



## **PRAGMATICS ANALYSIS OF INTENTIONS AND MOTIVES OF HATE SPEECH ON HAILEY BIEBER'S INSTAGRAM**

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### **Abstract**

Pragmatics analysis and hate speech are closely related in which hate speech is analyzed based on the context between speakers and hearers that affect communication, so the message conveyed by the speaker contains the meaning of action in accordance with the context. Hate speech is an action or utterance that crosses the line and causes a negative impact. The aims of this research are to analyze intentions of hate speech and motives of hate speech which mostly used by netizens in Hailey Bieber's Instagram comment section. The data of this research were utterances from netizens in the comment section of one post on 2 November 2023 Hailey Bieber's Instagram. This research used theory by Kreidler (2002) to analyze intentions and also theory by Pinker (2011) to analyze motives of hate speech in one post of Hailey Bieber's Instagram comment section. This research was a descriptive qualitative method. From 220 data, it was found that there were five intentions of hate speech, namely mocking, accusing, blaming, insulting, and insinuating. Also, five motives of hate speech namely instrumental violence, dominance, revenge, ideology, and sadism. Insinuating was mostly found for intentions of hate speech and sadism was mostly found for motives of hate speech used by netizens on Hailey Bieber's Instagram. This research found that netizens tend to deliver hate speech comments against the celebrity explicitly.

**Key words:** Pragmatics Analysis, Hate Speech, Intentions, Motives, Instagram

### **A. INTRODUCTION**

Language is one of the most important communication tools in everyday life for humans. By using language, humans can provided information about anything such as the weather or the environment. Language is used a lot these days, both in directly and on social media. Language is not only used in the directly, but also in the virtual such as social media. Everyone is free to express on

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social media such as Instagram, Twitter, Facebook, Youtube, and TikTok as a media to use language in writing status, sending messages, or making comments.

Freedom of speech on social media has become an increasingly controversial topic in recent years. Although freedom of expression is a human right, misuse of freedom of speech on social media has led to the spread of hate speech that can harm individuals or communities. According to Amalia & Nugraha (2024), hate speech is any kind of communication that expresses bias, discrimination, or hatred toward individuals or groups because of characteristics such as sexual orientation, gender, race, or ethnicity.

Hate speech and pragmatics are closely related because pragmatics studies how language is used in a social context and affects communication between individuals and groups. Pragmatic analysis is a study that identifies forms of speech, one of which is hate speech. According to Nasution, Izar, & Afifah (2021), the pragmatic perspective has an important role in identifying forms of hate speech and illocutionary speech acts because forms of hate speech spread on social media, whether intentionally or not. Will be able to harm other people or an intended group. Pragmatics also examines the social impact of hate speech. Hate speech is often used to reinforce the identity of an individual or group. From a pragmatic point of view, it is known that hate speech not only has a direct impact on the targeted individual or group, but can also affect broader social dynamics.

In this research, the researcher used theory by Kreidler (2002) which divided hate speech into several intentions, such as mocking, accusing, blaming, insulting and insinuating. Besides, theory by Pinker (2011) was also used in this research which divided motives of hate speech into five, namely instrumental violence, dominance, revenge, ideology, and sadism.

There are several previous studies related to hate speech. First, Siregar, Suprayetno, Erlindawaty, & Fadhly (2024) conducted research that analyzed illocutionary speech acts of hate speech shown in social media remarks against Anies Baswedan. Second, Elfrida & Pasaribu (2023) conducted research that analyzed the strategy and level of hate speech about mosque loudspeakers that need to be adjusted on the Minister of Religion's Youtube account. Then, Lailiah (2023) also conducted research about categorizing differences in hate speech based on gender in *The Little Mermaid* movie on Twitter. Next, Anissa et al. (2024) conducted research that analyzed types and strategies of hate speech towards Denise Chariesta in Instagram comment section. Last, Numani (2021) conducted research that analyzed the spread of hate speech or hoaxes from the standpoint of law enforcement and legal instruments in Indonesia.

Therefore, it can be said that many researchers have conducted research in the field of hate speech carried out by the community on social media, but the researcher who conduct research related to intentions as well as motives are still quite limited. The researcher used theory of Kreidler's (2002) to determined the intentions of netizens to committed hate speech and theory of Pinker's (2011) to identify the motives that cause netizens to committed hate speech on posts in the comment section of Hailey Bieber's Instagram account. The researcher used these theories because they are highly appropriate for use in this research as they provided a clear explanation of the intentions and the motives of hate speech.

## B. RESEARCH METHOD

The types of this research was a descriptive approach using qualitative method. Miles, Huberman, & Saldana (2014) said qualitative analysis includes three stages, namely data condensation, data display, and conclusion drawing. The researcher tried to use theories that have been tested for success, then the researcher found new research results by using the three stages of data analysis.

The source of data was taken from one post on Hailey Bieber's Instagram account wearing clothes from the Calvin Klein brand on 2 November 2023 which contains 2123 comments. According to Arikunto in Hendrajaya & Lestari (2022), if the data is above 100 then a sample can be taken 10% as research data. The researcher took 220 comments on Hailey Bieber's Instagram comment section that contained hate speech, so that the data produced relevant and valid data.

## C. RESULT AND DISCUSSION

### 1. Research Findings

Based on the analysis, the researcher collected 220 comments of hate speech. Then, the data was classified into a table of the amount of data found intentions and motives of hate speech in the table below:

**Table 1 Frequency Intentions of Hate Speech**

No.	Intentions of Hate Speech	Frequency
1.	Mocking	42
2.	Accusing	38
3.	Blaming	14
4.	Insulting	58
5.	Insinuating	68
<b>TOTAL</b>		<b>220</b>

In the table above, there are five intentions of hate speech defined by Kreidler (2002) found on one photo of Hailey Bieber's Instagram post. They were: Mocking (42), Accusing (38), Blaming (14), Insulting (58), Insinuating (68). It can be seen that the intentions of hate speech "insinuating" is often used in comments because netizens do not directly show their dislike for Hailey.

### 1. Mocking

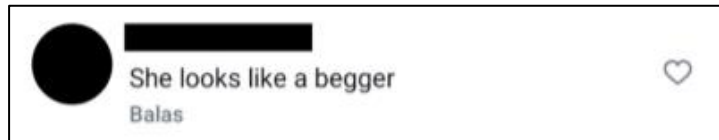
#### Datum 1 "I thought she was clipping her toe nails lol"



This comment represented mocking of hate speech because of the sentence "she was clipping her toe nails lol". The word mocks

Hailey’s pose, which appears to be sitting with her head almost resting on her knees and her hands clutching her feet, coupled with the word “lol” at the end of the sentence, which means Laughing Out Loud. The sentence includes the intentions of mocking hate speech, because it makes fun of someone.

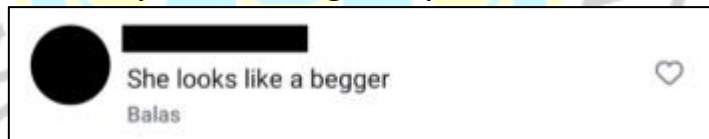
**Datum 2** “She looks like a **begger**”



This comment represented mocking of hate speech because of the word “*begger*”. The word interpreted because her expression looks pathetic, wearing only 2 ordinary rings, and also her outfit is too simple with a silk black dress that looks more like a tanktop in the post, too simple for a famous model like her so that others think she looks like that. So the comment belongs to the intentions of mocking hate speech.

**2. Accusing**

**Datum 3** “What are trying to do to Justin by **feeding him drugs and bewitching him** do you want to **kill him** since **murderer blood flows in your vein** eeh@ Hailey Baldwin tell us”



This comment represented accusing of hate speech. This comment is an accusation of hate speech. This is because netizens say Hailey uses illegal drugs and also black magic to hurt Justin. The sentence “do you want to kill him since murderer blood flows” refers to an untrue accusation against Hailey, so it is categorized as accusing of hate speech.

**Datum 4** “It’s wild, Justin posts all about her but yet **she doesn’t rly post about him**”



This comment is an accusing of hate speech because of the sentence “*she doesn’t rly post about him*”. The sentence means that their relationship is not serious just because Hailey does not post many photos of Justin. It was accusing of hate speech, because it suspects someone of something that is not necessarily true.

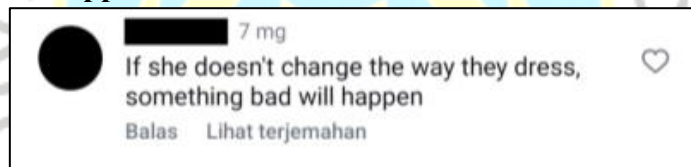
### 3. Blaming

**Datum 5** “And he paid her dads depths and helped her have her really bad business where her lipstick makes people get allergic reactions”



This comment is blaming hate speech for the sentence “*her lipstick makes people get allergic reactions*”. It blames her for causing people to get allergic reactions because of her lipstick products, and it also says her father is the one who helped her have a bad business. The sentence contains the intentions of blaming hate speech, because it makes someone responsible for a problem.

**Datum 6** “If she doesn’t change the way they dress, something bad will happen”



This comment is blaming hate speech. This is because netizens criticize on her clothes which are considered excessive or too sexy, so that if something happens later, the cause is her clothes. The sentence “*something bad will happen*” refers to the way Hailey dresses, so it is categorized as the intentions of blaming hate speech.

### 4. Insulting

**Datum 7** “Some people deserve to be hated, I’m not evil to love a woman who did what she did and is still still proud of it, you don’t even know God before talking about hell”



This comment is an insult to hate speech because of the sentence “*some people deserve to be hated*”. It shows that it is only natural for people to hate Hailey for what she is done so far, then netizens also realize that because she is so proud of snatching Justin from his ex-girlfriend. The sentence contains insulting hate speech, because it demeans someone.

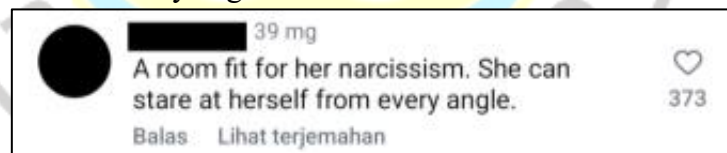
**Datum 8** “**Mean entitled bully! You’re a flop along with your marriage, which looks to me like a babysitting job! You’re dad and you rhodent brand are a FLOP!**”



This comment is insulting hate speech. This is because netizens said she failed in marriage because she did not have children until now, so she is more suitable to be called Justin’s nanny. Netizens also said she failed in building her cosmetics business because they were jealous of her. The word “*flop*” is used as a form of dislike for something, so it is categorized as insulting hate speech.

## 5. Insinuating

**Datum 9** “**A room fit for her narcissism. She can store at herself from every angle**”



This comment is insinuating hate speech because of the sentence “*A room fit for her narcissism*”. The sentence indirectly means that the red room that looks empty and lonely in Haley’s post fits her personality which is considered by netizens to be narcissistic, then the sentence “*She can store at herself from every angle*” implies that with the condition of the room like that she can use the room as she pleases. So the comment belongs to the intentions of insinuating hate speech.

**Datum 10** “**I don’t see any woman here?**”



This comment is hate speech that used intentions of insinuating hate speech. Netizens attacked Hailey briefly by

saying that there were no women in the post. In this sentence, netizens show that they dislike Hailey indirectly by writing “*I don’t see any woman here?*” in the comment section, so it is categorized as insinuating.

**Table 2 Frequency Motives of Hate Speech**

No.	Motives of Hate Speech	Frequency
1.	Instrumental Violence	19
2.	Dominance	35
3.	Revenge	19
4.	Ideology	69
5.	Sadism	78
<b>TOTAL</b>		<b>220</b>

The table above shows the findings of the motives of hate speech found in the comment section of Hailey Bieber’s Instagram account analyzed based on Pinker’s theory (2011). They were: Instrumental Violence (19), Dominance (35), Revenge (19), Ideology (69), Sadism (78). It can be concluded that the most dominant motives of hate speech found and addressed to Hailey Bieber from netizens is sadism. Meanwhile, instrumental violence and revenge are the least used motives of hate speech in Hailey Bieber’s Instagram.

### 1. Instrumental Violence

**Datum 11** “We still don’t like you **RIP**”



This comment is hate speech that used the motive of instrumental violence. In the short sentence, the netizen uses a harsh word to hurt Hailey, namely “*RIP*”. The word “*RIP*” stands for Rest in Peace or is commonly used by someone to express condolences to a deceased person. So because of netizen’s dislike of Hailey being dead or cursing her to die soon, it is categorized as instrumental violence.

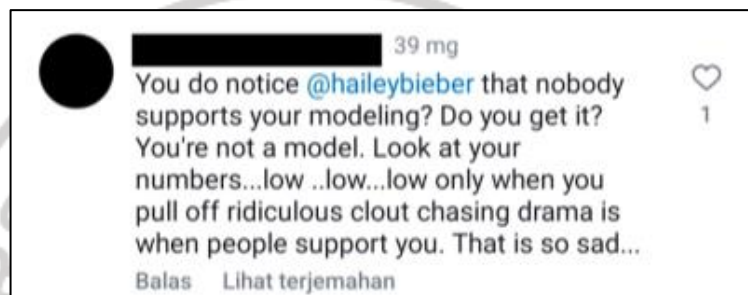
**Datum 12** “The only way to deal with her is with **violence**”



This comment is instrumental violence hate speech because of the word “*violence*”. The word interpreted because netizens are very fed up with whatever Hailey does, so netizens think only by means of violence to deal with her so that she gives up. So the comment is categorized as a motives for instrumental violence.

## 2. Dominance

**Datum 13** “You do notice @haileybieber that **nobody supports your modeling?** Do you get it? You’re not a model. **Look at your numbers...low..low...low** only when you pull off ridiculous clout chasing drama when people support you. **That is so sad...**”



The comments are hate speech that used dominance motives. Netizens are seen cornering Hailey by saying “*nobody supports your modeling*”, then netizens also continue to corner her that she is of low value compared to other models so she is considered not a model. Therefore, the sentence is categorized as dominance of hate speech.

**Datum 14** “**We will not be silenced. We will fight for justice**”



This comment is a motives of dominance hate speech because of the sentence “*We will not be silenced*”. The sentence is an allusion to the current problem of genocide in Palestine, so everyone who comments to speak out about the case will have their comments deleted in the comments section of Hailey’s account. This happens either because it is automatically deleted by Instagram or indeed because of Hailey, so netizens will still speak out even though it is minimally heard. Therefore, the sentence is also categorized as dominance of hate speech.

## 3. Revenge

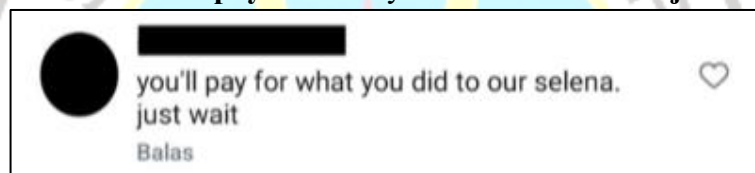
**Datum 15** “Deactivate the comments section already, 80% of people ha\*\* you. **I hope you know if something bad happens in your marriage we will celebrate** that so when that time comes you’ll definitely deactivate the comments section”





This comment is a revenge of hate speech. This is because the sentence “*I hope you know if something bad happens in your marriage*” which means that netizens wish something bad on Hailey and Justin’s marriage, so she regrets and then turns off the comments section because almost many people dislike her. Therefore, the sentence is categorized as a motives for revenge.

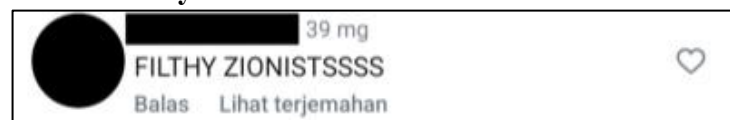
**Datum 16 “You’ll pay for what you did to our selena. just wait”**



The comment represented hate speech that uses the motives of revenge because there is a sentence “*You’ll pay for what you did to our selena*”. In this short sentence, it means that netizens really hope that something bad will come back to Hailey because she has taken Justin from Selena, then hurt Selena. The phrase “*just wait*” here can also mean a warning that the retaliation Hailey receives could be in the form of karma or Selena’s fans will directly retaliate. Then it is categorized as revenge.

**4. Ideology**

**Datum 17 “Filthy Zionistsss”**



This comment represented ideology hate speech because netizens use the short sentence “*Filthy Zionists*” to express hate speech. The sentence is meant to offend Hailey who has been seen as more pro-Israel in the midst of genocide in Palestine, so netizens call her a “*zionist*”. The word “*zionist*” is used for people who defend and support Israel. In this phrase, it is categorized as a motives for ideology of hate speech.

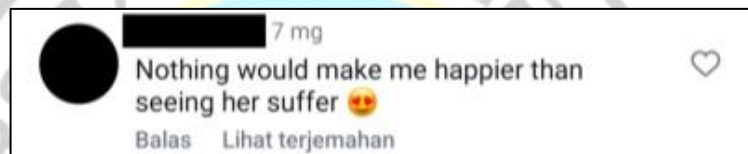
**Datum 18 “She’s example of pure nepotism”**



This comment is a hate speech that used the motives for ideology hate speech because of the word “*nepotism*”. The word addressed to Hailey because netizens think Hailey’s career is good because of the influence of her family who already have enough names in the entertainment industry such as her father Stephen Baldwin who is an actor and also her uncle Alec Baldwin who is an actor, writer and producer. Therefore, the sentence is also categorized as ideology of hate speech.

## 5. Sadism

**Datum 19** “Nothing would make me happier than seeing her suffer”



This comment is sadism towards hate speech because of the word “*suffer*”. The word was used by netizens as evidence that they really hate seeing Hailey, so if Hailey is down whether because of marriage, business, or life problems, netizens will be happy because that’s what they expect. The sentence contains the motives of sadism hate speech, because netizens feel happy to see someone down.

**Datum 20** “Seeing u destroyed is a joy in itself”



This comment is sadism hate speech. This is because it is a cruel and unempathetic expression, and could also be very hurtful to Hailey. It may be used by netizens to express hatred or a desire to see Hailey suffer, or even as a form of emotional abuse towards Hailey. The sentence “*joy in itself*” refers to the satisfaction of seeing Hailey destroyed, so it is categorized as a sadism hate speech.

## 2. Discussion

From the table above, the researcher found that there are five intentions and motives in one of Hailey Bieber’s Instagram posts. The intentions were found 42 utterances of mocking, 38 utterances of accusing, 14 utterances of blaming, 58 utterances of insulting, and 68 utterances of insinuating. Meanwhile, for the motives of hate speech were found 19 utterances of instrumental violence, 35

utterances of dominance, 19 utterances of revenge, 69 utterances of ideology, and 78 utterances of sadism.

The intentions of hate speech that was mostly used by netizens on Hailey Bieber's Instagram account is insinuating. This is also related to the marriage relationship and drama with the ex-girlfriend of Hailey Bieber's husband. Thus, many people feel jealous or dislike seeing her life and convey it through Hailey's Instagram account by using words that hurt indirectly. This research is in line with Akhyar & Hasibuan (2019) and Sari et al. (2020) which found mocking as the mostly used for intentions of hate speech. It is aligned with Aulia & Lubis (2022) which found several intentions of hate speech in social media with different results because of different objects. However, those previous research mentioned did not analyze intentions in models or celebrities containing hate speech, which this current research did.

This is also relevant to sadism was mostly found for motives of hate speech used by netizens on Hailey Bieber's Instagram, as they feel protected by anonym and feel that there are no consequences for their actions. This result is in line with Nurfitriani et al. (2023) and Naibaho et al. (2024) which also found that sadism was mostly motives of hate speech. Next, the least motives that mostly found on this research was instrumental violence and revenge. This happened because the motives of hate speech is to punish the target for a mistake and to frighten the target into weakness as mentioned by Pinker (2011).

#### **D. CONCLUSION AND SUGGESTIONS**

This research was conducted with pragmatic analysis to find the types of intentions of hate speech and motives of hate speech used by netizens in delivering comments on one post on Hailey Bieber's Instagram account. Based on the data analysis, the researcher concluded that insinuating was mostly found to celebrities for the intentions of hate speech and sadism was mostly found for the motives carried out by netizens to celebrities on Hailey Bieber's Instagram as well as their use to politicians. This may happened because the target of the hate speech is the wife of a famous singer who makes people feel jealous, as well as many fans not moved on from the husband's relationship with his ex-girlfriend. Then, people found her mistakes by bringing up her old posts because she was wearing clothes from a brand that was being boycotted. So, that people express hatred indirectly through speech on her Instagram comment section causing the hate speech conveyed to be more severe.

Based on the results of this research, the analysis of hate speech is not only limited to the scope of linguistics. The researcher suggested future researchers to conduct research on hate speech in terms of pragmatics by using objects other than social media such as poems, advertisements, novels and other literary works to expand knowledge about hate speech. Then, future research can also analyze hate speech from other scopes such as semantics or sociolinguistics.

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