

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a communication tool used by humans to be able to communicate with the other peoples. The existence of language is dynamic and changes over time, it develops rapidly appropriate with human needs and the development of the era.

In this modern era, technology is one of the important needs in human's life. Basically, technology is created to facilitate humans, but behind all of its convenience, there are some negative impacts that arise especially from using social media. Literally social media consist of two words "social" and "media". Social refers to interacting with other people by sharing information and receiving information, while media refers to an instrument of communication, like the internet, TV, radio, newspaper and etc, so social media is media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogues.

Nowadays there are many kinds of social media, such as Facebook, Instagram, twitter, path and so on. But here we discuss about Facebook. According to Wati and Rizky (2019) Facebook is a social network that users can use for each other know and communicate in various purposes and also communicate recreation. Facebook is a social networking site that was launched in 4 February 2004 and founded by Mark Zuckerberg, a Harvad meeting and

former Ardsley High School student. Towards Facebook, everyone can post and comment everything they want, and this could be evoked some negative impacts. Siddiqui and Singh (2016) state that there are several negative effects of social media on society: (1) it makes people addicted. People spend lots of time in social networking sites which can divert the concentration and focus from the particular task. (2) Social media can easily effects the kids, the reason is sometimes people shares photos, videos on media that contain violence and negative things which can affect the behavior of kids or teenagers. (3) It also abuses the society by invading on people's privacy. (4) Social lies like family ones also weaken as people spend more time connecting to new people. (5) Some people use their images or videos in social sites that can encourage others to use it false fully.

Regarding social media especially in Facebook, hate speech is also one of the negative impact that has been growing lately. Hate speech is a term for saying bad words on some purposes. Hate speech could also reflect violence. Not physical violence but verbal violence which tends to represent authority (Baryadi, 2012). Based on the regulation of Kapolri No: SE/6/X/2015 regarding hate speech, what is called hate speech is all acts considering as insulting, defamation of name, blasphemy, unpleasant act, provoking, inciting, or spreading false news. According to Culpeper (2011) hate speech is a negative attitude towards specific behaviors occurring in specific context, it is designed to attack face, and thereby cause social conflict and disharmony. According to Pranowo (2009), hate speech refers to a person having impolite behavior which is always due to several factors, they are (1) always driven by emotion in his speech, (2) always wants to corner

the hearer in his every speech, (3) always has prejudice toward the hearer and (4) always protective of his opinion.

Reported from Detik.Com 2017, the number of cybercrime regarding about hate speech increases every year. A total of 5,061 cases of cybercrime during 2017. That number rose 3% from 2016, which captured 4,931 cases. "The number of transnational crimes has increased, this year there were 5,061 cases," said National Police Chief Tito Karnavian at National Police Headquarters, JalanTrunojoyo, South Jakarta, Friday (12/29/2017). Tito said the number of cybercrimes that could be resolved by the National Police this year was 1,368 cases. Cases that can be raised increase from 2016, which were arrested 1,119.

The factors that cause a person to commit hate speech especially humiliation on social media include: (1) Individual factors: Individual psychiatric factors themselves can cause crime such as emotional strength, low mentality, heartache with victims, revenge and others. (2) Social Control Deficiency Factors: Factors of lack of social control are the lack of reasonable internal control from parties or the environment in the family who often do not want to know the condition of family members, and from external parties where the community does not pay attention to the crimes that occur around it, loss of control and lack of social norms or conflict of intended norms. (3) Facilities Factors: Factors of facilities, facilities and technological progress cannot be denied also have a great influence on the occurrence of hate speech, especially insults carried out on social media. Technological advances make it easier for perpetrators to commit crimes by maximizing existing facilities in modern times. (4) Environmental factors: The environment is the main place in supporting the occurrence of criminal behavior

patterns by someone. The influencing factors include: (a) An environment that provides opportunities for crime. (b) A social environment that provides examples. (c) Economic environment, poverty and misery (Febriyani, 2018).

Culpeper (2011) mentioned that there are five strategies of impoliteness that could be used to analyze hate speech. These impoliteness strategies are a means of attacking the hearer's face. They are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm and withhold politeness. The author used this theory to analyze hate speech addressed to President JokoWidodo during his tenure. The data that is taken only on hate speech that have been viral and processed by the police.

In modernization the use of social media deliver various benefits for every day human communication, for example in Facebook people share their story, photos, status in Facebook. Whatever they send off, it is about social connection, but there is common negative feedback from Facebook. People expose themselves in Facebook but there is positive feedback and negative feedback. In negative feedback people in Facebook often face so many threatening, for example the negative of words such as hate speech. The researcher take Facebook as the sample analyzing of found in Facebook hate speech.

Tabel 1.1 The List of Impoliteness Found in Political Hate Speech in

Facebook Account Usernames:

<i>No</i>	<i>Initial Facebook Account Usernames</i>	<i>Hate Speech</i>
1	R. A	<i>Gue berharap diwaktu yang akan datang bisa menginjak kepala jokowi sampai pecah, biar perlu otaknya juga berserakan ditanah. #DirgahayuIndonesia</i>
2	S. M	<i>Perhatikan baik-baik, itu masjid apa klenteng.. Berdoa kok di foto segala. “presiden tertolol di dunia”</i>
3	A. R	<i>Maaf mau tanya ni...!!! ini raja kodok pake baju adat daerah mana ia ???</i>
4	I. K	<i>Lady gagal.. made in china.. Semoga ngak ke kampungku...!!! Ora butuh...!!!</i>
5	C. A	<i>Pengen gue bacok kepala jokowi itu kasih makan ke anjing bos qw. Presiden bodoh</i>
6	H. J	<i>Para gerombolan banser cebong bukanberagamaislam,, gerombolan banser cebong agamanya,,Alfateka,Astakfirwohh.. wakalakatala,, ila billilah..</i>
7	B. S	<i>Turut berduka cita atas meninggalnya bpk jokowidoo presiden culang indonesia semoga masuk neraka dan dipanggang selamanya.</i>
8	B. B	<i>Gara2 monyet satu ini, Indonesia jadi hancur, legal lgbt, utang 500T, sham untuk asing, bikin tol ngutang, dll.</i>
9	N. W	<i>Orang TOLOL dipulau samosir jadi badut malah bangga.. it's real.. tanpa edit</i>
10	D. D	<i>Kalian bangga punya PRESIDEN bermuka norak seperti ini? binatang ini JOKOWIDODO_bukan MANUSIA.</i>
11	A. M	<i>satu tahun kerjanya hanya makan gaji buta. Pembuat hutang negara sebesar 4000 triliun tapi uang nya entah kemana perginya.</i>

12	S. S	<i>Sosok pemimpin yang cmn modal merakyat. Sebuah janji yang selalu diingkari.</i>
13	A. M	<i>Monyet ini sangat pandai berdusta dan 95 janjinya akan dibayarnya di akhirat.</i>
14	M. A	<i>Kira-kira kalo gua injek-injek jokowi bisa kena pasal penghinaan iblis jokowi ngak yah ???</i>
15	R. A	<i>Hei pak polisi, tangkap gue, kalu ngak gue akan rekrut teman-teman gue untuk menguasai sosmed agar si jokoberuk tumbang di pilpres 2019 nanti.</i>

Based on the data above there are some initial Facebook account usernames do the hate speech and impoliteness addressed to President JokoWidodo during his tenure. According to initial Facebook account usernames with the sample 15 peoples, they do the hate speech in social media especially in Facebook because of they were not that pleased with Joko Widodo as a president in Indonesia. It means there is a problem in here. So because of that the researcher take Facebook as the sample analyzing of found in Facebook hate speech.

1.2 Problems of the Study

Based on the background above, problem of this study can be stated as follow:

1. What types of impoliteness are found in political hate speech found in Facebook ?
2. What is the dominant types of impoliteness used in political hate speech found in Facebook ?

1.3 Objectives of the Study

Based on the problem of study, this thesis tried to find out the answer of those questions, namely:

1. To find out types of impoliteness in political hate speech found in Facebook.
2. To find out the dominant types of impoliteness in political hate speech found in Facebook.

1.4 Scope of the Study

The scope of the study only focused on hate speech and impoliteness addressed to President Joko Widodo during his tenure. Hate speech divided into some types: insult, defamation, blasphemy, objectionable act, provoke, incite, spreading false news, intolerance, body shaming, prejudice. Impoliteness divided into five types: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, and withhold politeness. Hate speech that is categorized as data is hate speech that has been viral and processed by legal institutions (police). Data collected from social media in Facebook.

1.5 Significances of the Study

Every research is done to obtain the usefulness for the wider community as well as this research. The significance of this research is as follows :

1) Theoretical Significances

- (1) The result of the study is expected to be useful in enriching the practical knowledge in political hate speech
- (2) To learn a new perspective of social phenomenon in language such as hate speech and impoliteness found in social media.

2) Practical Significance

- (1) For the students at English department :Provide information about regulations of hate speech on social media that applied in Indonesian law.
- (2) For the lecturer : to provide information about hate speech and impoliteness.
- (3) For researcher :it will be useful for the researchers as the basic steps who are interested in similar research topic.

CHAPTER II

REVIEW OF LITERATURE

2.1 Pragmatics Theories

Pragmatics is one of linguistics branch which studies about contextual meaning (implicit). According to Yule (2014) pragmatics is a study of invisible meaning or how the language user recognize what is meant even when it is not actually said or written. Therefore, communication among people depends on a lot of shared assumption and expectation. Levinson (1983) stated that pragmatics is the study of aspect of language that requires reference to the user of the language then led to a very natural, pragmatics is the field of linguistics which points out speech utterance expressed by speaker related context. Like other branches of science, Pragmatics also has several branches of study like: (1) Speech Act (2) Cooperative Principle (3) Presupposition (4) Impoliteness and (5) Politeness.

As pointed out by the British philosopher Austin (1962), sentences are not always uttered just to say things, but rather, they are used to do things. Based on this assumption, Austin advanced the Speech Act Theory, which is now generally viewed as one of the basic theories of pragmatics. All linguistic activities are related to speech acts. Therefore, to speak a language is to perform a set of speech acts, such as statement, command, inquiry and commitment. When a sentence is uttered, the speaker is performing three kinds of speech acts simultaneously: locutionary act (the actual utterance and its ostensible meaning), illocutionary act (its real, intended meaning), and perlocutionary act (actual effect, whether intended or not).

An utterance may allow two or more interpretations in some situations: the literal meaning and the non-literal meaning. In order to account for such a linguistic phenomenon, Grice (1967) found that tacit agreement exists between the speaker and the hearer in all linguistic communicative activities. They follow a set of principles in order to achieve particular communicative goals. Thus, Grice proposed the term cooperative principle and its maxims. There are four kinds of maxim which are the maxim of quality, the maxim of quantity, the maxim of relevance, and the maxim of manner.

Levinson (1983) points out presupposition is classified as one kind of pragmatic inference based on the actual linguistic structure of the sentence. He further states that the historical background of presupposition dates back and discusses something he calls the nature of reference and referring expression. In other word it could be defined in linguistics as any kind of background assumption against which an expression or utterance makes sense or is rational. Presuppositions refer to the conditions that must be met in order for the intended meaning of a sentence to be regarded as acceptable.

Impoliteness is a multidisciplinary field of study. It can be approached from within social psychology (especially verbal aggression), sociology (especially verbal abuse), conflict studies (especially the resolution of verbal conflict), media studies (especially exploitative TV and entertainment), business studies (especially interactions in the workplace), history (especially social history), literary studies, to name but a few. (Culpeper 2005) mentioned that Impoliteness comes about when: (1) the speaker communicates face-attack intentionally, or (2) the hearer perceives and/or constructs behavior as intentionally face-attacking, or a

combination of (1) and (2). Then Culpeper divided Impoliteness strategies into five, which are: (1) Bald and Record Impoliteness (2) Positive Impoliteness (3) Negative Politeness (4) Sarcasm and (5) Withhold Politeness.

According to Leech (2014), language politeness is the form of communicative behavior which is influenced by sociocultural factor in a certain society. What is called language politeness, as Leech said, is when the speaker gives favor/benefit not only to himself but also the hearer and the third party whether the third party is present or not in the speech situation. Regarding this matter, Leech (2014: 87-88) stated that the purpose of polite conversation is to avoid conflict in a communication. In other words, communicative concord is the main goal of polite language. For one to be said having a polite language, one should show politeness in using language. As Leech said (2014: 89), to have a communicative concord, the speaker should pay attention to and consider the conformity between social purpose (to maintain harmony) and illocutionary purpose.

2.2 Impoliteness

Although there have been several attempts to theories politeness, the opposite phenomenon, impoliteness, has not gained nearly as much attention. Richard J.Watts (2003) includes impoliteness in his attempts to theorize politeness. He points out that the greater focus on politeness instead of impoliteness could be considered quite surprising because it is specifically impolite behavior that is more likely to be commented on in verbal interaction . He suggests that impoliteness is a notable form of social behavior because it objects the acceptable and appropriate behavior.

Allan and Burridge (2006) examine impoliteness, as well as politeness, from a viewpoint of taboo language and as it interacts with orthophemism (straight talking), euphemism (sweet talking), and dysphemism (speaking offensively). According to them, people censor their language by default in order to be polite and because they want to enhance the well-being of themselves and others. . Politeness is connected to different factors, such as context, place and time, and what is polite is at best pleasing to an audience. This follows that what is offensive, is impolite or *dysphemistic*. For example, in the word group *toilet* (an orthophemism), *loo* (a euphemism) and *shithouse* (a dysphemism), the latter word choice is most likely considered to be the most offensive or dispreferred choice and these kinds of expressions might also be called *tabooed expressions*.

Jonathan Culpeper (1996) builds an impoliteness framework similar to Brown and Levinson's (1987) theory of politeness. He uses earlier definitions of politeness to define impoliteness - the use of strategies that are designed to cause social disruption instead of maintaining social harmony - and then points out that there have not been studies that focus comprehensively on the impoliteness phenomenon and its theories, although researchers such as Lakoff and Penman have studied confrontational discourse along with their models of politeness.

Based on some experts above the researcher conclude that the meaning of impoliteness is personal directed behavior that creates an atmosphere of conflict and greater tension and caused due to factors hate or dislike with someone. This often happens in daily life which can cause problems with other people, therefore we should be careful when wanting to say something because if we are careless in saying something it can cause problems.

2.3 Impoliteness Strategies

Culpeper (2011) proposed five impoliteness strategies, he asserts that “instead of enhancing or supporting face, impoliteness strategies are a means of attacking face. “Culpeper proposed impoliteness strategies as the following :

- 1) Bald on record impoliteness: the face threatening act (FTA) is performed in a direct, clear, unambiguous and concise way where face is not irrelevant.
- 2) Positive impoliteness: the use of strategies designed to damage the addressee’s positive face wants.
- 3) Negative impoliteness: the use of strategies designed to damage the addressee’s negative face wants.
- 4) Sarcasm or mock politeness: the FTA is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realization.
- 5) Withhold politeness: the absence of politeness work where it would be expected.

Culpeper (2005) argues two points in the field of impoliteness; firstly, he believes that linguistic and non-linguistic signals do not inherent impoliteness. To put it in this way, no linguistic and non-linguistic signals are not impolite intrinsically. However, some of them “are quite hard to be imagined the context in which they are used as not to be impolite”. This idea derives from the fact that some factors such as power, social relation and context, are involved in perceiving a linguistic or non-linguistic signal as impolite. Secondly, politeness and impoliteness descriptions focus on the lexical and grammatical components and have limited view towards those signals which occur in a communication

(Culpeper, 2005). Also, Culpeper (1996) claims the impoliteness can be represented not only verbally but also nonverbally, for example, even avoiding eye-contact could be a means of conveying impoliteness. Paralinguistic and non-verbal aspect also should be taken into considerations when analyzing impoliteness.

2.3.1 Bald on Record Impoliteness

Bald on Record Impoliteness is typically deployed where there is much face attack, and where there is an intention on the part of the speaker to attack the face of the hearer. The face threatening act is performed in a direct, clear, unambiguous and to the point way in circumstances where the face is not irrelevant or minimized (Culpeper, 2011).

Based on the statement above, the researcher conclude that bald on record impoliteness it's like, when someone does not like with another people so he/she show directly, clear, to the point, and also right to the point of trouble.

2.3.2 Positive Impoliteness

Culpeper (2011) describes positive impoliteness is the use of strategies design to damage the addressee's positive someone face who wants to be acknowledge as a part of society. Positive face here means desire from a person to be respond and needed by others. According to Culpeper (1996) the output strategies of positive impoliteness are:

- 1) Ignore, snub the other: fail to acknowledge the other's presence.
- 2) Exclude the other from an activity.
- 3) Disassociate from the other: For example avoid sitting together.
- 4) Be disinterested, unconcerned, unsympathetic.

- 5) Use inappropriate identity markers: For example use title and surname when a close relationship pertains, or nickname when distant relationship pertains.
- 6) Use obscure or secretive language: For example, mystify the other with jargon, or use a code known to others in the group, but not the target.
- 7) Seek disagreement, like selecting a sensitive topic.
- 8) Make the other feel uncomfortable.
- 9) Use taboo words, like swearing or use abusive or profane language.
- 10) Call the other names: Use derogatory nominations.

The researcher concludes that positive impoliteness is the use of strategy design to damage the positive someone, and also he/she hopeful that society can receive the positive impoliteness make. Positive face here means that desire from a person to be response and needed by others.

2.3.3 Negative Impoliteness

Negative Impoliteness is the use of strategies designed to damage the addressee's negative face wants. Negative face wants here means a desire from a person to not to be disturbed. Negative face is the want of every competent adult member that his/her actions be unimpeded by others. It also means the desire for freedom action (Culpeper, 2011). There are some output of strategies of negative impoliteness, they are:

- 1) Frighten: Instill a belief that actions detrimental to other will occur.
- 2) Condescend, scornor ridicule: Emphasize your relative power. Be contemptuous. Do not threat the other seriously. Belittle the other (e.g use diminutives).

- 3) Invade the other space: Literally (e.g position yourself closer to the other that the relationship permits) or metaphorically (e.g ask for or speak about information which is too intimate given the relationship).
- 4) Explicitly associate the other with negative aspect: personalize, use the pronouns 'I' and 'You'.
- 5) Put the other's indebtedness on record

The researcher conclude that negative impoliteness means the use of strategy designed to damage the addressee's negative face wants, also his/her who do the negative impoliteness would not want to anyone getting in his way, it also means the desire for freedom action. For example, a post from S S Facebook account:

Sosok Pemimpin Yang Cmn Modal Rakyat.

Sebuah Janji yang selalu di Ingkari.

Based on the status above, that the desire for freedom action. Actually these clauses describing the speaker's disappointment about the realization of president's promise. His words classified into negative impoliteness, because the supporting picture that followed by these words describing threatening.

2.3.4 Sarcasm or Mock Politeness

Sarcasm is clearly the opposite of banter (mock politeness for social harmony). Sarcasm is face threatening act which is performed through the employment of politeness strategy insincerely (Culpeper, 2011). Someone can use sarcasm for expressing his/her opposite feeling which means not the real meaning of what he or she says. It can be conclude that the realization of sarcasm is impolite using insincerely politeness.

Based on the statement above the researcher conclude that sarcasm or mock impoliteness is lies that a person tells to damage someone, it means that nothing he says is true. So sarcasm in here become the opposite of what actually happened. For example, a post from A A Facebook account:

Kalau gak ngutang ya jual asset negara. Itu kehebatan Jokowi

Based on the status above, that hater employment of politeness strategy insincerely. The data above are categorized as sarcasm, where there are implicit intention behind those utterances which meant to satirize and mock the president.

2.3.5 Withhold Politeness

Withhold politeness is the absence of politeness work where we would be expected. As Culpeper (2011) gave the example that “falling to thank someone for a present may be taken as deliberate withhold politeness. In addition, withhold politeness strategy is a strategy used not to perform as expected politeness strategies. The hearer tends to keep silent in responding the speaker utterances.

2.4 Hate Speech

First, the term “hate”. The kind of speech whose regulation interests us is called “*hate* speech,” and that word “hat” can be distracting. It suggests that we are interested in correcting the passions and emotions that lie behind a particular speech act. For most of us, the word highlights the subjective attitudes of the person expressing the views, or the person disseminating or publishing the message in question. It seems to characterize the problem as an attitudinal one, suggesting, I think misleadingly, that the aim of legislation restricting hate speech is to punish people’s attitudes or control their thoughts. The idea of “hate speech”

feels, in this regard, like the idea of “hate crimes” offenses that are aggravated, in the eyes of the law, by evidence of a certain motivation (Waldron, 2012).

Referring to circular Kapolri Number: SE/6/X/2015 regarding hate speech, what is called hate speech is all acts considered as insulting, defamation of name, blasphemy, unpleasant act, provoking, inciting, or spreading false news. Through the pocket book of dealing with hate speech, The National Commission of Human Rights defined hate speech as all acts and efforts, directly or indirectly, that are based on hate toward tribe, religion, religious sect, belief, race, inter-groups, skin color, ethnic, gender, people with disabilities, and sexual orientation in the form of incitement toward individual or group to cause discrimination, violence, disappearance of life and/or social conflict committed by various means (Komnas HAM).

Culpeper (2011) stated that hate speech is a negative attitude towards specific behaviors occurring in specific context, it is designed to attack face, and thereby cause social conflict and disharmony. Watts (2003) describe that hate speech behavior is impolite, rude, discourteous, obstreperous, or bloody-minded is noticed more easily than polite behavior. Hate speech has not gained nearly as much attention as politeness. While Bousfield (2008) mention that hate speech is face aggravating behavior in a particular context. Beebe (1995) said that hate speech should rather be seen achieving certain aims in a conversation, namely to get power and to get vent to negative feelings.

Based on some experts above the researcher conclude that the meaning of hate speech is acts of communication carried out by an individual or group in the form of provocation, incitement, or insults to other individuals or a groups in

terms of various aspects such as race, color, ethnicity, gender, disability, sexual orientation, citizenship, religion, etc.

2.5 Political Language

Language politics is the way language and linguistic differences between peoples are dealt with in the political arena. This could manifest as government recognition, as well as how language is treated in official capacities. Some examples :

- 1) Legal status of a language as an official language in a country, state, or other jurisdiction. This generally means that all official documents affecting a country or region are published in the official language, but not in those that are not. Evidence in a court of a law may also be expected to be presented in an official language.
- 2) In countries where there are more than one main language, there are often political implications in decisions that are seen to promote one group of speakers over another, and this is often referred to as language politics.
- 3) In countries where there is one main language, immigrants seeking full citizenship may be expected to have a degree of fluency in that language ('language politics' than being a reference to the debate over the appropriateness of this).
- 4) 'political correctness' describes the situation where language form must be used (or not use) to comply with national (or group) ideology.

2.6 Regulations on Hate Speech in Indonesia

Almost all countries throughout the world have laws governing hate speech, in Indonesia the articles governing acts of Hate Speech against a person,

group or institution are contained in article 156 said “anyone who publicly express enmity, hatred or contempt (minatching) against a number of Indonesian citizens, is threatened with a maximum prison term of four years or punitive penalties, four thousand five hundred rupiah at the most.” What’s significant about this chapter and the next one is that each part of the Indonesian population differs from its part or some other part because its tribe, customs, religion, land, descent, nationality, or standing, according to the laws of state. Article 157, article 310, article 311, then article 28 also the regulation on Hate Speech in Indonesia.

Regarding hate speech in social media, legal entities Indonesia have issued several regulations namely article 27, 28, and 29 of law No. 19 of 2016 Concerning Information and Electronic Transactions amandement from law No. 11 of 2008, where in this chapter written the actions that are prohibited on social media, violating the contents of the article above, every violator will get sanctions that apply in article 45 of law No. 19 of 2016 concerning Information and Electronic Transactions. Until now, the police are still trying to prevent hate speech on social media by providing education on how to use wise communication tools and also sicializing Law Number 19 of 2016 Concerning Information and Electronic Transactions to the public.

2.7 Previous Related Studies

Simanjuntak (2015) in his research entitled “**Language Hate Speech and Gender in Indonesia LawakKlub (ILK) Comedy Program** ”, she conducted study in talk show which refers to face to-to face communication. Her study found that sarcasm was dominant by the comedians of ILK comedy program. The hate

speech utterance was used as effective communication strategy to entertain the audience.

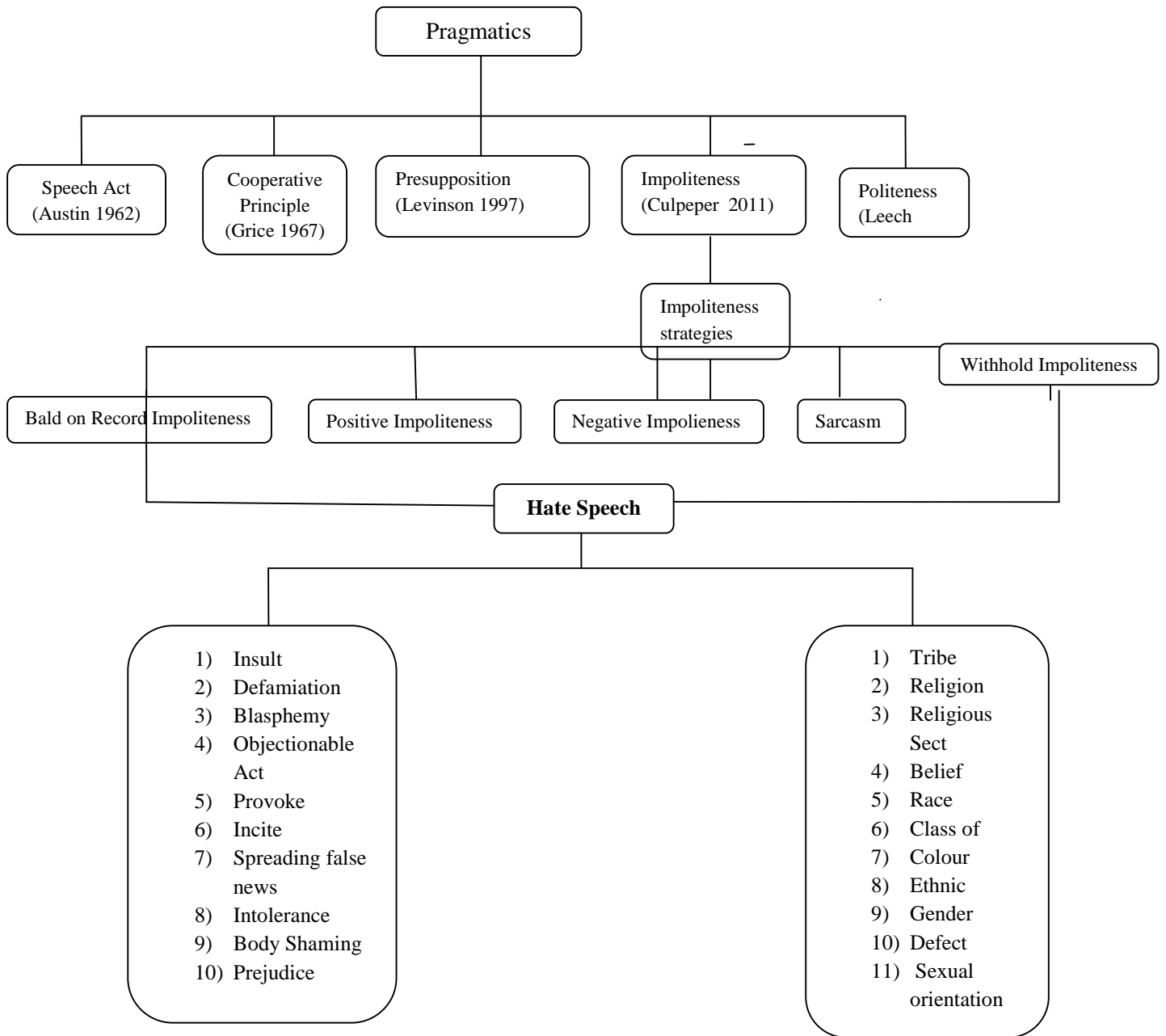
Febriyani (2018) in her research entitled **“Analisis Faktor Penyebab Pelaku Melakukan Ujaran Kebencian (Hate speech) dalam Social Media”**, describe the factors that cause a person to commit hate speech especially humiliation on social media include: (1) Individual factors: Individual psychiatric factors themselves can cause crime such as emotional strength, low mentality, heartache with victims, revenge and others. (2) Social Control Deficiency Factors: Factors of lack of social control are the lack of reasonable internal control from parties or the environment in the family who often do not want to know the condition of family members, and from external parties where the community does not pay attention to the crimes that occur around it, loss of control and lack of social norms or conflict of intended norms. (3) Facilities Factors: Factors of facilities, facilities and technological progress cannot be denied also have a great influence on the occurrence of hate speech, especially insults carried out on social media. Technological advances make it easier for perpetrators to commit crimes by maximizing existing facilities in modern times. (4) Environmental factors: The environment is the main place in supporting the occurrence of criminal behavior patterns by someone. The influencing factors include: (a) An environment that provides opportunities for crime. (b) A social environment that provides examples. (c) Economic environment, poverty and misery.

Fadhilah (2018) in her thesis entitled **“Hate Speech Used By Haters In Social Media”** analyzed and categorized the comments of haters in politician’s Instagram account by using impoliteness strategies proposed by Culpeper. She

took Kim Jon Un, Donald Trump, and Hillary Clinton Instagram account to be analyzed and she found that the positive impoliteness was the dominant type, found politician Instagramaccount.

2.8 Conceptual Framework

In this research the researcher started from pragmatics theory. In pragmatic there are five types namely: Speech act, cooperative principle, presupposition, impoliteness, and politeness. But the writer choose in impoliteness strategies. According to Culpeper there are five impoliteness strategies namely: bold on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, and withhold politeness. Based on impoliteness strategy the writer will be explain the Hate Speech. There are many types of hate speech such as: insult, defamation, blasphemy, objectionable act, provoke, incite, spreading false news, intolerance, body shaming, and prejudice. The types of hate speech appear because the differences of tribe, religion, religious sect, belief, race, class of, color, ethnic, gender, defect, sexual orientation.



CHAPTER III

METHOD OF STUDY

3.1 Research Design

This research conducted by using qualitative descriptive design with case study in order to describe the impoliteness strategies of hate speech on social media especially in Facebook that aimed to president Joko Widodo. Qualitative research is an umbrella term for a wide variety of approaches to and methods for the study of natural social life (Saldana, 2011). According to Bodgan and Bilken (1992) qualitative research is as direct source of the data and the researcher is the key instrument, qualitative means to find out how a theory works in different phenomenon whose data collected are in form of words rather than number.

3.2 The Data and Source Of Data

The researcher was collected the data during Joko Widodo's tenure President from 2014 until June 2020. There are 15 people as the sample that the researcher found, and the source of data in this research is social media namely Facebook account from the haters of President Joko Widodo that are viral and processed by legal institutions. The haters categorized as data sources are haters that have been viral and processed by the authorities to be investigated.

The data is utterance especially society's comment Facebook users that only focused on hate speech addressed to President Joko Widodo during his tenure. The data is consists of five, namely bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness and withhold politeness. In the chapter IV the data that researcher will analysis is sentence especially society's comment Facebook users that only focused on hate speech

addressed to President Joko Widodo during his tenure, and the researcher will make 100 data.

3.3 Instrument of Collecting Data

In qualitative research, There are some data collection, those are observation, questioner, interview, and documentation. The researcher used observation and documentary method, and the researcher observe or looking for the comments hate speech to get the data especially in society's comment Facebook users, in which only the data that support the research question are taken. The data of this research will be taken from download or screenshot photos, comments, and news in social media from Facebook. The data only focused on hate speech addressed to President Joko Widodo during his tenure. Hate speech is categorized as data is hate speech that has been viral and processed by legal institutions.

3.4 Technique of Collecting Data

The researcher open the Facebook application to see the hate speech addressed to President Joko Widodo during his tenure made by Facebook users and doing observation. The writer had observed the hate speech made by Facebook users then the writer take the hate speech to know what are types of impoliteness used by Facebook users.

3.5 Technique of Data Analysis

For the first problem, the data were analyzed by using interactive model proposed by Miles, Huberman and Saldana (2014) with three phases of data analysis which are consist of data condensation, data display, and conclusion drawing or verification.

1. Data Condensation

In this research, after all the data have been collected, the next step is condensing the data. It includes the process of selecting utterances/status of haters in Facebook then focusing on utterances which contained hate speech in order to make sure that it was really suitable as the data, after that simplifying the data by categorizing the utterances into type of impoliteness strategies.

2. Data Display

Data display is defined as display as an organized assembly of information that permits conclusion is drawing and taking. In this step all the data which had already condensed will be displayed in a table and categorized according to the types of its impoliteness strategies. In this step we can see which type of hate speech is often used and what sanctions are imposed for those types of hate speech.

3. Drawing Conclusion

Drawing conclusion involves stepping back to consider what the analyzed data mean and to assess their applications for the question at hand. Conclusion is drawn based on the data display. At this stage, researchers will verify the results with supervisors based on the findings obtained.

For the second research problem, also the data were analyzed by using interactive model proposed by Miles, Huberman and Saldana (2014) :

- 1) Selecting utterances or status of haters from Facebook users that focusing in hate speech.

- 2) All the utterances or status that we have selected than will be displayed in a table. From this step we can see what kinds of hate speech that often used of haters in Facebook.
- 3) Than draw the conclusions from the data that have collected.

3.6 Validity (Triangulation)

Maria Oliver states that triangulation involves the careful reviewing of data collected through differences methods in order to achieve a more accurate and valid estimate of qualitative result for a particular construct. The significance of qualitative research comes from the role it plays in investigating the reasons and process leading to certain result.

Oslen, w (2004:) states that in social science triangulation is defined as the mixing of data or methods so that diverse viewpoints or standpoints cast light upon a topic. The mixing of data types knows as data triangulation. Data triangulation is often through to help in validating the claims that might arise from an initial pilot study.

In this study the researcher use data triangulation from Miles and Huberman (1994) namely methodology triangulation. By this techniques, the researcher will collect the data by using observation and documentation, namely download or screenshot photos, comments, and news in social media from Facebook, but the data only focused on hate speech addressed to President JokoWidodo during his tenure and than researcher will make it in documentary.

