

Hate Speech Addressed to Puan Maharani on Social Media: Pragmatic Approach

Ujaran Kebencian yang Ditujukan Kepada Puan Maharani di Media Sosial: Pendekatan Pragmatik

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ABSTRAK

Abstract

This research discusses the analysis of hate speech addressed to Puan Maharani on Instagram. This research aims to determine the types of hate speech addressed to Puan Maharani on Instagram. Qualitative research is applied in this research. The research object is the hate speech by the social media user addressed to Puan Maharani. The techniques of data analysis in this research are used Mondal, et al theory (2017) in determining the types of hate speech. There are 17 data in this research. The results of this research are there are nine types of hate speech from the highest range to the lowest range, such as gender, physical, behavior, class, religion, race, sexual orientation, ethnicity, disability.

Abstrak

Penelitian ini membahas tentang analisis ujaran kebencian yang ditujukan kepada Puan Maharani di Instagram. Penelitian ini bertujuan untuk mengetahui jenis-jenis ujaran kebencian yang ditujukan kepada Puan Maharani di Instagram. Penelitian kualitatif diterapkan dalam penelitian ini. Obyek penelitiannya adalah ujaran kebencian oleh pengguna media sosial yang ditujukan kepada Puan Maharani. Teknik analisis data dalam penelitian ini menggunakan teori Mondal, dkk (2017) dalam menentukan jenis ujaran kebencian. Terdapat 17 data dalam penelitian ini. Hasil dari penelitian ini adalah terdapat sembilan jenis ujaran kebencian dari rentang tertinggi hingga terendah, seperti jenis kelamin, fisik, perilaku, golongan, agama, ras, orientasi seksual, etnis, disabilitas.



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1. Introduction

The convenience of social media coincides with the growing phenomenon of hate speech. Anyone can use social media without revealing their identity. Users can conceal their identities by creating fake accounts. A person can have multiple accounts. Because of the formation of a virtual society, humans can be

whoever they want. Individuals are not afraid to leave some hate speech in a post or news because they have freedom on social media. Because of the anonymity provided by social media, many people feel safe to say anything, even insults and curses that are not known by many people (Suryani, dkk:2023). The convenience provided by social media, like a double-edged sword, also corresponds with the emergence of new social problems such as hate speech and intolerance attitudes expressed through the various content and features available on social media (Bina, 2021).

Hate speech is any individual or group action that incites insults, provocations, or incitement against a particular set of people. Because everyone has the right to their own viewpoint, the phenomenon of hate speech is possible. Hate speech phenomenon occurs far too frequently, particularly in Indonesia. Previous research by Rahmadhany et al, (2021) found that data from the kominfo.go.id website indicates that there are 800,000 sites in Indonesia spreading hoaxes and hate speech. Even though there are laws prohibiting this phenomenon and providing for prosecution and punishment of offenders who violate those laws, this phenomenon still exists.

Hate speech strongly contradicts the Indonesian people's sense of decency. Although Indonesians are renowned throughout the world for their friendliness, their reputation has suffered as a result of these offensive remarks and hate speech. There has been a slight disappearance of the generation-to-generation principle of courtesy. One of the ethics of politeness in communication is the principle of politeness, which states that one should be mindful of the language and words used when speaking to one's speech partner in order to avoid offending them (Barat et al., 2022).

There are numerous methods to express hatred. Utilizing social media is one of the simplest methods (Nasution, dkk: 2022, 2023). Social media is a platform that enables online communication without geographical or temporal restrictions. Instagram is one of the social media platform where users can post a variety of content, including pictures and videos. They can view, like, and even remark on other people's posts in addition to sharing their own. This makes for an interesting social life where we can meet and interact with lots of people for free through Instagram.

All we need is a smartphone, the Instagram application and an internet connection. Using an Android or iOS smartphone or device, users can quickly and conveniently access the Instagram application. Instagram allows users to upload, share, and caption images and videos they shoot. Users can add inspirational quotes or wise sayings to the descriptions of their submitted photos and videos. Furthermore, other people have the option to reply by leaving comments (Afria & Fitriani, 2023).

Some studies on hate speech have been carried out, such as Wiana, (2019). The purpose of this study was to find out the use of hate speech uttered by netizens on presidential candidate pairs on Instagram and Facebook accounts. Further study conducted by Hidayati et al, (2021). This study aims to reveal the types of hate speech on social media based on Austin's criteria. Another research conducted by Wulandari S, (2022). This study aims to reveal

two things, namely the forms of hate speech on the Rocky Gerung Official youtube channel against President Joko Widodo and the forms of illocutionary speech acts, using descriptive qualitative (Izar, dkk.:2019, 2020, 2021).

Another study on hate speech was conducted by Aulia, (2022) This study aimed to identifying the types of hate speech based on Mondal, (2018) and the intentions of hate speech based on Kreidler, (2002) in the comment section of Joe Biden's Instagram posts. Paramita et al., (2022). The problem in this research was the form of hate speech in the viewers comments column of the YouTube channel on the topic of Puan Maharani in 2019.

Based on the explanation above, the researcher choose to identify the types of hate speech on Instagram and the object is Puan Maharani. The reason why the researcher choose this subject is because the level of hate speech is increasing nowadays, also because a presidential election for 2024 is coming up. The reason why the researcher choose Puan Maharani as an object of this study is because of the negative responses from netizens about the news that there is a possibility that Puan Maharani is a presidential candidate in 2024. It can be seen from the many utterances that lead to hatred for her on Instagram.

2. Method

This research is conducted by means of a qualitative research method that focusing on the library research using the Pragmatic approach. The researcher obtained the primary data for this research which came from Instagram account (@ketua_dpri, @pinterpolitik and @sindonews). The researcher obtained the secondary data for this research which came from books, journals, and thesis.

The data source of this research is collected from utterances containing hate speech in the forms of utterances spoken by Instagram social media users, taken from several comments on accounts that mentioned Puan Maharani. The data are then classified based on the types of hate speech, such as race, behavior, physical, sexual orientation, class, gender, ethnicity, disability, and religion. The data gathering technique comprises of multiple phases, including reading every comment on several Instagram accounts, picking those of these comments that are relevant to the topic of discussion, writing down the raw data, and finally classifying it. The technique of analysis data, in clarifying the type of hate speech the researcher used Mondal, et al (2017).

3. Result and Discussion

In this section the data in the form of sentences obtained from data sources, namely the personal accounts of Instagram social media users that contain the types of hate speech. Below, the researcher exhibits all the data that have been discovered where there are seventeen data:

Table 1
Data

No	Data	Types
1	<i>Gak sudi lagilah dipimpin sama penjilat kaum sipit..</i>	Race
2	<i>Kelakuan anda menjijikkan... Matikan mic saat yang lain bicara. Tingkah anda itu akan membuat orang lain kehilangan kebebasan berpendapat.</i>	Behavior
3	<i>Mau belajar bahasa inggris dengan baik dan benar ke bu Puan yang terhormat</i>	Behavior
4	<i>Apaan sih ini cebol gabut banget jadi presiden</i>	Physical
5	<i>Dah bu mending mundur. Saran aja nih perawatan sana kusam bgt tuh kulit.</i>	Physical
6	<i>Bu udah tua. Nggak takut akhirat apa bu. Inget akhirat ada.</i>	Physical
7	<i>Eh ni org punya suami gak sih? Gak pernah keliatan. Atau jangan2 dia LES**.. IH takuuut.</i>	Sexual orientation
8	<i>Enak yaa jadi orang kaya, semuanya dipermudah. Kalau mau jabatan tinggal minta sama ortu.</i>	Class
9	<i>Padahal berharap puan – ahy biar sama-sama nyungsep pangeran dan tuan putri yang terhormat</i>	Class
10	<i>Perempuan didapur aja masak</i>	Gender
11	<i>Ganjar Pranowo saja ya, lupakan capres cewe</i>	Gender
12	<i>Di rumah aja bu urus suami sama anak gak usah belagu mau jadi presiden</i>	Gender
13	<i>Tante banteng lagi menyamar...</i>	Gender
14	<i>Bagi" thr dong., Ups lupa ibu orang minang ya</i>	Ethnicity
15	<i>Udah banyak yang gak waras para petinggi konoha</i>	Disability
16	<i>Sholat difoto segala, dongo</i>	Religion
17	<i>Itu real sholat kah? Atau Cuma pencitraan aja?</i>	Religion

The Theory developed by Mondal et al., (2017) is used for this research. In this case, the researcher found some types of hate speech, those are race, behavior, physical, sexual orientation, class, gender, ethnicity, disability, and religion.

The Types of Hate Speech

1. Race

Race is a doctrine that describes disparities between people that can be caused by a variety of factors. Race can be defined by numerous factors, including skin color, facial traits, and ancestry.

Data 1

@mhdregianto: *gak sudi lagilah dipimpin sama penjilat kaum sipit..*

(I don't want to be led by sycophants of slanted people anymore..)

In the data above, the hate expression is referred by the utterance "slanted eyes". This term alludes to the physical traits of Asians, specifically their narrow eyes. Slanted eyes individuals in

Indonesia are those of Chinese origin. Because of their success and the enormous number of Chinese in Indonesia, many Indonesians believe the Chinese have a big potential to take over the country. The Indonesian people also feel that the majority of state officials are Chinese puppets. The slanted eyes people are also despised because they are thought to be the source of the corona virus, whose dissemination began in China. In this scenario, the account user intends to disparage the Asian race despite the fact that Puan Maharani does not have slanted eyes. However, because Puan Maharani is Asian, and narrow eyes are associated with Asians, this is still regarded as a racial type.

2. Behavior

The way a person acts or behaves, or the manner one does oneself, is referred to as behavior. People's attitudes, behaviors, and actions toward one another are referred to as behavior. Behavior refers to how people demonstrate their acts. It can be seen in the way people speak or treat one another. The data on the form of behavior identified in social media comments addressed to Puan Maharani is examined below:

Data 2

@lalakraila: *Kelakuan anda menjijikkan... Mematikan mic saat yang lain bicara. Tingkah anda itu akan membuat orang lain kehilangan kebebasan berpendapat.*

(Your behaviors are repulsive... Turning off the microphone while others are speaking. Other people's freedom of expression will be harmed as a result of your actions.)

In the data above, the hate expression is referred by the utterance "turning off" which shows that she has committed a bad behavior in the form of an action. The account user attempted to criticize Puan Maharani for her disrespectful behavior in turning off someone's microphone while they were voicing their opinion.

Data 3

@fandiiachmd : *Mau belajar bahasa inggris dengan baik dan benar ke bu Puan yang terhormat*

(If you want to learn English properly and correctly, contact the honorable Mrs. Puan.)

The data presented above depicts hate speech in the form of behavior. The account user made this statement in response to an occurrence in which Puan Maharani gave a speech in English but her pronunciation was poor. The account user expresses regret that a board leader may not be fluent in English. Puan Maharani can be seen stammering while reading English text at an event in a few seconds of video that has gone viral on social media.

3. Physical

Physical refers to parts of the body that can be touched or seen. Physical insults can be made by disparaging someone's body size, height, or something else. The following is an examination of physical type data discovered in social media comments addressed to Puan Maharani:

Data 4

@12345dikayo: *Apaan sih ini cebol gabut banget jadi presiden*

(What the hell is this midget really up to be president)

The keyword indicating that the data belongs to the physical group is "midget" based on the data findings above. A midget is a short person. By using the adjective, the account user attempted to disparage Puan Maharani's height.

Data 5

@kinaainun : *Dah bu mending mundur. Saran aja nih perawatan sana kusam bgt tuh kulit.*

(It is best to take a step back. Just a treatment idea there, the skin is really dull.)

In this data, the hate expression is referred by the utterance "the skin is really dull". This statement featured a physical insult by implying that Puan Maharani's facial skin was dull, when it was not. A face expression that appears sick, lacks glow, and lacks energy is a sign of dull skin.

Data 6

@25kan_ : *Bu udah tua. Nggak takut akhirat apa bu. Inget akhirat ada.*

(Ma'am already old. Are you not terrified of the afterlife? Remember that the hereafter exists.)

In the data above, the hate expression is referred by the utterance "old". Old is a word used to describe people who are no longer young with a certain physical conditions. Old can relate to the appearance of the face, skin, or body. As a result, it can be classified as Physical.

4. Sexual orientation

Sexual orientation refers to people you are attracted to and desire to date. Gay, lesbian, straight, bisexual, and asexual are all sexual orientations. Offensive jokes or statements about sexual orientation, homophobic slurs or name calling, and unwanted touching or sexual gestures are all examples of sexual orientation harassment.

Data 7

@tiffani_andara: *Eh ni org punya suami gak sih? Gak pernah keliatan. Atau jangan2 dia LES**.. IH takuuu.*

(Hey, does this person have a husband? Never seen. Or maybe she's LES**.. I'm scared.)

In the data above, the hate expression is referred by the utterance "les**". This includes insulting sexual orientation. Even

though the account user has covered 2 letters of the word, the meaning of this utterance is still widely known. Account users consider Puan Maharani to be a lesbian because her husband is rarely exposed to the media.

5. Class

Class is defined as a system of arranging a society in which people are split into groups based on perceived social or economic position. In this case, class refers to a social class that can reveal someone's social standing. Below is the data analysis of class type in the social media:

Data 8

@dilannya22 : *Enak yaa jadi orang kaya, semuanya dipermudah. Kalau mau jabatan tinggal minta sama ortu.*

(It's nice to be wealthy because it makes everything easier. Simply ask your parents if you want a job.)

In the data above, the hate expression is referred by the utterance "wealthy". This demonstrates social class because many people believe that those born wealthy always have an advantage. The account user may believe that Puan Maharani's position was bestowed upon her by her mother.

Data 9

@rs_ihسان : *Padahal berharap puan - ahy biar sama-sama nyungsep pangeran dan tuan putri yang terhormat*

(Even if I hope puan - ahy, honorable prince and princess, that they both fall down.)

In the data above, the hate expression is referred by the utterance "princess". The princess is a term that describes the atmosphere of the kingdom. The princess is the daughter of the king and is a noble. Nobility was the highest social class in pre-modern society. In this case the term Princess can be grouped as a class type because Puan Maharani is the granddaughter and daughter of two former Indonesian presidents. The position of the president itself is the same as the nobility or king of a country.

6. Gender

Gender is an indicator of a person's identity. In this universe, there are two genders: men and women. The physical and social conditions are what distinguishes them. Below is the data analysis of gender type in the social media addressed to Puan Maharani:

Data 10

@teo.rahman : *Perempuan didapur aja masak*

(Women should only be in the kitchen to cook.)

In the data above, the hate expression is referred by the utterance "only be in the kitchen". Women and men hold the same place in today's modern world. However, some individuals continue to underestimate women, believing that women are just appropriate for the kitchen. The account user from earlier is an

example.

Data 11

@frans_pietersenduk67: *Ganjar Pranowo saja ya, lupakan capres cewe*

(Just Ganjar Pranowo, forget about female presidential candidates)

From the data above, the account user attempted to disrespect Puan Maharani by presenting the name of another presidential candidate, a man, and stated that it would be better if the female presidential candidate was forgotten.

Data 12

@sienna_arini : *Di rumah aja bu urus suami sama anak gak usah belagu mau jadi presiden*

(Just stay at home, take care of your husband and children, don't be arrogant about wanting to be president)

The data presented above is a type of hate speech in the gender category. This is due to the account user's statement that Puan Maharani should not have been so arrogant as to seek for leader. The account holder recommended Puan Maharani to stay at home and care for her husband and children, as this is a woman's responsibility. Of course, none of this is related to the presidential nomination.

Data 13

@bimoalexander99 : *Tante banteng lagi menyamar...*

(Aunt bull is in disguise)

The keyword "aunt" denotes hate speech in the form of gender. The term aunt is associated with a lady. The account user attempted to mock Puan Maharani by using the word "bull" followed by a figurative word, which has become a symbol of Puan's party.

7. Ethnicity

Ethnicity is a term that refers to the social and cultural qualities, backgrounds, or experiences that a group of people share; it relates to cultural characteristics and what makes someone a member of another group. Below is the data analysis of ethnicity type in the social media addressed to Puan Maharani:

Data 14

@sera23anya: *Bagi" thr dong., Ups lupa ibu orang minang ya*

(Give us religious holiday allowance., ups forget that you're minang.)

In the data above, the hate expression is referred by the utterance "minang". In this case it can be classified as an insult to ethnicity because it relates to the stereotype that Minang people are stingy people. Due to the misconception that Minang people are mostly thrifty because many of them are immigrants who

must consider their financial situation, this stereotype exists. So it is rather difficult to get holiday allowances.

8. Disability

Disability is a condition related to mental health or human physical condition. Below is an example of an expression of hatred towards Puan Maharani in the type of disability:

Data 15

@kailaandini88: *Udah banyak yang gak waras para petinggi konoha*

(There have been many who are crazy, the Konoha officials)

In the data above, the hate expression is referred by the utterance "crazy". Crazy is an expression that refers to a person's psychotic disorder. A psychotic disorder is a condition in which a person is unable to discern between the real and fictitious worlds, or when the mind undergoes extreme distortion, causing self-control to be disrupted. So, this is included in the disability type.

9. Religion

Religion is human belief in God. Many religious people carry out their activities by worshiping to feel comfort and peace. Below is an expression of hatred towards Puan Maharani in the type of religion:

Data 16

@akmlbd: *Sholat difoto segala, dong*

(All prayers are documented, idiot.)

Following the finding of the foregoing data, the account user attempted to attack Puan Maharani for documenting her religious activities. The account holder believes that religious activity does not need to be documented and should not be made public.

Data 17

@rgtxy: *Itu real sholat kah? Atau Cuma pencitraan aja?*

(Is that real prayer? Or just an image?)

The data above indicates that the data is a collection of religions. This is because the account user attempts to attack Puan Maharani's worship, implying that Puan Maharani worships for image motives rather than for her god.

The researcher expects that this research will contribute in the further developments of linguistics, especially pragmatic. Add insight to the researcher about linguistic and increase the number of references for digital society. The researcher hopes that this research may give a provide understanding to the society about some of expressions that refer to hatred. This research is expected to become a source of information for further researchers who will conduct the same subject.

To the readers, Readers who are also social media users are advised to use caution when commenting or arguing about something on social media. All the users have the freedom to express themselves freely on social media, but

they must also respect the rights of other users. Avoid spreading hate speech to avoid unfavorable outcomes. Avoid using foul or strong language that may offend individuals. As a result, when commenting on any platform, be more selective in your word choice so that harmony can be created even in online.

4. Conclusion

Based on the explanation of the data analysis above, it can be concluded that the hate speech found on Instagram social media carried out by personal accounts addressed to Puan Maharani are classified into nine types of hate speech, those are race, behavior, physical, sexual orientation, class, gender, ethnicity, disability, and religion. The theory proposed by Mondal et al was used to assess the types of hate speech in this research. Researcher discovered 17 data points pertaining to different sorts of hate speech. As a result, as social media users, we as a community in the digital world should be more cautious and wise in our use of it. Use every feature supplied by the developer to your advantage. To develop a courteous digital society, for example, use the comments column wisely.

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