CHAPTER I

INTRODUCTION

This chapter describes an overview of information related to the research. This chapter deals with seven components such as research background, research question, research purpose, research significant, conceptual framework, previous studies, and definition of key terms.

1.1. Research Background

YouTube is a popular video-sharing website, and it was founded in February 2005 by three former PayPal employees: Chad Hurley, Steve Chen, and Jawed Karim (Faiqah et al. 2016). As reported by Statista (2025), the number of YouTube users worldwide currently stands at 232.5 million. Wickramaarachchi (2023) states that YouTube has emerged as an effective medium for communication, education, and entertainment. This is further underscored by the platform's capability, which allows users to publish, distribute, and view videos, which represents one of the most valuable aspects of the platform. The platform's content encompasses various genres, including product reviews, tutorial videos, explainer videos, interview and Q&A, challenge videos, vlogs, a day in my life, share your favorites or recommendations, tertimonials, and behind the scenes videos,

On the YouTube platform, there is a feature called the comments section, which can be found in any uploaded video and allows users to respond directly to the content. This feature is used as a medium to express the opinions of YouTube users, both positive and negative (Jamilah & Wahyuni, 2020). When a negative opinion is conveyed with language that offends, attacks, or harms an individual or group, it can be categorized as hate speech (Ross, et al., 2017). Akbar, et al. (2020) explained that the main factor that causes hate speech is prejudice against certain people or groups. Therefore, the existence of negative comments containing prejudice not only reflects individual opinions but also the propensity of social media platforms such as YouTube to function as conduits for the dissemination of hate speech.

Another factor that contributes to the prevalence of hatred on social media is the anonymous nature of these platforms. Anonymity in social media is a condition in which a person's identity is unknown to others in the virtual world. The term comes from the Greek word *anonymia*, which means "without a name" or "nameless" in English. In the context of social media, anonymity refers to the inability to identify a person's true identity when interacting or sharing information online (Rini & Manalu, 2021). Anonymity on social media also causes perpetrators of hate speech to be brave enough to carry out their actions because the perpetrator's real identity will not be discovered (Wachs et al., 2022). Consequently, anonymity can engender a sense of freedom in the perpetrator, leading them to believe that they are not held accountable for their actions and that there will be no direct consequences.

Syafyahyal and Yades (2019) define hate speech as an act of communication carried out by an individual or group in the form of provocation, incitement, or insult to other individuals or groups in terms of various aspects such as race, color, gender, disability, sexual orientation, citizenship, religion, and others. Nashkovska and Trajkova (2018) define hate speech as as an act of accusing, insulting behavior, and manipulating through negativity. The existence of social media platforms such as Twitter, Facebook, YouTube, and Instagram has facilitated the dissemination of hate speech, allowing such communications to be transmitted globally without significant barriers in seconds. Individuals or groups who disseminate hate speech feel emboldened by the ability to use fake identities and do not feel the need to take responsibility for engaging in aggressive rhetoric. Therefore, in this digital era, social media has become a strategic space for expressing negative responses to various forms of content, which can reflect social dynamics and audience perceptions of work (Nashkovska & Trajkova, 2018).

The rise of the phenomenon of hate speech on social media in this digital era is one of the main reasons this issue requires serious academic attention. One important perspective comes from Jeremy Waldron (2012), who argues that hate speech should not only be evaluated based on its content but, more importantly, on

its intentions or the deliberate purpose behind its expression. According to Waldron, The publication of hate speech is calculated to undermine. It aims to compromise the dignity of those at whom it is targeted, both in their own eyes and in the eyes of other members of society. It aims to marginalize, intimidate, and isolate specific communities while at the same time sending affirming messages to others who share the same prejudices. Based on this view, the researcher is interested in examining hate speech messages by classifying their types using Mondal's (2017) theory and analyzing their communicative purpose through the lens of intentions as conceptualized by Waldron (2012).

The author uses one pragmatic approach, presupposition, to understand the meaning of hate speech. According to Yule (1996, p. 4), pragmatics is the study of the meaning conveyed by speakers and subsequently interpreted by listeners within a specific context. Therefore, pragmatics prioritizes analyzing what a person intends through their utterances rather than just the meaning of the word or phrase itself. Yule (1996, p. 26) further elaborates on presupposition, defined as an assumption made by speakers regarding specific situations or information presumed to be known by the audience. That is, when someone says something, they assume that the listener already knows or accepts an utterance as fact. To illustrate this point, consider the sentence "Mary's dog is cute." In this case, the speaker presupposes that Mary possesses a dog.

According to Barnes (2023), presupposition serves as a means to convey information already known to the speaker and listener. It can also be employed in manipulative communication, such as hate speech. In the context of hate speech, presupposition is frequently employed as an implicit strategy to convey animosity without the necessity of explicit expression (Barnes, 2023). Consequently, the nexus between presupposition and hate speech is crucial for investigation, particularly in discerning its subtle yet pernicious manifestations.

The researcher found one phenomenon related to hate speech: negative responses in the comments column of *The Little Mermaid* official trailer released by the Disney Channel YouTube. The trailer itself is a medium that prepares the

audience for a text (for example, a film) by forming an initial interpretive framework, viewing strategy, and expectations. Trailers can determine the meaning of a text (for example, a film) before the audience consumes it. This makes trailers important in transferring power or authority over meaning from the author or director to the marketing team. In a broader context, trailers can influence the audience's perception and meaning of a work (Gray, 2010).

As reported by CNBC.com, in 2023, Disney made a live-action adaptation of the 1989 animated film The Little Mermaid. In this live-action adaptation, Disney chose Halle Bailey, an African-American actress, to play Ariel. According to Walt Disney's official website, The Disney Company started its business by producing the film Alice in Wonderland (Alice Comedy) on October 16, 1923. The company, synonymous with the Mickey Mouse character, is famous for its animated films that tell fairy tales from various parts of the world. One of the popular folklore legends is about mermaids, which was later made into an animated movie titled The Little Mermaid in 1989.

Before officially releasing The Little Mermaid, Walt Disney uploaded the film's trailer on its YouTube channel. In the animated film, Disney depicted Ariel as a white mermaid with bright red hair. Hate speech comments emerged due to the casting of Halle Bailey as Ariel, which sparked controversy aimed at the black mermaid who became the talk of The Little Mermaid movie fans when the movie was released. Some of the hate comments in the post stated that Ariel's character in the Live-Action version ruined their expectations. Most of the negative comments not only expressed dissatisfaction over the inappropriateness of Ariel's character in the Live-Action version but also came in the form of hate speech attacking Halle Bailey's racial identity. The Walt Disney Company responded to the criticism by stating that Hans, the author of The Little Mermaid, is from Denmark, which means that Princess Ariel is black and red-haired Danish (Madjid, 2023). Based on the above phenomenon, researchers are interested in analyzing the types and intentions of hate speech in negative comments on The Little Mermaid's official trailer to understand how such speech operates and influences public discourse on digital platforms.

This research employs three main theories: Mondal's (2017) types of hate speech, Waldron's (2012) intentions of hate speech, and Yule's (1996) presupposition theory. The utilization of these three theories is predicated on their comprehensive capacity to analyze the phenomenon of hate speech. The theoretical framework developed by Mondal facilitates the identification and categorization of hate speech, including those predicated on characteristics such as race, behavior, physicality, sexual orientation, social class, gender, ethnicity, religion, and disability. Concurrently, the theory of intentions of hate speech, according to Waldron (2012), especially the concept of efforts to undermine the dignity and signaling to sympathizers, helps researchers understand the communicative purpose behind hate speech, including how the speech seeks to undermine views of the target individual or group while inviting or influencing readers to have similar prejudices. Yule's (1996) presupposition theory is used to analyze the implicit meaning of hate speech, which is often not stated directly but can still have negative effects because it contains basic assumptions that are discriminatory or demean certain groups.

1.2. Research Question

Related to research background explained previously, the problems to be identified in this study are:

1. What types of hate speech are found in the comments section of *The Little Mermaid* official trailer on Disney YouTube channel?
2. What presupposition identifies the intentions of hate speech in the comments section of The Little Mermaid official trailer on Disney YouTube channel?

1.3. Research Purpose

Based on the formulation of the research question above, the objectives are:
1. To identify the types of hate speech in the comments section of *The Little Mermaid* trailer on Disney YouTube channel.

2. To analyze presuppositions to identify the intentions reflected in hate speech

5

comments on *The Little Mermaid* trailer on Disney YouTube channel.

1.4. Research Significant

This research is essential theoretically and practically. Theoretically, this research contributes to the development of literature related to hate speech by providing an understanding of its manifestations on online platforms, particularly in the media context. It also enriches the knowledge of how presupposition theory can facilitate the analysis of the types and intentions of hate speech. Presupposition theory, such as existential, factive, non-factive, lexical, structural, and counterfactual presupposition, related to Waldron's (2012) theory of intentions of hate speech, such as undermining dignity and signaling to sympathizers, and the theory of hate speech types, which classifies hate speech based on targeted groups, such as race, gender, or sexual orientation. This theory helps identify how hate speech spreads hatred and incites negative actions against certain groups. In this context, understanding the intent of hate speech is crucial to assessing its impact on individuals and society. Practically, this research can provide recommendations for social media platforms to be more effective in identifying and addressing hate speech in comment sections by using the theory of presupposition, types of hate speech to classify different kinds of hate speech, and their intentions to understand their purpose and impact.

1.5. Conceptual Framework

This research is based on three theories, namely the theory of presupposition by Yule (1996), types of hate speech by Mondal (2017) and the theory of hate speech intentions by Waldron (2012). According to Yule (1996, p. 27-29), the following types of presupposition are distinguished: existential, factive, non-factive, lexical, structural, and counterfactual presupposition. In this research, Yule's (1996) presupposition theory is employed as a pragmatic analytical instrument to unveil the meaning of hate speech. Each type of presupposition serves a distinct function in identifying assumptions that are not explicitly stated but are implicitly accepted or presumed by the speaker and comprehended by the listener.

Mondal's theory classifies hate speech into several categories based on specific characteristics, such as race, behavior, physical, sexual orientation, social class, gender, ethnicity, religion, and disability. This theory is used to identify patterns of hate speech that appear in comments so that it can help understand the forms and characteristics of hate speech in the context of social media platforms such as YouTube.

The first category is race refers to discrimination based on ethnicity or skin color, for example, "nigga" or "nigger" targeting black people. Next, behavior refers to the perception of behavior disliked or considered disturbing, such as "stupid people" or "selfish people". Third is physical that refers to type of hate speech targets a person's physical appearance, such as weight, height, or general appearance, for example "fat people" or "short people". Then, sexual orientation refers to Hate speech that targets someone who has a particular sexual orientation. For example, the term "gay people". Then, class refers to hate speech focuses on social class differences, such as the terms "rich people" or "ghetto people". Next category is gender that refers to Hate speech based on gender includes derogatory phrases such as "pregnant people", "cunt", or "sexist people". Then, ethnicity refers to hate speech involves targeting individuals or groups because of their ethnicity, heritage, or nationality. Which includes negative phrases such as "Chinese people" and "Indian people or can be racial slurs. Then, religion refers to hate speech targets specific religious beliefs or practices, such as those against Jewish people or other religious groups. The last one is disability that refers to hate speech targets individuals with disabilities, either physical or mental, for example "retard" or "bipolar people".

According to Mondal (2017), hate speech can be recognized through certain language elements, such as the use of words or phrases that are offensive or demeaning to specific groups or individuals based on their characteristics. In this study, comments on the video The Little Mermaid Official Trailer were analyzed to identify various types of hate speech directed at the character Ariel, especially regarding the selection of Halle Bailey as her actor. For example, comments that attack Ariel's skin color or physical appearance can be categorized as hate speech

based on race or physicality. This approach allows the study to systematically categorize hate speech, providing a clearer picture of how hate speech operates in the digital environment.

This research also analyzes the intention of hate speech using Waldron's theory (2012). Waldon (2012) purpose of hate speech into two categories: undermining dignity, and signaling to sympathizers. Undermining dignity reflects the expression of intense emotional hatred without calling for further action. Signaling to sympathizers is speech that explicitly or implicitly encourages discriminatory, hostile, or violent actions. By using this theory, the study can explore the purpose behind the hate speech found in the comments, both passive and active, in provoking the audience.

This conceptual framework connects presuppositions, types of hate speech, and their intentions to provide a more holistic understanding of the hate speech phenomenon. This analysis seeks to explain how presupposition plays a crucial role in determining both the type and intention of hate speech by revealing what the speaker assumes to be true and how these assumptions shape the message's target and purpose categories of hate speech can reflect specific intentions, such as encouraging racial discrimination or creating negative sentiments towards certain groups. The relationship between type and intention also provides insight into the potential impact of hate speech on the targeted individuals and broader social dynamics. Thus, this framework not only helps analyze the data in depth but also supports the systematic interpretation of the research results.

1.6. Previous Studies

This study referred to several previous related studies. The first study was written by Alfiah (2024), entitled *Hate Speech Comments on Hailey Bieber's Instagram Post: A Pragmatic Approach.* In this research, the researcher classified types of hate speech based on Mondal's theory and analyzed the intentions behind the hate speech based on Kreidler's theory. The results of the analysis of this study are that the most dominant type of hate speech is behavior-based, with the main reason being that Hailey is considered to have stolen Justin Bieber from his ex-

girlfriend, Selena Gomez. Regarding intention, the comments aimed more at insulting Hailey than blaming her. This study also shows netizens' behavioral patterns, which easily criticize public figures on social media and are often influenced by popular narratives or certain stereotypes.

The second study was written by Oktaviani and Nur (2022), entitled *Illocutionary Speech Acts and Types of Hate Speech in Comments on @Indraakenz's Twitter Account.* This study analyzes illocutionary speech acts and types of hate speech in comments on the @indraakenz Twitter account related to the polemic of the upload about "being born poor is a privilege." The upload triggered a misunderstanding of the meaning of "privilege." Using Searle's (1976) theory of illocutionary speech acts, namely assertive, directive, expressive, commissive, and declarative, and the classification of hate speech based on the Chief of Police Circular SE/6/X/2015, this study found that the type of hatred that most often appears aims to insult the honor and reputation of the account owner, making him feel ashamed. The difference between the previous studies and this study lies in the combination of theories. The researcher uses the theory of types of hate speech based on Mondal (2017) and intentions of hate speech based on the Waldron's theory (2012).

The third study is "*Pragmatic Analysis of Hate Speech in Social Media as Response to Prince Charles and Camilla's Past Relationship*" by Febry Pramitha Sari (2020). This study employs a pragmatic approach to analyze hate speech comments on social media directed at Prince Charles and Camilla Parker. The primary focus of this study is the public's reaction to the artist's controversial past relationship. Utilizing Mondal et al.'s (2017) framework to identify the types of hate speech and Kreidler's (2002) speech act theory to interpret the intentions behind them, the study reveals that the most dominant type of hate speech found was based on behavior, followed by gender, physical appearance, and class. The predominant intention manifested is mocking 35%, insulting 26%, and insinuating 26%. The findings highlight a platform for users to express complex layers of hate, often tied to moral judgment and public sentiment, particularly toward controversial public figures.

The fourth study is *"Presupposition Analysis of Twitter Hate Comments towards Meghan Markle at Queen Elizabeth II's Funeral"* by Caumelia Agustin and Nina Setyaningsih (2022). This study employs a pragmatic approach to examine the hate comments posted on the social media platform Twitter in response to Meghan Markle's presence at the funeral of Queen Elizabeth II. The focal issue is the online community's reaction to Meghan Markle, influenced by her contentious public persona. Employing Yule's (1996) theory of presupposition, the study identifies six types of presupposition in the data: existential, lexical, factive, structural, non-factive, and counterfactual. The data were derived from responses to five prominent tweets during the funeral period. The findings of the study indicate that the most prevalent type of presupposition was existential (53.9%), followed by factive (18.2%) and lexical (11.4%). The findings underscore how presuppositions embedded within hate comments reflect profoundly entrenched assumptions and evaluations concerning Meghan Markle. This phenomenon illuminates the capacity of linguistic structure to subtly encode bias and moral condemnation on social media platforms.

The fifth study was written by Rasna, et al (2024), entitled *"Presupposition Speech at the Tawur Kasanga Ceremony: A Pragmatic Study"*. This study aims to analyze the types of presuppositions in a speech at the Tawur Kasanga ceremony in Denpasar in 2023 as a pragmatic study. The method used is a qualitative descriptive approach with data from spoken speech collected through recordings and structured interviews. Based on data analysis, six types of presuppositions were identified according to Yule's theory (2006): existential (24.489%), factual (26.530%), lexical (22.448%), structural (22.448%), non-factual (2.040%), and counterfactual (2.040%). This study emphasizes the importance of using polite, gentle, and meaningful language in the context of religious rituals to maintain the solemnity and sanctity of the ceremony. The results of this study are expected to enrich pragmatic studies, especially in the context of culture and religion.

Compared with the five preceding ones, the distinguishing features of the present study are the theoretical framework and the object of analysis. In that 2024 study, Alfiah (2024) synthesized Mondal's (2017) taxonomy of hate speech with

Kreidler's (2002) pragmatic intentions. Oktaviani and Nur (2022) employed a paired-sample approach, aligning Searle's (1976) illocutionary acts with the Chief of Police Circular SE/6/X/2015 classification. Sari (2020) integrated Mondal's (2017) framework with Kreidler's (2002) speech-act theory. Finally, Agustin and Setyaningsih (2022) utilized Yule's (1996) presupposition theory as a unifying framework. Meanwhile, Rasna et al. (2024) focused on analyzing presupposition types in religious ceremonial speech, employing Yule's (1996) theory to explore pragmatic meaning in a cultural context rather than social media discourse. This study integrates three theories simultaneously: Mondal (2017) for types of hate speech, Waldron (2012) for the intentions of hate speech, and Yule (1996) for presupposition to capture both explicit and implicit hate strategies. Furthermore, while earlier studies have examined hate comments on Hailey Bieber's Instagram, @Indraakenz's Twitter, social media responses to Prince Charles and Camilla, Twitter remarks at Queen Elizabeth II's funeral, and ceremonial speech at Tawur Kasanga, the present research focuses on hate speech in the YouTube comment section of Disney's official The Little Mermaid trailer.

1.7. Definition of Key Term

This chapter defines some of the terminology that appears frequently throughout the research. This chapter was written to clarify ideas and prevent misunderstandings about the significance of the research. The definitions of these terms include:

1. Hate Speech

In this research, hate speech refers to negative comments on the Little Mermaid's official trailer expressing contempt, discrimination, or hostility, specifically towards the casting of Halle Bailey as Ariel.

2. Presupposition

Pragmatics is the study of the meaning conveyed by speakers and subsequently interpreted by listeners within a specific context (Yule, 1996). The types of presupposition include existential, factive, non-factive, lexical, structural, and

counterfactual presupposition.

3. Types of Hate Speech

The types of hate speech refer to the classification proposed by Mondal (2017), which categorizes hate speech into seven types: race, behaviour, physical, sexual orientation, class, gender, ethnicity, religion, and disability. This research uses the types of hate speech categorized by Mondal to identify the various forms of hate speech found in the comments section of The Little Mermaid trailer.

4. Intentions of Hate Speech

Intentions of hate speech refer to the communicative purpose behind the hate speech, as proposed by Jeremy Waldron (2012). Waldron identifies two primary intentions: undermining dignity and signaling to sympathizers. The act of undermining dignity entails the utilization of hate speech as a means to deliberately insult, exclude, and intimidate a specific target group, thereby engendering a sense of unworthiness regarding their societal inclusion. Meanwhile, signaling to sympathizers is an attempt to attract support from other parties who have similar prejudices to strengthen solidarity in spreading hatred.

5. The Little Mermaid Official Trailer

The Little Mermaid Official Trailer refers to footage from several scenes of The Little Mermaid movie. This trailer displays a synopsis of The Little Mermaid movie and features some of the characters that will appear in the movie. The release of this trailer before the movie drew controversy because Halle Bailey, who played the live-action version of Ariel, did not match the expectations of the audience.