

CHAPTER I

INTRODUCTION

This chapter has five sub-chapters: background of study, statements of the problem, objectives of the study, significances of the study, and scope and limitation of the study as theories which help the writer conducting the research and writing this thesis.

1.1. Background of the Study

The development of science and technology has influenced all aspects of human life, one of which is the field of communication. Communication in society is made easier by the existence of social media. Social media is a medium for socializing with one another, not limited by time and space. There they can communicate, share, get information and many other activities. Online media that are often used are Facebook, WhatsApp, Instagram, Telegram, YouTube, Twitter, and so on. Social media is also often abused by some irresponsible parties, like spreading hate speech. Hate speech can lead to conflict and enmity, so that resolution requires legal assistance.

Language is a media for communicating with other people which can be done directly or indirectly. Direct language can be done by talking to people in everyday life and indirect language is written language, for example in letters, e-mails, chats, etc. Language can also be influenced by environmental conditions. The existence of language can facilitate communication between people.

Communication takes place not only orally, but also in writing. For instance, writing, a relatively recent invention, has a great importance for a language whereby it plays an important role in the preservation of language realities (Danishauskas, 2017, p. 405).

Language is used as the main medium in communication. Everyone communicates to make it easier to interact with other people. Communication is divided into two parts, namely direct communication and indirect communication. Direct communication is a communication process that is carried out directly or face to face. Like when we talk to other people without an intermediary or medium of communication as a messenger or information. Meanwhile, indirect communication is a process of communication that is carried out indirectly or requires the help of a communication tool which functions as a communication medium. Indirect communication uses intermediary media as a messenger or information to get to the communicant or message recipient.

Social media is a means of communication channels that is used to socialize with other people who are connected to the internet network which makes humans interact with each other without any time and space limitations. Besides being used as a media for socializing, social media can also be used for discussion and share files, videos and musics. Social media is a medium that is used to connect people around the world. Based on the results of the Hootsuite Datareportal research - a study released in January 2020—There were 160.0 million social media users in Indonesia. The number of social media users in Indonesia increased by 12 million

(+8.1%) between April 2019 and January 2020. The number of mobile connections in Indonesia in January 2020 was equivalent to 124% of the total population (Datareportal, 2020).

Indonesia is one of countries with the most active user of social media. This is because social media is considered to be able to spread the word very quickly. This can have both positive and negative impacts. Therefore we must be able to choose which news is genuine and which is fake news or a lie news. Fake news is well known as hoax news which means information that is actually not true, but is made as if it is true.

Facebook are among the social media that are widely used and favored by the public, including artists. Facebook provides space for netizens to write comments on photos or videos uploaded by users. Facebook should be used as a space for people to interact with one another. But in practice, the use of Facebook sometimes creates conflicts between communities. Such as some hate speech in the comments column of the Indonesian artist's Facebook account. The hate speech is mostly written by haters or people who do not like the artist. In Indonesia there have been many cases of artists reporting netizens to the police, because they are angry and want netizens to have a deterrent effect.

Public figures have a large following on Facebook. Their followers will always comment on whatever they have uploaded. As happened to the public figure Rahmawati Kekeyi Putri Cantikka. Kekeyi made her debut on YouTube. She was viral because her unique make-up tutorial uses a balloon filled with water

as a beauty blender. Rahmawati Kekeyi Putri Cantikka or well known as Kekeyi is a Beauty Vlogger who has recently become a hot topic of conversation among netizens because some videos uploaded get a lot of responses from netizens. She is often invited to TV shows and the artist's youtube channel. Besides that, she is also famous for her horrendous love drama because she is dating a handsome guy who is often suspected of being the setting and in the end breaks up. She created a lot of sensation that made Kekeyi often bullied. Kekeyi often gets blasphemed by netizens because of her excessive behavior.

Kekeyi uploaded a video that contained various expressions of the way she laughed, starting from big, medium and small with a caption, "*ngakak hyung.*" In English mean "lol brother.". There are examples of cases of hate speech made by the Facebook account *happy leaf*, she commented on hate speech against Kekeyi. This account comments on Kekeyi's photo "That a very stupid girl !!!!!!!". This sentence is inappropriate because it insults Kekeyi as a stupid girl. In the same photo there are also hate speech from *syifa khirnnsa*. She commented "*tolol bet anjing ih.*" in English mean "Really stupid, Dog hmm". The same as the previous comment which said that Kekeyi is a girl were stupid and also insulted Kekeyi as Dog. Dog here is not an animal name, but a swear word.

In this study, utterances on social media will be studied through pragmatic theory which will be used as tool of analysis. There are three types of acts in the speech acts, they are locutionary, illocutionary and perlocutionary. The next analysis is to classify the types of hate speech found in data collection. The writer

will analyze hate speech in the comments column in Rahmawati Kekeyi Putri Cantikka's Instagram or better known as Kekeyi.

The writer focused their study in the comments from netizens in Kekeyi's Facebook. The data reviewed from this research is data obtained from social media Facebook. This research is important to do as an insight for the community, especially social media users, to be more polite in speaking or commenting, especially in public spaces. Hate speech is important to research so that we can understand and know the forms of hate speech. including insults, incitement, blasphemy, unpleasant actions, defamation and hoaxes. hate speech can have a criminal effect.

1.2 Statements Problem or Research Questions

Based on the background of the study above, this research tries to answer the following three problems. This research will focus on the utterances of netizens in the comments column in Kekeyi's Facebook that are hateful. This problems can be translated into the formulation of the problem as follows.

1. What kind of speech act that are found in the comments column in Kekeyi's Facebook?
2. What kind of hate speech that are found in the comments column in Kekeyi's Facebook?

1.3.Objectives of the Study

This study aims to resolve the problem formulation mentioned above. Therefore, the purpose of the study is explained as follows:

1. To identify the kind of speech act in the comments column in Kekeyi's Facebook.
2. To identify the kind of hate speech in the comments column in Kekeyi's Facebook.

1.4. Significances of the Study

It is hoped that this thesis will contribute to provide insight to the public to be smarter in speaking or commenting on social media. the public is expected to be able to speak or comment using polite language and avoid harsh words. As a research reference for writer who will study hate speech on social media. Add references to linguistic research in English Literature at University of Trunojoyo Madura.

1.5. Scope and Limitation

From the identification of the problems above, this thesis will be limited to the things that are being studied is analysis netizen hate speech in the comments column in Kekeyi's Facebook. While the limitation of this study is analyzing the kind of hate by netizen and how pragmatics study can help to identify the hate speech using pragmatics theory. This study focuses on analyzing kind of hate speech based on Indonesia regulation and identify hate speech use comment especially locutionary and illocutionary. This research also discusses the types of hate speech used.