CHAPTER I

INTRODUCTION

1.1 The Background of Study

Nowadays everybody is free to express their opinions or thoughts. Language is a medium that is used to express opinions or ideas. Language is used by people all around the world to communicate with their friends, relatives, and others. Communication is interacting with two or more people to exchange information, news, or ideas. McFarland, (1994:56) said that communication is an essential factor in our life. People always express their opinions or thoughts using their own words, whether it's praising, condemning, criticizing, commenting, or others. It will continue to play an important part in human social life.

People who talk must understand the significance of what they are saying. Pragmatics is the science that studies the definition of a word or sentence by its situation. Pragmatics is the study of how the meaning of an utterance is influenced by the context in which it is said. Pragmatics is an explicit logical interpretation of language comprehension (Ariel, 2010: 24). The context, deictic, presuppositions, implicature, maxims, and speech acts are some of the aspects of pragmatics.

Hate speech is a small element of one of the pragmatic aspects of impoliteness that is frequently challenged by people. It is a detestable expression that is occasionally used towards someone with a negative attitude or with the intent of breaking the reader's or listener's heart. Hate speech is a form of communication that can take shape of speech, writing, or offensive or discriminatory behavior. Permatasari et. al (2020:63) said a kind of communication used by individuals or organizations to provoke, incite, insult, defame, and spread hoaxes about race,

color, complexion, gender, ethnicity, physical disability, nationality, religion, and other factors.

In this technological era, using social media to express ideas, opinions, facts, or thoughts is a viable option. In general, social media is described as any internet-based medium that is used to engage with others and share information. If people have an internet connection, people can use their smartphones or email computers to browse social media. It may be claimed that social media has become an integral element of modern society. This is since most people utilize social media, which can be accessed through social media systems such as Facebook, Twitter, Youtube, Tiktok, and Instagram, which are currently quite popular among most people, particularly younger people. Data trade come to be much simpler and less expensive. Human beings can get quicker updates about events that simply took place.

Baruah (2011, p. 9), social media gives simple, low-cost tools to organize members, schedule meetings, disseminate information, and assess public sentiment. On social networking sites, people feel the freedom to argue and criticize someone who is considered not to be violated and safe because there is no physical contact with other people, nowadays people prefer to say something about someone on social media instead of meeting face to face. Some social media accounts are used to spread hatred against others, it makes people believe and there are even some people who support the action.

In the use of social media, the writer found that there are still many people who didn't use social media well. People express what they feel is right without thinking about the effect of what they say especially in commenting on social

media. There are many negative impacts of social media, one of which is hatred. Hate speech is defined by Warmer et al. (2012:19) as abusive communication directed at a group's traits, such as ethnicity, religion, gender, or sexual orientation. For example, Twitter allows users to publish their activities, such as images, videos, captions, messages, and other uses. Creators provide a comment field to interact with followers or netizens. Some followers or netizens will use harsh words, offensive, and dirty words to attack someone they don't like. Generally, the object of hate speech is a famous person such as a celebrity, youtuber, artist or actor, even the president. One famous person who often gets hate comments is Donald Trump. He often gets hate comments because he is a former president of the United States who is known to be discriminatory to his people.

In this study, the writer deals with hate speech analysis of netizens' comments on Donald Trump's Twitter account as her topic because the writer has conducted mini-research on hate speech on Jokowi Amin's Instagram Account, the writer found several hate speeches in one of his posts. The types of hate speech found by the writer are following the types of hate speech contained in the Permatasari et al. theory (2020:63). The result of the research conducted by the writer can be seen below:

@zainfragoya : Gatot

@mahbudi0905 : Kabinet Indonesia hancur

@rio_foker021 : pasukan jualan vaksin ☺☺

@abdullah.fry : pak? Saya mau tanya, sebenarnya siapa yang paling menikmati sumber kekayaan alam Indonesia?

@booyy2ek : ini di baca nggk komentarnya.. kalo di baca jangan sakit hati yaa, kenyataan ini brroo

@dodirahmandi : gaji buta

@yofi_beda : akun pencitraan

@kadim1818 : Bacot pemerintah ga guna nyusahin warga nya doang

The researcher concluded the types of hate speech from the result of netizens' comments on Jokowi Amin's Instagram account.

Table 1.1 The Types of Hate Speech In Jokowi Amin's Instagram Account

No	Instagram Accounts	Types of Hate Speech						Total
		Provok ing	Inciting	Insult-ing	Blasphemy	Defama tion	Spread Hoaxes	
1	@zainfra goya	-	-	✓	-	-	-	1
2	@mahbu di0905	-	-	✓	-	-	-	1
3	@rio_fok er021	-	-	-	-	-	✓	1
4	@abdulla h.fry	✓	-	-	-	-	-	1
5	@dodirah mand	-	-	-	-	-	✓	1
6	@yofi_be da	-	-	✓	-	-	-	1
7	@kadim1 818	✓	-	-	-	-	-	1
	Total	2	-	3	-	-	2	7

From the text of netizens' comments, the writer found one type of hate speech uttered by @zainfragoya is insulting.

@zainfragoya: Gatot

The sentence above is the types of hate speech category insulting because is trying to attack someone's honor when he said Gatot which means someone can't do their   job.

From the text of netizens' comments, the writer found one type of hate speech uttered by @mahbudi0905 is insulting.

@mahbudi0905 : Kabinet Indonesia hancur

The sentence above is the types of hate speech category insulting because is trying to attack someone's honor when he said cabinet Indonesia hancur, he tries to insult the president's work.

From the text of netizens' comments, the writer found one type of hate speech uttered by @rio_foker021 is spread hoaxes.

@rio_foker021 : pasukan jualan vaksin ☺☺

The sentence above is the types of hate speech category spread hoax because he's trying to spread fake news that doesn't match the facts, where he says the president and vice president are selling vaccines.

From the text of netizens' comments, the writer found one type of hate speech uttered by @abdullah.fry is provoking.

@abdullah.fry: Pak? Saya mau tanya, sebenarnya siapa yang paling menikmati sumber kekayaan alam Indonesia?

The sentence above is the types of hate speech category provoking because he's trying to provoke between netizens and the president about the natural resource yield.

From the text of netizens' comments, the writer found one type of hate speech uttered by @dodirahmandi is spread hoaxes.

@dodirahmandi : gaji buta

The sentence above is the type of hate speech category spread hoaxes because he's trying to spread fake news that doesn't match the facts.

From the text of netizens' comments, the writer found one type of hate speech uttered by @yofi_beda is insulting.

@yofi_beda : akun pencitraan

The sentence above is the types of hate speech category insulting because is trying to attack someone's honor, he tries to insult the president with say that their account is an imaging account.

From the text of netizens' comments, the writer found one type of hate speech uttered by @kadim1818 is provoking.

@kadim1818 : bacot pemerintah ga guna nyusahin warga doang

The sentence above is the types of hate speech category provoking because he's trying to provoke between netizens and the president.

There are six types of hate speech according to Permatasari et al. namely, provoking, inciting, insulting, blasphemy, defamation, and spreading hoaxes, but from the study above the writer only found three types of hate speech, namely provoking, insulting, and spread hoaxes. The result of the study above makes the writer examine more deeply hate speech with different objects and different media, that is **"Hate Speech Analysis of Netizens' Comments on Donald Trump's Twitter account."**

The writer chooses hatred in social media to be analyzed in this thesis because they are unique and interesting. The writer actively opens social media including Twitter and finds some comments containing hate speech on several celebgram accounts, artists or actors even on the president's accounts. The writer is interested in analyzing hate speech delivered by netizens to the president who leads a country. The writer observed the speech of netizens in Donald Trump's Twitter

comments column and analyzed the types of hate speech used in the theory of Permatasari et. al.

The writer chooses to analyze hate speech on Donald Trump's Twitter account which has been hotly discussed lately. Following the election of the new president, the former president of the United States Donald Trump has become increasingly popular among the general public. In some of his latest posts, many people have commented impolitely in the form of insults and hate speech, they expressed their displeasure in a bad way without thinking about the consequences. They often cannot control their behavior when they make comments. The writer chooses Donald Trump because as a source of data, Donald Trump is a public figure who is always highlighted by the media. Some of his posts must be in the spotlight of many people. According to Donald Trump's Wikipedia biodata, "Donald Trump is a former president of the United States who is known as one of the most despised presidents in the history of the United States who frequently discriminated against his people based on religion, skin color, and race." Everything bad or good post will always be commented on by netizens either in the form of praise or even hate speech. For this reason, the writer is intrigued by analyzing the opinions of the netizens in the form of comments on Donald Trumps' Twitter account.

1.2 The Problems of Study

The problem is formulated as follows, based on the foregoing background:

1. What are the types of hate speech from netizens' comments on Donald Trump's Twitter Account?

2. What are the dominant types of hate speech from netizens' comments on Donald Trump's Twitter account?

1.3 The Objective of Study

The study's objectives are as follows:

1. To find out the types of hate speech of netizens' comments on Donald Trump's Twitter account

2. To find out the most dominant types of hate speech of netizens' comments on Donald Trump's Twitter account

1.4 The Scope of Study

There are six parts of Pragmatic, namely Deixis, Speech Acts, Impoliteness, Politeness, Presupposition, and Implicature. The topic discussed in this thesis is Impoliteness which discusses hate speech. There are five impoliteness strategies according to Culpeper (1996:367), namely Bald on Record Impoliteness, positive Impoliteness, Negative Impoliteneness or hate speech, Sarcasm or Mock Politeness, and Withhold Politeness. The writer's focus of this research is negative impoliteness or hate speech.

The study's scope is confined to netizens' comments on Donald Trump's Twitter account in this study. The writer chooses Donald Trump since he is well-known and has over seven million Twitter followers. Permatasari et al.'s method is used to identify the types of hate speech found in the netizens' comments. There are six types of hate speech namely: provoking, inciting, insulting, blasphemy, defamation, and spread of hoaxes (hoax). The dominant types of hate speech in netizen comments were also determined in this study.

1.5 The Significances of Study

The study is expected to use by other people, especially in the analysis of hate speech. There are two kinds of the significance of this study, they are:

1.5.1 Theoretically

To increase the knowledge about the types of hate speech and the categories of speech act, especially in the netizens' comments on Donald Trump's Twitter account

1.5.2 Practically

1. For readers, this study can be used as a reference in learning about types of hate speech.

2. Can be a reference to the other writer in the same scope

CHAPTER II

REVIEW OF LITERATURE

2.1 Pragmatics

Pragmatic is a discipline of linguistics that investigates a language's meaning. This topic is about the usage of linguistics in communication. Many people do not understand the point of view and the meaning of an utterance. The majority of individuals are familiar with the language that is frequently used primarily to communicate while performing tasks and conversing with others. People must therefore comprehend the meaning of language, as it always communicates the speaker's ideas, thoughts, feelings, and intentions.

Pragmatic, according to Allan (2012:498), is the use of language in human communication that is influenced by the state of society. Understanding the two ends of every statement or communicative act speaking of verbal communication is known as pragmatics. As a result, pragmatics is the study of the word or sentence meaning through the interaction between two or more speakers. According to Griffiths (2006:91), who studies pragmatics, we can recognize what the speaker has stated. Learners can interpret the meaning of language, which is one of its pragmatic advantages. Furthermore, mastering pragmatics might help people avoid misunderstandings and miscommunications in everyday conversations.

Yule (1996, p.3) stated that pragmatics is the study of meaning as communicated by a speaker and understood by a listener, and this study looks at what isn't spoken as part of communication. Pragmatics has several branches of study, namely: deixis, speech acts, implicature, presupposition, politeness, and

impoliteness. Below, the writer will explain impoliteness as part of pragmatics that discusses hate speech.

2.2 Impoliteness

Impoliteness is the opposite of politeness. The fact is that impoliteness can take the form of behavior that causes conflict or social disharmony. According to Culpeper (2011:254), impoliteness is negative attitudes and behaviors that occur in certain contexts. There are five impoliteness strategies according to Culpeper (1996:8-9), namely bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

2.2.1 Bald on Record Impoliteness

Bald on record impoliteness is a threatening action by using direct, clear, unambiguous, and concise speech to attack the listener.

2.2.2 Positive Impoliteness

Positive impoliteness is defined as the use of methods that try to harm the listener's or interlocutor's positive face. Things that positive impoliteness, among others, ignoring, assuming that the interlocutor does not exist, separating themselves, being unsympathetic, using identity makers/inappropriate designations, using secret/unintelligible language, using taboo, rude, or profane language, using nicknames insulting in greeting, and the others.

2.2.3 Negative Impoliteness

Negative impoliteness is a tactic for damaging the listener's or speaker's negative face, which might take the shape of hate speech. Scaring (instilling the belief that the action will be harmful), demeaning or harassing, ridiculing or

mocking, insulting, not treating the interlocutor seriously, belittling the interlocutor (considering it small), attacking other people (seizing opportunities), using negative personal pronouns, and others were among the strategies used. This strategy is used to scare, demean, ridicule, mock, insult, not treat others seriously, belittle others, or invade someone else's space (literally or metaphorically).

2.2.4 Sarcasm or Mock Politeness

Mock politeness, often known as sarcasm, is a politeness approach that is not sincere, pretends to be courteous, or appears to be polite on the surface.

2.2.5 Withhold Politeness

Withhold politeness is not doing politeness strategies as expected, for example not saying thank you to partners who give gifts or congratulation.

2.3 Hate Speech

For starters, the term "hate", as well as the kind of speech known as "hate speech" and the phrase "hate", may be distracting. It demonstrates that people are concerned with correcting the feelings and emotions at the root of a particular speech act. For the most part, the term emphasizes the subjective attitude of the person who expresses, promotes, or publishes a hateful message towards another person. Hate speech, according to Culpeper (2011:254), is a bad attitude toward certain behaviors that occur in a specific place and is meant to cause social conflict and disharmony by attacking people's faces.

According to Permatasari and Subyantoro, hate speech is an act of hate crime directed at people or groups with elements of race, color, ethnicity, physical

disability, sexual orientation, nationality, and religion, which aims to provoke, threaten, and hurt the listener or reader. There are six types of hate speech according to Permatasari et al., namely: provoking, inciting, insulting, blasphemy, defamation, and spreading hoaxes. Hate speech is a bad attitude toward the actions of a person or group in a certain context that is planned to attack a person or group which will result in social struggle and disharmony. Hate speech is part of the idea of impoliteness, which is the polar opposite of politeness. Hate speech is defined as words, behaviors, and writing used by people or businesses to provoke, instigate, or degrade other people or institutions. According to Weinstein et al. (2009:207-208), hate speech is merely an expression of hatred for another person or group, often dependent on a feature (such as race) believed to be shared by members of the target group.

William B. Fisch (2002:478) defines hate speech as incitement to hatred against groups or individuals based on race, sex and sexual orientation, ethnicity, and religion. According to Alexander Brown (2015:5), the term hate speech is not only used for words, written or verbal expressions, but includes the whole will of one's expression including symbols, images, gestures, music, moving images, or other actions commonly used for expressing the will that has meaning. Moving forward from this point of view, it can be claimed that all forms of hate speech are manifested in both verbal and nonverbal language with the intent to discriminate, intimidate, dominate, and incite anger and violence.

Watts (2003:5) describes how hate speech behavior is more noticeable than polite behavior because it is disrespectful, harsh, extremely rude, discriminatory, or painful. Hate speech has received far less attention than politeness. Bousfield

(2008:3) mentions that hate speech is facing aggravating behavior in a particular context.

The writer concludes from some of the aforementioned explanations regarding hate speech that it is an act of communication perpetrated by a person or organization against individuals or other groups due to personal distance. In this study, the writer will use Permatasari et al,'s theory to analyze hate speech in netizen comments on Donald Trump's Twitter account. Of the many theories found, only Permatasari et al.'s theory discusses the types of hate speech, while the other theories only focus on the meaning of hate speech. The writer chooses to use the Permatasari et al theory to solve and answer the problems of this study.

Before doing this research the writer had read comments on several posts on Donald Trump's Twitter account, the writer found several types of hate speech on Donald Trump's Twitter account. Based on these findings, the types of hate speech found by the author are included in the types of hate speech proposed by Permatasari and Subyantoro. That is the relationship between the theory used by the writer with Donald Trump's Twitter account.

2.4 Types of Hate Speech

According to Permatasari and Subyantoro (2020: 63), hate speech is a part of the crime of hatred. Permatasari and Subyantoro (2020:65) said there are six types of hate speech, namely provoking, inciting, insulting, blasphemy, defamation, and spread of hoaxes in elements such as race, color, complexion, gender, ethnicity, physical disability, sexual orientation, nationality, religion, and the others.

2.4.1 Provoking

The definition of provoking is a speech to make someone angry. Provocation is described as the act of inciting discrimination, violence, or animosity. In this situation, the speech presented caused a widespread misunderstanding that could lead to animosity or war.

2.4.2 Inciting

The definition of inciting is the word or sentence which had the intention of encouraging, persuading, rising, or inflaming the spirit of someone to do something. The word "incite" has the attribute "intentionally."

2.4.3 Insulting

Insulting is attacking the honor and prestige of a person. An insult is a comment or action made with the intent of offending someone. Insulting someone is a way of bringing down one's spirit. In most cases, insulting someone is done by using angry words or invective that harms one's reputation and honor.

2.4.4 Blasphemy

Blasphemy is a word, conduct, writing, or performance that can provoke acts of violence and discrimination from the offender or victim of the statement. Blasphemy is defined as an act directed at a person or group of people because of their religion, race, ethnicity, gender, disability, or sexual orientation.

2.4.5 Defamation

Defamation is a defamatory act of a person's good name or honors through how to say something orally as well as in writing.

2.4.6 Spread hoaxes (Hoax)

Spreading hoaxes (a hoax) is defined as the display of hatred through disseminating false (lie) information in the hopes that other people will believe the information and be impacted. Many people have just heard fake news, and they are unable to determine if the news is accurate or not.

2.5 Twitter

Twitter was released in March 2006, Twitter is an online social media and microblog that is used to send and read messages. Twitter makes it easy for users to stay connected with friends and family. In using Twitter, users can post tweets containing photos, videos, links, and text or captions. Twitter was first designed by Jack Dorsey et al. Hadi (2010:2), which stated that Twitter is a microblogging site that can provide facilities to send a text message with a maximum length of 140 characters via SMS, instant message sender, or electronic mail.

Twitter is widely used for many things such as campaigns, learning, media, sharing opinions/views, protest media, and others. There are many benefits to using Twitter, such as being a medium of communication, and a medium for sharing information, news, and opinions. In addition, Twitter is also used to share motivation, as a business medium, to move or influence the masses, as an entertainment medium, to hone writing skills, and much more.

Twitter is a social network that is in great demand by the community, both from school children to those who are married. Twitter can be accessed by people in every corner of the world. In using Twitter, users can also share their personal experiences through funny to sad tweets. In addition to teenagers, several homeland celebrities to foreign celebrities are active in using Twitter. Twitter is

also often used by state officials such as the president to share information with the public. Besides having many benefits, there are also some disadvantages of Twitter such as many fake accounts, much fake news, and others.

Twitter provides a like button to like the tweet on Twitter, has a friend tag feature, photo collage, motion picture feature, hashtags in profile bio, memories feature, activity graph on Twitter and has a comment field to leave a message or comment on someone's tweet. In column comments, there are many comments from netizens and the most frequently encountered are hate speech comments.

2.6 A Brief Description of Donald Trump

Donald Trump is a politician, public figure, and businessman who is in the media spotlight, and who is the 45th President of the United States. He won the presidential election in 2017. Born on June 14, 1946, in Queens, New York City. Donald Trump is a graduate of the University of Pennsylvania's Wharton School graduated in 1968 with a bachelor's degree.

Populists, protectionists, isolationists, and nationalists have all been used to define Trump's political positions. In 2016 he ran for office and won the election. His victory as president of the United States as republican made opponents of democrat Hillary Clinton lose the popular vote. Become one of the presidents of the United States who has not served in the military or previous government. After his victory, there were many protests from the public in the form of responses to the election and the policies that would be given. Donald Trump is trying to mislead the public by creating fake news during the campaign by supporting conspiracy theories. He is known as a president who discriminated against his people because of his racially offensive words and misogynistic

actions. He also places restrictions on the travel of his citizens, who are predominantly Muslim. In addition, he also diverted funds for the construction of the wall along the US-Mexico border and also created a policy of family separation for captured migrants.

In the 2020 presidential election, Trump lost and the election was won by Biden. Unwilling to accept his defeat, he told the public and government that there was a fraud and he attempted to lobby the government to change the outcome of the vote, with various actions he hindered the presidential transition. Besides that, Trump also ordered his supporters to come and march in the Capitol, his supporters were attacked by the masses resulting in deaths that disrupted the election process. He is considered one of the worst presidents in the United States by scholars and historians.

2.7 Previous Related Studies

In this research, a few previous researchers do the same research about hate speech but have a different focus.

The first previous study is a thesis entitled "An Analysis of Hate Speech in Social Media" conducted by Widiantho, Department of English Faculty of Cultural Studies University of Sumatera Utara Medan. The purpose of this study is to identify the impoliteness strategy used by netizens in their comments and to describe the hate speech regulation in Indonesian law. During President Joko Widodo's tenure, the study concentrated on hate speech directed toward him. The data collected was assessed using Culpeper's theory of Impoliteness Strategies to find out the types of hate speech. Culpeper (2011) suggests five techniques of

impoliteness, they are Bald on record impoliteness, Positive impoliteness, Negative Impoliteness, Sarcasm or mock politeness, and Withhold politeness.

The research design is qualitative descriptive research to establish the types of impoliteness strategies that netizens use in their commentary. The data for this research was gathered utilizing the documentary technique. The researcher discovered that the most common sort of hate speech directed against President Jokowi is positive impoliteness, with roughly 39,9% of the data consisting of banned words, inappropriate identification markers, and calling other people names, among other things.

The similarity between Widiantho's research and this research is to analyze of hate speech on social media. The difference between the previous study with this research is the theory, in this study, the writer used the theory of Permatasari et al., which explains that there are 6 types of hate speech, namely: provoking, inciting, insulting, blasphemy, defamation, spread hoaxes (hoax). The writer used this study as a reference to analyze the types of hate speech on Twitter.

The second previous study is a journal by Arsen Nahum Pasaribu, the University of HKBP Nommensen entitled "Hate Speech on Joko Widodo's Official Facebook: An Analysis of Impoliteness Strategies used by Different Gender. The purpose of this study is to determine how hate speech is felt by netizens of various genders who comment on the issue of the COVID-19 pandemic on President Joko Widodo's official Facebook fan page. In this research, the researcher only focused on hate speech by males and females on social media. In this research, the researcher used Culpeper's (1996) stated that there is five impoliteness strategy, they are: bald on record impoliteness, positive

impoliteness, negative impoliteness, sarcasm, or mock impoliteness, and withhold impoliteness.

In this research, the researcher used the qualitative descriptive method. The writer describes the hate speech that was used by different gender on President Joko Widodo's official Facebook fan page. The result of this study is, male internet users are more likely to use the impoliteness strategy, and female internet users are mostly used the negative impoliteness strategy.

The similarity between the previous study was analyzed the hate speech on social media. The difference between the previous research with this study is the object of the analysis and the theory that was used. This research used Culpeper's theory, and explained there are five types of impoliteness strategy in analyzing hate speech they are, bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, or mock impoliteness, and withhold impoliteness. The writer used this study as a reference to analyze the hate speech of netizens' comments on Donald Trump's Twitter account.

The third previous study is a journal entitled "Analysis of the use of the Hate Speech on Social Media in the case of Presidential Election in 2019" conducted by Desri Wiana. The point of the study was to identify the hate speech utterances that were commonly used on social media by netizens on presidential candidate pairs on Instagram and Facebook accounts, which were analyzed based on the Chief of Police's circular letter about seven hate speeches.

In this research, the researcher used a qualitative design. The findings of this study were based on speeches given during the 2019 presidential election on social media platforms such as Instagram and Facebook. In this study, the writer

found that inciting is the most common type of hate speech found on Facebook, and provoking is the most common type of speech found on Instagram.

The similarity of Desri's research with this study was analyzing the hate speech on social media. The difference between the previous research with this study is the theory that was used. This previous study used the Chief of Police's circular letter about seven types of hate speech. The types of hate speech according to the Chief of Police's circular letter, are insulting, denigration, defamation, unpleasant sentences, provoking, instigation, and spreading hoaxes. The writer used this previous study as a reference to find the types of hate speech on Twitter.

The fourth previous related study is the thesis research entitled Hate Speech Used by Haters in Social Media conducted by Fadhilah R. This research to know about the many kinds of hate speech strategies used by haters on politicians' Instagram, to describe how hate speech is realized on politicians' Instagram, and to debate why people use hate speech on politicians' Instagram. This study is used a descriptive qualitative research design. The result of this previous study is, that in politicians' Instagram accounts, there are four types of hate speech strategies: bald on record hate speech, positive hate speech, negative hate speech, and sarcasm or mock hate speech. Hate speech language is realized by indifferent, uncaring, unsympathetic attitudes, improper identity indicators, ambiguous or secret language markers, and the pursuit of conflicts. The last finding of this research is hate speech was used for a variety of objectives, including venting bad emotions, entertaining spectators, and serving group goals. A new motive was

discovered, which was to express disagreement, and disgust, parody the politician and clarify something.

The similarity of Fadhilah's previous research with this study was analyzing the hate speech on media social. The differences with this previous study were the formulation of the problem and the theory that was used. This research used Culpeper's (1996:356) theory, stating that there are five hate speech strategies, namely bald on record hate speech, positive hate speech, negative hate speech, sarcasm or mock hate speech, and withhold politeness. The finding of this research will be used as a reference in discussing Hate Speech Analysis of Netizens' Comment on Donald Trump's Twitter account.

Shan Halsey Lase (2020) the thesis entitled The Analysis of Hate Speech Uttered by Netizen on Lucinta Luna's Instagram. The study is to find out impoliteness strategies found in netizens' comments and to categorize the types of hate speech in netizens' comments. This study also investigated the most common impoliteness method and types of hate speech classification.
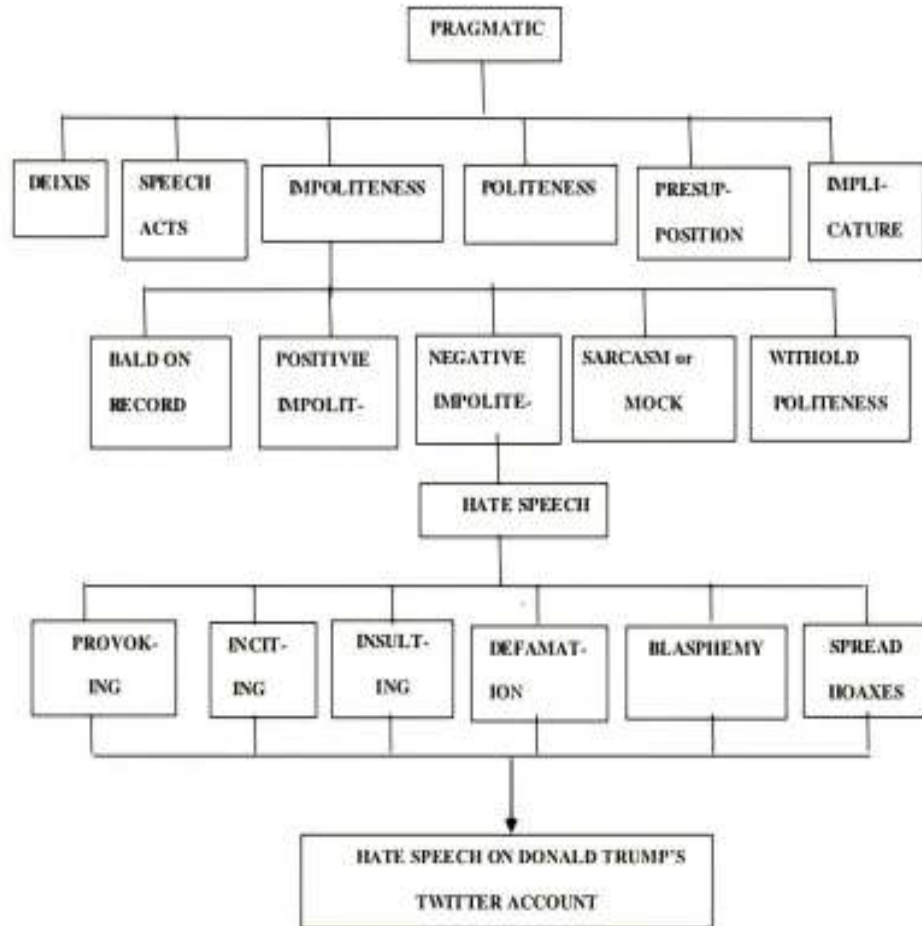
This previous research used the descriptive qualitative method. Descriptive qualitative research analyses and communicates facts about current events, attitudes, and perspectives in society. This previous research result is there are five strategies of impoliteness, they are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, and withhold impoliteness.

The similarity of this previous was analyzing the hate speech of netizen comments on Instagram. The differences between the previous research with this study are the theory used and the formulation of the problem. This previous study used the Circular of the National Police Chief to determine the types of hate

speech and used Culpeper's (1996:356) theory in determining the impoliteness strategies. The writer used this previous study as a reference to analyze hate speech on netizens' comments on Twitter.

All the previous studies finding above help and contribute to the writer's understanding of Hate Speech Analysis of Netizens' Comments on Donal Trump's Twitter Account. From the review above, it is clear that this study has differences and similarities. This thesis uses a different theory from Permatasari and Subyantoro, this research is focused on words marked with hate speech in which the writer focuses on the types of hate speech expressed by netizens in the comments column on Donald Trump's Twitter account.

2.8 Conceptual Framework

(Figure 2.1) The Conceptual Framework of Hate Speech Analysis of Netizens' Comments on Donald Trump's Twitter Account (Pandiangan, Fitriwan:2021)

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The study aims to determine the categories of hate speech and the most dominant types of hate speech in online comments. This research used descriptive qualitative methods to analyze hate speech. Qualitative research involves non-numerical data such as text, video, or audio. Based on the research objectives, the writer investigated the types of netizen comments on Donal Trump's Twitter Account.

For analysis, data were gathered in the form of words and text in comments on Donald Trump's Twitter account. The data in qualitative research are analyzed through interpretation rather than statistical analysis. Qualitative research, according to Bodgan and Biklen (1992:29), is a direct source of data, with the research as the essential instrument. The goal of qualitative research is to figure out how a theory works in different situations, using data acquired in the form of words rather than a statistic. Qualitative research is conducted in a natural setting to understand or interpret events through the lenses of the meanings people relate to them. In qualitative studies, the writer is interested in employing data to describe a phenomenon, express what it means, and recognize it. In this introductory text, the author focuses on several types of hate speech, such as provoking, inciting, insulting, blasphemy, defamation, and spreading hoaxes (hoax). The categorizing of verbal or behavioral records for purposes of types, summarization, and tabulation is one of the most commonly used evaluation approaches.

3.2 Instrument of Collecting Data

The instrument of collecting data in this research was observation. Sugiyono (2013:226) defines observation as "data collection employing numerous advanced tools." In the observation of researchers to gain a better understanding of behavior and its significance. The writer has observed the comments of netizens' hate speech on some of President Donald Trump's Twitter posts by searching for them on internet networks such as Twitter, to find out the full text of the netizens' hate speech comments and select it, which only use the English language. The writer used the handphone and laptop as the instrument for collecting data.

3.3 Technique of Collecting Data

The steps of collecting the data in this research were employed several techniques are:

1. Search Donald Trump's Twitter Account, namely @realdonaltrump

2. Choose five latest posts from President Donald Trump

3. Read the comments of netizens on Donald Trump's Twitter comment column

4. Select the comments which indicate hate speech

5. Write the comments using a table, the code of all netizens' hate speech will list

3.4 Data and Source of Data

The data of this research were all types of hate speech found in the netizens' comments on Donald Trump's Twitter account namely @realdonaldtrump. The sources of data in this study were five good posts on Donald Trump's Twitter account and the comment used the English language to support the data.

3.5 Technique of Analyzing Data

The following technique was used to analyze the research data. To answer the first problem, the writer used the following techniques:

1. The writer read the comments on Donald Trump's five posts on Twitter

2. The writer identifies the types of hate speech

3. The writer classifies the data based on each type of hate speech

Then, to answer the second problem, the writer used the following technique: Calculate the types of hate speech based on each type. The formula and the sample of analysis in form of the table are follows based on Hancock et all (2009:24):

$$N = \frac{\square\square(\square\square)}{n}\square\square100\%$$

More details :

$\square\square$: percentage of types
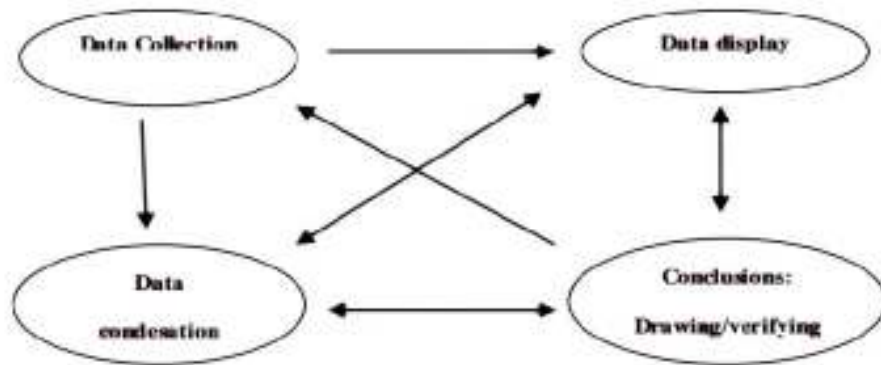
$\square\square(\square\square)$: total

$\square\square$: total types of all categories

According to the data analysis technique described above, the writer needs to follow specific chronological steps when analyzing the data. Therefore, after gathering of accumulating data, facts condensation, data display, and also drawing and verifying conclusions needed to identify the data later. Hancock et al. (2009:24), data analysis in a research project entails summarizing a large amount of data and presenting the result in a way that communicates the most significant aspects, and the data is evaluated using qualitative and quantitative research.

The data analysis that is used to analyze the data in this study is the analytical theory of Miles and Huberman. Miles and Huberman (2014:31-32) consider data analysis qualitative into four steps occurring together, the first is data condensation, the second is

data display, and the last step is drawing and verifying the conclusion. The writer analyzed the data in this study using the steps below.

Figure 3.5: *Interactive Data Analysis Model (Miles, Huberman, and Saldana, 2014: 33)*

3.5.1 Data Condensation

The process of choosing, focusing, simplifying, abstracting, and redesigning the challenging facts that emerged from the notes written inside the subject is known as data condensation. The data was stronger through condensing. Nonetheless, data condensation is not independent of the analysis. Data condensation is a sort of analysis that focuses, discards, and organizes data to draw and verify "final" conclusions. The steps in the data condensation process are as follows:

1. Selecting, the writer selected the data from the text of netizens' hate speech in commentary on Donald Trump's posts on his Twitter account.

2. Focusing, on this stage the writer focused on netizens' hate speech in commentary on Donald Trump's posts on his Twitter account which uses the English language as the object data.

3. Simplifying, in this way the writer converted the data to be simply into a clause. The clause consists of types of hate speech used in commentary on Donald Trump's posts on his Twitter account.

4. Abstracting, in the process of abstracting, data evaluated especially consisting of types of hate speech used in commentary on Donald Trump's posts on his Twitter account.

5. Transforming, after abstracting, the researcher analyzed the data by selecting every clause to the types of hate speech.

3.5.2 Data Display

The next step is to display the data after it has been condensed. Data presentation is a well-organized, compact collection of data that allows for conclusion drawing and activity verification. The writer presented the data in analysis, which is going to confirm within the form of a table, to make the reader easily in understanding. The following steps will conduct the writer in presenting data by grouping the data into types of hate speech such as provoking, inciting, insulting, blasphemy, defamation, and spreading hoaxes (hoax).

3.5.3 Drawing and Verifying Conclusion

Drawing and verifying the end is one of the critical or the final steps in this look. After drawing components of the data to be cited as absolute data, verifying the conclusion is the right way in united the complete amassed, reduced, and displayed data. That is a manner to know the result of the data display. In this step, the writer concluded after completely identifying types of hate speech and concluding the most dominant types of hate speech used by netizens in commentary on Donald Trump's post on his Twitter account.

3. 6 Data Triangulation

Triangulation refers to a study's consistency; it's used to check the data's validity by comparing it to something else (outside the data will test for validity). Triangulation is essentially a multi-method approach that researchers use when collecting and analyzing data. Sugiyono (2007:330) decides reality with regards to a similar social wonder is not the motivation behind triangulation however expands one's comprehension of what has been investigated. Sugiyono (2007:372) states that the subjective cross-approval is called triangulation, which is evaluated as the frequency of the information as indicated by the assembly of various information sources of numerous information assortment. There are four sorts to recognize the triangulation of information, they are data triangulation, investor triangulator, triangulation theory, and methodology of theory. This study used data triangulation to confirm the validity of the data.

Data triangulation is the utilization of diverse information or data (individual or existent) in a study, such as subjective and quantitative information. The cycle of reviewing and viewing data by authors obtained from different sources is referred to as information triangulation. View perception and encounter information or polls and tests are techniques that essay writers will use to get information. The research researched by the writer is research expression, data sources, and conditions or points of view of various individuals in a comparative setting. Guion (2011:1) states that interpretable triangulation information in sociology is frequently viewed as regularly supportive in approving cases that might emerge from the beginnings pilot contemplates or the blending of information from certain viewpoints. Considering the above comparative

arrangement, the writer will need triangulation of data to confirm the result of the data, therefore there will be some posts on Donald Trump's Twitter account as data triangulation to confirm the validity of the data result.