

ABSTRACT

Alifa Yusma Alfiah. 1205030024. 2024. Hate Speech Comments on Hailey Bieber's Instagram Post: A Pragmatic Approach. Undergraduate thesis, English Literature, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisors 1. Dr. H. Yuyun Nurulaen, M.Si, 2. Cipto Wardoyo, S.Pd., M.Hum., Ph.D

This research examines hate speech on Hailey Bieber's Instagram post. There are two purposes of this research, the first is to analyze the types of hate speech and the second is to describe the intentions of hate speech in Hailey Bieber's Instagram post. This research was conducted using a qualitative method. The data source for this research was taken from the utterances in the comments of 2 Hailey Bieber's Instagram posts that seem to be attracting a lot of attention from netizens. To analyze the data, the researcher uses two theories; Mondal et al.'s (2017) theory on the types of hate speech, and to know the intention of the hate speech comments, the researcher uses speech act theory by Kreidler (2002). Based on 140 data found, the results of the research are as follows: first, the type of hate speech that is most often found is based on behavior. This is because Hailey Bieber is often the subject of media and public spotlight, especially regarding her relationship with Justin Bieber and her relationship with Selena Gomez. Many people have strong opinions that Hailey "stole" Justin from Selena, sparking negative comments that highlight Hailey's behavior. Second, in terms of netizen's comment on her hate speech, they tend to intend to insult Hailey rather than blame. Hailey Bieber, as a celebrity, is under intense public scrutiny, and her actions or appearance can quickly become the target of criticism.

Keywords: Hate Speech, Pragmatic, Hailey Bieber, Instagram

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