

CHAPTER I

INTRODUCTION

This chapter consists of background of the study, research questions, the objectives of the study, scope and limitation, and significances of the study.

1.1. Background of the Study

Social Media is a sophisticated communication tool which currently used by almost everyone and is useful for conveying information. It is supported with the explanation from Merriam Webster dictionary (2022) “social media is electronic communication and useful to share information, ideas, personal messages, and other.” Social media has a positive impact but also has a negative impact. On the positive side, communicating with other people is very broad, easy, and fast. A person can have many relationships through social media. The negative, in social media it is difficult to filter out negative comments from other people.

Or in other definition, the negative side of social media can cause the emergence of various crimes and violations. The crime that very often encounter on social media is hate speech. Moreover, as a public figure, the life that is displayed on his social media accounts is highlighted by many people. Many malicious comments and hate speech made by irresponsible people on the social media of a public figure. According to Nilsen’s (2014) “hate speech is degrading, threatening, harassing or stigmatizing speech which affects an individual’s or

group dignity, reputation and status in society by means of linguistics and visual effects that promote negative feelings.” Hate speech is an inseparable part of society with the intense use of technological products, such as social media. In today’s society, social media has become a basic need to build social interaction, especially for a public figure.

One of the public figures who received hate speech on social media is Gisella Anastasia. The writer conducted a research about hate speech found in Gisella Anastasia's Instagram column comment. Now, many people are not aware that they deliver hate speech on social media. With the sophistication of social media, it makes easier for people to give hate speech to other people. In social media, everyone is free to express and has opinions, so that sometimes people don’t realize they have said something bad to other people like hate speech. Nurhidayah (2019) explains “currently, there are many problems that arise on social media, for example, there are many cases that arise regarding hate speech that occurs in Indonesian society, especially to artist and politicians.” Due to the many phenomena of hate speech in this era, this study discusses hate speech, so that it can be used as a lesson for everyone not to give hate speech to others, especially in social media. Giving hate speech to others can cause bad effects, both for others and for people that gives hate speech.

This study analyses hate speech in a social media Instagram column comment of Indonesian public figure Gisella Anastasia. Gisella Anastasia is an Indonesian singer and actress who born on November 16, 1990. Gisella Anastasia

has 35.6 million followers on her Instagram account and it can be seen in her account @gisel_la.

The reason why the writer chooses Gisella Anastasia's Instagram account to analyse is because Gisella Anastasia is a public figure who has 35.6 million followers on Instagram. In addition, Gisella Anastasia is a controversial celebrity who has negative image in Indonesia and all things in her life are highlighted by many people in Indonesia. Based on okezone.celebrity.com (2022) "Gisella Anastasia is a controversial artist and there is the evidence of it." Therefore, with the large number of followers on Instagram and the bad image that she has, it triggers and provides an opportunity for people who use social media to give hate speech. So, most people follow Gisella Anastasia on Instagram to follow all her life updates, then if Gisella Anastasia makes a mistake, her followers on Instagram was flock to give hate speech to Gisella Anastasia.

The other reason why the writer discusses about hate speech in the Instagram column from Gisella Anastasia because on November 6, 2020, Gisella Anastasia she was exposed to a case of spreading a pornographic video. Gisella Anastasia has admitted her actions related to the pornographic video case, then the case of Gisella Anastasia are viral and full of controversy because she is a public figure. Even though Gisella Anastasia has taken responsibility for her mistakes in the eyes of law and has apologized to the public, there are several people who ridicule and give hate speech on her social media, especially on her Instagram account.

One of example hate speech found in Gisella Anastasia's Instagram column comment is a comment made by her followers. On April 29, 2022 Gisella Anastasia uploaded her picture on Instagram and she got hate speech from her followers by saying "*semakin binal yah bun*" (you look so naughty Sis). The post written by followers of Gisella Anastasia which is the words "*semakin binal yah bun*" contains hate speech because there is element of humiliation which implies that Gisella Anastasia is a bad girl. That is one example of a hate speech case found on Gisella Anastasia's Instagram account and need to know, there are still many cases of hate speech in Instagram account of Gisella Anastasia. So, because of that this study are discussing about hate speech found in Instagram column comment of Gisella Anastasia. The focus of this study are types of hate speech found in the Instagram column comment of Gisella Anastasia and after that the hate speech found was analysed based on pragmatically.

1.2. Research Questions

Based on the background of the study, the research questions are divided into two questions, which are:

1. What are types of hate speech found in the Instagram column comment of Gisella Anastasia?
2. What are the languages evidence of hate speech found in the Instagram column comment of Gisella Anastasia based on pragmatic?

1.3. Objective of the Study

To answer the research questions, the purpose of this study is divided into two answers, those are:

1. To find out types of hate speech found in the Instagram column comment of Gisella Anastasia.
2. To find out language evidence of hate speech found in the Instagram column comment of Gisella Anastasia based on pragmatic.

1.4. Significances of the Study

Theoretically, this research can give the readers a lot of understanding about hate speech. Practically, readers are more aware with phenomena of hate speech in social media and can be a lesson for everyone to don't give hate speech to other people.

Reader are explore that hate speech written on other people's social media can be analysed in terms of language and can be used as evidence of crime in the eyes of the law. This also can be reminder to be wiser in using social media. Hopefully, this study can be an inspiration for the next researcher who wants to take research about hate speech.

1.5. Scope and Limitation of the Study

The scope of this study is types of hate speech and also the language evidence of hate speech that found in the Instagram column comment of Indonesian public figure Gisella Anastasia. This study limits the focus on analysing hate speech in a Instagram account, especially in a Instagram column comment.