CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It consists of research background, problem statements, research purposes, research significances, previous studies, and definition of key terms.

1.1 Research Background

Social media is used to facilitate interaction between the users with two-way communication. It is also used to build a self-image or profile of a person, and can be utilized by companies as a marketing medium (Andriansyah & Maharani, 2021). Instagram is one of the largest and most popular social media platforms in the world after Facebook, YouTube, and WhatsApp (Rozgonjuk et al., 2020). This application is used by people to share photos and videos. One of the features that can be used in Instagram is the comment section, where Instagram users or netizens (internet citizen) can give feedback on photo or video posts that have been uploaded. Comments given by netizens do not always contain positive feedback but can also be negative feedback.

Negative feedback is a response or reaction that expresses clear opposition to someone or something. Public figures like celebrities frequently receive negative feedback criticizing their words, actions, or behaviors. It could be by stating rejection or disagreement, providing unsupportive arguments, or even uttering hate speech.

Hate speech, according to ElSherief et al. (2018), is defined as speech that defames others. Hate speech is very harsh personal insults and epithets directed against race, religion, ethnicity, gender, or sexual orientation that can cause serious problems (Greenawalt, 1996). Margaret Brown-Sica and Jeffrey Beall (2008) mention that hate speech manifests in many actions, such as insulting, hurting, or demeaning certain minority groups, for a variety of reasons, whether based on race, gender, ethnicity, disability, nationality, religion, sexual orientation, or other

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characteristics. Mondal et al., (2017) divide hate speech into several categories, including race, behavior, physical, class, gender, ethnicity, religion, and disability. It can be concluded that hate speech is a speech that is intended to insult or harm another person by attacking his/her identity, whether it is based on race, behavior, physical characteristics, class, gender, ethnicity, religion, or disability.

In understanding hate speech, context is needed to identify the background behind it. For instance, a sentence such as "Stop using drugs!" is a sentence with no negative connotations, or even a positive sentence that encourages addicts to stop using drugs. However, when this sentence is directed at someone who is not an addict, the message becomes hate speech that attacks someone's behavior. The example shows that context can greatly influence the meaning of an utterance.

In linguistic study, context is discussed in pragmatics theory. Pragmatics is defined as the study of the relationship between language and context (Levinson, 1983). One of the most popular studies in pragmatics is speech act.

The theory of speech act was first proposed by Austin (1962) who stated speech act as the actions taken when speaking something. Furthermore, the study of speech act theory was developed by John Rogers Searle in 1969. They developed speech act theory based on the belief that language is used by humans to perform an action. This is in line with Yule's (1996) opinion that speech is more than just a statement.

Austin (1962) divides each speech act into three different categories, namely locutionary act, illocutionary act and perlocutionary act. They have different tendencies. Locutionary act is the traditional way of studying utterances, which is by interpreting them literally according to their actual meaning. Meanwhile, illocutionary act sees an utterance from a certain intention. When someone says something, there is an implied intention or meaning in every utterance. Meanwhile, perlocutionary act is the influence or effect felt by the hearer when getting an utterance from the speaker.

Among the three types of speech acts above, the theory that is suitable for analyzing an utterance from the speaker's intention is the illocutionary act. Based on Searle in Yule's (1996) theory, there are five types of illocutionary acts, namely representative speech act, directive speech act, commissive speech act, expressive speech act, and declaration speech act.

Hate speech, in addition to being related to speech acts, is also related to the norms of a language. In pragmatic, a study that deals with the manners of language usage in communication is called politeness. This theory is developed by Penelope Brown and Stephen (1987) in the 1970s who stated that politeness is a way of delivering utterances as politely as possible to minimize conflict with others. By doing politeness strategy, people try to build harmony through an act of saving someone's 'face'.

In politeness theory, the term face is a representation of an individual's self-image to be respected. It is classified into positive and negative faces. The positive face represents the desire for appreciation, whereas the negative face represents freedom from interruption.

Despite politeness principles, individuals may attack each other's faces. This phenomenon is called impoliteness. Impoliteness is negative attitudes or behaviors that occur in certain contexts that may cause social conflict. In a way of delivering impoliteness, Culpeper (1996) argues that there are five kinds of impoliteness strategies. Those are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

For instance, the utterance "Are you happy with new implants?" The context of the utterance occurs when the speaker notices a change in someone's body. The speaker knows that the person has gained weight and tries to comment on one of the body parts. When someone says something, there is an implied intention or meaning behind it. In this case, the speaker aims to perform an expressive action conveyed in the form of criticism through his utterance. Thus, this utterance is included in the expressive speech act. On the other hand, this utterance also has the

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potential to hurt and offend the listener. Moreover, the speaker attacks the listener personally by commenting one of the target's body parts. Therefore, this expression is included as hate speech in physical category. Besides being included in hate speech, the above utterance is also included in impoliteness because the speaker intentionally performs a face threatening act with a mock politeness strategy where the impoliteness is expressed with insincere politeness.

In recent cases, one of the public figures who has experienced hate speech is Selena Gomez. She is a singer, actress, and entrepreneur with many accomplishments. The hate speech she received was motivated by the conflict that occurred between her and Justin Bieber's wife, Hailey Bieber. The social media accounts of these two celebrities are often filled with oblique comments that intersect between the two fans to defend their respective idols.

When the conflict was at its peak, On April 15, 2023, Selena Gomez uploaded a photo on her Instagram account @selenagomez. The photo was flooded with more than 128 thousand comments as of September 25, 2023. The comments column is dominated by a variety of hate speeches thrown by netizens who do not like Selena Gomez.

In this thesis, the writer will examine two focuses. The first one is to find out the types of illocutionary act and the types of hate speech contained in Selena Gomez's Instagram comments using theory of Searle in Yule's (1996) and Mondal et al., (2017). The second one is to analyze the impoliteness strategies on hate speech in Selena Gomez's Instagram comments employing (Culpeper, 1996) theory.

1.2 Problem Statements

Based on the research background above, the writer concludes there are two questions that will be the primary focus of this study:

1. What types of illocutionary acts and types of hate speech are contained in Selena Gomez's Instagram comments?
2. How are the impoliteness strategies used by the netizens on hate speech in Selena Gomez's Instagram comments?

1.3 Research Purposes

Based on the formulation of the research question above, the writer is intended:

1. To identify the types of illocutionary acts and types of hate speech contained on hate speech in Selena Gomez's Instagram comments.
2. To explore the impoliteness strategies used by the netizens on hate speech in Selena Gomez's Instagram comments.

1.4 Research Significances

The writer hopes that this research will contribute to linguistic studies in the significance of two ways: theoretically and practically.

In theoretical, the findings of the study should be valuable as (1) an enrichment of linguistic research, particularly in the pragmatics branch; (2) a bibliographical variation for readers; and (3) a resource for the next relevant type of research.

In practice, this study is expected to: (1) provide an authentic source of research on hate speech, illocutionary acts, and impoliteness strategies; (2) provide readers with a deeper understanding of analyzing utterances based on linguistic aspects; and (3) inspire other writers to develop and conduct other research in the same scope on different subjects.

1.5   Previous Studies

Research on the analysis of hate speech comments on social media has been conducted by many writers. One of the first studies read by the author is "Pragmatic Analysis of Hate Speech in Social Media as Response to Prince Charles and Camilla's Past Relationship" by Sari (2020). Based on the analysis conducted, there are 8 types of hate speech with the order of types with the highest to lowest range, including behavior, gender, physical, class, disability, religion, racism, and ethnicity. In addition, this study also describes 5 intentions of the author of hate speech in the order of the highest to the lowest range, namely mocking, insulting, insinuating, accusing, and blaming.

In addition to the research above, other studies discuss the topic of hate speech, but with different approaches. The research was conducted by Simbolon & Saragi (2019). The research entitled "An Analysis About Hate Speech Towards President Joko Widodo on His Instagram Account: A Pragmatics Analysis" focuses the results of its research on three things, namely, (1) Knowing the meaning and purpose of the form of hate speech contained in the comments of President Joko Widodo's Instagram account. (2) Knowing the illocutionary function of the form of hate speech contained in the comments of President Joko Widodo's Instagram account. (3) Knowing the most dominant illocutionary function in President Joko Widodo's Instagram account comments.

Meanwhile, in the scope of impoliteness, one of the related studies that has been conducted is research by Adinda Siti Nuralia (2023) entitled "Impoliteness Strategies in the YouTube Comment Section of Rishi Sunak about the National Health Service on Sky News YouTube Channel." This research has two focuses as the result. (1) There were 58 impoliteness strategies discovered (including four data with more than one strategy). There were four instances of bald on-record impoliteness, 19 instances of positive impoliteness, 34 instances of negative impoliteness, and one instance of sarcasm or mock politeness. (2) There are three function of impoliteness strategies found in the data; affective impoliteness with 38

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occurrences, coercive impoliteness with 8 occurrences, and entertaining impoliteness with 8 occurrences.

Although there are many types of research on hate speech analysis that have been analized, there are differences between previous studies and this research. One of the most prominent differences are the object of analysis. The author takes a different object of analysis of earlier studies, namely hate speech contained in Selena Gomez's Instagram comments. Aside from that, this research has a different combination of objectives. The writer will examine the types of illocutionary act and the types of hate speech contained in Selena Gomez's Instagram comments and the impoliteness strategies used by netizens on hate speech in Selena Gomez's Instagram comments. The writer will use Searle in Yule's (1996) theory about five basic types of illocutionary acts, Mondal et al., (2017) theory about types of hate speech, and (Culpeper, 1996) theory about impoliteness strategies.

1.6   Definition of Key Terms

There are several key terms used in this research. These terms are pragmatics, speech act, illocutionary act, face, impoliteness, Selena Gomez, Instagram, and comment. The purpose of writing the definition of these key terms is to provide a brief explanation of each term and to avoid misunderstandings. Some of the key terms defined are as follows:

a.   Pragmatics

Pragmatics is one of the branches of linguistics which, according to Kridalaksana (1993), is defined as the conditions that result in the harmonious use of language in communication; aspects of language use or context outside the language that contribute to the meaning of speech.

b.   Illocutionary Act

Leech (1983) stated that illocutionary act is performing an act in saying something. This theory sees an utterance from a certain intention.

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When someone says something, there is an implied intention or meaning behind it.

c. Impoliteness

Impoliteness is an action related to rudeness that aims to embarrass the other person during a conversation (Culpeper in Arumningtyas, 2017). It aims to attack individual's face.

d. Hate Speech

Hate speech is speech that defames others (ElSherief et al., 2018). It is verbal or written actions carried out by individuals or groups in the form of provocation or incitement to other individuals or groups in various aspects such as race, religion, colour, gender, disability, and so on.

e. Instagram

Instagram is a social media platform with millions of users worldwide. This application is used by people to share photos and video content. It comes with several features like direct message (DM), reels, likes, and comment.