



## **AN ANALYSIS OF HATE SPEECH IN DENISE CHARUESTA'S INSTAGRAM COMMENT SECTION**

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### **Abstract**

This research aims to analyze types of hate speech and hate speech strategies which mostly used by haters in Denise Chariesta's Instagram with used descriptive qualitative method. This research used Mondal, et al. (2017) theory to analyze types of hate speech and also theory by Culpeper (2015) to analyze strategies of hate speech in one post of Denise Chariesta's Instagram comment section. The results found that there are five types of hate speech found, namely behavior, physical, class, gender and disability. Then, all strategies of hate speech utterances also found, namely bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness, withhold impoliteness and sarcasm. Behavior was the most hate category used by haters on Denise Chariesta's Instagram and bald on record impoliteness was the most strategy used by haters on her Instagram comment section.

**Key words:** Hate Speech, Impoliteness, Instagram

### **A. INTRODUCTION**

People always use language in their life because they need it to communicate each other either in the form of direct or indirect contact. On indirect contact, language use for communication happen through social media. People use social media platforms, such as Facebook, Twitter, Instagram and Tiktok. They can use it as a tool for chatting with their friends or posting something related to their feelings or expression through status, captions and comments. It is free for them to post anything or convey anything to the public.

Since people freely convey anything on social media, some problems often appear because of this freedom. Hate speech is one of the popular phenomena of the freedom in social media. Not only happen in social media, but hate speech also can happen in real life situation, such as oration. According to Brown (2017:564), hate speech can be mean as speech or expression to judge or give

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negative stereotypes to another people based on many attributes such as race, religion, and gender identity which give despidement into someone.

People who express their opinion through bad comments can be called haters. According to Mondal, Silva, & Benevenuto (2017), haters are the person who posts and convey hate comments or impolite comments to another people. If someone expressed hate speech to another person, it means that they expressed their opinions impolitely. As supported by Chetty & Alathur (2018), those people who cannot manage their emotions, will express that by harming and attacking the victims based on their identities.

In this research, the researcher used Mondal, Silva & Benevenuto (2017) theory which divided hate speech into several categories, such as race, behavior, physical, sexual orientation, class, gender, ethnicity, disability, and religion. Besides, Culpeper (2015) theory was also used in this research which divided strategies of impoliteness into six, namely bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness, withhold impoliteness, and mock impoliteness.

There are several studies about hate speech that have already been conducted. First, Suryani, Istianingrum & Hanik (2021) conducted research that analyzed illocutionary and perlocutionary speech acts of hate speech utterances that conveyed by the Instagram account @mantanaurelhermansyah using forensic linguistics approach. Then, Ramadani (2021) also conducted research about hate speech that used Article 27 paragraph (3) Republic Indonesia Law 9/2016 which is about Electronic Information and Transaction (ITE) to measure hate speech validity that appeared on the comment section of Rahmawati Kekeyi Putri Cantika's Instagram account. Last, Siahaan, Rangkuti & Ganie (2019) conducted research that analyzed about hate speech that found in the comment section of Lady Gaga's Instagram with used Culpeper (1996) theory about impoliteness strategies, then they also analyzed the function for using impoliteness strategies on the Instagram of Lady Gaga.

Mondal, et al. (2017) already analyzed hate categories on Whisper and Twitter in the United States, Canada, and the United Kingdom which is used the English language as their data. They found that behavior is the most dominant hate category in those countries. Based on the explanation above, the researcher wanted to find the most hate categories and also its strategies on Indonesian social media using Denise Chariesta's Instagram comment section as the data. According to Mutia (2022), there are 92,53 millions of Instagram users in Indonesia and this number always increase from previous years. It is also supported by Tansia, Setyanto & Salman (2022) that Instagram is one of the social media that has big users in Indonesia.

## **B. RESEARCH METHOD**

In this research, the researcher used qualitative research, and the technique of analysis was the descriptive research method. The researcher used qualitative research because this research deals and understanding about hate speech issues as social phenomena and it related to Hancock, et al (2009) who stated qualitative

research is concerned with evolving and understanding social phenomena. Then, the researcher used the descriptive method because the researcher classified or tabulated and described hate speech data collection as stated by Glass & Hopkins (1984) that descriptive research contains collecting data that describes issues and then organizing, categorizing, illustrating and explaining the data collection.

The data of this research was collected from Denise Chariesta’s Instagram account, which was in the comment section of her post. The source of data took from one post on Denise Chariesta’s Instagram account on 31 October 2022. This research also used inter-rater validity in order to ensure those data that already analyzed are valid.

### C. RESULT AND DISCUSSION

#### 1. Research Finding

There were 140 hate speech utterances that have been collected from one post of Denise Chariesta’s Instagram comments on 31 October 2022. Then, the data were classified into types and strategies of hate speech as shown in the table below:

Table 1 (Types of Hate Speech)

No	Types of Hate Speech	Frequency	Percentage
1.	Behavior	95	67,86%
2.	Physical	7	5%
3.	Class	9	6,43%
4.	Gender	23	16,43%
5.	Disability	6	4,28%
Total		140	100%

From the table above, it can be seen that behavior was the type of hate speech that was mostly used in Denise Chariesta’s Instagram comments with 95 utterances (67,86%). Meanwhile, disability was the least type of hate speech that used on Denise Chariesta’s Instagram comments with 6 utterances (4,28%). Meanwhile, there were some types of hate speech that could not be found in this research, namely race, sexual orientation, ethnicity and religion.

##### a. Behavior

Hate speech utterances can be included as this type when it contains activity or behavior of someone to offend other people.

Datum 1



Translation: “The more bullshit you say, the crazier you’re seen”.

The datum above represented behavior hate speech because the hater talked about Denise who could not control her mouth on social media. Then, the hater felt irritated with Denise who always talked about anything that she wanted without giving any proof. In this utterance, ‘bacot’ means the bad attitude of someone who cannot control their tongue which can make other people feel annoyed, so it is related to behavior hate speech.

#### **b. Physical**

Hate speech utterances can be included as this type when it contains the physical appearance or body part of someone to offend other people.

Datum 2



Translation: “That lips look like some type of fish, isn’t she? Why would RD want to be with someone like that?”.

The datum above was represented as physical hate speech since the hater talked about Denise’s lips that look like some type of fish. The hater also questioned why RD wanted to be with Denise, even Denise looks like fish. ‘Bibir’ is part of someone’s body, in this utterance, the hater expressed that Denise’s lips looks like fish, so it also categorized as physical hate speech.

#### **c. Class**

Hate speech utterances can be included as this type when it contains the position or class of someone to offend other people.

Datum 3



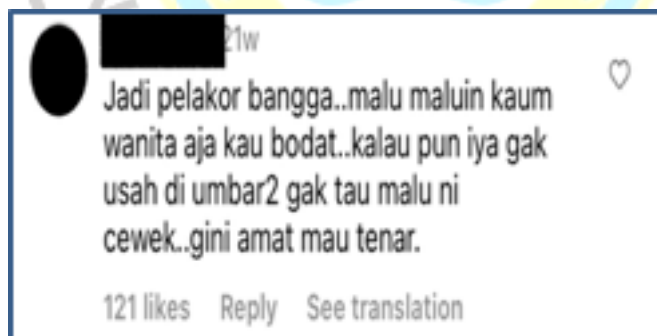
Translation: "I'm extremely disgusted by this creature, doesn't she realized that she's really filthy in Indonesians' eyes?"

The datum above represented as class hate speech because the hater talked that Denise was a despicable person in Indonesia and the hater felt disgusted with her. In this utterance, the hater used word 'hina', which is related to the position of the low position of Denise in the society. According to KBBI, 'hina' can be used for people who are contemptible and have a low position either on power or dignity, so it was categorized as class hate speech.

**d. Gender**

Hate speech utterances can be included as this type when it contains the gender of someone to offend other people.

Datum 4



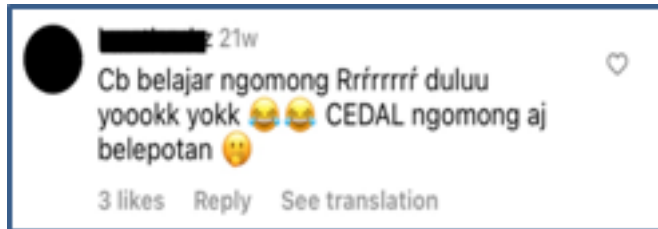
Translation: "Proud to be a mistress. You're shameful to women community, stupid. Even if it is true, you don't need to expose it, blatant lady. You do anything to be famous, huh?"

The datum above represented as gender hate speech because the hater brought the gender of Denise into his utterance. The hater conveyed that Denise just embarrassed women in the society and she also be marked as blatant lady. Since the hater used 'wanita' and 'cewe' on their hate speech to Denise, it was categorized as gender hate speech.

**e. Disability**

Hate speech utterances can be included as this type when it contains someone’s disorders or lack of ability to offend other people.

Datum 5



Translation: “Try to learn to speak Rrrr first. Your tongue is tangled, lisp”.

The datum above represented as disability hate speech since the hater expressed about the way Denise talked that still tangled, then the hater also added word ‘cedal’ into his utterance which showed Denise’s disability. Because of that, this utterance was also categorized as disability hate speech.

Table 2 (Strategies of Hate Speech)

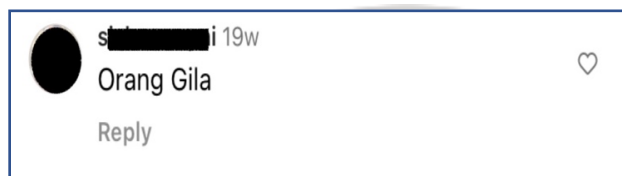
No	Strategies of Hate Speech	Frequency	Percentage
1.	Bald-On Record Impoliteness	81	57,86%
2.	Positive Impoliteness	46	32,86%
3.	Negative Impoliteness	6	4,29%
4.	Off-Record Impoliteness	1	0,71%
5.	Withhold Impoliteness	5	3,57%
6.	Sarcasm/ Mock Politeness	1	0,71%
Total		140	100%

Based on the table above, it can be seen that strategy of hate speech that was mostly used by haters on Denise Chariesta's Instagram comments is bald on record impoliteness with 76 utterances (54,29%), then followed by positive impoliteness with 60 utterances (42,86%).

#### a. Bald on Record Impoliteness

This strategy can be used in hate speech when someone wanted to attack the target directly or straight to the target.

Datum 6



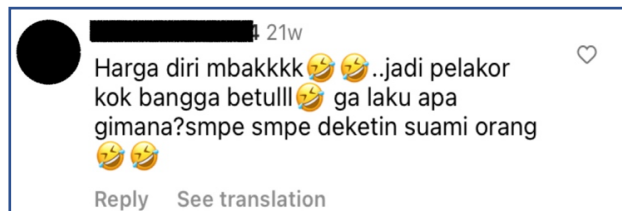
Translation: "Such a lunatic".

The datum above was represented as hate speech utterances that used bald on record impoliteness strategies. The hater attacked Denise on a brief and direct way by saying that she was crazy or lunatic because she was rude and mannerless. In this utterance, the hater showed that he did not like Denise just straight to the point by wrote 'orang gila' in the comment section, so it categorized as bald on record impoliteness.

#### b. Positive Impoliteness

This strategy can be used on hate speech when someone wanted to attack the target by using insult words, improper identity markers, offensive words and another name to degrade the target.

Datum 7



Translation: "Dignity, sis. Why are you are so proud being a mistress. Are you that desperate to find a partner, so you're okay even if he's someone's husband?".

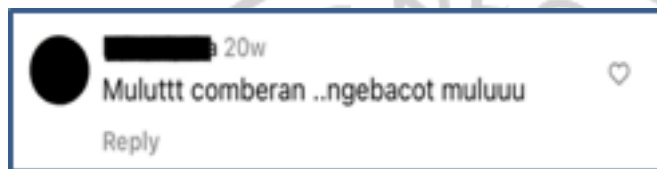
The datum above represented as hate speech utterances that used positives impoliteness strategies. In this utterance, the hater used an improper identity marker

to offend Denise which was ‘pelakor’. The word ‘pelakor’ stands for woman who snatches someone’s husband or it also known as ‘perebut laki orang’. According to that, ‘pelakor’ is related into bad identity marker for Denise, so it was categorized as positive impoliteness.

### c. Negative Impoliteness

This strategy can be used in hate speech when someone wanted to attack the target by using some metaphorical terms to intimidate them.

Datum 8



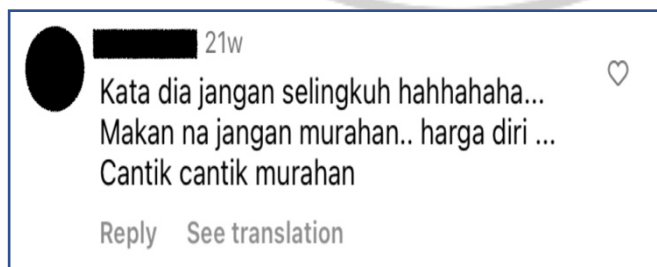
Translation: “Shitty mouth. Always talk about bullshit”.

The datum above represented as hate speech utterances that used negative impoliteness strategies. The hater used the word ‘comberan’ as a suitable metaphorical term for Denise’s mouth that talked about useless things incessantly. Therefore, in this utterance, it was categorized as negative impoliteness.

### d. Off-Record Impoliteness

This strategy can be used on hate speech when someone wanted to attack the target indirectly with use an utterance that have more than one purpose, but the one purpose is more dominant.

Datum 9



Translation: “You cannot have an affair she said lol. That’s why you need to have dignity. You’re pretty slut”.

The datum above represented as hate speech utterance which used off-record impoliteness strategies. The hater used an utterance to attack Denise, but his utterance had two purposes. In this utterance, the hater still used positive words to praise Denise who has a pretty face, but in others side the hater keep said that Denise

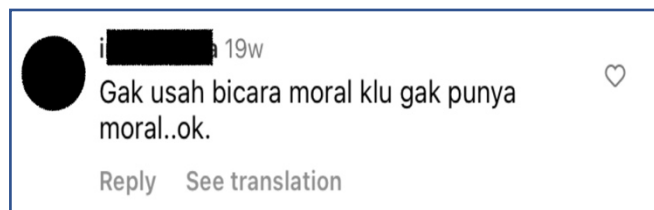


was a slutty. Even the hater said Denise was a pretty, Denise was a slutty and not has dignity is still hold dominant intention in this utterance, so it categorized as off-record impoliteness.

#### e. Withhold Impoliteness

This strategy can be used on hate speech when someone wanted to attack the target by using polite utterance, but in fact it has an impolite intention.

Datum 10



Translation: "Don't talk about moral if you have none. Ok..".

The datum above represented as hate speech utterances which used withhold impoliteness strategies. The hater did not directly attack Denise. This utterance just looks like a suggestion to another people who read that, but in fact, it also has side meaning to attack Denise for not talking about 'moral' if Denise itself was immoral. So, this utterance is categorized as withhold impoliteness because it still looks like a polite utterance, even if it has an impolite meaning.

#### f. Sarcasm/ Mock Politeness

This strategy can be used on hate speech when someone wanted to attack the target by ridiculing or mocking them. Besides, irony also uses to attack the target.

Datum 11



Translation: "Don't set her as an example, okay?".

The datum above represented as hate speech utterances which used sarcasm strategies. The hater used the sarcastic comment to attack Denise. In this utterance, even the hater just made it in a reminder form to other people, it also can be seen clearly that the hater wanted to sarcasm into Denise with said that Denise was

‘wanita rendah’ and she cannot be the example for public. Because of that, it was categorized as sarcasm or mock politeness.

## 2. Discussion

From the tables above, there are five types of hate speech found in Denise Chariesta’s Instagram comments. There were 95 utterances of behavior, 7 utterances of physical, 9 utterances of class, 23 utterances of gender and 6 utterances of disability. For strategies of hate speech were found 81 utterances of bald on record impoliteness, 46 utterances of positive impoliteness, 6 utterances of negative impoliteness, 1 utterance of off-record impoliteness, 5 utterances of withhold impoliteness and 1 utterance of mock politeness.

The most types of hate speech used by haters on Denise Chariesta’s Instagram comments was behavior. It may be happened because Denise Chariesta often does controversial action, such as claimed herself as a mistress of public figure’s husband for several years. It makes people feel angry and curse Denise’s action. This result is in line with Riyadisty & Fauziati (2022) which also found behavior was the most hate categories to Meghan Markle in Twitter since she did controversial action too. Furthermore, this result is also in line with Mondal, et. al. (2017) which found behavior was the most hate categories in the three countries (United States, Canada, United Kingdom). It can be happened because behavior categorized as soft hate target, which means that social media still cannot filter hate words related to behavior.

Then, the most strategies of hate speech used by haters on Denise Chariesta’s Instagram comment was bald on record impoliteness. Because of it happened on social media, people feel brave to express their feelings since they do not meet each other as stated by Shinta, Hamzah, & Wahyuni (2018) on their research. Thus, people tend to attack the target of hatred directly and clearly in order to make their speech more offensive and more damage into the target. This research is in line with Djohan & Simatupang (2022) which found bald on record impoliteness strategy as the most strategy used by people on their research since there were many contemptuous behavior on the data. Next, the least strategies that found on this research was off record impoliteness and sarcasm. It can be happened because these types of strategies are not directly attack the target and it makes the damage from hate speech utterances become weak for showing the hatred to the target as Indrawan (2018) mentioned on her research.

## D. CONCLUSION AND SUGGESTIONS

This research was conducted to find out types of hate speech and strategies of hate speech which are mostly used by haters on conveying their hate speech through the comment section of Denise Chariesta’s Instagram account. Regarding to the research, the behavior was the most hate category used by haters on Denise

Chariesta's Instagram account and bald on record impoliteness was the most strategy used by haters on her Instagram. It can be happened because the target of hate speech did the controversial action which make people feel angry to her and then lead people to express hatred on direct form through her Instagram comment section in order to make their hate speech become more offensive.

Having seen the results of the research, the analysis of hate speech phenomena is not just limited to one social media account in one country. The researcher suggests to the future researchers to compare hate speech utterances of two public figures in different countries and also find the factors that influence that, it can be from different cultural factors or others. Then, the future researcher can find the best way to reduce hate speech phenomena in different countries with different factors behind that.

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