

TABLE OF CONTENTS

APPROVAL PAGE	ii
LEGALIZATION PAGE.....	iii
ABSTRACT	iv
ABSTRAK	v
DECLARATION OF OWNERSHIP.....	vi
PREFACE	vii
ACKNOWLEDGEMENTS.....	viii
TABLE OF CONTENTS	ix
CHAPTER I	
INTODUCTION.....	1
1.1. Research Background.....	1
1.2. Research Question	5
1.3. Research Purpose.....	6
1.4. Research Significant.....	6
1.5. Conceptual Framework.....	6
1.6. Previous Studies.....	9
1.7. Definition of Key Term	11
CHAPTER II	
THEORETICAL FRAMEWORK.....	14
2.1. Pragmatics.....	14
2.2. Presupposition.....	16
A. Existential Presupposition.....	16

B. Factive Presupposition.....	16
C. Non-Factive Presupposition.....	17
D. Lexical Presupposition.....	18
E. Structural Presupposition.....	19
F. Counterfactual Presupposition.....	20
2.3. Hate Speech.....	21
 2.3.1. Types of Hate Speech.....	23
A. Race.....	23
B. Behavior.....	24
C. Physical.....	25
D. Sexual Orientation.....	25
E. Class.....	25
F. Gender.....	26
G. Ethnicity.....	26
H. Religion.....	27
I. Disability.....	28
 2.3.2. Intention of Hate Speech.....	29
A. Undermining Dignity.....	29
B. Signaling to Sympathizers.....	30
2.4. Social Media.....	31
2.5. YouTube.....	33

CHAPTER III

RESEARCH METHODOLOGY.....	36
3.1. Research Design.....	36
3.2. Source of Data.....	37
3.3. Sample of Data.....	38
3.4. Technique of Collecting Data.....	42
3.5. Technique of Analyzing Data.....	45

CHAPTER IV

FINDING AND DISCUSSIONS.....	48
4.1. Types of Hate Speech in the comment section of The Little Mermaid trailer on Disney YouTube channel.....	48
4.1.1. Race.....	49
4.1.2. Behavior.....	64
4.1.3. Physical.....	73
4.2. The Presupposition and The Intentions of Hate Speech in The Comment Section of The Little Mermaid Official Trailer on Disney YouTube Channel.....	84
4.2.1. Existential Presupposition.....	85
4.2.2. Factive Presupposition.....	88
4.2.3. Lexical Presupposition.....	91
4.2.4. Structural Presupposition.....	94
4.2.4. Counterfactual Presupposition.....	95

CHAPTER V

CONCLUSIONS AND SUGGESTION.....	97
 5.1. Conclusion.....	97
 5.2. Suggestions.....	98
REFERENCES.....	100

