness strategy, the following results were obtained.

**Table 1. Realization of the Impoliteness Strategy in Netizen Comments**

No.	Impoliteness Strategy	Frequency	Percentage
1.	Positive impoliteness	16	40,00%
2.	Negatif impoliteness	15	37,15%
3.	Allusions or sneering strategy	9	22,50%
	<b>Amount</b>	40	100,00%

Based on the data analysis in table 4, it can be seen that the most positive impoliteness strategy is found as much as 40.00%. Followed by negative impoliteness strategies 37.15%, and strategies of satire or scoffing at 22.50%. Based on the realization of the form of linguistic units in hate speech, the following research results are obtained.

**Table 2. Relation of Linguistic Units of Hate Speech on Instagram**

No.	Hate Speech Unit Linguistics	Frequency	Percentage
1.	Word	8	20,00%
2.	Phrase	15	37,50%
3.	Clause	8	20,00%
4.	Sentence	6	15,00%
5.	Discourse	3	7,50%
	<b>Amount</b>	40	100,00%

Based on the research data in table 2, it can be seen that hate speech in the form of phrases is 37.5%, in the form of words and clauses together at 20%, in the form of sentences 15%, and at least in the form of discourse 7.5%.

### Conclusions

Based on the results of research and discussion, it can be concluded that the realization of hate speech based on impoliteness there is a positive impoliteness strategy, followed by a negative impoliteness strategy, and a strategy of satire or derision. Based on the linguistic form, hate speech can be expressed in the form of words, phrases, clauses, sentences, and in the form of discourse.

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