

## CHAPTER I

### INTRODUCTION

This chapter deals with five components such as background of the research, statement of problems, research purposes, research significances, and clarification of key terms.

#### 1.1 Research Background

Language refers to a system of communication used by humans to convey meaning through the use of words, symbols, and grammar. According to Bailey (2000:25), speaking is a process of interaction where speakers intend to build meaning through producing, receiving, and processing information. From those theories, it can be concluded that speaking skills is related to communication. Speaking is the skill of using language appropriately to express someone's ideas, opinions, or feelings in order to give or get information and knowledge from other people who communicate.

People who speak must have the intention or the meaning of the utterance. There is a science that studies the language meaning, namely pragmatic (Sari, 2020). For Yule (1996), pragmatic is “the study of intended speaker meaning”; that means, it involves the understanding of what the speaker or writer intends to convey even when he or she has not obviously. The speaker has to try to make good communication to make the listener understand with the utterance. Clear communication will happen if the listener knows the context of the utterance. According to Levinson (1983), pragmatic is the study of language use, or the study of the relationship between language and context, which is fundamental to an account of language understanding and involves making inferences that connect what is said to what is mutually assumed or what has been said before.

In the current era of globalization, various aspects of human life are made easier by various discoveries or whatever development of technology. One of the aspects of human life that is developing most rapidly in this era of globalization is

the communication aspect, namely social media. As explained by Infante & Mardikaningsih (2022), “The world is very transparent to the development of technology and information that is so fast and large in influencing human civilization. It can be analogized as a big village where people know and greet each other so that the world is called a big village. At that time, a platform was invented that allowed people around the world to connect with each other called social media.”. Social media has now become a means of online business, sharing ideas, disseminating information, and is even effectively used for various practices of fraud, intimidation, slander, and provocation, hatred, and the like. In short, social media can now be used for any goal and is hard to stop. The high number of social media content users makes it easier for people to communicate. One of the means of communication on social media takes place publicly. The negative impact then is the hater phenomenon. Haters means a person who hates. This media openness is what triggers the high tendency of people to engage in hate speech, such as the availability of comment facilities for readers on electronic-based media. This creates a relationship between the writer and reader that is reciprocal, making it possible and easy to comment on each other. Laub (2019) states that hate speech online has been linked to a global increase in violence toward minorities, including mass shootings, lynchings, and ethnic cleansing.

One of the most popular social media is Instagram. Instagram is a completely visual platform. Instagram account owners vary in level, age, and so on. It could be children, teenagers, presidents, actors, etc. On their account, they are free to upload photos or videos. This is very commonly seen on the Instagram accounts of public figures who receive lots of comments, including hate comments. As time goes by, the hateful comments from social media users are truly frightening. Not only do they make hate speech about what public figures do, but they can also do things like body shaming.

Understanding hate speech on Instagram from a pragmatic lens entails looking at how language is used in social contexts to achieve specific communicative aims. Pragmatic is the study of language in use, taking into account context, intention, and consequence. Taking a pragmatic approach to hate speech

on Instagram allows for a better understanding of how linguistic characteristics, social dynamics, and technical affordances influence the creation, receipt, and interpretation of hateful content on the platform.

Strauss and Feiz (2014) stated: "Speech act are the basic units of communication in which comments or spates of discourse are viewed as social act that fulfill social functions." When people say or write comments, they have a meaning or intention. The researcher analyzed Instagram data to identify the meaning of words, phrases, and sentences based on context. Each word, phrase, and sentence has a meaning in different contexts. Based on the speech act theory, the researcher analyzed what people said on Hailey Bieber's Instagram. The communications are interpreted in terms of their worth. The value could show one condition: how people in one territory, region, or country communicate through language.

The process also can contain impolite words or sentences which has a different meaning from what it should be. All negative politeness might be considered hate speech. Hate Speech is an act of communication carried out by an individual or group in the form of provocation, incitement, or insulting other individuals or groups in terms of various aspects such as race, skin color, ethnicity, gender, disability, sexual orientation, nationality, religion, etc. In the legal sense, Hate Speech is words, behavior, writing, or performances that are prohibited because they can trigger acts of violence and prejudice, whether on the part of the perpetrator of the statement or the victim of that action. According to Mohammed & Saleh (2023), Hate Speech is a form of verbal or symbolic violence that can be committed by an individual, a small group, or an entire population.

Hate Speech is not only spoken directly but also indirectly in the modern period. The impact of hate speech is not the same in all instances, depends on the person involved, content, location, and circumstances. This indicates that who, what, where, and circumstances determine the impact of hate speech and its control. Hate speech may harm the victims directly or indirectly. In direct hate speech, the victims are injured immediately by the contents of hate speech. In an indirect hate

speech, the harm may be immediate or delayed, the delayed harm is perpetrated by the agents, not by an original actor. For instance, hate speech on racism in public meetings might motivate other racists to initiate harassment, intimidation, violence, and so on.

An example of a public figure who received hate comments for her activities is Hailey Bieber. Hailey Rhode Bieber is an American model, media personality, and socialite. She married a singer named Justin Bieber in 2019. Hailey Bieber and Justin Bieber's relationship is indeed controversial. This happened because before getting married, Justin Bieber and Selena Gomez had a relationship in 2010 and made their relationship official in 2011. However, their romantic relationship was known to have been on and off until finally the two of them officially separated in May 2018. At that time, many fans were speculated why Justin Bieber proposed to Hailey Baldwin too quickly. Indeed, there are those who think that this is Justin Bieber's way of making Selena Gomez jealous and asking her to get back together, but there are also those who think that Hailey Baldwin really destroyed Justin Bieber and Selena Gomez's relationship. Until now, their relationship, especially Hailey's, has received a lot of hateful comments from netizens.

In this case, the researcher finds some previous studies that are relevant to the research that the researcher has conducted. The first article is by Jiang & Dehart (2020) who analyzes the application of pragmatic theories to analyze hate speech in Instagram comments. The researchers collected comments from public people's Instagram posts and categorized them using speech act theory. They defined a variety of speech actions, including threats, insults, and accusations, with an emphasis on the intentions behind each and their impact on online conversation. The research found that hate speech on Instagram often functions to intimidate, degrade, and silence targeted individuals. The pragmatic analysis revealed that these comments are strategically crafted to provoke emotional responses and perpetuate social divisions.

The second article, Alabi and Aleyoja (2019) who researched the hate speech on Nnamdi Kanu's speech used Lawal's (2003) "Aspects of Pragmatic

theory”. In this study, the researchers observe that Nnamdi Kanu uses pragmatic linguistic structures such as group identity profiling, personal narratives, accusations, metaphors, rhetorical questions, attention seeking, negative representation, pessimistic utterances, and so on as identity construction strategies of the IPOB group in his speech.

The third article, Nasution et al (2021) who have researched An Analysis Of Hate Speech Against K-pop idols And Their Fans On Instagram And Twitter From The Perspective of pragmatic, The data were analyzed by using the Interactive Model of Miles, Huberman, and Saldana (2014), This research based on the results of observations on Twitter and Instagram pages, it was found that some of the following data include hate speech aimed at several K-Pop idols and illocutionary comments. This research identified various types of hate speech commonly directed at public figures on Instagram. These included direct insults, threats, derogatory remarks, and insinuations. These forms of speech act as mechanisms for expressing hostility and animosity towards the targets.

In previous studies above, most have researched hate comments on impersonal social media accounts. However, this research analyzes hate speech comments on personal Instagram account and use different theory from the previous studies above. Researchers can develop a more advanced knowledge of how hate speech acts in online communities and its broader socio-cultural repercussions. This pragmatic viewpoint informs strategies for reducing the negative impacts of hate speech while supporting free expression and digital citizenship norms on Instagram and other social media platforms. This research has a position to complement previous research. By conducting this research, it will provide awareness to the public about the importance of avoiding hate speech under any pretext. This research uses Mondal, et al (2017) for hate speech theory, there are eight types of hate speech, such as race, behavior, physical, class, gender, ethnicity, disability, and religion. Meanwhile, in order to know the intention of the hate speech comments, the researcher uses speech act theory by Kreidler (2002), there are 5 intention of hate speech such as mocking, accusing, blaming, insulting, and insinuating.

## 1.2 Statement of Problem

The problem that this research addresses hate speech can influence others, provoke, become the public spotlight, and even cause divisions just because of a statement by netizens. All forms of hate speech spread through social networking sites intentionally or unintentionally, can harm people.

From the problem above, the researcher states that there are two questions research be the main focuses of this research, they are:

1. What types of hate speech comments on Hailey Bieber's Instagram post?
2. What are the intentions of hate speech comments on Hailey Bieber's Instagram post?

## 1.3 Research Purposes

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

1. To analyze types of hate speech comments on Hailey Bieber's Instagram post
2. To describe the intention of hate speech comments on Hailey Bieber's Instagram post

## 1.4 Research Significances

According to the research objectives above, this research's significance can be described theoretically and practically as follows:

1. Theoretically

The research findings should be valuable as (1) giving insights into the linguistic and pragmatic aspects (2) a bibliographical variation for readers; and (3) a resource for the next relevant sort of research.

2. Practically

Practically, (1) provide a nuanced perspective on the impact of hate speech on social media. (2) inform strategies for mitigating online hate speech and promoting a more respectful and inclusive digital environment;

and (3) inspire other researchers to develop and conduct other research in the same scope with different subjects.

Additionally, this research improved linguistics students' understanding of Hate Speech based a pragmatic approach.

## **1.5 Clarification of Key Terms**

This chapter defines several terminology that are frequently used throughout the entire investigation. This chapter was created to clarify the idea and prevent any misunderstandings over the significance of the research. The researcher defines the key terms in this definition; there are:

### **1. Pragmatic**

In linguistics, pragmatic is the study of language in context, specifically how context influences the perception of meaning during conversation. It focuses on how individuals use language in social circumstances, taking into account elements such as suggested meaning, context, intentions, and presuppositions to better understand communication than just the exact words used.

### **2. Instagram**

Instagram is a social media platform where showcased users' varied video and photograph.

### **3. Hate speech**

Commonly speaking, "hate speech" is derogatory language that may endanger societal harmony and targets a group or a person based on innate traits (like gender, race, or religion).

### **4. Comments**

A statement conveying a viewpoint or response, either in writing or spoken.