

ABSTRACT

Idzni Absharina Alifa, 1215030116, 2025. **HATE SPEECH CONTENT AND THE PRESUPPOSITION IN THE COMMENTARIES ON *THE LITTLE MERMAID* OFFICIAL TRAILER ON DISNEY YOUTUBE CHANNEL.** English Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Supervisors: 1. Dra. Hj. Deuis. Sugaryamah, M.Pd.; 2. Erlan Aditya Ardiansyah, M. Hum.

This study examines hate speech comments on the trailer for the live-action version of *The Little Mermaid* uploaded through Disney's official YouTube channel. The purpose of this study is to classify the types of hate speech, and identify the types of presuppositions to identify the types of intentions of hate speech. This research employs a qualitative descriptive method to explore the types of hate speech and presuppositions to identify the intentions of hate speech in digital communication. The data were sourced from the comments section of *The Little Mermaid* trailer, posted on the Disney YouTube channel, with a focus on user comments that contain hate speech. Of the nine types of hate speech, according to Mondal (2017), namely based on race, behavior, physical, sexual orientation, class, gender, ethnicity, religion, and disability, only three types were found in the 52 data analyzed, namely race, behavior, and physical. The most dominant type of hate speech is based on race, indicating that racial identity is still the main trigger in online hatred. In the presupposition aspect, five of the six types of presuppositions, according to Yule (1966), were identified: existential, factive, counterfactual, lexical, and structural. However, the type of non-factive presupposition was not found in the 15 data analyzed. After analyzing presuppositions, researchers can determine the types of intentions of hate speech based on Waldron's theory (2012), such as undermining dignity and signaling to sympathizers. Of the 15 data analyzed, the most dominant presupposition is existential presupposition, and its intentions are undermining dignity. This shows that most hate speech implicitly assumes the existence of the target group to reinforce discriminatory messages, and confirms that hate speech in social media works subtly but systematically to form stereotypes and reinforce social exclusion, by utilizing language structures that appear neutral but are loaded with ideological meaning. Thus, this study confirms that hate speech is not only expressed explicitly but also embedded through language structures and implicit assumptions that can reinforce discrimination and social exclusion against certain groups.

Keywords: Hate Speech, Intentions of Hate Speech, Pragmatics, Presupposition, Types of Hate Speech, YouTube, *The Little Mermaid*.

ABSTRAK

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Penelitian ini mengkaji komentar ujaran kebencian pada trailer film *The Little Mermaid* versi live-action yang diunggah melalui kanal YouTube resmi Disney. Tujuan penelitian ini adalah untuk mengklasifikasikan jenis ujaran kebencian berdasarkan jenisnya, dan mengidentifikasi jenis presuposisi berdasarkan untuk mengidentifikasi niat ujaran kebencian dari Waldron (2012). Penelitian ini menggunakan metode deskriptif kualitatif untuk mengeksplorasi jenis-jenis ujaran kebencian dan praanggapan untuk mengidentifikasi maksud ujaran kebencian dalam komunikasi digital. Data bersumber dari kolom komentar trailer *The Little Mermaid* yang diunggah di kanal YouTube Disney, dengan fokus pada komentar pengguna yang mengandung ujaran kebencian. Dari sembilan jenis ujaran kebencian menurut Mondal yaitu berdasarkan race, behavior, physical, sexual orientation, class, gender, ethnicity, religion, and disability, namun hanya tiga jenis yang ditemukan dalam 52 data yang dianalisis, yaitu race, behavior, and physical. Jenis ujaran kebencian yang paling dominan adalah berbasis ras, menunjukkan bahwa identitas rasial masih menjadi pemicu utama dalam kebencian daring. Dalam aspek presupposition, ditemukan lima dari enam jenis presupposition menurut Yule, yaitu: existential, factive, counterfactual, lexical, dan structural; sementara jenis non-factive presupposition tidak ditemukan dari 15 data yang dianalisis. Setelah menganalisis presupposition, peneliti dapat menentukan jenis intensi dari hate speech berdasarkan teori Waldron (2012), seperti merendahkan martabat dan memberi sinyal kepada simpatian. Dari 15 data yang dianalisis, presupposition yang paling dominan yaitu existential presupposition, dan intensinya yaitu merendahkan martabat. Hal ini menunjukkan bahwa sebagian besar ujaran kebencian mengasumsikan keberadaan atau eksistensi kelompok target secara implisit untuk memperkuat pesan diskriminatif, serta menegaskan bahwa ujaran kebencian dalam media sosial bekerja secara halus namun sistematis untuk membentuk stereotip dan memperkuat eksklusi sosial, dengan memanfaatkan struktur bahasa yang tampak netral namun sarat makna ideologis. Dengan demikian, penelitian ini menegaskan bahwa ujaran kebencian tidak hanya diekspresikan secara eksplisit, tetapi juga terselip melalui struktur bahasa dan asumsi tersirat yang dapat memperkuat diskriminasi dan eksklusi sosial terhadap kelompok tertentu.

Kata Kunci: Ujaran Kebencian, Niat Ujaran Kebencian, Pragmatik, Presuposisi, Jenis Ujaran Kebencian, YouTube, *The Little Mermaid*