

#stopasianhate Anti-Racism Actions on Social Media Twitter: A Critical Discourse Analysis

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Abstract

This study aims to describe the trending topic #stopasianhate on Twitter using a qualitative approach. The type of research conducted is descriptive-qualitative research that takes data on tweets with the hashtag #stopasianhate. The theory used as the basis for the analysis is the theory of Teun A. van Dijk with a discourse analysis model that includes three stages, namely (1) text structure, (2) social cognition, and (3) context. In the analysis of the structure, the results show a form of social movement in the form of rejection and resistance to the actions of violence and racism accepted by people of Asian descent in America. This is reinforced by the results of the analysis of macrostructure, superstructure, and microstructure which shows there is support from Twitter users to stop acts of violence and racism. The analysis of social cognition was identified based on the results of the interpretation of individuals who used tweets with the hashtag #stopasianhate on Twitter. At the level of the social context, it was found there was a critique of people who committed acts of racism against Asians, and it is hoped that this movement can awaken and increase one's concern for others.

Keywords: *Critical Discourse Analysis, Hashtag, Racism, Twitter, Social Media*

Abstrak

Penelitian ini bertujuan untuk mendeskripsikan trending topik #stopasianhate pada media sosial twitter dengan menggunakan pendekatan kualitatif. Jenis penelitian yang dilakukan adalah penelitian deskriptif-kualitatif yang mengambil data pada cuitan bertagat #stopasianhate di media sosial twitter. Teori yang digunakan sebagai dasar analisis adalah teori Teun A. van Dijk dengan model analisis wacana yang mencakup tiga tahap, yaitu (1) struktur teks yang meliputi struktur makro, superstruktur, serta struktur mikro, (2) kognisi sosial, dan (3) konteks sosial. Pada analisis struktur teks, hasil analisis menunjukkan bahwa cuitan bertagat #stopasianhate merupakan bentuk gerakan sosial yang berupa penolakan dan perlawanan atas tindak kekerasan dan rasisme yang diterima oleh warga keturunan Asia di Amerika. Hal tersebut diperkuat dengan hasil analisis struktur makro, superstruktur, dan struktur mikro yang menunjukkan adanya dukungan dari para pengguna twitter untuk menghentikan tindakan kekerasan dan rasisme yang dialami oleh warga keturunan Asia. Pada analisis kognisi sosial teridentifikasi adanya pemaknaan sebuah teks berdasarkan hasil interpretasi dari individu yang menggunakan cuitan bertagat #stopasianhate di media sosial twitter. Pada tataran konteks sosial didapati bahwa melalui cuitan bertagat #stopasianhate adanya penyampaian kritik terhadap individu yang melakukan tindakan rasisme terhadap kaum Asia dengan harapan gerakan ini dapat menyadarkan dan meningkatkan kepedulian seseorang terhadap orang lain.

Kata Kunci: *Analisis Wacana Kritis, Hashtag, Rasisme, Twitter, Media Sosial*

Introduction

The development of technology and the internet brings various impacts on human life. One of them is the ease of communication. At first, communication could only be done by letter or telephone. This form of communication takes a lot of time and money. This causes the communication that exists to be exclusive and less interactive. Over time, the development of technology and the internet has provided alternative solutions to these problems. Communication can be established more easily and quickly through social media.

Social media is part of electronic mass media that everyone from various circles loves without exception. Social media is a group of internet-based applications built on the ideological and technological foundations of web 2.0 that enable the exchange of "user-generated content" (Kaplan & Haenlein, 2010). Social media consists of various types, such as Facebook, Instagram, Tinder, YouTube, Twitter, etc. These different types of social media have the same function, namely communicating with the broader community through the myriad of advantages offered. In addition, social media can also convey specific goals ranging from the economy, entertainment, political campaigns, and propaganda to the spread of various issues so that the power or effect caused by social media cannot be underestimated.

Twitter is one of the social media that is widely used by the general public. Twitter is a social media platform developed by Jack Dorsey in 2006. Twitter has recorded 353 million active users since its public launch in March 2006 (Dean, 2021). Users use Twitter to express their opinion on an issue. Through Twitter, users can interact with the broader community to form public opinion in the community. Statements issued on Twitter by users can build a discourse. The discourse submitted is marked with a hashtag (#). The hashtag is a creative way used by Twitter users to create collective concern for an issue or social issue (Small, 2011). Like the hashtag that was trending in March 2021, namely #stopasianhate.

The discourse arose after recent acts of racism against the Asian race in America. The shooting cases were experienced by 8 people at three massage parlors in Atlanta, 6 of whom are citizens of Asian descent, and 2 others are white citizens (VOA, 2021). The motive for the shooting perpetrators to do this has not been determined, namely because the victims were targeted because of their race or ethnicity (CNNIndonesia, 2021). The issue became even more heated after one of the American magazines, *Topps* magazine, released the latest issue which contains a caricature of the faces of BTS personnel. Launching *MEAWW*, the latest edition, drew negative reactions from K-Pop fans or K-Poppers who considered that the caricature contained elements of racism (Adhya, n.d.). In the caricature, BTS personnel are illustrated as the target object in *Whack-A-Whole* (a game of ding-dong hitting a mole). As a result of this incident, the world public expressed their sadness and anger with the emergence of the hashtag "StopAsianHate" on Twitter social media as a form of voicing their rejection of acts of racism accepted by Asian citizens in the United States (Rizal, 2021).

The act of racism is an understanding that recognizes the superiority of certain races over other races (Teun A. Van Dijk, 2014). This act of racism is done by degrading specific individuals by ignoring their identity and contributing to eliminating a culture by forming political, social, and economic groups within a country. The issue of racism gives rise to various attitudes and diverse impacts from a group of people, including racial harassment in the form of threats, intimidation, psychologically, socially, and

physically directed at individuals or groups of certain races. In their actions, perpetrators of racism consider themselves to be better individuals compared to others who have differences in skin color, gender, race, and so on. This thought gives them the courage to carry out cruel actions directed at individuals different from the perpetrators.

Discrimination against skin color, gender, race, and so on is still common in some parts of the world (Irab, 2007). Recently, there has also been a case of racial discrimination that occurred against the late George Floyd, which led to a massive demonstration in Minneapolis, America (Utomo, 2020). This behavior must be stopped at all costs as soon as possible. History records many cases of human rights violations related to these differences, especially skin color and race (Irab, 2007). Racism is a global hierarchy of superiority and inferiority produced and reproduced politically, culturally, and economically for centuries (Grosfoguel, 2011). This must be stopped considering the increasing number of victims resulting from this discriminatory behavior.

Issues that arise regarding acts of racism against Asian descent are always raised by Twitter users using the hashtag #stopasianhate. These issues can be studied using critical discourse analysis. Critical discourse analysis is a process to see the overall meaning of discourse or message related to social reality and can dismantle specific meanings while presenting various purposes to the readers (Faridi, 2014; Maghvira, 2017).

Many types of research on critical discourse analysis have been carried out, including the study conducted by Payuyasa (2017) with the title Critical Discourse Analysis of Van Dijk's Model in the Mata Najwa Program on Metro TV. This research was born because the "Mata Najwa" program often invites leaders from various circles of society, political figures, and the government. In addition, a reasonable discourse must provide a clear and complete image so as not to cause many perceptions for the interlocutor. This causes researchers to conduct critical discourse analysis research on Van Dijk's model of the program. The study results show that in macrostructure, superstructure, and microstructure, a discourse can be used to form opinions through the right choice of words, sentence structure, and language style.

Another critical discourse analysis research was also conducted by Mardikantoro (2014) entitled Analysis of Critical Discourse on the (Anti) Corruption Headline in Indonesian Language Newspapers. This study aims to describe the attitudes and views of newspapers on corruption cases in Indonesia. The research results show that, firstly, by criticizing corruption news, Koran Tempo leads its disapproval of corruption news due to several odd facts in the trial and the defense of the corruption investigators who went to jail. Second, by supporting corruption news, the newspapers Kompas, Republika, Koran Tempo, Jawa Pos, and Surat Merdeka show their excellent views on corruption. The form of the agreement refers to efforts to eradicate corruption which can be realized through arresting suspected corruptors, trial, and sentencing of suspected corruptors.

In addition to this research, other studies that discuss acts of racism experienced by Asian descent, such as the study conducted by Zhou et al., (2021) entitled Stop Asian Hate: The Mental Health Impact of Racial Discrimination Among Asian Pacific Islander Young and Emerging Adults during COVID-19. This study aims to determine the impact of the COVID-19 pandemic on the mental health of people of

Asian descent who experience acts of racism. The object of this research is aimed at Asian descent who study at universities in the United States. The results showed that during the COVID-19 pandemic, students of Asian descent, including foreigners and citizens of the United States, experienced increased mental health symptoms and low treatment rates for sufferers. This shows a correlation between discrimination related to the COVID-19 pandemic and a significant increase in mental health symptoms.

Based on several studies that have been described, no research discusses the #STOPASIANHATE racism, which was analyzed using critical discourse analysis. Therefore, the researcher discusses the critical discourse analysis of the anti-racism movement #STOPASIANHATE, found on Twitter social media. This study focuses on the discourse raised by using the hashtag #STOPASIANHATE and if it is seen using Van Dijk's model of critical discourse analysis.

The act of racism in tweets submitted by users using the hashtag #stopasianhate is a form of social inequality experienced by people of Asian descent. Twitter social media raises the hashtag #stopasianhate in the context of the language behind this research using a critical approach. The discourse analysis model used to examine domination and inequality in the social context uses critical discourse analysis of the theory of Van Dijk. Van Dijk states that critical discourse analysis is a type of discourse research that focuses on a study of the abuse of power, domination, and inequality that is created, produced, and rejected through text or speech in social and political contexts (T. A. Van Dijk, 2002). As for social inequality, which was conveyed by Twitter users using the hashtag #stopasianhate, namely acts of racism experienced by citizens of Asian descent. Thus, this study aims to analyze tweets from Twitter users who include the hashtag #stopasianhate in their tweets using the theory proposed by T. A. Van Dijk (2002).

Method

The approach in this research is a qualitative approach that uses descriptive methods. Qualitative research is collecting data in a natural setting to interpret the reality that occurs with the researcher being the key instrument, sampling of data sources is carried out purposively and snowballing, data collection techniques are combined, data analysis is qualitative, and research results emphasize meaning rather than generalization (Anggito & Seti I. awan, 2018). Furthermore, the purpose of the descriptive-qualitative approach used is to help researchers find out what is happening in the environment under observation in the form of the views of participants who are in the research setting, and events or activities that occur in the research setting (Creswell & Creswell, 2017)

The subject of this study is a collection of tweets from Twitter users that include the hashtag #STOPASIANHATE. More than 5.5 million tweets using the hashtag #STOPASIANHATE, 15 considered representative tweets were taken for analysis. The data collection carried out in this study was in the form of recording text on Twitter social media using the hashtag #STOPASIANHATE. Given that the research conducted is an analysis of text discourse on Twitter, the sampling technique used is a purposive sampling. Purposive sampling, according to Arikunto, is a method of collecting data randomly by focusing on a particular goal (Ika, 2021).

This study's data analysis used the model Teun A. Van Dijk proposed. The discourse analysis framework includes three stages, namely (1) the structure of the

text, which includes the macrostructure, superstructure, and microstructure, (2) social cognition, and (3) the social context (Fitriana et al., 2019; T. A. Van Dijk, 2002). The three stages have study specifications that include observations of the themes, schemes, word meanings, opinions, and word emphasis in tweets using the #STOPASIANHATE hashtag under study. After the data is categorized according to the framework, the existing data is then analyzed descriptively to answer the questions of this study. Further, they explained that trustworthiness was needed and could be demonstrated through methodical triangulation, theoretical triangulation, data source triangulation, or (possibly) peer checking. So, to minimize bias in the analysis, one peer checking (debriefing) was applied. Lincoln & Guba (Janesick, 2015) defined peer-debriefing as a process of exposing oneself to a disinterested peer in a paralleling manner of the analytical session to explore aspects of inquiry that might otherwise remain just implicit in the inquirer's mind or to minimize biases during data analysis.

Results

Based on the analytical framework proposed by Teun A. Van Dijk, a discourse is analyzed based on the structure of the text (macrostructure, superstructure, and microstructure), social cognition, and social context. If a text has a specific ideology, it indicates two things, namely (1) the text reflects the author of the text in viewing an event or problem, and (2) the text reflects social views in general. For this reason, a comprehensive analysis is needed to cover the context and social cognition of the individual and the text-making community.

Table 1. Data of the study

Data	Account Name	Text
1	Survivor @BRaime619	Just terrible! Racist ignorant white dude hurls racial slurs at two Asian women after spitting at them on the subway #STOPASIANHATE
2	Rep. Pamila Jayapal @Rep. Jayapal	This is disgusting and hurts my heart to see. We must stop the rise of anti-Asian hate and violence that has only been continuing. Let's #STOPASIANHATE NOW.
3	@seonwithmay	#STOPASIANHATE they said they did it as a celebration of win WTF
4	@leenpexch	Please stop behaving badly or disrespecting Asians like this. How did you come to behave badly on the track during a race like this? Stop humiliating Asians like this. #STOPASIANHATE
5	@Ayoiamalice	#STOPASIANHATE I am Asian, everyone needs an equal treat. Support you all
6	Mary Joy Patubo @PatuboMarj	#STOPASIANHATE Asian hates will affect our community status such as working, educations, and politics because of violence in Asia.
7	Dion Lim @DionLimTV	Asian Package Delivery Driver Attacked: This happened around 2 pm along with Gough & Market in San Fransisco Thursday. A retired UPS worker & friend on the driver shared this with me. #STOPASIANHATE
8	Dion Lim @DionLimTV	Sources tell me the Vietnamese man was making deliveries when a man came out of the tan Toyota, hit the driver in the face, and grabbed the box he was

		holding.
		The suspect then fumbles before getting back into the car. The suspects are still at large <i>#AAPI #STOPASIANHATE</i>
9	Danni @DanniStoyles	My 14 y/o daughter is half Chinese/Malay and I was going to get her a shirt that said <i>#STOPASIANHATE</i> but then she said.. “why do people hate Asians, mum. Does that means they hate me?” My heart broke into a million pieces. I will never cry about that question.
10	@JordanClarkson	It hurt me deeply to see that Salt Lake’s @yumyumasian food truck was recently vandalized – I know the pain that hateful language and racism cause. With help from @identitygraphix, we’ll be able to restore the truck and hopefully lift Ben and his family’s spirit!! <i>#STOPASIANHATE</i>
11	Ryn J. @Ryn_writes	A Serbian volleyball player puts up a blatantly racist gesture “Slant Eye” toward Thailand’s volleyball players in the FIVB Volleyball Women’s Nations League. This behavior is disgusting & disgraceful. This isn’t the first time either. @volleyballworld, what is your take on this? <i>#STOPASIANHATE</i>
12	@AUM_dubhe	<i>See something. Say something. Fucking do something.</i> <i>#STOPASIANHATE</i>
13	@clueblueblue	Stop Asian Hates. We’re American
14	Dion Lim @DionLimTV	Just spoke w/2 the sons of the 77-year old Korean woman who attacked for her purse @ Eddy & Laguna on 5/11 Mom was visiting a friend when she was attacked. She was shaken but is OK. I discovered suspect 28-y/o parolee Luis Jorin’s background. <i>#AAPI #STOPASIANHATE</i>
		SFPD says Jorin was arrested for robbery, elder abuse, parole violation, & committing a crime while out on bail 5/11 Sources tell me his previous crimes inc Robbery 2/20 then burglary 4/20 a few months later attempted robbery. He spent just weeks behind bars. <i>#AAPI #STOPASIANHATE</i>
15	Dion Lim @DionLimTV	Vietnamese couple in their 50’s came back from a health clinic near Franklin Elementary when they’re robbed at gunpoint Then 2 Chinese people in their 50’s walking with w/their 84-year old father were robbed at gunpoint in 200 blocks of East 12th. 1 woman hit w/butt end of a firearm. Sources tell me the 19 & 17-y/os seem to target Asians. 6/4 they were arrested for involvement in shooting & robbery of a 60-y/o Dublin resident. TY to Vietnamese couple’s daughter Amber for sharing her parents’ story w/me to raise awareness <i>#AAPI #STOPASIANHATE</i>

After conducting a discourse analysis using the theory put forward by Teun A. Van Dijk on social movements through Twitter social media using the hashtag #STOPASIANHATE, it was found that the views of Twitter users who also echoed the social movement as a form of concern over the occurrence of hate speech and acts of violence accepted by citizens of Asian descent in America.

1. Text Structure

A. Macro Structure Analysis

The macrostructure observes the description of the topic or theme raised based on the #stopasianhate tweet. The theme is the core idea of a text that can describe the message from the author to the readers through his writing in seeing or viewing an event. In this case, the event that the writers want to convey through the hashtag #stopasianhate is about the acts of racism experienced by Asian descendants in America.

In the text discourse analysis proposed by Van Dijk, the text not only describes a particular topic but several subtopics that are interrelated and support the formation of a general topic. In other words, each text supports the other in forming a coherent general understanding.

Self-disclosure occurs not only in real life but also in the use of the virtual world, one of which is Twitter social media. Most Twitter users use this social media to release fatigue or express their frustration by telling themselves through various types of posts in the form of tweets, gifs, memes, and videos. Like one user with the username @RepJayapal who uses Twitter to vent his anger and sadness.

"This is disgusting and hurts my heart to see. We must stop the rise of anti-Asian hate and violence that has only been continuing. Let's #STOPASIANHATE NOW."

The account expresses its frustration and sadness with swear words, namely in the sentence "This is disgusting and hurts my heart to see," through its tweets using the hashtag #stopasianhate. This is due to the incident of an unprovoked assault that occurred on a 55-year-old Asian woman in the Chinatown area of New York City. Based on the analysis of the discourse structure put forward by Teun A. Van Dijk, one of the main topics in social movements that use the hashtag #stopasianhate on social media Twitter is the treatment received by Asian descendants in America. In this regard, several Twitter users also expressed the following:

"#STOPASIANHATE they said they did it as a celebration of win WTF" -@seonwithmay

"See something. Say something. Fucking do something. #STOPASIANHATE" -@AUM_dubhe

"Stop Asian Hates. We're American" -@clueblueblue

The Twitter account uses the hashtag #stopasianhate to voice its opinions regarding the actions of racist actors for the treatment in the form of attacks, disrespect, and intimidation treatment received by Asian descent.

B. Superstructure Analysis

The superstructure is an analysis carried out to support the theme of discourse. Superstructure analysis looks at the structure of speech related to the schematic or framework of a text to find out which parts of the reader are composed as a whole. A text generally has a plot from the introduction to the end. The action can show details of the text arranged and sorted to form a meaning.

The schematic or arrangement and series of opinions from tweets using the hashtag #stopasianhate can be said to have no message structure but instead follow the development of issues, in this case, every day. When this case emerged in the community after the shooting of 8 people at three massage parlors in Atlanta, where 6 of them were Asian, and 2 others were white, the tweets posted spontaneously discussed the racism that has been going on for a long time. Obtained by citizens of Asian descent as in the following example of a tweet:

“Asian Package Delivery Driver Attacked: This happened around 2 pm along with Gough & Market in San Fransisco Thursday. A retired UPS worker & friend on the driver shared this with me. #STOPASIANHATE”

“Sources tell me the Vietnamese man was making deliveries when a man came out of the tan Toyota, hit the driver in the face, and grabbed the box he was holding. The suspect then fumbles before getting back into the car. The suspects are still at large #AAPI #STOPASIANHATE”

In the tweet, a Twitter user with the username @DionLimTv said about the incident that occurred on Thursday (3/6) about an unprovoked attack on the street in the San Francisco area against a Vietnamese man who was delivering goods. A man suddenly got out of a Toyota car and hit the Vietnamese man in the face, then took the box he was holding. The account with the username @DionLimTv not only commented on the incident but also voiced the prohibition to stop attacks on Asian citizens by including a video about the incident.

The account with the username @leenpexch also voiced its opinion about acts of racism perpetrated by citizens of Asian descent. The account tweeted an idea to stop the wrong attitude and disrespect, like the Serbian volleyball player who celebrated his victory against Thailand by pulling his eyes with his hands to show a slanted eye gesture of Asian descent.

“Please stop behaving badly or disrespecting Asians like this. How did you come to behave badly on the track during a race like this? Stop humiliating Asians like this. #STOPASIANHATE” -@leenpexch

Unlike other accounts, the @Ayoiamalice account uses the hashtag #stopasianhate while commenting by showing that the account owner is a citizen of Asian descent and says that everyone has rights and treatment regardless of whether the person is an American or an Asian citizen.

“#STOPASIANHATE I am Asian, everyone needs an equal treat. Support you all”

The topic of racism experienced by people of Asian descent was getting hotter day by day and brought up by the mass media, both electronic, print, and online, thus

making the scheme of the issue more and more discussed. Even a member of the South Korean boyband, BTS, also voiced his opinion about the racism they had experienced when attending an event in America. Just like an issue suddenly discussed by the public, this topic has gradually declined to be replaced by other cases of racism. The point of violence experienced by Asian Americans has increased from March 2021 to April 2021.

C. Microstructure Analysis

The microstructure is the meaning of discourse observed from the smallest part of a text, namely in words, sentences, prepositions, clauses, paraphrases, and pictures. The microstructure consists of semantics, syntax, stylistics, and rhetoric. Based on the results of research on texts of tweets using the hashtag #STOPASIANHATE, most texts emphasize action to stop hate speech and acts of violence against people of Asian descent in America.

a. Semantics

The background in the tweet using the hashtag #STOPASIANHATE can be seen in the tweet "This is disgusting and hurts my heart to see. We must stop the rise of anti-Asian hate and violence that has only been continuing. Let's #STOPASIANHATE NOW." The setting in the tweet describes the author's frustration with acts of hatred and violence often accepted by people of Asian descent in America, so the author invites everyone to stop these acts of racism. If this is realized and implemented by everyone, there will never be acts of hatred and violence against people of Asian descent.

Detailed elements of acts of racism against Asian descent can be seen in the following tweet, "A Serbian volleyball player put up a blatantly racist gesture "Slant Eye" toward Thailand's volleyball players in the FIVB Volleyball Women's Nations League. This behavior is disgusting & disgusting. This isn't the first time either. @volleyballworld, what is your take on this? #STOPASIANHATE." The author would like to openly convey the act of racism committed by Serbian volleyball athletes to Thai volleyball athletes in the FIVB Volleyball Women's Nations League. Furthermore, to support these detailed elements, the author also asked the opinion of the world volleyball league by marking their account in their tweet.

Furthermore, the element of nominalization or reasoning was shown by Twitter users in the following tweet "#STOPASIANHATE they said they did it as a celebration of the win. WTF." This element shows that the statement can convince the reader that the attitude shown by the Serbian volleyball athletes is a terrible act and disrespects the Thai volleyball athletes by forming slanted eyes using both hands. They said that it was a celebration of beating Thai athletes. The act of racism shown in the tweet presents the image of a bad deed, so the author includes a supporting sentence with the hashtag #STOPASIANHATE.

b. Syntax

Syntactic elements or descriptions of opinions conveyed by Twitter users in tweets using the hashtag #STOPASIANHATE tend to be the same, netizens view acts of hatred and violence against Asian descent as very bad and immoral acts. In syntactic analysis, the choice of words by Twitter user @leenpexch, "Please stop behaving badly or disrespecting Asians like this. How did you come to behave badly on the track during a

race like this? Stop humiliating Asians like this. #STOPASIANHATE” is a sentence that orders the perpetrators of acts of racism against people of Asian descent to stop their actions. In addition, the tweet also contains sentences of persuasion to everyone to stop all kinds of acts of racism against people of Asian descent.

Next, the syntactic element in the @seonwithmay account tweet, "#STOPASIANHATE they said they did it as a celebration of win WTF." The sentences used in the tweet are declarative. The author reveals that the actions taken by the perpetrators of racism are deliberate acts. The use of the word WTF in this sentence can also be interpreted as an expression of the author's frustration with what has been done by the perpetrators of racism.

In a tweet from the @PatuboMarj account, "#STOPASIANHATE Asian hates will affect our community status such as working, educations, and political because of violence in Asian." The sentences used are declarative sentences containing information that violence and acts of racism against citizens of Asian descent will impact any field, such as work, education, politics, etc.

c. Stylistic

The lexicon element is shown in the tweet of the @PatuboMarj account, "#STOPASIANHATE Asian hates will affect our community status such as working, educations, and political because of violence in Asian." The choice of words used leads to the form of repetition. The word was chosen to be used "will," which means the possibility of repetition that will occur in the future. This word is based on the author's experience in similar events that have been experienced or witnessed. Then on data 9, "My 14 y/o daughter is half Chinese/Malay and I was going to get her a shirt that said #STOPASIANHATE but then she said.. "why do people hate Asians, mum. Does that mean they hate me?" My heart broke into a million pieces. I will never cry about that question." The lexicon element is found in the word "will never," which means unwillingness to do that. This word is based on the author's experience relating to acts of racism against people of Asian descent.

While in data 6, "#STOPASIANHATE Asian hates will affect our community status such as working, educations, and political because of violence in Asian", the lexicon element used is the word "will" which means possibility. The possibility in question is the probability that it will impact something. The second word in the data is "violence," which means violence. The author uses the word violence compared to other words such as crime, hatred, etc. This word is considered appropriate to describe the situation the author is telling in the data.

d. Rhetorical

The rhetorical element can be seen in @BRaime619's tweet, "Just terrible! Racist ignorant white dude hurls racial slurs at two Asian women after spitting at them on the subway #STOPASIANHATE." The author shows expressions of annoyance by using the words "racist" and "ignorant" simultaneously in one sentence. These two words give the impression that the author condemns the actions taken by the perpetrators against 2 women of Asian descent. In addition, the author also shows his disappointment with the phrase "just terrible," which is directed at the perpetrators and people who are on the subway and let it happen.

In a tweet by @JordanClarkson, "It hurt me deeply to see that Salt Lake's @yumyumasian food truck was recently vandalized – I know the pain that hateful language and racism causes. With help from @identitygraphix, we'll be able to restore the truck and hopefully lift Ben and his family's spirit!! #STOPASIANHATE." This shows that the account owner @JordanClarkson expresses his sadness and sympathy for what happened to the food truck owner, a citizen of Asian descent. In addition, the @JordanClarkson account also shows hope and empathy by helping solve the vandalism problem that befell food truck owners by repairing damaged paint.

Next is the rhetorical element in @Ayoiamalice's tweet "#STOPASIANHATE I am Asian, everyone needs an equal treat. Support you all" this shows that the author wants equality and fair treatment that is obtained by all parties and also obtained by citizens of Asian descent. In addition, the author expresses his response in the form of support for all people of Asian descent who have experienced violence by others.

2. Social Cognition

Social cognition analysis is used to determine Twitter users' cognition or mental awareness by using the hashtag #STOPASIANHATE; in this case, Dion Lim is the owner of the @DionLimTV account. This mental awareness can affect a text discourse. This cognitive approach assumes that a text has no meaning but that meaning is obtained from language users.

Regarding social cognition, Dion Lim's understanding greatly influences his opinion on the hashtag #STOPASIANHATE on Twitter. In social cognition, events are understood based on schemas. Van Dijk expresses this scheme as a model. The schema is then conceptualized as part of a mental structure that explains how discourse writers view humans, social roles, and events.

There are several schemes of social cognition research, according to Van Dijk. The first schema is the person schema, which is through schema the author's perspective and depiction of other people can be seen. The second schema is the self-schema, which relates to how discourse makers perceive, understand, and describe themselves. The third scheme is the role scheme, which relates to how the text maker views and describes a person's role and position in society. The fourth scheme is the event scheme; the scheme becomes the benchmark for the text maker because events are things that are always seen and heard.

Based on the results of a search for Dion Lim as one of the tweet writers who also works as a reporter for KGO-TV, San Francisco, using the hashtag #STOPASIANHATE, we can find person schemas, self-schemas, role schemas, and event schemas on how Dion Lim views his actions racism against people of Asian descent.

The first schema is the person schema. Dion Lim shows a depiction of another person. The depiction uses the words "pure ignorance," which means pure ignorance. Dion expressed his opinion on a video containing two Asian anti-racism people cursing sympathetic people of Asian descent. The landowners forced out the two Asian anti-racist men as alleged squatters. Dion also stated that the actions taken by the two people were a form of indifference or indifference to the sympathy given by Asian citizens who wanted to assist.

"Sigh. Pure ignorance. This happens more often than people think. #STOPASIANHATE"

The second scheme is the self-scheme. In the tweet that was displayed, Dion Lim showed that he is a person who cares about the fate of people of Asian descent in America. The concern was manifested by saying that the subject had just spoken to two children of a 77-year-old Korean girl and intended to help resolve the issue by contacting the police.

"Just spoke w/2 sons of the 77-year old Korean woman who attacked for her purse @ Eddy & Laguna 5/11 Mom was visiting a friend when she was attacked. She was shaken but is OK. I discovered suspect 28-y/o parolee Luis Jorrin's background. #AAPI #STOPASIANHATE"

"SFPD says Jorrin was arrested for robbery, elder abuse, parole violation, & committing a crime while out on bail 5/11 Sources tell me his previous crimes inc Robbery 2/20 then burglary 4/20 a few months later attempted robbery. He spent just weeks behind bars. #AAPI #STOPASIANHATE"

The third scheme is the role scheme, it was found that the role taken by Dion Lim was one of the people who echoed to stop acts of racism committed by several people against people of Asian descent. The #STOPASIANHATE movement is a reference for jointly voicing acts of racism committed by citizens of Asian descent. In addition, as an active Twitter user, Dion Lim, who works as a reporter, also often shares acts of racism that she gets from her victims directly, as well as from third people who witnessed these racist acts. Here are the tweets related to this:

"Asian Package Delivery Driver Attacked: This happened around 2 pm along with Gough & Market in San Fransisco Thursday. A retired UPS worker & friend on the driver shared this with me. #STOPASIANHATE"

"Sources tell me the Vietnamese man was making deliveries when a man came out of the tan Toyota, hit the driver in the face, and grabbed the box he was holding. The suspect then fumbles before getting back into the car. The suspects are still at large #AAPI #STOPASIANHATE"

"People on his delivery route tell me he had teeth knocked out & he has a swollen face. I was on another story today but if anybody has info call SFPD. To think porch pirates were the biggest issue involving mail carriers not that long ago... #AAPI #STOPASIANHATE"

The fourth schema is the event schema. In this scheme, Dion Lim, who works as a reporter, still often gets reports about acts of racism experienced by people of Asian descent. This case is proof that the acts of racism experienced by Asian citizens are still happening today. Here are the tweets related to this:

"Vietnamese couple in their 50's came back from a health clinic near Franklin Elementary when they're robbed at gunpoint Then 2 Chinese people in their 50's walking w/their 84-year old father were robbed at gunpoint in 200 blocks of East 12th. 1 woman hit w/butt end of the firearm."

"Sources tell me the 19 & 17-y/os seem to target Asians. 6/4 they were arrested for involvement in shooting & robbery of a 60-y/o Dublin resident. TY to Vietnamese

couple's daughter Amber for sharing her parents' story w/me to raise awareness #AAPI #STOPASIANHATE"

Based on the search results, the news Dion Lim obtained was based on the personal experiences of the victims and those who witnessed acts of racism against people of Asian descent. Based on this, Dion Lim raises his critical attitude toward actions that fall into the category of human rights violations; this critical attitude is carried out by Dion Lim so that people of Asian descent get the same rights as other citizens.

3. Social Context

Social context analysis is intended to see the context or background of the formation of written discourse. This tweet via social media with the hashtag #STOPASIANHATE has not been free from criticism of people who racism against Asians, as happened in early June 2021 when a Serbian volleyball athlete racially abused a Thai volleyball athlete in the competition arena.

Based on the searches carried out, Twitter users seem to want to reveal that social movements with the hashtag #STOPASIANHATE are expected to be able to awaken and increase one's concern for others. Like a tweet from a Twitter user with the account name @Ayoiamalice, who voiced his opinion by alluding to equal treatment that must be received by all regardless of the person's race. @Ayoiamalice account:

"#STOPASIANHATE I am Asian, everyone needs an equal treat. Support you all"

The tweet shows that the account owner saw the situation of citizens of Asian descent who received racist actions. The @Ayoiamalice account states that he is of Asian descent and voices that everyone deserves the same treatment. In addition, the author also shows his support for citizens of Asian descent who live in minority countries and are likely to be exposed to racism.

Discussion

This discourse analysis is carried out using the critical discourse analysis model by (T. A. Van Dijk, 2002). This analysis is carried out by looking at discourse from three different text levels: text structure, social cognition, and social context. Text structure analysis is divided into three levels: macro structure, superstructure, and microstructure (Fitriana et al., 2019; Musyafa'ah, 2017). First, the macro structure discusses the overall meaning observed from the topics raised by language users in a discourse. At this stage, the discourse conveyed by language users on Twitter is a phenomenon of racism faced by Asian Americans, including racist acts and emotional relationships like in the @RepJayPal tweet. The tweet describes acts of racism that can harm individuals and communities (Asian-Race) and it must be stopped immediately. The act of racism is an understanding that recognizes the superiority of a particular race (Teun A. Van Dijk, 2014). In addition, according to Williams & Williams-Moris (2000), verbal racist treatment is always harmful to the psychological balance of the victim. These problems can lead to increased anxiety and depression. Furthermore, in a study conducted by Zhou et al. (2021) regarding the mental health impact felt by students and adults on Asian racial discrimination during the COVID-19 pandemic, it was stated that the increasing number of reports on mental health and the declining

use of treatment by Asian Americans, both students and adults, as a result of the ongoing discrimination, another study was also conducted by Siregar et al. (2021) regarding STOPASIANHATE in Oliver Prass's conversation on Kompas TV, which stated that acts of racism had a profound impact on the psychology of the victims.

Second, the superstructure discusses the structure of speech related to the scheme or framework of a text to find out which part of the reader is composed as a whole. A text generally has a flow of the discussion from the introduction to the end. These actions can show the details of the text that are arranged and sequenced to form a specific meaning. The tweet with the hashtag #StopAsianHate does not have a clear structure and schema but instead follows every development, in this case, every day. This case initially began to arise when the shooting in Atlanta caused 6 Asian victims and two others to raise the voice of a member of the South Korean boyband BTS, who stated that he had also received racism when attending an event in America (Adhya, n.d.; CNNIndonesia, 2021; VOA, 2021). Every tweet with the hashtag #StopAsianHate relates to one another by discussing one topic, namely violence and acts of racism experienced by Asian Americans. Previous research by Fan et al. (2021) suggested that people in America can voice their anger and condemn anti-Asian sentiment online in reaction to the Atlanta Spa Shooting in 2021. Moreover, according to Lee & Jang (2021), the first seven days after the Atlanta shooting sparked public discourse on Twitter about #STOPASIANHATE, #stand with AAPI community, and #stop racism. In this case, the study discusses the role of social media in shaping discourse.

Third, microstructure discusses text in more depth and focuses on each element, starting from words, sentences, prepositions, clauses, paraphrases, and pictures. The discussion of microstructure is carried out in four fields: semantics, syntax, stylistics, and rhetoric. Findings in the semantic field show that every tweet using the hashtag #StopAsianHate shows that all forms of racism must stop not only Asian Americans but also all other races that faced inequality treatment. The findings show that using sentences of hate and violence against Asian descent is a dreadful and immoral action. In addition, the tweets were also taken to end all forms of racism against Asian Americans. Then, in the stylistic field, it was found that tweets using the hashtag #StopAsianHate used certain words that showed different meanings in each sentence. At the rhetorical stage, sentences were formed using specific words to show the emotions of Twitter users who voiced their opinions. Siregar et al. (2021) also stated the same thing, namely that there were widely circulated discourses about the racist treatment experienced by Asian-Americans.

In addition, the analysis of social cognition shows that a text does not have a whole meaning, but the meaning is obtained from language users. In the analysis of social cognition conducted on Dion Lim's tweets, it shows several things; namely, his response to other people's behavior is described very clearly, and Dion also shows that he is a person who cares about other citizens who get racist actions around him through a series of tweets. Furthermore, the analysis of the social context is intended to look at the context of the formation of the #StopAsianHate tweet discourse as a form of protest and criticism of people who commit acts of racism against Asians. As happened in early July 2021 in a volleyball match between Serbia and Thailand. This incident became one of the starting points for a massive social movement to voice equality and an end to all forms of racism against certain races.

Based on several previous studies, it can be seen that this study also discusses the psychological impact of victims who experience acts of #STOPASIANHATE racism. Furthermore, this study shows the victims' psychological impact and the meaning of every discourse raised by Twitter users who use the hashtag #STOPASIANHATE. The analytical technique used in this research is to use the critical analysis approach of the Van Dijk model to show the differences between this study with previous research.

Conclusion

The study concluded that the analysis results were divided into three stages: text structure, social cognition, and social context. The design of the text is analyzed in three parts, namely the macrostructure, superstructure, and microstructure. The macro-structural analysis found that the text describes the topic or theme of acts of racism found by Asian descendants in America. The text not only describes the actions of racism suffered by Asian citizens but also expresses various feelings of sympathy and rejection from users to form a general opinion that acts of racism in any form must be stopped. The superstructure analysis identified that each tweet that uses the hashtag #STOPASIANHATE does not have a sequence of messages. Still, the structure of each tweet only contains core information regarding the development of issues, in this case, every day. In the microstructure analysis, it was identified that, in general, any opinions expressed through tweets with the hashtag #STOPASIANHATE leading to acts of racism experienced by people of Asian descent are destructive and immoral acts. Therefore, this action must be stopped as soon as possible.

Social cognition analysis was carried out on Dion Lim's tweets (@DionLimTV) with the hashtag #stopasianhate using a social cognition scheme. The schema is divided into person schema, self-schema, role schema, and event schema. The analysis results of Dion Lim illustrate that everyone who commits acts of violence and racism against citizens of Asian descent is wrong and immoral. Dion Lim, in her tweet, showed that she is an individual who cares about the fate of people of Asian descent. In his tweet, Dion Lim showed his role as one of the voices to stop the acts of racism committed by some people against people of Asian descent. Lastly, Dion Lim, who works as a reporter, often shares news based on personal experiences of victims of violent acts of racism and those who witnessed racism against people of Asian descent to show that this is still happening. Dion Lim expresses her critical attitude toward these actions in to hope that Asians get the same rights as other citizens. At the level of social context analysis, it was found that tweets using the hashtag #STOPASIANHATE contained criticism of people who committed racism and violence against people of Asian descent. Massive Twitter users reveal a need to raise awareness and increase one's concern for others through social movements and active campaigns using the hashtag #STOPASIANHATE in every tweet.

This study discusses #STOPASIANHATE based on the use of the Twitter hashtag by using a critical discourse analysis approach to the Teun A. Van Dijk model. Twitter is an influential platform for spreading awareness about a case, one of which is the issue of racism. In addition, the issue of racism against Americans of Asian descent has continued and even increased since the COVID-19 pandemic. The increasing acts of racism experienced by Asian Americans can affect their condition, including feelings of insecurity and psychological disorders. This problem can be new research by looking at the impact or consequences of these acts of racism that harm not only the victim but

also the surrounding community. In addition, public responses and government actions regarding the issue of racism experienced by Asian Americans also need to be considered so that this issue can be resolved immediately.

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