

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

Freedom of Speech is where everyone has the right to express their opinions, and that right must be respected by others of course. Freedom of speech can include in various aspects of life media. Freedom of Speech is one of the human rights. But on the other side, these rights are often used as a shield of protection by performing hate speech. This has led to the phenomenon of Freedom of Speech. This phenomenon occurs in many cases regarding hate speech on the grounds of freedom of speech.

One of the phenomena of freedom of speech that occurred in America, the birth of the Controversy from hate speech. When Catholics and Jews made their first attempts to suppress expression of hate by banning circulation of Hendry Ford's antisemitic newspaper and prohibiting meetings and parades by the Ku Klux Klan (KKK) racist group known as 'The Klan' the extreme racist group in the United States (USA) who believed that the white race was the best. It was founded on December 24, 1865 with motive to fighting to eradicate blacks and minorities in the US such as Jews, Asians and Roman Catholics. "Following the suppression of dissent during World War 1 The American Civil Liberties Union (ACLU) was established in 1920. The ACLU committed itself to the defense of free speech, including hateful and offending speech" ( Walker, Samuel. 1994:18).

Although until now America does not have specific rules regarding Hate Speech. Rumadi (2017:166) conclude that "Countries that view hate speech cannot be banned since it is part of freedom of expression. US holds this kind of

view. US is the only country with no codes about hate speech. However, it does not mean that hate speech cannot be considered a crime.”

In contrast to the US, Indonesia issued written regulations regarding violations of hate speech. Some countries such as Indonesia issued regulations regarding hate speech. Every action that has an objective or can have an impact on acts of discrimination, violence, loss of life, and or social conflict. Irsyad Dhahri and Nurharyah Khaer (2019:258) added that in the Circular of the National Police Chief NUMBER SE / 06 / X / 2015 regarding Hate Speech (Hate Speech) explained the definition of Hate Speech (Hate Speech) can be in the form of criminal acts set out in the Criminal Code and other criminal provisions outside The Penal Code, which takes the form of: Humiliation, Defamation, Defamation, Unpleasant Acts, Provoking, Instigating, Spreading false news.

The phenomenon of Freedom of Speech in Indonesia itself often occurs and lately, it has become a public discussion. Freedom of Speech has changed along with technological developments. The euphoria of the public in welcoming the existence of social media as a means of expression and opinion turned out to cause problems when it was contrary to the teachings of the law and was not accompanied by responsibility for the use of social media. In the name of freedom of opinion, everyone feels his opinion must be respected and respected in whatever form. Though living in a democracy does not mean being free without rules and can easily break the rules. The use of free speech which leads to hate speech.

Nowdays Hate Speech has enter the 21<sup>st</sup> century or called the digital age to this day increasingly rampant coupled with the support of an increasingly

sophisticated technological container in the World such as social media. Irawan (2018) add that "The rise of Hate Speech is supported by the increasing number of smart phone users who actively surf on social media." In social media many found various status picture posts or comments that contain views, opinions, entries or arguments openly. According to the latest Hotsuite data as of January 2019 the number of active social media users is 3.484 billion people. The social media platform becomes dynamic and interactive space for speaking out hate through comments or insulting, abusing or provoking languages ranging from political, social, economic to personal life issues. One example of cases of hate speech in Indonesia is the famous musician Ahmad Dhani, that he was sentenced to 1.5 years in prison on his Twitter account there were 3 uploads. His second tweet: *'Siapa yg dukung penista agama adalah bajingan yang perlu diludahi mukanya'* . This case clearly shows that freedom of speech requires knowledge. In the selection of words that are appropriate for exercising the right to freedom of speech and avoiding words that lead to hate speech. One of them is the use of Dysphemistic Language. "Dysphemisms occur typically in what otherwise is called hate speech" (Janicki,Carol. 2015:124).

Using the term "Nutcuse" for someone with a mental illness, using "Tub of Lard" for someone who is overweight is a mistake or using "poor people" than "the economically disadvantaged". This words that are often found in social media can be categorized as acts of bullying in cyberspace or social media better known as Cyberbullying. Especially to convey and vent the or haters displeasure towards someone like making fun of, insulting, insinuating, and every utterance of hatred to someone or group of people.

Professor Ann John said conducted research on 150,000 young people in 30 countries. Highlights the danger of cyberbullying to both offenders and victims which usually occurs in young children under 25 years. Published in the Journal of Medical Internet Research, states that young people who get violent on social media tend to be more vulnerable to self-harm to committing suicide. Those who are victims of cyberbullying will experience severe emotional and physical disorders. Includes emotional problems, behavior in concentrating difficult, and difficult to get along. Some examples of cases in parts of Dunina such as, in Canada in 2012, are the cases of Amanda Todd, a 15-year-old teenager who committed suicide by hanging herself due to not being able to withstand the abuse and bullying she received on social media. In 2016 in Texas, 18-year-old Brandy Vela shot his own chest and 18-year-old United States Tyler Clementi jumped from a 65-meter bridge. While in Indonesia Reni Novita Dewi, 23, jumped from Margonda Residence Apartment, March 11, 2019.

Of the many cases caused by bullying through social media or cyberbullying on the basis of the right to freedom of speech which results in hatred, knowledge is needed to use it. Attempts to control what is referred to there as 'hate speech' (the dysphemistic expression is itself a significance linguistic choice) in ways that do not violate citizens' (Grant, C. B., & McLaughlin, D.(Eds.)2001). Through the phenomenon Freedom of Speech, this research was conducted with the aim of finding out the types of Dysphemistic Language found in special social media belonging to people who committed to suicide as a result of the bullying.

This study raises one case of suicide that is quite interesting public attention in 2019 where a former girl group f(x), Sulli found dead in her apartment Monday (14/10/2019) in Seongnam, Gyeonggi Province, South Korea. Choi Jin-ri or better known by her stage name Sulli, born in Busan 29 March 1994 an actress, singer and model. First debut as a child actress, on the SBS historical drama *Ballad of Seodong* (2005), and then she appearing in some television series namely *Needs a Miracle* (2005), *Drama City* (2007), *Vacation* (2007), and *BA:BO* (2008). In 2009 Sulli joined the SM Entertainment label as a member of f(x) girl band. In early 2014 coincide with decision to left f(x) Sulli also resumed acting by starring in features film with titles “Pirates” and “Fashion King”. Her last film *Real* (2017) sparked some controversy, especially in the bed scene that she did. In teaser reality show, Jinri Store Sulli said that she is struggling with panic disorder and social phobias : “Even close people left me. I was hurt by them and felt that no one understood me, it make me a mess.” So many assumptions that can be found about the reason Sulli became a victim of bullying on social media, especially Instagram. From Tribun Style.com there are 7 fact Sulli became a victim of bullying in social media, two of them are: She having a relationship with Hip-hop musician, Choiza and they have 14 years difference age. “The relationship beetwen those who are far adrift of age could be a material scorn by nitizen.” (m.tribunnews.com, tuesday, 15 October 2019). And She often posts photos of herself showing off her braless apperance on social media.

Through this background, research on the use of Dysphemistic Language carried out. As for several previous studies on Dysphemism. The study of dysphemism becomes one of the significant topics for some researcher. Dina

Hartanti Generous (2018) analyzed “Use of Dysphemism by Haters in the Instagram on Artist Ayu Ting-Ting Account”. Syafinatul Firdaus (2018) analyzed “Dyphemism In Rivelade TV Series Season 1”. In this Study This study examines the expression of dysphemism and its use by gender, age, and role in society and chooses Keith Allan’s X-phemism and creativity (2012) to explore the obtained data. Dewi Erlinawati (2016) analyzed “Penggunaan Disfemia dalam Komentar Para Nitizen di Situs Online Kompas.com pada Rubrik”.

Some previous studies have some similarities and differences from the data source, method and theories with the research conducte. By carrying out this study, it is expected to provide knowledge to the users of used their Fredom of Speech in social media to be more careful, more attention and wisher in commenting on social media. This study draws on Dysphemism Language term by Allan, K., & Burrige, K. (2001) in case study of Sulli’s Instagram Bullying. Sources of data taken through the comments column in Sulli’s Instagram uploaded post in one last year in January to August 2019.

## **1.2 The problem of the study**

1. What are types of Dysphemistic Language found in Sulli's Instagram?
2. What is the purpose of Dysphemistic Language used from the dominant type in Sulli's Instagram by netizen ?

## **1.3 The objective of study**

Related to the statement of problem above this study intends to achieve some objective:

1. To identify the types of Dysphemism Language in Sulli's Instagram account.
2. To find out the purpose of Dysphemistic Language used in dominant type by netizen.

## **1.4 Scope of the study**

This study focused on the dysphemism term according to Allan, K., & Burrige, K. (2001) as the main tool. Where it has eight categories of Dysphemistic Language types that each of them has a different way to forming the Dysphemistic terms, such as Synecdoche Dysphemistic Epithet, Euphemistic Dysphemism, Dysphemistic Euphemism, "-ist" Dysphemism, Name Dysphemism, Cross-Cultural Dysphemism and Homosexuality Dysphemism.

The data are taken from Sulli's Instagram account comment column on her uploaded post in 2019 from January to August, there are 200 comments that choosen.

### **1.5 Significances of study**

The findings of this study are expected to be useful theoretically and practically.

#### **1. Theoretically**

- a. This study can use as a reference to another research about dysphemism and also for help to the next other researchers.
- b. The result of this study expected to enrich the information to the reader about the word structure in the form of terms and expression.

#### **2. Practically**

- a. To help the reader and writer to make the right decision on which term that should be used in certain conditions like give a comment in social media, so it's not offending, cause bad things, and violate applicable rules.
- b. To help teachers to explain to students about dysphemistic language terms so they are able to recognize the reason to use it and to warn themselves to be wiser while giving a comment in social media and also in speaking.

## **CHAPTER II**

### **THEORETICAL FRAMEWORK**

#### **2.1 Theoretical Framework**

##### **2.1.1 Freedom of Speech**

Freedom of speech is a principle that supports the freedom of an individual or a community to articulate their opinions and ideas without fear of retaliation, censorship, or legal sanction in this case it is not included in the case for spreading hatred. Werhen, Keith. (2004:36) Thomas Emerson a leading first Amendment scholar, advanced an influential argument that autonomy rationale should be considered the leading justification for freedom. Emerson believed that freedom of speech should be protected as an human right. Irsyad Dhahri and Nurharsyah Khaer (2019) discuss about the concept of hate speech in Indonesian. Based on these articles, the Right of Opinion is the right of every citizen to convey his thoughts through writing, oral, and others freely and responsibly in accordance with the prevailing laws and regulations. Examples of such treatment are the delivery of an oral opinion including speech dialogue, discussion and deliberation. Submission of opinions in writing are pictures, posters, brochures, petitions, leaflets and banners. and the submission of other opinions, including strikes, and silence.

##### **2.1.2 Hate Speech**

Hate Speech is an act of communication carried out by individuals or groups in the form of provocation, incitement, or insults to other individuals or groups in terms of various aspects such as race, color, association, sex, damage,

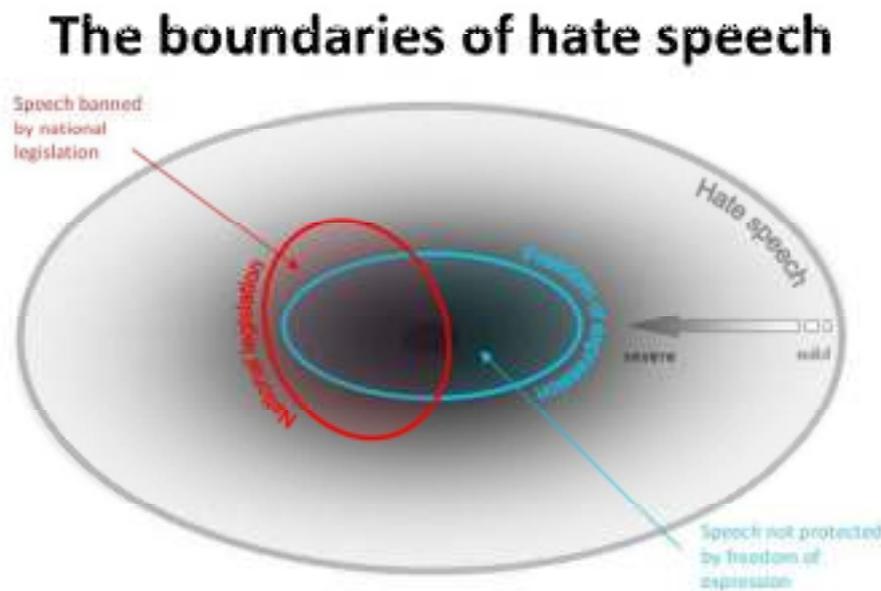
conversational sections, citizenship, religion, and so on. According to British Institute of Human Rights 'The term "hate speech" shall be understood as covering all forms of expression which spread, incite, promote or justify racial hatred, xenophobia, anti-Semitism or other forms of hatred based on intolerance, including: intolerance expressed by aggressive nationalism and ethnocentrism, discrimination and hostility against minorities, migrants and people of immigrant origin.'

In Additional Protocol to the Convention on Cybercrime, concerning the criminalisation of acts of a racist and xenophobic nature committed through computer systems (Strasbourg, 28.I.2003).

1. Although the definition lists a number of groups which are frequently seen to be the targets of hate speech, it does not limit the possible targets to these groups alone. This is an 'opened' definition, in accordance with the open-ended understanding of discrimination adopted by the European Court of Human Rights. In this paper we also look at examples of homophobic and sexist hate speech and instances of intolerance towards people with disabilities or people with different political views.

2. The boundaries of what is regarded as hate speech under this definition are likely to fall outside the boundaries of speech which is criminalised under national legislation. They are also likely to fall outside the boundaries of speech which should not be restricted under freedom of expression (see diagram below). These are important points because the most common strategy of organisations working in this area appears to be to campaign for greater restrictions on content, or to campaign for content to be taken offline.

## Frame 2.1 Boundaries of Hate Speech



#### 2.2.1.1 Hate Speech online (Cyberhate)

"Racist and xenophobic material" means any written material, any image or any other representation of ideas or theories, which advocates, promotes or incites hatred, discrimination or violence, against any individual or group of individuals, based on race, colour, descent or national or ethnic origin, as well as religion if used as a pretext for any of these factors."

#### 2.2.1.2 Cyberbullying

"Cyberbullying is related to, but is different from, Cyberhate. In a school context, cyberbullying means any electronic communication including, but not limited to, one shown to be motivated by a student's actual or perceived race, colour, religion, national origin, ancestry or ethnicity, sexual orientation, physical,

mental, emotional, or learning disability, gender, gender identity and expression, or other distinguishing personal characteristic, or based on association with any person identified above, when the written, verbal or physical act or electronic communication.

### 2.1.3 Dysphemism

A **Dysphemism** is an expression with connotations that are offensive either about the denotatum to the audience, or both and it is substituted for a neutral or euphemistic expression for just that reason (Allan & Burridge 1991: 26). Dysphemism comes from Greek dys or dus (bad, abnormal, difficult = English) which means 'bad', is the opposite of euphemism, further means to use words that mean harsh or express something that is not true. Dysphemism is an attempt to replace words that have subtle or ordinary meaning with words that have a rough meaning (Chaer, 1995: 144). Dysphemism is the opposite of euphemism is curiosity, namely the use of words or expressions that are more crude than certain words or expression. Chaer (2007: 315), states the use of dysphemism is deliberately done to achieve the effect of the conversation becoming firmer. Dysphemism is used for various reasons, usually used to indicate irritation or do people in an unfriendly situation. Dysphemism is synonymous with hurtful expressions, disgusting, rude or disrespectful, vulgar, taboo, and indecent. The conclusion of several notions of dysphemism is that dysphemism is the use of harsh words and is valued by the feeling of impolite, painful, vulgar, taboo, and indecent. The use of these words to replace phrases

that have a more subtle taste. These words of dysphemism usually appear in unfriendly situations, usually to express resentment or annoyance.

#### **2.1.4 Types of Dysphemism Language**

According to Allan, K., & Burridge, K. (2001) there are eight types of Dysphemism Language namely:

##### **2.2.3.1 Synecdoche**

Synecdoche is a figure of speech in which a term that denotes one thing issued to refer to a related thing or human being itself. For example is, “She is a prick.” In this case, prick itself has a meaning „a girl who is abrasive, rude, and takes pleasure from hurting other people's feelings.“

##### **2.2.3.2 Dysphemistic Epithet**

Animal names are frequently used as dysphemistic epithets. By using one, the speaker offends the listener by targeting his or her humanity. For example are calling someone “A pig” in order to insult her / his weight, or insult someone by calling them “Chicken” because she / he is a coward (Allan & Burridge, 2001)

##### **2.2.3.3 Euphemistic Dysphemism**

A speaker may use a minced oath when wanting to swear (interjectionally) for emphasis without offending. The illocutionary act (expressive) is dysphemistic while the locution is euphemistic so it is not to offend others. The example of this type is “ ... she is freaking amazing“. The speaker uses the word freaking instead of “fucking” because s/he wants to sound less harsher.

##### **2.2.3.4 Dysphemistic Euphemism**

Abusive language can be used as friendly greetings between friends or families, intended without animosity. This is indicative of friendship or

familiarity. For example is, “You are a dumbass, but I love you anyway.” The word dumbass can be considered as the harsh word but the speaker does not have.

#### **2.2.3.5 “-ist” Dysphemism**

Ethnic slurs are dysphemism targeted at those of a particular ethnicity, and may involve an element of stereotyping. Dysphemism for those of a particular biological sex, religion, political stance, sexual orientation, ability level, or any other personal trait may function likewise.

#### **2.2.3.6 Name Dysphemism**

When a person uses another's name rather than an appropriate kinship term or title of address. The speaker uses a more casual or lower style than is appropriate given the social context. This use of language may not constitute dysphemism if the choice of words used by the speaker is welcomed by the listener. In that case it would appeal to the listener's positive face rather than damage it, and would thus not be a dysphemism. Anger or dissatisfaction with the listener (or group of people) may compel a speaker to use a name dysphemism or term of address dysphemism.

#### **2.2.3.7 Cross-Cultural Dysphemism**

Various slang terms that are dysphemistic in one culture may not be if they hold a different meaning in another culture. For example is fag. Fag means a slur used for gay man in American English, whereas, in British English it used for cigarette.

### **2.2.3.8 Homosexual Dysphemism**

Homosexuality dysphemism here is the terms that are used regarding homosexuality.

### **2.1.5 Semantic**

Semantics is a branch of linguistics that studies the meaning of a language used by humans in a life. This semantics looks more specifically at the meaning of a word and the relationship between the marker and the signifier.

According to Chaer (2009: 59) the types of meanings are distinguished by semantic type and based on the presence or absence of taste. Meanings based on semantic types consist of lexical meaning and grammatical meaning. According to Chaer (2009: 60) lexical meaning is the meaning that is in accordance with the referent, the meaning which is the result of observation of the senses, or the meaning that is really real in life. While grammatical meaning is the meaning that arises due to the functioning of words in sentences (Pateda, 2010: 104). Meaning based on the presence or absence of taste consists of denotation and connotative meanings. Denotative meaning is the meaning that is in accordance with the results of observations according to sight, smell, hearing, feeling or other experiences. So this denotative meaning concerns factual information on objects. While the connotative meaning is a word that has "sense value" both positive and negative Chaer (2009: 65).

### **2.1.6 Social Media**

A social media is an online platform which people use to build social networks or social relations with other people. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing

sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections.

According to Chris Brogan (2010: 11) in his book entitled *Social Media 101 Tactic and Tips for Developing Your Business Online* defines Social media as follows: "Social media is a new set of communication and collaboration tools that enable many types of interactions that were previously not available to the common person." (Social media is a new set of communication and collaboration tools that allows many types of interactions that were not previously available to ordinary people).

This research is inseparable from previous studies that have been conducted as material for consideration and study. In this study, readers are expected to be able to difference between previous research that has been done and research conducted.

## **2.2 Previous Research**

The following are some previous studies on dysphemism

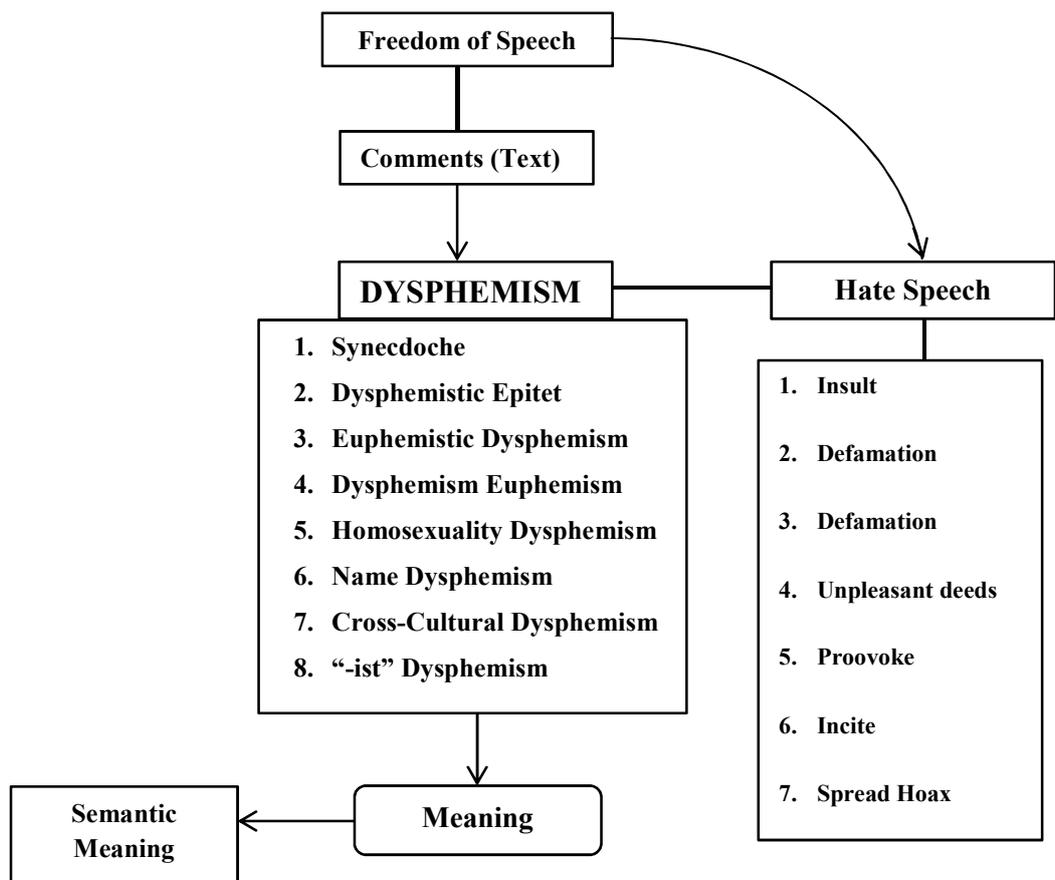
1. Putri, Devyta (2008) *Dysphemism analyzed Dysphemism in "Teen Wolf Season 1" TV Series*. The researcher used qualitative descriptive approach and the data were taken from the utterances of every character in *Teen Wolf Season TV Series*. The researcher used Allan & Burrige's theory to find the types of dysphemism and the purposes of the use of dysphemism. The findings of the research that are five types of dysphemism such assynechdoche, dysphemistic epithet, euphemistic dysphemism, dysphemistic

euphemism and homosexuality dysphemism. There are a total of 126 data that identified as the types of dysphemism.

2. Dina Hartanti Generous (2018) analyzed Use of Dysphemism Haters in The Instagram on Ting Ting account Artist. In this research it can be concluded that in the comments column of the Ayu Ting Ting account there is dysphemism by hater (haters) consisting of 3 forms namely the shape of the Ayu Ting Ting account : words, phrases and expressions.
3. Sulistini Dwi Putranti, M.R Nababan, Sri Samijati Tarjana analyzed Euphemism, Orthophemism, and Dysphemism in the translation of Sexual. Advances in Social Science, Education, and Humanities Research (ASSEHR), volume 158 In this study it can be concluded that there is a use of dysphemism (offensive and taboo words) in the novel but the translator managed to overcome it in translating the novel.
4. By I Gede Suarya Dhika English Department (2013) Euphemism and Dysphemism in the Movie Remember Me. In this study it can be concluded that the cast in the film uses dysphemism.
5. Syafinatul Firdaus Analyzed ‘Dysphemism in Riverdale TV Series Season 1’ investigates the types of dysphemism along with the usage of dysphemism based on gender, age, and role in the society. The writer chooses Keith Allan’s Xphemism and creativity (2012) to explore the obtained data. All of the investigation activities are under qualitative-content analysis method. The writer acts as the key instrument – human instrument. The result shows 402 dysphemism expressions are uttered by the characters of Riverdale TV Series. From these 402 dysphemism expressions.

From the five studies above it can be concluded that the difference in research is the object of study and the theory used in each study. In the first study, there are similarities in objects but have differences in the theories used to analyze. While the similarities are both researching about dysphemism.\

### 2.3 Conceptual Framework



**Dysphemism Language Analysis : Case Study of Sulli Instagram Bullying  
Debora Pebrina Surbakti (2020)**

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Design**

This research used a descriptive qualitative research method. Called qualitative research because this research not obtained through statistical research procedures or other forms of arithmetic using numbers. This study aims to understand the linguistic phenomena that analyze data with all the characteristics, nature, character that will produce findings as they are (Subdaryanto, 2006: 11).

#### **3.2 Data Resource**

The data source in this research is a document from netizen comments that use dysphemistic language. This data is taken from Sulli's Instagram account, which are 200 comment that choosen from Sulli's Instagram uploaded post in 2019 from January to August.

#### **3.3 Techniques of data collection**

Data collection techniques are use method observation attentively and technique of collecting data with take notes. The method of listening is done to observe the use of language. The term listening here is not only related to the use of language verbally, but also in writing (Mahsun, 2005: 95). The listening method in this study uses an advanced technique in the form of note taking. The note taking technique is to note some forms that are relevant to the research and use written language (Mahsun, 2005: 93). The note taking technique as an

advanced technique was chosen because the data source in this study was in the form of a document namely the comments of netizens on Sulli's Instagram.

### 3.4 Techniques of data analysis

The following steps are illustrated to analyze the data consider the purpose of this study is to find out the use of dysphemism contained in the Sulli Instagram Post comments column.

#### Step 1

All the data will be describe or written in tabular form and then sorted according to upload date and month.

**Table 3.1 Data**

<b>No.</b>	<b>Date</b>	<b>Comment</b>
1.	<b>01-01-2020</b>	Lessbi
2.		Queen of the gays
3.		Dasar Pemabuk (Drunkard)

#### Step 2

Data in the tabular classified and analyzed based on the language form of dysphemism proposed by Allan, K., & Burrige, K. (2001). There are 8 types of dysphemism language explained more detail on the theoretical framework namely Synecdoche, Dysphemistic Epithet, Euphemistic Dysphemism, Dysphemistic Euphemism, "-ist" Dysphemism, Name Dysphemism, Cross-Cultural Dysphemism and Homosexuality Dysphemism.

## Name Dysphemism

### 1. D3 “Drunkard”

The word “Drunkard” above is included in Name Dysphemism because the netizen uses word “Drunkard” as another's name to Sulli. It's more casual or lower that appeal anger and dissatisfaction. The data that have the same characteristic with D3 is D5.

( Code D3 it means the data of number 3 )

### Step 3

All the data calculated and to account the total of dysphemism that are used in Sulli's Instagram this study used the formula :

$$X = F/N \times 100\%$$

Where: X = Percentage of the type of dysphemism

F = Frequency of the dysphemistic language

N = Total number of dysphemism.

**Table 3.2 Table of Percentage analysis.**

No.	Type of Dysphemism	Percentage
1.	Synecdoche	
2.	Dysphemistic Epithet	
3.	Euphemistic Dysphemism	
4.	.....	
	<b>Total</b>	

