

CHAPTER I

INTRODUCTION

In chapter I there is an introduction which consists of five sub-chapters including Background of the study, Research Question, Objectives of study, Significance of study, Scope and Limitations of study.

1.1 Background of the Study

In the current era, the people are called generation Z, it shows from the most people can be able to communicate in various languages. Language standards should be in accordance with large Indonesian dictionaries, but this is not the case for most young people now who use slang. In general, language has a very broad meaning. Basically, language has an important role in humans, namely to interact and communicate. Every interaction with the environment, society or others will require language as a means of communicating with individuals and groups. Communication can be done directly depending on the opponent being invited to communicate. A person's personality is reflected through the language also reflects the cultural character of a country Rangkuti & Lubis (2018). In other words, language determines national identity which has an influence on the development of cultural and historical values also their distribution so that they have significant social and cultural value. Thus, language is a symbol of national pride and cultural heritage not just a means of communication.

In today's digital era, social media has developed drastically. Social media can help people interact and communicate easily when used positively. Social media has become a means for people to connect with other people in various parts of the world, communicate, and be able to share ideas and information widely easily and effectively. Accompanied by various platforms such as Instagram, Twitter, Facebook, YouTube, TikTok, etc. Communication between individuals is no longer limited by distance and time. According to Taprial & Kanwar (2017) social media is a platform used by individuals to interact online by sharing various types of content such as videos, images, news, etc. Therefore, most young people follow the latest news from social media platforms rather than television or newspaper.

In the digital world, the phenomenon of hate speech has become one of the most trending and disturbing issues on social media. According to Titahena & Prihadi (2023), Insulting, degrading, provoking, attacking groups or individuals based on race, religion, gender, characteristics are the most dominant types of hate speech. Netizens +62 issues regarding hate speech spread very quickly on various platforms by exaggerating inappropriate issues with extraordinary enthusiasm in providing pros and cons. The negative impact is not only felt personally by the object concerned but can trigger conflict and threaten social harmony. Therefore, the role of social media is very complex in spreading hate speech and can make the problem worse. Overcoming hate speech on social media will be a big challenge. Various social media platforms have tried to ban hate speech but many still spread it because it is difficult to hack. There is a need for collaboration from various related parties including social media platforms, the government to create an effective strategy to prohibit hate speech on social media and to maintain a safer digital environment.

This study analyzes hate speech directed at an Indonesian public figure named Denise Chariesta. The writer also explains that the data generated in the form of phrases, words or sentences that contain hate speech in the comment column of the Snack Video platform. Denise Chariesta was born 5 September 1991, Pekanbaru but now lives and has a career in Jakarta. Denise is a Christian. She is known as Denise Cadel because she cannot pronounce the letter R. The figure of Denise is known to the Indonesian people because she experienced economic difficulties and then started a business which had subscriptions from artists and other businesses and she also became a content creator until people got to know her. Now she has accounts on several social media platforms such as Instagram with a total of 792 thousand followers with the account name @denisechariesta91, Tiktok with a number of followers of 61 million followers with the account name @denise.chariesta, and YouTube with a total of 709 subscribers with the account name @denisechariestaofficial.

The reason why the writer discusses the hate speech of Denise Chariesta is because she shared content that triggered a response from Indonesian society. Her content is currently going viral on social media, she got pregnant with her boyfriend

out of wedlock and then asked the public for donations for the cost of giving birth to her child in a disrespectful manner. This attracted the attention of netizens to comment in the Snack Video platform column which led to netizens' dislike for Denise Chariesta. The netizen who dislikes to her then give her bad comment which indicates insulting, dafamationtion, blasphemy, provocation, and unpleasant action as described hate speech. Hate speech is interesting to analyze because in the content that we can monitor on social media there are linguistic formulas that can lead us to know that it is hate speech. Linguistically, it can provide insight into how language is used to spread negative things even in contexts that trigger emotions and understand the impact on society or individuals. Hate speech often triggers emotions such as hatred and anger. Linguistically, this can understand how word choice, style, or tone of voice is used to achieve this goal.

Hate speech is also often used to express values and attitudes that can help identify the language used to convey derogatory words, phrases, or terms in comments. There are any classification of the hate speech that commonly knows in social media or in any online platform. The classification of hate speech can be analyzed using the Speech Act Theory by Yule (1996). According to Yule (1996), there are five types of speech act classification, including declarations, representatives, expressives, directives, and commissives. First, declarations are speech acts that change the world through words or utterances. Second, representatives are speech acts that state facts, statements, conclusions, and descriptions so that the speaker believes in beliefs. Third, expressive is a speech act that expresses pleasure, pain, likes, dislikes, joy or sadness felt by the experience of the speaker or listener. Fourth, directives are speech acts to express suggestions, request or orders that are used by speakers to order other people to do something, whether positive or negative. And finally, commissives are speech acts in the form of threats, promises, or refusals that speakers can make to act on something in the future.

1.2 Research Questions

Based on the background describe above, the problem can be formulated with the following two questions, which are:

1. What are the types of hate speech was found against Denise Chariesta on Snack Video?
2. What are the categorizations of hate speech against Denise Chariesta based on speech acts?

1.3 Objectives of the Study

Based on the description of the research question above, it can be concluded that the purpose of this study, which are:

1. To find out and analyze the types of hate speech found against Denise Chariesta on Snack Video.
2. To find out and analyze the categorization of hate speech against Denise Chariesta based on speech acts.

1.4 Significance of the Study

Theoretically, this study can provide an understanding and provide an explanation regarding hate speech as well as add insight into the development of hate speech currently accepted by the social media environment. Practically, contributions are needed to social media platforms to improve their system, developed their features, and prevent the spread of hate speech in social media comments. In this way, this study can make a valuable contribution in providing useful insights for individuals, society, and social media platforms.

1.5 Scope and Limitation of the Study

This study focuses on analyzing the types of hate speech and categorization of hate speech based on speech acts using pragmatic theory. This study only limits the types of hate speech which consist of six including insulting, defamation, blasphemy, unpleasant act, provocation, false news/ hoax based on the Chief of police's circular letter number: SE/X/06/2015 with supporting analysis proposed by criminal code (KUHP). The author also limits speech acts including declarations, representatives, expressives, directives, commissives using the theory by Yule (1996).