# CHAPTER 1

# INTRODUCTION

## 1.1  The Background of Study

Language is about expressing ideas by combining sounds into words and words into sentences. Combinations generate ideas. However, the deeper understanding of language is that it is a tool for interaction or a communication tool used to convey ideas, thoughts, concepts, and feelings towards everyone in this world. Communication is an interaction between two or more people to exchange information, news, or ideas and refers to efforts aimed at achieving togetherness. Emojorho (2010) said that communication is a process of meaningful interaction among human beings. People always express their opinions and thoughts in their own way, whether it's through praise, criticisms, comments, or something else. They will continue to play an important role in the social life of society.

In this research, the writer analyzes the field of linguistics. The writer chooses pragmatics to study meaning by using pragmatic analysis. Pragmatics is the science of linguistics that studies the definition of words and phrases related to language use and situations. It is the study of how the meanings of words are influenced by the context in which they are uttered. According to (Yule, 1996) pragmatics is the study of speaker semantics, examining how people understand and produce communicative acts in concrete situations in speech analysis.

In today's globalized world, various sectors are growing rapidly, one of which is information technology. This will change the role of information

technology to become electronic commerce occupies a very strategic position. Information technology can reveal a world without boundaries, distance, space and time. Having an impact on productivity or efficiency, developments in information technology create products with large capacities, which are energy efficient, and can perform more and more functions and types of work, as well as process, store, and display data and information. One popular approach in society due to the presence of information technology is the use of social media.

In this technological era, everyone has used social media to share ideas, opinions, and facts. Social media is generally described as internet-based media used to connect with others and share information. If people are connected to the internet, people can use their smartphone and Computer email to browse social media. It can be said that social media has become an inseparable part of modern society. Because many people use social media which is accessed through social media systems such as WhatsApp, Facebook, Twitter, Youtube, TikTok, Instagram are nowadays popular among most people, especially the youngs. Data trading will be much easier and cheaper through social media incidents as soon as they happened.

Instagram ranks second as the mostly used social media platform after WhatsApp followed by TikTok and Facebook. Instagram is not only a means of social interaction, but it also has a sharing feature where you can distribute widely photos, videos, online marketing and short articles. Instagram is now the belle of society, and almost every age group has it. In addition, public officials such as government officials also have Instagram accounts. You can see their status from Instagram and the lives of celebrities and world famous figures.

Currently, many teenagers cannot be separated from cellphones, including social media apps like Twitter, Instagram, and Facebook. Behind the modern positive effects of Information technology, it can also bring a lot of negative risks. Not all contents can have a positive impact on users, but it also has a negative side. If it goes unsupervised, the benefits of social media can have various adverse effects, such as child pornography, impersonation, and online predators. It also makes teens more vulnerable to the negative effects of the internet. One of the most troubling examples of abuse on the Internet is the phenomenon of hate speech.

Hate speech can mean any speech or expression of behavior that is abusive, humiliating, defamatory, depicting negative stereotypes, or inciting hatred, insulting, or violence against a person or group of people on the basis of race, religion, sexual orientation, or gender identity or treatment. Hate speech is a small part of one of the more pragmatic aspects of rudeness that people often challenge. It is an expression that is sometimes disgusting to use for someone with a negative attitude or intention that could hurt the reader or listener. Hate speech is a form of communication in the form of offensive or discriminatory language, writing, or behavior.

Social media makes people feel free to argue with and criticize someone and it is not considered a lawbreaker, and it is safe because there is no physical presence in the digital world. More importantly, many people use fake accounts, which make them free to do anything they want. Nowadays, people prefer to say something on social media and not make face-to-face contact. It leads one to believe that several people are involved in supporting this activity. This research

can help young generations as a source of information on how to use social media properly and wisely, what language is used, and how to not be influenced by political issues.

The writer chose hate speech to analyze on social media because it is very interesting and unique. Hate speech is very popular among netizens and very easy to find on social media sites, especially on Instagram. They will say what is on their minds, especially on the social accounts of celebrities. The writer is also very interested in analyzing the differences in the way male and female express hate speech. The writer observes the hate speech thrown by netizens on Nikita Mirzani's Instagram account, which is very often discussed by many people who are impolite in their comments in the form of insults and others and Nikita Mirzani's post account will be a source of data that is often highlighted by the media.

Based on the explanation above, the writer will conduct research on hate speech on Nikita Mirzani's Instagram. To review this research, the writer will explain the types of hate speech used in impolite strategies based on the theory of Culpeper (1996). The writer will analyze a study entitled **"A Comparative Study Done by Male and Female Hate Speech Comments on Nikita Mirzani's Instagram".**

**1.2    The Problems of the Study**

Based on the problem limits that have been set, then it can be formulated the problems of this study are:

1. What are the types of impoliteness strategy of hate speech used by Male and Female on Nikita Mirzani"s instagram?

2. What types of impoliteness strategy of hate speech is dominantly used by Male and Female on Nikita Mirzani's Instagram?

**1.3    The Objective of the Study**

The research objectives are as follows:

1. To find out what types of impoliteness strategies of hate speech between Male and Female on Nikita Mirzani"s instagram.

2. To find out the most dominant types of impoliteness strategy of hate speech on Nikita Mirzani"s Instagram.

**1.4    The Scope of the Study**

The writer only focuses on identifying the types and categorizations of hate speech between male and female on Nikita Mirzani's Instagram. The data would be taken from comments of netizens who posted hate speech utterances in the comments column for Nikita Mirzani's Instagram posted. The actress is a famous artist with 10 million followers on instagram. Therefore, the writer only focuses on social issues surrounding Nikita Mirzani's life. All the matters will be solved by applying the theory of Culpeper (1996) is used to find out the type of impoliteness strategies of hate speech expressed by netizens in comments.

**1.5    The Significances of the Study**

It is hoped that this research can be used as an object of thought by other parties, especially to analyze hate speech. There are two kinds of manifestations that can be drawn from this research:

**1.   Theoretically**

Increasing the knowledge of the readers about the types of hate speech, especially on Nikita Mirzani's Instagram.

**2.   Practically**

1. For students, this research can be used as a reference in studying hate speech.

2. For the lecturer, this research can be used as a comparative study helping them to determine the organizational structure of the subjects.

3. This research can be a reference for other researchers in the same scope.

**CHAPTER II**

**REVIEW OF RELATED LITERATURE**

**2.1    Theoretical framework**

This research would present many important aspects that will be of concern to the theoretical framework and provide some descriptions from a review of related literature on the topic of this research. This chapter discusses Pragmatics, Impoliteness, Hate Speech, Types of Hate Speech, and Conceptual Framework.

**2.2    Pragmatics**

Pragmatics is the branch of linguistics that studies the meaning of language. This topic is about the use of linguistics in communication. It is important for people to understand language because language always expresses the thoughts, feelings, and intentions of the speaker. Many people don"t understand the gist and meaning of utterances. Usually, the meaning of the language can be understood when the context is known. This field deals with the choices that speakers make to express their intended meaning and the types of inferences that listeners draw from utterances in the context of their use.

Parella (2001:126) explains that pragmatics is the study of language use in relation to text, context, situation, and time in communication. How a person interprets and uses language depends on real-world knowledge and how sentence structure is affected by the relationship between speakers and listeners.

According to Kridalaksana (1993:177) pragmatics is defined as the conditions that determine whether the use of language in communication is

harmonious. Or not aspects of the language used or the external context that contribute to the meaning of utterances. While May (2009:767) defines pragmatics as the science of language use (parole) or the function of language discourse, including contextual uniqueness and diversity (irregularity). Furthermore, Cruise (2006:3) says that the center of linguistic pragmatics studies is the aspect of meaning.

According to Yule (2010:127) Pragmatics is the relationship between linguistic form and the speaker. Yule also said that only pragmatics can be analyzed by people because it relates to the speaker"s assumptions, meaning, and goals. In other words, pragmatics is different from studying grammar because it focuses on how language is used in communication. Deixis, Speech Acts, Implicature, Presumption, Politeness, And Impoliteness are the six main studies that Yule proposes in his book.

Below, the writer would explain the definition of hate speech as part of impoliteness and as part of pragmatics.

## 2.3 Hate Speech

Hate speech is part of the concept of impoliteness. Hate speech is defined as any communication that defames an individual or group based on various characteristics such as race, color, ethnicity, gender, sexual orientation, national origin, or religion. The form of language commonly used to convey hate speech is to ridicule, offend, and humiliate the target audience. In this age of technological sophistication, hate speech can spread everywhere through social media and other electronic media. Verbal actions are not just a series of words, but actions that

produce concrete effects are increasing. Hate speech, including verbal disrespect, has an extraordinary impact on both intended and unintended audiences. Hate speech can create feelings of fear, anxiety, and insecurity. Speakers have an element of motive and intention in speaking to achieve the communicative goal of conveying their hearts and feelings.

According to Parekh (2006), hate speech "expresses, encourages, incites, and ridicules" hatred towards a group of individuals distinguished by a particular trait or group of traits. Characteristics such as race, ethnicity, gender, religion, nationality, and sexual orientation. Often (but not always) expressed in offensive, angry, abusive, or insulting language that is offensive, angry, or abusive.

According to Fakhry (2018) hate speech is an activity that can be prosecuted in the form of defamation, insult, offense, sedition, spreading false news (hoax), and provocation. Hate speech is usually directed against a person or group for the perpetrator"s specific reasons. Margaret Brownshika and Jeffrey Beale (Fakhry, 2018) argue that hate speech is an act that harms, demeans, and degrades minorities on the basis of their gender, race, ethnicity, disability, religion, sexual orientation, or national origin.

According to Alexander Brown (2015:5) hate speech is not only used in words, sentences, or verbal expressions which but includes any willful symbols, images, gestures, music, videos, or other actions are commonly used to express meaningful intent. From this point of view, we can say that all forms of hate speech are hate speech that appears in verbal and nonverbal language with the aim to     intimidate,     dominate,     incite     anger,     and     engage     in     violence.

According to (Felicia, 2022) is extreme and unreasonable contempt, hostility, and disgust directed at individuals or groups because of their possession of protected assets (as 10rofession by international law). Hate is a reflection of an emotional state or perspective, not manifested 10rofessi. Whereas speech is language that conveys thoughts and ideas to an external audience, drawing the attention of that audience to internal opinions and concepts. It can be in written, nonverbal, visual, or artistic form and can be disseminated through any medium, including the Internet, print media, radio, and television. Simply put, hate speech is a discriminatory expression of hatred towards another person, regardless of whether or not it has any particular effect.

The writer assume from some of the definitions above that hate speech is a series of communicative acts carried out by one or more people to perform offensive actions towards someone, in terms of insults, bullying, etc.

### 2.3.1 Types of Hate Speech

According to (Permatasari dan Subyantoro, 2020), Hate Speech is an act of communication carried out by certain individuals or groups in the form of provoking, inciting, insulting, blasphemy, defamation, and spreading false news (hoax) in aspects such as spreading false news in aspects such as race, skin color, gender, ethnicity, physical disability, sexual orientation, nationality, religion, and others. In the six types, the writer will explain the explanation of these aspects.

### 2.3.1.1 Provoking

Provocation is essentially the communication of verbal and written information intended to provoke a particular community, to provoke fear or anxiety, or to induce them to act in accordance with the expectations of the

provocateur. So, in general, provocations have a negative effect on both misunderstanding, enmity, and war.

For example: in a friendship, when two of them have problems and don"t talk to each other, there will be other friends who will provoke or heat them up to no longer be friends with each other.

"*dia itu memang egois banget gak mau dengerin orang bicara dan gak mau menghargai orang, jadi gausah ditemanin lagi, dia itu toxic.*"

**2.3.1.2 Inciting**

Inciting is a word that means to arouse people to anger (fight, rebel, etc.). Inciting is a trait that can be done intentionally. Inciting is a trait that can be done intentionally. Inciting is also part of provoking which means the same thing.

For example: In an election, people will certainly participate; they will vote for the candidate they like and who deserves to be a leader for the community. Then there will be many people will attract attention or incite them to be part of each part of the candidate.

"*Pilih nomor urut satu aja, lebih terjamin dan akan bisa memimpin mayarakat untuk yang lebih baik daripada calon-calon yang lain.*"

**2.3.1.3 Insulting**

Insulting is a trait that demeans or looks down on someone; insulting also includes bringing people into disrepute and offending people (such as by cursing or defaming).

Most people will be more insulting about someone"s physique\body shaming

For example: "*Dih kamu udah jelek, gemuk, pendek lagi.*"

**2.3.1.4 Blasphemy**

Blasphemy is actions or words that usually show offence or disrespect towards God or religion. The indicators of this blasphemy are the disgrace of people and institutions that arouse hurtful feelings towards someone. Usually, blasphemy is uttered when someone adheres to something contrary to what others adhere to.

For example: *"Saya terlalu terbayang salib, 12rofes salib. Jin kafir sedang masuk. Karena di salib itu ada jin kafir."*

**2.3.1.5 Defamation**

Defamation is defined as an attack on a person"s honor or reputation by alleging something with a specific intent and making it public. More precisely, this is usually done deliberately by attacking someone"s honour or good name, accusing them of an act, and broadcasting the accusation so that it becomes public.

For example: *"Teman-teman liat lah nia mencuri lipstick dari 12rofes."*

**2.3.1.6  Spreading Fake News (Hoax)**

Hoax is a term that means false information and is also called fake news. The spread of fake news is characterized by creating fear, hatred, hostility, and expansion. The source is unclear and cannot be accounted for. Usually a hoax is thrown by someone without knowing where it came from on social media.

For example: *"Presiden Jokowi setuju akan menjabat 3 periode."*

From the above understanding, it can be seen that this branch of linguistics really helps us to understand the situation that occurs based on the meaning of speech, the choice of sentences and the way the speaker expresses what they think

to the listener. Impoliteness will be discussed in more detail below as it relates to the pragmatic discussion of hate speech.

## 2.4    Impoliteness Strategies

Impoliteness is a concept that is parallel to politeness commonly found in communication activities. According to Culpeper (1996) Impoliteness is defined as a negative attitude towards certain behaviors and can be used as a communication strategy to achieve certain goals. These behaviors are viewed negatively and considered "impolite". This occurs when the behavior is contrary to what is expected, desired, and/or thought. There are five Impoliteness strategies described by Culpeper (1996), and the writer will explain these strategies below:

### 2.4.1    Bald on Record Impoliteness

In the Bald on Record Impoliteness strategy, 13rofessi 1996 explains that the speaker tends to clearly attack the face or annoy the listener and the action is threatening by speaking in a firm and straightforward manner without being unambiguous so that the face becomes irrelevant. Usually this strategy is used when the speaker intends to threaten the face of the listener or interlocutor.

For example: *suara nya jelek banget!*

The comment data above shows that netizen applies bald on record impoliteness. This comment was found on nikita mirzani‟s upload who was performing a concert or singing. Comments from above shows that the netizen protesting Nikita Mirzani‟s voice and the comment is stated straightforwardly without ambiguity and is stated straightforwardly without ambiguity and briefly so that the netizen‟s comment can be categorized as bald on record impoliteness.

### 2.4.2 Positive Impoliteness

Positive impoliteness is the use of tactics aimed at harming the positive face of the listener or interlocutor. What constitutes positive rudeness is the following: Ignoring and assuming the interlocutor does not exist, break up, do not sympathise, use inappropriate identity or mention tags, use an inappropriate name, use secret language, or do not understand the interlocutor. Using a secret language or not being understood by the interlocutor. Understanding the interlocutor, using taboo, insulting, or profane language, using an insulting nickname when addressing them, etc.

For example: *Woi monyet ayok jalan-jalan*

Based on the example above, the comment contains a sentence that fits the strategy, "Woi monyet" uses a nickname that is considered insulting.

### 2.4.3 Negative Impoliteness

Negative impoliteness is aimed at damaging the negative face of the listener or interlocutor. Strategies are used to attack one"s face by demeaning others, making rhetorical statements, and attacking one"s private sphere as well as demeaning someone.

(Culpeper, 2011) This strategy can be done in various ways, such as:

1. Scaring someone to do or not do something;

2. Designing, ridiculing, or mocking.

3. Invading people"s place/personal space

4. Associating others with negative things, such as the use of others with negative things, such as the use of the word „you" or „I";

5. Keeping other people"s kindness a secret.

For example: @fannyfayy *"Oh ini yg ngatain buncor l\*nt\*?"*

The netizen"s comment above attacks the listener with overly condescending things, and it indicates that the speaker does not have a relationship or does not want to have a relationship with the listener.

### 2.4.4 Sarcasm Politeness

Sarcasm, or false politeness, is the use of politeness strategies that are blatantly dishonest, pretend, or appear polite on the surface. In other words, sarcasm means the use of one or more sub-strategies that are superficially appropriate and acceptable but deeply has the opposite meaning (Bousfield & Locher, 2008,).

For example: @lisanst_0201 "Seksimu di dunia,siksa mu di akhirat"

In this comment, this netizen reminded Nikita Mirzani to change immediately before death.

### 2.4.5 Withhold Politeness

Withholding politeness is the intentional absence of politeness where it is expected, such as when the listener is less likely to respond to the speaker"s speech. For example: Not thanking someone for a gift or not congratulating them on their gift is an intentional impoliteness Culpeper (2005). The realization of incivility withheld incivility is silence and ingratitude.

### 2.5 Instagram

Instagram is one of the results of internet progress and occupies the second-most-used position in the world as one of the most popular social media platforms among people today. According to Atmoco (2012:3), Instagram is a

photo-based social network. It was launched by Kevin Systrom and Mike Krieger on October 6, 2010, and on the first day of launch, there were 25,000 users. In addition, Atomoco (2012:8) states that the name Instagram is an abbreviation of the word instant. It stands for "Instant Telegram". According to the official Instagram website, Instagram is a fun and unique way to share life with friends through a series of pictures, swiping pictures with a phone or tablet, choosing filters, and changing pictures. Instagram users range from ordinary people to politicians. Political world from almost everyone to artists all the countries of the world are on Instagram.

Instagram is one of the social networking media that everyone can use as a direct marketing medium. Offering products and services on Instagram products and services can be offered by uploading photos or short videos so that consumers can see the types of goods and services offered.

## 2.6   Previous Studies

Fadilah, Rizky (2018) investigated hate speech used by haters in social media. The purpose of this study is to know the different types of hate speech strategies that haters use on politicians" Instagrams, to explain how hate speech is implemented on politicians" Instagrams, and to explain how people hate politicians. To discuss why people use hate speech on Instagram. Researchers used the descriptive qualitative research design. The conclusion of this previous study is that the politician"s Instagram account has four types of hate speech tactics. Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm Politeness, Withhold Politeness. Hate speech is realized

through indifference, inconsiderate attitudes, inappropriate indicators of identity, vague or covert language features, and the pursuit of conflict. The results of this study will be used as a reference to discuss A Comparative Study Done by Male and Female Hate Speech Comments on Nikita Mirzani"s Instagram

Pasaribu, (2021) tried to investigate "hate speech on Joko Widodo"s Official Facebook: An Analysis of Impoliteness Strategies used by Different Gender The purpose of this study is to determine how hate speech is perceived by Internet users of different genders speaking out about the COVID-19 pandemic on President Joko Widodo"s official Facebook fan page. During the study, researchers focused only on hate speech by men and women on social media. In this study, the researcher used Culpeper"s (1996) statement of five impoliteness strategies.

In this study, researchers used the qualitative descriptive method. The writer describes hate speech used by different genders about the president"s official Facebook page. The results of this study show that men"s Internet users are more likely to use impoliteness strategy, and women"s Internet users mostly use negative impoliteness strategy. Analysis of similarities with previous research on hate speech on social media. Therefore, the writer uses this research as a reference to analyze male and female hate speech in Nikita Mirzani"s Instagram comments column.

Widiantho (2019) investigated hate speech on social media." The purpose of this research is to identify the tactics of incivility used by netizens in their comments and to describe the regulation of hate speech in Indonesian law. During the reign of President Joko Widodo, This research focuses on hate speech directed

at him. The data collected is examined using Culpeper"s theory of incivility strategy to determine the types of hate speech. In this study, researchers used the qualitative descriptive method.

Similarities between Widiantho"s work and this study will analyze hate speech on social media. Differences from previous research the study is a theory, and in this study the researchers used the theory of Permatasari et al. there are six types of hate speech, namely: provoking, inciting, insulting, blasphemy, defamation, spread hoaxes (hoax).

Lase (2020), studied hate speech uttered by netizen on Lucinta Luna"s instagram. This study aims to identify impoliteness strategies found in netizen comments and classify the types of hate speech contained in netizen comments. The study also looked at the most common methods of impoliteness and how hate speech is classified. In this study, researchers used the qualitative descriptive method. The results of this previous study are available Culpeper"s (1996) statement of five impoliteness strategies are Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm Politeness, Withhold Politeness.

A similarity to this predecessor was the analysis of hate speech in netizen comments on Instagram. The difference between previous work and this work lies in the theory used and the formulation of the problem. This earlier study used the circulars of the Chief of Police to identify types of hate speech and Culpeper"s (1996:356) Theory of determining impoliteness strategy.

Wiana (2019) tried to investigate use of hate speech on social media in the case of Presidential Election in 2019. The purpose of this study was to examine

the use of hate speech by Internet users. About the Presidential Candidate Couple on Instagram and Facebook Accounts Analyzed using Sergeant‟s Notice of Seven Speeches of Hate, which are used more frequently and of hate speech identified on social media. The research model used is qualitative research. This research breakdown is based on speeches on social media Instagram and Facebook during the 2019 presidential election.

In this study, researchers used a qualitative design. The findings of this study are based on speeches delivered on social media platforms such as Instagram and Facebook during the 2019 presidential election. In this study, the researchers found incitement to be the most common form of hate speech on Facebook and provocation to be the most common type of speech on Instagram. A similarity between Wiana‟s study and this study was the analysis of his speech on social media. The difference between previous studies and this one is the theory used. This previous study used police chief directives on seven types of hate speech which are insults, denigration, defamation, unpleasant sentences, provocation, instigation, and hoaxes.

Permata et al., (2019) studied hate speech used by haters of Lady Gaga on social media. The purpose of this study is to find out the types and functions of impoliteness strategies by Lady Gaga‟s haters on her Instagram through pragmatic studies. In this study, researchers used the qualitative descriptive method. The data taken is from Lady Gaga‟s post on January 10, 2019 on her Instagram account. There are four types of impoliteness strategies found in Lady Gaga‟s Instagram comments: positive impoliteness, bald-on-record impoliteness, negative impoliteness, and sarcasm. Although sarcasm is the least frequent strategy in Lady

Gaga"s Instagram comments, positive and negative politeness strategies are the ones with high percentages. Positive and negative politeness are the least frequent strategies found in this study. There are three functions that haters use in Lady Gaga"s Instagram comments. The three functions are entertaining politeness, emotional politeness, and enforcing politeness.

Claudia & Wijayanto, (2020) investigated hate speech action on the Discussion Forum Commentary Forum in the facebook social network. This is Kebumen". The purpose of this study is to describe and explain the types of non-verbal speech acts in Covid-19 discussion forum comments and the forms of hate speech in Covid-19 discussion forum comments. Researchers used the qualitative descriptive method. The results of the survey show the results of non-verbal speech acts of the type where hate speech from the Kebumen community is included in the comments. Additionally, forms of hate speech in comments include provocations, provocations, insults, spreading false news, and offensive behavior by the Kebumen community. The results of this study also indicate benefits for learners of linguistic theory, particularly forensics and pragmatics.

Erza (2018) investigated impoliteness used by haters on instagram comments of male-female entertainers. The purpose of this study is to use a pragmatic approach to analyze impoliteness strategies of haters in Instagram comments. The purpose of this research was to find the kinds of impoliteness tactics used by people who hate Instagram artists. Data was taken from comments contained on the Instagram account lambe_turah. The Lambe_turah account is now a very popular Instagram account. It is popular with people because it affects the                    artist"s                    daily                    life.

Moreover, the study also analyzed comparisons between male and female artists. It is based on the type of impoliteness strategy proposed by Culpeper (1996). Out of his 200 comments from male and female artists, this analysis resulted in: From the analysis, the researchers found five strategies of impoliteness, namely: baldness documented rudeness; positive rudeness; negative rudeness; sarcasm or pretended politeness; and withholding politeness. The most commonly used strategy for all comments was positive impoliteness. Best user the rudeness was Al Ghazali, as found in those data (32%). On the other hand, on a recent date, this strategy found about 28% of the last rude users they reported.

Karera, (2021) tried to investigate hate speech analysis on Gotham Chess"s instagram account. This study describes an analysis of hate speech on the Gotham Chess Instagram account. This research aims to identify the types of hate speech contained in online content. Comment section explaining the hate speech process used in comments this is a column from the Gotham Chess Instagram account. In this study, researchers used the qualitative descriptive method. Survey data was borrowed from comments 24 hate speech was found for the Gotham Chess Instagram account.

Analyze data by classifying comments into seven types classification of hate speech and analysis of utterances by type of hate speech. The types of hate speech used in these comments In the comments section of Gotham Chess" Instagram account found five types of hate speech: insults, defamation, unpleasant action, provocations, and incitement. The researcher discovered the hate speech process in the comments section of the Gotham Chess Instagram account.

Pandiangan (2022) tried to investigate hate speech analysis of netizen"s comments on Donald Trump"s twitter account. The study analyzes hate speech in netizen comments on Donald Trump"s Twitter account. The purpose of this research is to shed light on the types of hate speech and the main types of hate speech used by internet users. This study used a qualitative descriptive method. The data source is taken from netizen"s comments on his five latest Donald Trump posts, collected by browsing the Twitter comment section and taking notes, the data is compressed, data displayed, drawn , and the validation of the conclusions were analyzed in several steps.

So from all the findings of previous studies conducted by the researcher above, it has helped and contributed to understanding A Comparative Study Done by Male and Female Hate Speech Comments on Nikita Mirzani"s Instagram from all the conclusions above is that the average research uses descriptive qualitative methods with different theories to investigate the types of hate speech and impoliteness strategies uttered by netizens on social media.

## 2.7   Conceptual Framework

Based on the theoretical framework, the writer makes a conceptual framework as a foundation for research problems. This foundation shows the relationship and interrelationship between one another. Hate speech is an unavoidable part of the broader flow of freedom of speech, either directly or indirectly. Hate speech contains hatred and jealousy and is very disturbing to others. Pragmatics is used in the formulation of this problem because pragmatics focuses on how language is used in communication, there are six parts of

pragmatics namely deixis, speech act, impoliteness, politeness, presumption, implicature. And impoliteness is used to discuss hate speech because it is related to the discussion of hate speech pragmatics. Impoliteness is a concept that is parallel to politeness that is commonly found in communication activities. There are five strategies of impoliteness according to Culpeper"s (1996) theory, namely Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm Politeness, Withhold Politeness.
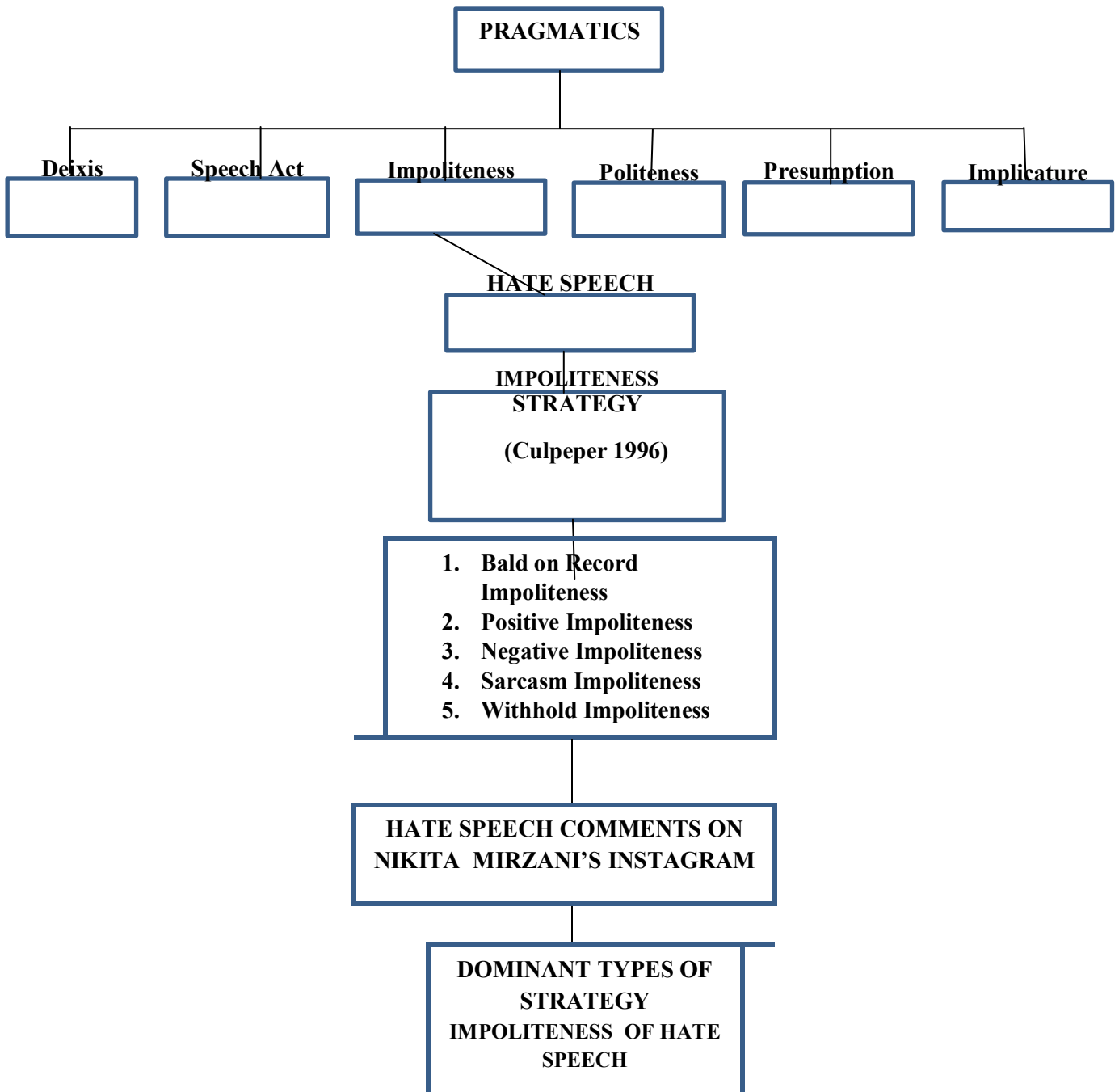
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  Deixis    Speech Act   Impoliteness  Politeness  Presumption  Implicature
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HATE SPEECH

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IMPOLITENESS
STRATEGY

**(Culpeper 1996)**

┌────────────────────────────────┐
│ 1. **Bald on Record**          │
│    **Impoliteness**            │
│ 2. **Positive Impoliteness**   │
│ 3. **Negative Impoliteness**   │
│ 4. **Sarcasm Impoliteness**    │
│ 5. **Withhold Impoliteness**   │
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│ **HATE SPEECH COMMENTS ON**    │
│ **NIKITA MIRZANI'S INSTAGRAM** │
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│ **DOMINANT TYPES OF**          │
│ **STRATEGY**                   │
│ **IMPOLITENESS OF HATE**       │
│ **SPEECH**                     │
└────────────────────────────────┘

*Figure 2.8 Conceptual Framework A Comparative Study Done by Male and Female Hate*

*Speech Comments on Nikita Mirzani's Instagram*

# CHAPTER III

# THE RESEARCH METHODOLOGY

## 3.1 The Research Methods

This research used descriptive qualitative method. Descriptive qualitative research. Research is an important way to gain new facts and additional information. In this case, methodology is very important to make research easy to do. Qualitative methods refer to research results that produce descriptive data. Words and actions written or spoken by people themselves this is called descriptive research. Suharsimi Arikunto (2013:3) the definition of descriptive research is research to investigate situations, conditions, or other matters described in a research report. In this study, phenomena exist in the form of forms, properties, activities, variations, relationships, similarities, and differences between phenomena.

## 3.2 The Source of Data

The data were taken from comments of netizen who posted type of impoliteness strategies of hate speech in the comments column for Nikita Mirzani"s Instagram posted on March 4, 2023. https://www.instagram.com/p/CpW3QCCvfuP/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA

## 3.3 The Technique of Collecting Data

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

1. Find Nikita Mirzani"s Instagram account.

2. Select Nikita Mirzani"s posts on March 4th, 2023

3. Read the comments of netizens in the Nikita Mirzani Instagram comments column

4. Select comments that show impoliteness strategies of hate speech.

5. Collect data by using a table of hate speech comments made by netizens.

6. Screenshots of comments as evidence of male and female comments on Nikita Mirzani"s Instagram account.

## 3.4 The Technique of Analyzing Data

To analyze the data, the writer has several techniques, namely:

1. Analyzing hate speech comments made by netizens on Nikita Mirzani"s Instagram comment section based of impoliteness strategy theory from Culpeper

2. Identify the data by classifying types of hate speech.

3. Find out and identify the types of impoliteness strategies and the most dominant or most used types of hate speech in the comments.

4. Present the analysis results.