CHAPTER I

INTRODUCTION

1.1 Background of The Study

In this modern era, we always express facts and opinions, when expressingtheir opinions or their facts humans have their way of delivering their words. Many people express their opinions in a good way or in a bad way. One example that humans can do in conveying their opinions badly is by saying and speaking what they wanted to say.

Hate speech in the context of pragmatics is the use of language which the meaning of the language that is depends on the context that the speaker said. Impoliteness strategies which one of the multidisciplinary fields of study of pragmatics is the form of hate speech to realize the type of hate speech in linguistic point of views. Whether the strategies of impoliteness strategies in the types of hate speech would be explain clearly in the linguistic point of views.

In this very wide world, hate speech is very often encountered and found everywhere around the world. Hate speech is not a speech, deed, or writing that people do not know. On this earth there are many people who very often give hate speech to people they do not like, some even give hate speech to people they do not know. Many media can be a means of conveying hate speech in society such as newspapers, social media, magazines, and other media. Along with the development of the era, one of the media that is most often used by the public to express their opinions or opinions is social media. Social media is one of

themeans of information and communication used by humans to communicate andinteract with each other. In this case, there are many types of social media such asFacebook, Twitter, YouTube, and Instagram. In social media, the most popularmeansor platforms are Instagram and YouTube.

Youtube and Instagram are the most popular platforms for all people. InIndonesia, Youtube and Instagram are 2 platforms that are very much interested inthe people of Indonesia. Youtube is one of the many platforms that are often ofinterest to the people of Indonesia. At the same time in Indonesia, Youtube is oneof The Media that bridges the hate speech that occurs in the world, especially inIndonesia. In Indonesia, Hate speech is very common, not only among the people but also on the available platforms in this era of global development.

Hate speech which is very popular among people, regardless of age, gender, religion, and other identities is a very common phenomenon for the community. Therefore, the author is interested in researching hate speech that occurs in Indonesian society, especially the youtube platform,which in this modern era of globalization, youtube platform is one of the most sought-after platforms by the public, not only young people but until older people recognize youtube. With this platform, with interest and curiosity about how many peopleuse youtube as their platform in applying hate speech, the writer is also interested in how dominant the type of hate speech is often used by Indonesian Netizens in telling their hate speech.

In Indonesia itself, many actresses, actors, and even ordinary people use youtube to capture their moments. Because many people are already using

youtube, it is not taboo to praise or criticize. The phenomena of criticism is also very often, criticism can also lead to hate speech. Many actresses and actors have youtube channels like Cinta Laura who use their youtube platform as a means to introduce the life of Cinta Laura to fans and other people, another example is Raffi Ahmad who makes youtube as a platform for him to entertain the public. In the case of Indonesia. The increasing number of actresses and actors who have grown on this youtube platform does not rule out the possibility that more and more hate speech will be obtained by the owner of youtube channels from the audience.

In this study, the writer chose hate speech as the research that will be conducted by the writer. The writer conducted the research on hate speech with youtube as the Platform. The object of this research analysis is the netizen who wrote the hate speech on the youtube comments of Deddy Corbuzier's channel.

The writer chose netizen commentary in Deddy Corbuzier youtube channel as the object of this research because of the writer's interest in Deddy podcasts which always have almost 3-4 Billion viewers in all of Deddy youtube video, this is an interesting youtube channel that is always displayed by Deddy Corbuzier, and the writer interest in unexpected guest stars who will be broadcasted, in Deddy Corbuzier youtube podcast. In addition, the writer is also interested in the reactions of netizens in comments on Deddy Corbuzier's youtube channel regarding the conversation between Deddy Corbuzier and the guest starthat will be invited to the podcast. Another reason is that Deddy Corbuzier can always invite unexpected guest stars, so the writer is interested in knowing how

many viewers on Deddy Corbuzier youtube podcast who give hate comments to the guest's stars and also to Deddy Corbuzier. The other reason is that hate speech is very popular in this recents years so the writer wants to know what types of impoliteness strategies of hate speech will use by the viewer of Deddy youtube channel and how dominant the viewer of Deddy Corbuzier youtube channel will use that type of hate speech based on the writer theory. The writer choose the video from Anies Baswedan and Rizky Nasution because at that time two of the guess is really phenomenal so the writer choose to do the research by choosing Anies Baswedan and Rizky Nasution video podcast.

Based on the explanation above the writer will conduct the research on hate speech to netizen comments on the Deddy Corbuzier youtube channel. To examine this research, the writer will explain the types of hate speech on impoliteness strategies based on Culpeper's theory. There are 5 impoliteness strategies that could be used by the writer to analyze the types of hate speech, they are Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm Politeness and Withhold Politeness. So, based on the Culpeper's Theory the writer will analyze the research with the title "**An Analysis of Hate Speech of Indonesian Citizen Comment on Deddy Corbuzier Podcast** " is appropriate.

1.2 The Problem of Study

According to the background of the study, the problem of the study is formulated as follows:

1. What are the types of impoliteness strategies of hate speech that

Indonesian netizens used on Deddy Corbuzier youtube comment?

2. What is the dominant type of impoliteness strategies of hate speech that netizen Indonesia used on Deddy Corbuzier youtube comment?

3. How are the types of impoliteness strategies of hate speech realized in Deddy Corbuzier youtube comment?

1.3 The Objective of Study

The Objective of the study is elaborated as follows:

1. To find out what type of impoliteness strategies of hate speech Indonesian netizens used on Deddy Corbuzier youtube comment.

2. To find out what is the dominant type of impoliteness strategies of hate speech that Indonesian netizens used on Deddy Corbuzier youtube comment.

3. To find out how are the types of impoliteness strategies of hate speech realized in Deddy Corbuzier youtube comment.

1.4 The Scope of Study

The scope of the study is limited on netizen comments on the #CloseTheDoor Corbuzier podcast on Deddy Corbuzier youtube channel. The theory that will be used by the writer is based on Culpeper's Theory. The types of hate speech in the form of impoliteness strategies that will be used by the writer they are Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm and Withhold Impoliteness. The object of the study is Netizen Indonesia that has been commented on Deddy Corbuzier youtube comment.

1.5 The Significance of Study

Based on the significance of the study, the significance is stated theoretically and practically as the following:

1. **Theoretically**

Based on the theoretically, the use of the finding is described as follows:

1) The study can be applied in every day life, especially in the application of impoliteness strategies in hate speech.

2) The study can improve public information or the reader in conveying their opinions to be more careful.

2. **Practically**

Based on the practically the use of the finding is described as follow:

1) The writer hoping that the reader and the public can be more polite in conveying their opinions to the realm of social media and other domains.

2) It is hoped that lecturers, the readers, teachers, the community, and others can use this research as a review in learning at school as well as in society and lectures.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Framework

This research will present many important aspects that will concern the Theoretical Framework. Those are Pragmatics, Impoliteness, Impoliteness Strategies, Types of Hate Speech in the form of Impoliteness Strategies based on Culpeper's Theory, The Aspects of Hate Speech, Youtube, Deddy Corbuzier Podcast, Previous Research, and Conceptual Framework.

2.2 Pragmatics

The use of sentences and language in human daily activities is something that must be done in people's lives. Linguistic is the nature of communication and language that is always used by humans. The sub-field of linguistics is called Pragmatics. According to (Huang, 2007) Pragmatics is a systematic study of meaning based on or dependent on the use of the language. Pragmatics in relation to language is to relate language to sentences and contexts that are in accordance with the context in the sentence.

According to (Yule 2014: 126) in (Fadhilah et al., 2018), Pragmatics is a study of invisible meaning or a way for language users to recognize the meaning without knowing what is actually said or written. Therefore, communication between people relies on many general assumptions and expectations. Followed

by the other expert Birner (2013) suggest that pragmatics is a study of language use in context as compared to semantics Pragmatics meaning may vary from context to context meaning. So, from the definition above Pragmatics is a study of linguistics that is used communication as a tool. It is used by two people the speaker and the listener and is concerned with the speaker and the listener's meanings that specifically have no specific meaning in the words.

The meaning of pragmatics or the meaning of words in pragmatics sentences often has different meanings from those in the word. The study of pragmatics is very important in everyday life because people often say words that have very different meanings than they should. So, the pragmatics study can be interpreted as a study of language that uses in the context, pragmatics is the knowledge of how humans use the language appropriately according to the context of the human words. Like others branches of theory and type in linguistics, pragmatics also has a several branches of the study they are: 1.) Speech Act, 2.) Cooperative Principle, 3.) Presupposition, 4.) Impoliteness and 5.) Politeness.

According to Austin (1962) in Widianto (2019) Speech acts theory is now generally viewed as the one of many basic theories of pragmatics studies. Speech acts is an act performed to express, persuade and to inform the action through the use of words. Speech acts divided into three classes which are: Locutionary acts, Illocutionary acts, and Perlocutionary acts. Locutionary acts is an act that the actual meaning of acts which producing a meaningful linguistic expression.

Illocutionary act is acts of the real or intended meaning. Perlocutionary acts is an acts that have an actual effect, whether have an intended meaning or not.

Cooperative Principle according to Grince (1967) is a set of principles in order to achieve particular communicative goals. Furthermore, Grince develops the classifications of maxims into four which are: Maxim of Quality, Maxim of Quantity, Maxim of Relation, and Maxim of Manner.

Levison (1983) stated Presupposition is one of many kinds of pragmatics study based on the actual linguistic structure meaning of the sentence of words. Presupposition could be defined in linguistics as any kind of circumstance in which an expression or utterance that is rational. Levison added presupposition is the conditions that must be met in order to intend the sentences meaning to be acceptable.

Culpeper (2005) considers impoliteness as a communicative strategy that aims to attack face and it might be can cause a social conflict and disharmony in the society. Impoliteness is a multidiscipline field of study. It could be approach the study from within social psychology, history, literature studies, and others field of studies. Culpeper (1996) stated that impoliteness divided into 5 they are: Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm Politeness, and Withhold Politeness.

According to Brown and Levison (1987) impoliteness is the development theory of politeness theory. In linguistics, politeness is more popular than

impoliteness. In addition Leech (2014) stated that, language politeness is the form of communicative behavior which influence by the society. There are 4 politeness strategies according to Brown and Levison (1987) which are: Bald on Record, Off-Record, Positive Politeness and Negative Politeness.

2.3 Impoliteness

Impoliteness is a development of politeness theory of Brown and Levison (1987), in linguistic politeness theory is more popular than impoliteness theory. Culpeper (1996) explained the fundamental different between politeness and impoliteness. Firstly, according to Culpeper (2015) stated impoliteness is not imprescriptible in linguistic and non-linguistic signals. It means that impoliteness comes about in the interaction between linguistics and non-linguistics signals and the context of the signals which must be fully factored. Secondly, descriptions of politeness and impoliteness tend to over-emphasize lexical and grammatical resource, and because of the emphasize they have a limited view of communicative signal. Culpeper (2005) considers impoliteness as a communicative strategy that aims to attack face and it might be can cause a social conflict and disharmony in the society.

Tracy and Tracy (1998: 227) proposed that impoliteness is face attacks by members of a social community that aim to the offensive in consideration of communicative acts. Allan and Burridge (2006) in (Widiantho, 2019) examine that impoliteness as the same as politeness in the form of point of view of taboo language and as it with ortophemism (straight talking), euphemism (sweet

talking), and Dysphemism (speaking offensively).

Impoliteness comes about when the speaker communicates about-face attack purposefully and when the hearer perceives or constructs behavior as purposefully face attack by the speaker. However, impoliteness occurs when the expression used is not conventionalized relative to the context of occurrence. Impoliteness constitutes the communication of intentional gratuities and conflictive verbal face-threatening acts (FTAs) which are purposefully delivered.

2.3.1 ImpolitenessStrategies

According to Culpeper (1996), he mentions there are five impoliteness strategies, the impoliteness strategies as the following:

a) Bald on Record Impoliteness: the face-threatening acts (FTAs) intentionally performed in a directly, clearly, unambiguously, and concise way in the state of fairs where the face is not irrelevant or discontiguous to the speaker.

b) Positive Impoliteness: the use of strategies of impoliteness where it is designed to damage or devastate the speaker with a positive face. For example; ignore the other, exclude the other from activity and etc.

c) Negative Impoliteness: negative impoliteness is the use of strategies of impoliteness designed to devastate the speaker with a negative face. For example; frighten the others, condescend the others, scorn or ridicule the others and etc.

d) Sarcasm Politeness: the use of face-threatening acts (FTAs) is performed with the use of politeness strategies that are obviously insincere and thus remain surface realizations.

e) Withhold Politeness: the use of the absence of the politeness strategies works where it would be expected.

Therefore, Impoliteness is built through communication and it requires the talk and signs which are utilized in an association to be dissected by both the speaker and the hearer (Mullary, 2008) in (Permata & Siahaan, 2019). Culpeper (2005) additionally specifies two focuses about his overhauled definition; first, Culpeper believe that linguistic and non-linguistic signals do not have inherent impoliteness and second, politeness and impoliteness representation focus on the lexical and grammatical components.

2.3.1.1 Bald on Record Impoliteness

Bald on record impoliteness is the use of impoliteness of the face-threatening acts (FTAs) that attack by the members of social community intentionally performed in directly, clearly, and to the point in the circumstance where the face is not irrelevant or not discontiguous to the speaker or to the hearer.

Example: "Deddy cahyadi is a bastard gay"

2.3.1.2 Positive Impoliteness

Positive impoliteness is the use of impoliteness strategies designed to harm

the addressee's with a positive face. The use of positive face means a person desire to be respected and needed by the others. According to Culpeper (1996) the realization of impoliteness strategies as the following: a.) Ignore, b.) Exclude the other from an activity, c.) disassociate the others from the other, d.) Be disinterested, unconcerned, unsympathetic to the others e.) Use inappropriate identity markers, f.) Use obscure or secretive language, g.) Seek a disagreement, h.) Make the other feel uncomfortable, i.) Use a taboo words, j.) Call one's names.

Example: "Oh well, why do you hear what pelakor say, Erick and Lesty both are the same they are manipulative"

2.3.1.3 Negative Impoliteness

Negative impoliteness is the use of impoliteness strategies designed to harm the addressee's with a negative face. The use of negative face means a person desires not to be disturbed and the desire for freedom by others. According to Culpeper (1996) the realization of impoliteness strategies is as the follows: a.) Frighten the others, b.) Condescend the others, c.) Invade the other space, d.) Explicitly associate the other with negative aspects, e.) Put the others indebtedness on record.

Example: "They're really professional doing their job as a cheater, anyway always healthy uncle deddy, always success"

2.3.1.4 Sarcasm Politeness

Sarcasm politeness is the use of the face-threatening acts (FTAs) performed with the use of politeness strategies that are obviously insincere and

thus remain surface realizations. Sarcasm or mock politeness is the use of politeness that expresses someone opposite feeling which is not the real meaning of what someone says.

Example: "Uncle deddy jooozzz… from normal people to people like that are invited in this podcast"

2.3.1.5 Withhold Politeness

Withhold Politeness is the use of the absence of the politeness strategies works where it would be expected. Withhold politeness strategies is the used not to performed as expected politeness strategies which the hearer tends to keep silent in responding or answering the speaker say.

Example: when people forget to say sorry even if they make a mistake to someone they know or they do not know, it is considered withhold politeness.

2.4 Hate Speech

Along with the development of technology and the period of time, as well as the development, the human mindsets to become more advanced and know more how to sort out what is good and bad. The number of technologies that are more developing in the community, and one of them is the development of technology in social media. The development and proliferation of social media among the community makes social media one of the media is committing bad and good. In this case, Hate Speech is one of the evidence of technological developments and era in society.

Hate Speech is one of the previous trends that has been done by anyone. Hate speech can be done by the oldest or by the youngest people. According to Eugene (2019) hate speech is the experiences of somebody who perceive deeply wounded by the words and the uttered of someone. Hate is a sign or mark of an emotional reveal or opinion towards an individual or group, and therefore diverse from any manifested action or behaviour. Whereas Speech is an expression that reveals opinions or ideas to an external audience or listeners. So, Hate Speech is the sign or mark of an emotional reveal or an emotional opinion from any manifested action or behaviour that is imparted to an external audience or listener. Furthermore (Carlson, 2021) defines Hate Speech as a provocation by someone directed to individuals or groups of people based on their colors identity, religion, national or ethnic origin. Hate speech is the expression that defames someone else basis on their religion, gender, colors identity, age, and other identity factors that include spoken words, a symbol, and also images uttered by someone else.

Hate speech can be a structural issue in society. A word or an image that someone said or finds offensive or hurtful that someone knows or does not know about it is one of the acts of hate speech. In consonance with (Hare and Weinstein 2009) in (Heinze,2016.) write that " hate speech is a simply expression which articulates hatred for another individual or group, usually based on a characteristic (such as race) which is perceived to be shared by members of the target group". Based on the (Carlson, 2021) hate speech is like misogyny which represents a structural phenomenon in which people that have power use a verbal attack and

rough imagery to maintain their particular position in society. So, Hate Speech is a structural issue in society that use a verbal attack and rough imagery in someone that people know or someone that people does not know refer to individual people or group of people based on their color identity, religion, ethnicity, nationality, and other identity factors to maintain someone particular position in the society.

2.4.1 The Aspect of Hate Speech

Hate speech as a structural issue in society, individuals, and groups of people. Based on the type of hate speech there are the aspects of hate speech as follows:

1. Race

Insult major of groups or individuals based on the basis of physical characteristics or shared ancestry.

2. Religion

The hate speech hatred by someone based on religion, in the form of violence and discrimination.

3. Skin Colors

People who share or perceived a similar ethnicity which is a group of people or individuals are traits differently based on the social implications that come with the cultural meaning that attached the difference of their skin colors.

4. Gender

Gender-based on hate speech is hate crimes disproportionally affect a

woman, as well as all of the people who are perceived as not obeying with prevailing gender.

5. Sexual Orientation

Hatred a hate speech towards someone because of their transgender identity by bullying, threatening behavior, physical violence that can be a one-off incident or part of harassment.

6. Ethnicity

Ethnicity is the aspect of hate speech that showing hatred because of offending, treating, and prejudice towards an ethnic of groups.

2.5 Youtube

Youtube is a type of social media that is a site for various media. Youtube is a type of media that facilitates users to share video and audio type of media. Youtube is one of the popular platforms in this modern era. Youtube is designed for various age groups, especially for the younger generation. Youtube is very popular among the younger generation today. In Indonesia, most of the young generation use YouTube in their daily lives.

Youtube was founded by Chad Hurley, Steve Chen, and Jawed Karim, who were the first employees of PayPal. YouTube founder which is Hurley was studied in design major at Indiana University of Pennsylvania, while Chen and Karim was studied in Computer Science major at the University of Illinois at Urbana-Champaign. Youtube started out as a start-up company that was initially funded by an investment from Sequoia Capital between November 2005 and April

2006. Youtube's first office is located above a Japanese restaurant and pizzeria in San Mateo, California. Youtube site with the domain name www.youtube.com was active on February 14 2005, and this site was further developed in the following months.

There are features available on Youtube, which; playback features, upload features, video quality and codec features, non-dash features, dash features, live streaming, 3D videos, and content accessibility. These features really help Youtube users understand and use Youtube to make it more practical and easier to use. And with these features, users can be more wiser in using the Youtube media platform.

2.6 Deddy Corbuzier Podcast

Currently, there are many Youtube channels that display a lot of interesting content. Youtubers to Vloggers are currently competing to make many people and Youtube users interested in subscribing to their YouTube channel. The content created by Youtubers and Vloggers is also increasingly diverse. Starting from educational content, information, entertainment, to content containing Mukbang activities. However, recently, new content has begun to emerge which was adopted from America, namely Podcasts.

Podcast comes from the features provided by the electronics giant, Apple, which appeared around 2005 and became known among Apple users in 2007. The word Podcast comes from the word "Pod", which is one type of device released by Apple, namely the iPod, and the word of "Cast" is a short meaning of "Broadcasting". Podcast in Apple's own feature means an original recording in the

form of video or audio on the internet in the form of an episode program. The recordings can contain lecture content, films, and even television broadcasts.

The focus of content on podcasts is on the audio on the recording. Instead of focusing on visuals, podcasts aim to make viewers and listeners focus on the audio displayed by the Youtuber. The principle of content in Podcasts is more like radio. The audio produced on podcasts is audio that has been recorded first, then displayed and uploaded to YouTube. Podcasts usually use visuals and some use only audio. Like one youtube channel, #CloseTheDoor Corbuzier Podcast which is owned by Deddy Corbuzier, this podcast is a podcast that uses visuals and audio from Deddy Corbuzier and his guest stars. But not a few also only display audio on podcasts that they upload on their Youtube Channel.

Deddy Corbuzier whose full name is Deodatus Andreas Deddi Cahyadi Sunjoyo was born on December 28, 1976. Professionally, Deddy is known as an Indonesian mentalist, actor, presenter, and Youtuber. Domiciled in Jakarta, Indonesia. Deodatus Andreas Deddi Cahyadi Sunjoyo or known as Deddy Corbuzier is an actor and presenter who has been active in his career since 1998 until now. Deddy made his debut on television by appearing on the program Impresario 008 on Stasuin Televisi Indonesia (RCTI) in 1998. Deddy has written, directed, and starred in the action film Triangle The Dark Side in 2016.

Deddy is also known as a Youtuber. After withdrawing from the world of magic, Deddy actively makes videos on his Youtube Channel which was started on December 8, 2009. With Youtube entitled "#CloseTheDoor Corbuzier Podcast". As of December 2021, the channel has over 16.7 Million subscribers

and its videos have over 3,375,042,988 Million views. On Youtube, Deddy often invites guest stars from artists, celebrities, ministers, etc. The podcast was successful in making the audience understand the problems that were being hit by the Guest Star who was being invited by Deddy on his Youtube. The rapid development of digital media has made Deddy Corbuzier explore his career as a Youtuber. Deddy achieved success and even earned the nickname "Father of Youtube". Deddy Corbuzier's Youtube channel offers Podcast content that discusses current issues from the world of entertainment to politics. Deddy is famous for the jargon of greeting "Smart People" to his Youtuber audience.

2.7 Previous Research

Those are the previous research that guides the writer to do the research, the previous research are:

Wiana (2019) studied the use of the hate speech on social media in case of presidential election in 2019. The object of the study of this research is focused on words, phrases, and speech phrases of Hate Speech contained on social media Instagram and Facebook account in January-April 2019. The purpose of the study of this research was to find out the use of hate speech uttered by netizens on presidential candidate pairs on Instagram and Facebook accounts. She analyzed the research based on the Chief of Police Circular Letter No. SE/6/IX/2015 there are seven speeches of hate and identified the utterance of hatred that was more dominantly used in social media. The method of this study is used Qualitative Research Method. The results of this study, she found that on Instagram is 200

sentences were analyzed in the form of hate speech, namely Insulting 34 or 17,5%
sentence, Denigration 43 or 21,5% sentences, Defamation 1 or 0,5% sentences,
Unpleasant Act is 33 or 16,5% sentences, Provoking is 55 or 27% sentences,
Inciting is 21 or 10,5% sentences and spread hoaxes is 13 or 6,5% sentences. And
from the results above, the most dominant type of hate speech that netizens
uttered on Instagram is Provoking. In Facebook there are 200 sentences found in
the form of hate speech, namely insulting is 8 or 4% sentences, Denigration is 40
or 20% sentences, Defamation is 9 or 4,5% sentences, Unpleasant Act is 53 or
28,7% sentences, Provoking is 29 or 14,5% sentences, Inciting is 61 or 30,5%
sentences and spreading hoaxes 0 sentences which the researchers not found on
Facebook's platform. And from the results, the most dominant type of Hate
Speech that the researchers have been found in Facebook is Inciting.

The others research Widiantho (2020) studied hate speech addressed to
president Joko Widodo in online media: impoliteness strategies analysis. This
study is focused to examine the hate speech that addressed to Indonesian President
Joko Widodo. Using the theory of Culpeper proposed impoliteness strategies, this
study used a qualitative descriptive method. The source of this data was obtained
from several data from mass media and social media. The result of this study is
there is 20 viral post of impoliteness strategies on Joko Widodo's social media.
With bald on records impoliteness which indicate the impoliteness strategies the
data consist there are 17,8% sentences of Bald on records, with positive
impoliteness there are 39,3% sentences of positive impoliteness, from negative
impoliteness, there are 35,7% sentences from negative impoliteness, and the rest

of the strategies of impoliteness which indicate to sarcasm there are 7,2% sentences of sarcasm found in Joko Widodo social media.

From another study with the different platforms and the same subject, which the research using the Facebook platform Pasaribu (2021) analyzed the hate speech on Joko Widodo official facebook: an analysis of impoliteness strategies used by different gender. This study is focused to reveal how hate speech was discerned by netizens of different gender commenting on the covid-19 pandemic issue in the official Facebook of the president of Indonesian Joko Widodo official Facebook. This study used qualitative descriptive research as the method of this study. Using Culpeper (1996) as the theory of this study. The finding of this study shows that male dominantly used bald on record on conveying hate speech on Joko Widodo posts on Facebook, followed by positive impoliteness, negative impoliteness, sarcasm, and withhold impoliteness on conveying the hate speech on Joko Widodo official Facebook. And the result of the study there are 20 comments or 40% bald on record, 14 comments or 28% positive impoliteness, 10 comments or 20% negative impoliteness, 6 comments or 12% sarcasm, and 0 comments In withhold impoliteness found in male hate speech on Joko Widodo Official Facebook. On the others gender which is female, it was found that female netizens dominantly used negative impoliteness conveying their strategies impoliteness, followed by sarcasm, positive impoliteness, bald on records, and withhold impoliteness. And the result shows that there are 17 comments or 34% negative impoliteness which indicates by female on hate speech in Joko Widodo official Facebook, 16 comments or 32% sarcasm which indicated by female on

hate speech, 12 comments or 24% positive impoliteness which indicated by female on hate speech, and 0 comments of withhold impoliteness which indicated by female on hate speech.

In addition, Barlian and Wijayanto (2021) investigated Tindak Tutur Ujaran Kebencian (Hate Speech) Pada Komentar Forum Diskusi Covid-19 Dalam Jejaring Sosial Facebook "Ini Kebumen". Different from the other researchers, this research is used Facebook Platform of hate speech. The object of this research is "Ini Kebumen" Facebook. The method of this research is using the Descriptive Qualitative Method. The researchers used the theory by Leech (1993:14). This research aims to explain the types of illocutionary speech acts in the covid-19 discussions and forum of "Ini Kebumen" Facebook, and to explain the form of hate speech in the covid-19 discussion forum of "ini Kebumen" Facebook Comment. The result of this study is there were 85 Data from this research and the type of hate speech of illocutionary speech which indicated of Hate is 65 or 76,47% sentences, type of Illocutionary Speech which indicated Condoling is 8 or 9,41% sentences, In Blaming is 11 or 12,94% sentences, in praising the type of illocutionary speech is 1 or 1,81% sentences, and the rest of the others type of Illocutionary Speech which indicated to Thanking, Pardoning, and Congratulating is 0% sentences of the Illocutionary Speech. The result of the form of hate speech that found on the "Ini Kebumen" Facebook Comments is there are 13 or 20% forms of hate speech of Provoking, 14 or 21,54% forms of hate speech of Inciting, 21 or 32,21% forms of hate speech of insult, 5 or 7,69% forms of hate speech of Spreading Hoaxes and 12 or 18,46% forms of hate speech of Unpleasant Act

found in this research.

The other research Yuliyanti et al., (2020) she investigated the form of hate speech comments on Najwa Shihab youtube channels. The form of this study is the form of hate speech comments in the Najwa Shihab Channels. The purpose of this study is to analyze the illocutionary speech acts on hate speech and to analyze hate speech based on the rule of law in Indonesia. The method that she used is a qualitative descriptive approach. The result of this study there were 9 forms of hate speech. 2 forms of hate speech were considered to be the style of speech that was widely used by the public in delivering comments on social media. The forms of the speech were Insult and Defamation.

The next, Nasution et al., (2021) he studied Hate Speech Against K-Pop Idols and Their Fans On Instagram and Twitter From The Perspective of Pragmatics. This research is focused to describe the forms of hate speech including illocutionary form found on Instagram and Twitter pages. This research used descriptive qualitative research as the method of the study. The object of this study is included the comments containing hate speech found on Instagram and Twitter pages at several K-Pop Idols and Illocutionary comments. The result of this study, there are 41 comments were indicated as hate speech in the form of Insult, 6 comments in the form of blasphemy, 4 comments in the form of defamation, 2 comments in the form of provocation, and 0 comments in the form of unpleasant acts and inciting. And the result regards to illocutionary act comment there are 12 comments in the form of assertive utterances, 3 comments in the form of directive utterances, 3 comments in the form of expressive

comments, and 3 comments in the form of declarative utterances.

The research by Siroj (2019) investigated Hate Speech In Social Media on Indonesian Politics. This research is focused on the hate speech comments given by the users or netizens on social media in 2019 presidential election campaign on Instagram. This research used a qualitative approach to do the research. The data of this research are from instagram content on @Prabowo and @Jokowi accounts. The result of this research there are 40 comments on the realization of hate speech on prabowo and Jokowi account, in the form of insulting there are found 8 comments or 20% realization of hate speech, there are 10 comments or 25% in the form of defamation, 7 or 17,50% comments in the form of blasphemy, 5 or 12,50% comments in the forms of unpleasant acts, 6 or 15% comments in the form of provocation, 4 or 10% comments in the form of incitement, and 0 comment found in the forms of distribution of false news. In the realization of Linguistic unit of hate speech on Jokowi and prabowo instagram account there are found 15 or 37,50% comments in the form of phrase, 8 or 20% comments in the form of word, 8 or 20% comments in the form of clause, 6 or 15% comments in the form of the sentence, and 3 or 7,50% comments in the form of discourse found in the realization of linguistic of hate speech.

The other research Siahaan, Rangkuti, and Ganie (2019) they studied Hate Speech Used by Haters of Lady Gaga on Social Media. This research is focused to investigates impolite utterances by haters of lady gaga on her Instagram comments through a pragmatic study. The object of this research is to find out the types and functions of impoliteness strategies. This research was conducted by descriptive

qualitative research. The result of this study there are 4 types of impoliteness strategies used by haters of Lady Gaga's Instagram comments they were 4 comments or 15,38% in the form of bald on record impoliteness, 10 or 38,46% comments in the form of positive impoliteness, 10 or 38,46% comments in the form of negative comments and 2 or 7,69% comments in the form of sarcasm. And the result of function of using impoliteness strategy language in Lady Gaga's Instagram comments they were 17 or 65,38% comments in the form of affective impoliteness, 4 or 15,38% comments found in the form of coercive impoliteness, and 5 or 19,23% comments found in the form of entertaining impoliteness.

In addition Wahyuningsih (2021) studied to Reviewing Hate Speech In Indonesian Social Media Content: Gender and Discourse Perspective. The focus of this research is hate speech and some exemplary pictures, memes, and writing on social media such as Facebook and Instagram viewed from a gender and discourse perspective. The researchers used a descriptive qualitative method as the research method. The result of this study is that women may have more preference dealing with physical appearance issues to political ones than the man preference dealing with physical appearance issues to political.

The other study from Subyantoro & Apriyanto (2020) investigated Impoliteness in Indonesian Language Hate Speech on Social Media Contained in the Instagram Account. The researchers focused on impoliteness in the Indonesian language hate speech on social media contained in the Instagram account. The researchers used Culpeper's theory and forensic theory as the theory. The result of this study is there are 3 realization of impoliteness strategies found in netizen

comment they are : 16 or 40% comment found in the form of positive impoliteness, 15 or 37,15% comments found in the form of negative impoliteness, and 9 or 22,50% comments found in the form of allusions or sneering strategy. In the relation of linguistic units of hate speech on Instagram the results are : 8 or 20% words found in the relation of linguistic units of hate speech, 15 or 37,50% phrase found in the relation of linguistic units of hate speech, 8 or 20% clause found in the relation of linguistic units, and 6 or 15% sentence found in the relation of linguistic units, 3 or 7,50% discourse found in the relation of linguistic units of hate speech.

The next studied is "Ujaran Kebencian Warganet Pada Akun Instagram BWF (Badminton World Federation) : Analisis Linguistic Forensik" from Sabrina Claudia and Juniarto Wibowo (2021). The focus of this study is to describe the events of implicature speech acts in netizen comments on BWF Instagram and the forms of hate speech in netizen comments on BWF Instagram. The researchers used Affini (2017) theory as the theory of the study. This study used Qualitative Descriptive as the method. The result of this study is there are 7 types of illocutionary acts on the types of taboo words they are: 226 or 90,4% comments found on cursing, 7 or 2,8% comments found on obscenety, 3 or 1,2% comments found on sexual harassment, 12 or 4,8% comments found on vulgar language, 2 or 0,8% comments found on name-calling and insult, and 0 comments found on profanity and blashphemy.

The other research is "Hate Speech Youtuber MK: A Forensic Linguistic Study" from Umiyati and Yanti (2021). The focus on this study is to analyze the

form and the meaning of several MK utterances that contain ethnicity, religion, race and class elements of hate speech. this study used Chaer (2013) and Yule (2006) as theories. The method of this study is analyzed with descriptive qualitative method. The result of this study is there utterance of Youtuber MK were full of insulting and degrading words which were from the lexical meaning, grammatical meaning, expressive illocutionary speech acts, and directive illocutionary speech acts.

The next studied is "Rhetorical Analysis of Hate Speech: Case Study of Hate Speech Related to Ahok's Religion Blasphemy Case" from Arofah (2018). The researcher focuses to discuss about hate speech religion blasphemy accusation that drags, Basuki Tjahaya Purnama known as Ahok into jail. This study used Hansen (2003) as the theory of the study. Using the Qualitative approach as the method of this study. The result of this study, they are found that the hate speech rhetoric neglects the ethos and the logos aspects and it mostly rely on pathos aspect to persuade the reader for hating.

The other researchers investigated is "Taboo Words in Hate Speech Through Social Media" from Husda et al., (2021) This study is focus to find out the classification of taboo words and to describe the social functions of taboo words in hate speech. The method of this study is descriptive qualitative method. The result of this study, there are found 6 taboo words in hate speech through social media, they are: 36 or 30,7% words found in the form of ephitet, 13 or 11,1% words found in the form of profanity, 26 or 22,2% words found in the form of obscenity, 16 or 13,7% words found in the form of vulgarity, 12 or 10,3% words

found in the form of cursing and 14 or 12% words found in the form of supernatural beings.

In addition Junita Ningrum and Dian Eka Chandra Wardhana (2018), they studied "Kajian Ujaran Kebencian Di Media Sosial". The focus of this study is to describe the form of hate speech on social media and the types of illocutionary act on netizen comments on facebook. The researchers using descriptive qualitative method to analysis this research. The result of this study is the researcher found there are 5 types of illocutionary acts found on this research they are: 32,63% in assertive, 20,63% in directive, 9,26% in commissive, 35,9% in expressive, and 1,58% in declarative.

The other researchers Jamilah and Wahyuni (2020) Studied "Ujaran Kebencian Dalam Kolom Komentar Youtube Pada Tahun Politik Pemilihan Presiden 2019". The focus of this study is the phenomenon of using hate speech in the comments column of the youtube channel for political news in Indonesia. The researchers used qualitative research as the method of the research. The result of this study is from 10 videos that the researchers has been analyzed there are found hate speech in the form of words and phrases, as well as the use of language styles, the use of language style were dominantly by sarcasm which means rude, contains cursing, insinuation, ridicule, and the use of names or nicknames for others with disrespect or even humiliation or insult.

The next previous research is "Ketidaksantunan Ujaran Kebencian Dalam Akun Gosip di Media Sosial Instagram" from Hidayah et al., (2020). The focus of this study is to describe the form of impoliteness due to hate speech in social

media of Instagram. This study is applied qualitative approach as the method. This research used Culpeper theory. The result of this study there are found 2 impoliteness of hate speech in this research they are positive impoliteness and negative impoliteness in the form of impoliteness due to hate speech in social media of Instagram.

The other previous research is the studied in "Speech Act of Hate Speech In The Discourse of ILC Talkshow TvOne: Literature Study On Humanity Using Psychopragmatic Persepctive" from Prayitno et al., (2020) This study focused to identify the form of speech acts in hate speeches and formulate the pattern of hate speeches using a psycho-pragmatic perspective. The method of this research is using a qualitative study. The result of this study is Hate speeches were found in the form of insult (32%), defamation (25%), hatred provoking (17%), inappropriate action (15%), blasphemy (5%), and hoax news spreading (3%).

The other previous research is from Ubaidillah and Wijana (2021) they studied A Directive Speech Act of Hate Speech on Indonesian Social Media. The researchers focus to describes the type of illocutionary force of hate speech on social media in Indonesia. This study using pragmatic approach as the method of the study. The result of this study is the researchers found that the illocutionary force of hate speech on Indonesia social media are to express incitement, invitation, order, prohibition, criticism, and warning.

The last previous research is from Prayitno et al., (2020) and Rangkuti et al., (2019) they investigated Hate Speech Act: A Case In Batu Bara. The focused of

this research is to analyse the classifications and aims of illocutionary acts and illocutionary force of hate speech contained in two facebook group accounts related to batu bara district's local election. This study used Searle theory as the theory of this research. The method of this research used descriptive qualitative method. The result of this study is there are hate speeches found in the facebook group accounts, they are classified into assertive, directive, and expressive. And the illocutionary force of hate speech found is insulting, inciting and discriminating especially on Chinese descendants.

In these 20 research, the references of the writer will conduct by these 20 previous research. By looking for this previous research the writer can be easier to do the research because this previous research will be related to the research of the writer. By these previous research, each of them is used the same theory as the writer, and the other previous research is used the same platform which social media as the writer. So, by looking at this previous research the writer will be very helpful in completing the research.

2.8 Conceptual Framework

In the use of words and sentences, people often misuse the use of these words and sentences. Pragmatics is one of the aspects that can be used by the community in abusing sentences. According to (Yule 2014: 126) in (Fadhilah et al., 2018), Pragmatics is a study of invisible meaning or a way for language users to recognize the meaning without knowing what is actually said or written. In pragmatics, the words used by the person are far different from the original

meaning and context in the words intended by that person. An example of an aspect that exists in pragmatics is impoliteness strategies in the form of hate speech. Hate Speech is a bad act or expression by humans for a group or individual in terms of skin color, religion, nationality, and other identities. In this research, the writer will use Hate Speech as research. This study examines impoliteness strategies of hate speech used by Netizen Comment on Deddy Corbuzier Podcast. The theory that will be used by the writer is the type of hate speech of impoliteness strategies based on the theory of Culpeper (1996).

And the form of impoliteness strategies of hate speech based on the circular is the form of Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm Politeness and Withhold Politeness it follows :
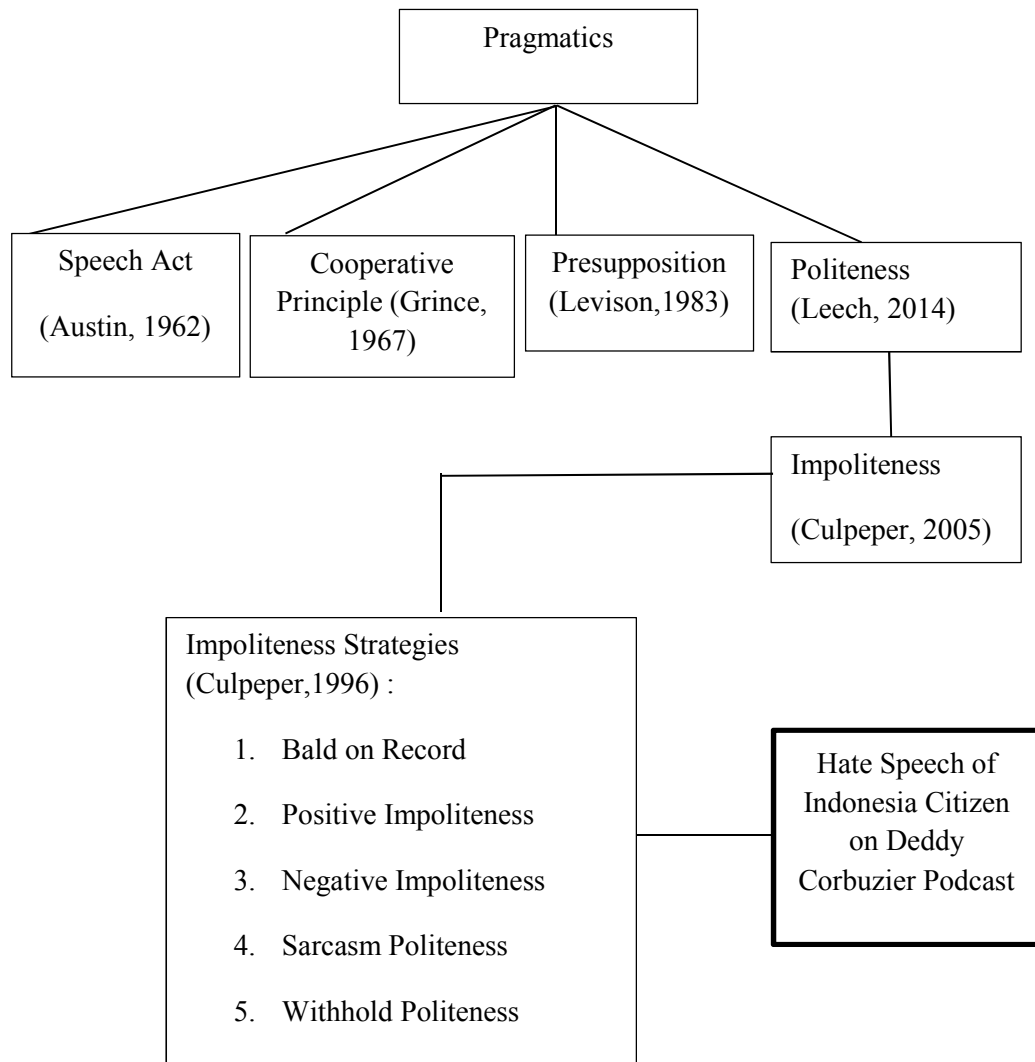
a) **Bald on Record Impoliteness**: the face-threatening acts (FTAs) intentionally performed in a directly, clearly, unambiguously, and concise way in the state of fairs where the face of hearer is not irrelevant or discontiguous the speaker.

b) **Positive Impoliteness**: the use of strategies of impoliteness where it is designed to damage or devastate the speaker with a positive face. for example; ignore the other, exclude the other from activity and etc.

c) **Negative Impoliteness**: negative impoliteness is the use of strategies of impoliteness designed to devastate the speaker with a negative face. For example; frighten the other, condescend, scorn or ridicule the other and etc.

d) **Sarcasm Politeness**: the use of face-threatening acts (FTAs) is

performed with the use of politeness strategies that are obviously insincere and thus remain surface realizations.

e) **Withhold Politeness:** the use of the absence of the politeness strategies works where it would be expected.

Conceptual Framework

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                    ┌──────────────────┐
                    │    Pragmatics    │
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| Speech Act (Austin, 1962) | Cooperative Principle (Grince, 1967) | Presupposition (Levison,1983) | Politeness (Leech, 2014) |

Impoliteness (Culpeper, 2005)

Impoliteness Strategies (Culpeper,1996) :

1. Bald on Record

2. Positive Impoliteness

3. Negative Impoliteness

4. Sarcasm Politeness

5. Withhold Politeness

Hate Speech of Indonesia Citizen on Deddy Corbuzier Podcast

Figure 2.1 Conceptual Framework of hate speech of Indonesian citizen on Deddy Corbuzier Podcast

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research was conducted by the writer by using Descriptive Qualitative Method, with a case study in order to describe hate speech used by Indonesian citizen commentary on deddy corbuzier youtube channel. According to (Croker and Heigham, 2009) Qualitative Research is research that analyzes and interprets the data, which is to reflect and explore what the researcher knows by searching for the patterns and trying to create a full and rich understanding of the research context. Qualitative research entails collecting primarily textual data and examining it using interpretive analysis.

This research was applied a descriptive design because the writer wants to get certain information on what phenomenon that was happened in the research. This study was examined what type of hate speech using impoliteness strategies analysis which is used by Indonesian citizen commentary on deddy corbuzier youtube channel and what type is dominantly used by Indonesian citizen commentary on deddy corbuzier youtube channel. And the result of the observation of this case study was the final result of this research.

3.2 Source of The Data

The Source of data for this study was the commentator of Indonesia citizen commentary on Deddy Corbuzier youtube podcast. The data of this research was the utterances of hate speech comments of Indonesian citizens on Deddy Corbuzier youtube channel. The utterances consider

as the data was those who spread hate speech comments through words, phrases, and clauses.

3.3 Technique of Data Collection

In this study, the writer was taken the data collection from Indonesian citizen commentary on Deddy Corbuzier youtube channel. And the technique of the data collection is as follows:

1. Download the video podcast from #CloseTheDoor Podcast on Deddy Corbuzier Youtube Channel.

2. Watch the video podcast from #CloseTheDoor Podcast on Deddy Corbuzier Youtube Channel.

3. Screenshot the comment of hate speech of Indonesian citizens on #CloseTheDoor Podcast on Deddy Corbuzier Youtube Channel.

4. Transcribe of hate speech comment from #CloseTheDoor Podcast on Deddy Corbuzier Youtube Channel.

3.4 Technique of Data Analysis

In this study, the writer was analyzed the data after all the data have been collected by the writer. And the analyze procedure that the data of the writer are:

1. Underline the type of hate speech from the comment of Indonesian Citizen on #CloseTheDoor Podcast on Deddy Corbuzier Youtube Channel

2. Identify the data by categorizing the type of hate speech based on the theory of

Culpeper (1996) using the formula :

X= F/N x100%

Where:

X: Percentage of the type of impoliteness strategies of hate speech

F: Frequency of the type of impoliteness strategies of hate speech

N: Total number of the type of impoliteness strategies of hate speech

3. Find out the dominant type of hate speech based on the theory of Culpeper's Theory

4. Present the result of the analysis.