

ABSTRACT

Amiril Achmed. 220511100115. English Study Program. An Analysis of Hate Speech in Instagram Comments on Sudewo: A Forensic Linguistic Study.

This study aims to identify the types of hate speech found in Instagram comments directed at the account @sudewoofficial based on the Circular Letter of the Chief of Police Number SE/06/X/2015. In addition, this study examines the implied meanings conveyed in hate speech expressions through a forensic and pragmatic approach.

This research employs a descriptive qualitative method. The data consist of words, phrases, clauses, and sentences containing hate speech collected from Instagram comments on @sudewoofficial's posts. The data were obtained through observation and note-taking techniques. The analysis focuses on classifying the types of hate speech and interpreting the implied meanings of the utterances in their communicative context.

The findings show that seven types of hate speech were identified in the data: insults (10 data), denigration (12 data), defamation (5 data), unpleasant acts (10 data), provocation (4 data), incitement (8 data), and hoaxes (1 datum). The results also indicate that hate speech in Instagram comments is expressed not only through explicit abusive language but also through implied meanings that function to delegitimize, condemn, and incite hostility toward a public figure.

Keywords: *hate speech, Instagram, forensic linguistics, pragmatic meaning*

ABSTRAK

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Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis ujaran kebencian yang terdapat dalam komentar Instagram pada akun @sudewoofficial berdasarkan Surat Edaran Kepala Kepolisian Republik Indonesia Nomor SE/06/X/2015. Selain itu, penelitian ini juga menganalisis makna tersirat yang terkandung dalam ujaran kebencian melalui pendekatan forensik dan pragmatik.

Penelitian ini menggunakan metode deskriptif kualitatif. Data penelitian berupa kata, frasa, klausa, dan kalimat yang mengandung ujaran kebencian, yang diambil dari komentar pengguna Instagram pada unggahan akun @sudewoofficial. Teknik pengumpulan data dilakukan melalui observasi dan pencatatan. Analisis data difokuskan pada pengelompokan jenis ujaran kebencian serta penafsiran makna tersirat dari tuturan dalam konteks penggunaannya.

Hasil penelitian menunjukkan bahwa terdapat tujuh jenis ujaran kebencian, yaitu penghinaan (10 data), perendahan martabat (12 data), pencemaran nama baik (5 data), perbuatan tidak menyenangkan (10 data), provokasi (4 data), hasutan (8 data), dan penyebaran hoaks (1 data). Temuan ini menunjukkan bahwa ujaran kebencian dalam komentar Instagram tidak hanya disampaikan secara eksplisit melalui bahasa kasar, tetapi juga secara implisit melalui makna tersirat yang berfungsi untuk mendelegitimasi, mengecam, dan mendorong permusuhan terhadap figur publik.

Kata kunci: *ujaran kebencian, Instagram, linguistik forensik, makna pragmatik*