

# Analysis of Hate Speech in Instagram Social Media Celebrity Indonesia Chandrika Sari Jusman

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**Abstract:** *The development of information and communication technology today makes it easier for someone to interact with other people. The current interaction process can be done through social media. But what has been found now is that social media is also abused by irresponsible parties by spreading hate speech. This study aims to describe the form and meaning of hate speech against Selebgram Chandrika Sari Jusman on Instagram social media. This research is a descriptive-qualitative research. The data collection method used is the method of observing and noting. The data analysis method in this study refers to the Miles and Huberman model which includes data reduction, data presentation and drawing conclusions. The results of the study showed that there were 25 assertive utterances, 15 directive utterances, 50 expressive utterances, and 10 declarative utterances. The most commonly found utterances are expressive utterances.*

**Keywords:** *hate speech; instagram; Chandrika Sari Jusman*

## I. Introduction

The development of information and communication technology today makes it easier for someone to interact with others. Social interaction is the relationship between one individual and another individual, one individual can influence another individual or vice versa, so that there is a reciprocal relationship. This relationship can occur between individuals and individuals, individuals and groups or groups and groups (Walgito, 2007). The interaction process can be done through social media. Social media is a new set of communication and collaboration tools that enable various types of interactions that were not previously available to ordinary people (Brogan, 2010). Social media allows anyone to participate and contribute or feedback openly, make comments and share information in a fast and unlimited time with the help of the internet (Cahyono, 2016).

In interacting on social media, one must use good language. Using good language can make the interaction run smoothly because the language user directly respects the other person and is able to maintain his dignity. The use of social media can change a person's attitude or behavior and cause certain effects (Effendy, 2003:13). Today's social media is often misused to spread messages of violence, comments, and utterances of hatred. It has been conceptualized as online hate speech which is defined as any communication that denigrates a person or group on the basis of characteristics such as race, color, ethnicity, gender, sexual orientation, nationality, religion, or political affiliation (Zhang & Luo, 2018). The use of social media can also have negative impacts that harm certain parties so that it can lead to criminal cases such as defamation and hate speech (Thamrin et al. (2019).

The problem of hate speech is a serious matter that requires special attention from various parties so that its resolution often requires legal assistance. Understanding of the scope of hate speech is regulated in the Chief of Police Circular (SE) Number SE/06/X/2015 it is

explained that hate speech can be in the form of a crime regulated in the Criminal Code (KUHP), if the form of utterance These include insults, defamation, defamation, unpleasant acts, provoking, inciting, spreading false news. All of these actions have the purpose or could result in acts of discrimination, loss of life, violence, and/or social conflict. Hate speech directed at individuals and/or community groups in various communities can be distinguished from the following aspects: ethnicity, religion, religious sect, beliefs/beliefs, race, inter-group, skin color, ethnicity, gender, people with disabilities (disabilities) and sexual orientation . Hate speech can also be carried out through various media, including: in speeches on campaign activities, social media networks, print and electronic mass media, banners or banners, religious lectures, pamphlets and the delivery of opinions in public (demonstrations).

The rise of cases related to the use of language in social media has caused conflict so that the government issued rules or laws such as the Electronic Information and Transaction Law (hereinafter referred to as the ITE Law) Number 11 of 2018 which regulates public communication that occurs in the electronic realm, such as social media. In the Information and Electronic Transaction Law (UU ITE) No. 11 Years 2008 article 27 paragraph 3 explains "Anyone who intentionally and without rights distributes and/or transmits and/or makes accessible electronic information and/or electronic documents that contain insults and/or defamation content" including acts that violate the law. This confirms that anyone who deliberately sends a message that contains elements of insult and/or defamation through electronic media so that it can be accessed by many people, this is an illegal act.

Instagram is one of the social media that is often used by ordinary people to artists. Uploads of photos or videos uploaded by Instagram users invite comments and responses from other Instagram users. Comments and responses submitted in the Instagram comments column can be in the form of criticism, appreciation, or even insults. Selebgram comes from the words "celebrity" and "instagram". Those who are said to be celebgrams are people who have many followers on Instagram with their creative content. Celebrities can also influence their followers to support or reject something. For a celebrity, their life cannot be separated from netizens or netizens. Netizens or netizens are a portmanteau of the words citizens (citizens) and the internet which means "internet citizens". The word refers to someone who is actively involved in virtual communities or the internet in general.

The following is a quote obtained from the comments column of an Indonesian celebgram named Chandrika Sari Jusman with the Instagram name @chndrika\_:

“ Murah” @sukamakanasi\_  
“durasi berapa menit lagi nich?? @\_riihdaaaa  
“Open ga ka?” @human2ndstyle  
“p3r3k gak tau malu” @lovdiazrffi98  
“Kaya Siluman @pramudyaalfy

It is suspected that the remarks above could contain hate speech which netizens expressed in the comments column on the Instagram account of Indonesian celebgram Chandrika Sari Jusman, better known as Chika when she uploaded a photo of herself to Instagram. If you look at the various comments above, it can be considered an insult because it can directly attack a person's mental state and self-esteem, moreover this is done in a public space and the number of followers of the @chndrika\_ account which reaches 2.1 million is quite a lot, allowing netizens to be free to comment on all actions or uploads on Instagram. Chika's self-image will be considered bad in the eyes of the public due to the many negative comments from netizens on her Instagram account. The emergence of negative comments was caused by netizens' reactions after various news and incidents that had happened to

Chika. The issue of Chika being a summons woman with a rate of Rp. 20 million and Chika's polemic as the mastermind behind the rioting about the beating that made Putra Siregar and Rico Valentino languish in prison caught the attention of netizens for giving negative comments on Chika's posts. It is impossible to say whether the negative comments submitted by netizens include hate speech or not, but with the help of linguistic analysis a statement on social media is proven to be untrue as hate speech which can have legal implications.

Forensic linguistics is the relationship between language, crime, and law which includes law enforcement, legal issues, legislation, disputes or legal processes, even disputes that have the potential to involve several violations of law aimed at obtaining legal settlement (Olsson: 2008 ). Forensic linguistics applies linguistic theories in a linguistic event that is involved in legal processes, both in the form of legal products, interactions in judicial processes, and in interactions between individuals which result in certain legal impacts. In this case, according to Coulthard and Johnson that applied linguistic theories include grammar theory, conversation, discourse analysis, cognitive linguistics, speech acts, descriptive linguistic theories and techniques, such as phonetics and phonology, lexis, syntax, semantics, pragmatics, discourse, and text analysis (Coulthard & Johnson, 2010). For the purposes of this research, it is pragmatics that is used as a theory to explore and demonstrate the use of language that contains hate speech.

According to (Leech, 2015: 8) pragmatics is the study of meaning in relation to speech situations. Mey (in Rahardi, 2003:12) defines that pragmatics is the study of the conditions in which human language is used which is determined by the context of society. Levinson (in Rahardi, 2003:12) argues that pragmatics is the study of linguistics which studies the relations between language and its speech context. Wijaya (2009:3) pragmatics is a branch of linguistics that studies language structure externally, namely how the linguistic units are used in communication. In the study process, pragmatics requires speech acts to discuss meaning according to the speech context. One area of pragmatics that stands out is speech acts. Speech acts are a concrete embodiment of language functions, which are the basis for pragmatic analysis (Rahardi, 2005). Pragmatics and speech acts have a close relationship. Broadly speaking between speech acts and pragmatics discusses the meaning of speech according to the context.

The speech act theory was first coined by Austin (1962). Austin states that basically when someone says something, they also do something. Another definition of speech acts is stated by Yule in Wiyatasari (2015:46) speech acts are actions performed through utterances. According to Yule (2014: 82) speech acts are part of the action activities shown through utterances. Confirmed by Searle (1976: 59-82) that speech act is a pragmatic study to analyze and know something that is spoken in the form of action (in Nadar, 2013: 12). Djatmika (2016:17) says that the types of speech acts in each language are influenced by cultural norms, rules, beliefs, traditions and social values. Austin introduced three kinds of speech acts namely locutionary acts, illocutionary acts, and perlocutionary acts. Locutionary speech acts are speech acts to state something as it is or 'The Act of Saying Something is an act of saying something. Illocutionary speech acts besides stating something also states the act of doing something. Therefore, this illocutionary speech act is called The Act of Doing Something (the act of doing something. A perlocutionary speech act is a speech act that has an influence or effect on the speech partner or the person who hears the speech. So the perlocutionary speech act is often referred to as The Act of Affective Someone (acts that have an effect on other people).

Hate speech in pragmatics is an illocutionary speech act. Searle (via Thamrin et al., 2019) classifies illocutionary speech acts into several groups where these groups have certain

functions in the communication process. The five forms of speech are assertive, directive, commissive, expressive, and declarative. Assertive is a form of speech that binds the speaker to the truth of the proposition being expressed. For example stating, suggesting, boasting, complaining, and claiming. Directive, namely the form of speech intended by the speaker to influence the speech partner to take action according to what is said. For example ordering, ordering, begging, advising, and recommending. Expressive is a form of speech that functions to express or show the speaker's attitude towards a situation. For example thanking, congratulating, apologizing, blaming, praising, and condolences. Commissive is a form of speech that functions to express promises or offers. For example promises, swears, and offers something. Declaration is a form of speech that connects and connects the contents of speech with reality. For example surrender, dismiss, baptize, name, appoint, excommunicate and punish.

The author took this research because of the author's interest in the new science of forensic linguistics, especially the problem of defamation. As well as the recent news about hate speech on social media. Research on hate speech has been studied. Putri & Juandi's research (2021) describes the characteristics of hate speech made on Nikita Mirzani's Vlog page. Thamrin's research, et al, 2019) tries to reveal the types of speech meanings that contain hate speech and speech act events as a series of triggers for hate speech circulating in the cyber world. Halid's research (2021) aims to describe the forms of illocutionary speech acts according to Searle and the forms of speech events that contain hate speech, defamation, slander and insults that are circulating in cyberspace or social media. This research is entitled "Analysis of Hate Speech in Instagram Social Media Indonesian Selebgram Chandrika Sari Jusman". This research will analyze the language of hate speech on social media with the sub-discipline approach of forensic linguistics. The researcher uses a theory related to hate speech which is based on the theory of pragmatic foundations. This research focuses on the comments contained in the comment column on Chandrika Sari Jusman's Instagram. So the results of this study will be different from previous studies. The results of this study are expected to add to the scientific repertoire of pragmatics and forensic linguistics and can contribute to social media users to pay more attention to the use of language when interacting on social media.

## **II. Research Methods**

The method used in this research is descriptive qualitative research method. Qualitative research is research that analyzes and describes data in the form of words or sentences based on data in the field. The qualitative descriptive method in this study is focused on linguistic phenomena in Instagram social media. The focus of the discussion in this research is comments in the comments column of the Indonesian Selebgram Instagram account which are suspected of being hate speech. The data is taken from Chandrika Sari Jusman's Instagram account (@chndrika\_). The data used comes from netizen comments on a photo uploaded by Chandrika Sari Jusman which was uploaded on April 13, 2022, the upload caught the attention of netizens to provide comments because of the issue of Chandrika Sari Jusman being a call girl with a tariff of IDR 20 million and the polemic of Chandrika Sari Jusman as the mastermind behind the trigger the commotion of the beating action that made Putra Siregar and Rico Valentino languish in prison. The data collection method used is the listening method and the speaking method (Sudaryanto, 2015: 2). This listening and speaking method is realized by documenting the data and then grouping it according to its type. Data analysis in this study refers to the Miles and Huberman model which includes data reduction, data presentation and drawing conclusions. This study seeks to describe the comments of netizens in the comments column of the Indonesian celebrity Chandrika Sari Jusman's account which are alleged to be hate speech.

### III. Results and Discussion

#### 3.1 Assertive Speech

##### Data (1)

*"Artis gadungan"*

Data (1) is assertive utterances containing hate speech in the nature of defamation directed at Chandrika Sari Jusman. Defamation in the Criminal Code is the act of defaming a person's good name or honor by stating something either orally or in writing. Data (1) is a form of assertive speech with a stated form. The netizen made hate speech by using a sentence stating "Fake Artist". This utterance was a form of defamation of Artist Chandrika Sari Jusman, speakers assumed that Chika was a fake artist. Fake in KBBI is fake; not really. Hermeneutic analysis on fake words means that Chika is considered not an artist but Chika disguises herself as an artist. Sentences uttered by netizens are included in hate speech by using assertive speech. This is in line with Searle's opinion (via Thamrin et al., 2019) who stated that assertive speech is a form of speech that binds speakers related to the truth of the propositions expressed in their speech.

#### 3.2 Directive Speech

##### Data (2)

*"jgn sampe ada target selanjutnya buat masuk penjara ya chik"*

Data (2) is a directive speech that contains hate speech, namely inciting. "Don't let there be a next target to go to jail, Chik" is identified as an inciting hate speech. These words made people think negatively of Chika that someone would go to jail again because of her. Data (2) is an ordering utterance. Netizens sent messages so that no one would go to jail anymore because of Chandrika Sari Jusman. The sentence uttered by the netizen included hate speech by using directive speech. This is in line with Searle's opinion (via Thamrin et al., 2019) which states that directive speech is a form of speech intended to influence the speech partner to take action according to what is said.

#### 3.3 Expressive Speech

##### Data (3)

*"Murahan"*

Data (3) is an expressive speech that contains hate speech, namely insulting. Insult is an act of attacking a person's honor and good name, so that those who are attacked feel ashamed and offended. Insult to the data is characterized by attacking a person's honor, accusing something embarrassing with the intention of being publicly known. This is clearly illustrated by the mention of cheap. Cheap according to KBBI is easily persuaded or easily invited to commit adultery etc. The term cheap is what is referred to in honor of Chandrika Sari Jusman, who is considered a cheap woman herself. In the comments. The word Cheap is interpreted as an expressive utterance of hatred. This is in line with Searle's opinion (via Thamrin et al., 2019) which states that expressive speech is a form of speech that functions to express or show the speaker's attitude towards a situation.

#### 3.4 Declarative Speech

##### Data (4)

*"Kasian bang PS ga bsa lebaran sm keluarga nya gara2 bela cewe ga tau diri"*

Data (4) "It's a pity that PS can't celebrate Eid with his family because of a girl who doesn't know herself" was identified as hate speech for defamation. According to Article 310 paragraph (1) of the Criminal Code, defamation is an act committed by accusing a person or group of having committed a certain act with the intention that the accusation be publicized (known to many people). Those remarks included blasphemy, because speakers said that

because of Chika, PS was in prison so PS could not attend Eid with his family. In fact, in the legal case, Chika has not been proven as a suspect, causing PS to be arrested. This is in line with Scrale's opinion (via Thamrin et al., 2019) which states that declaration speech is a form of speech that relates and relates the content of the speech to the reality being faced.

#### IV. Conclusion

Based on the results of the analysis that has been described, it can be concluded that the speech acts found in hate speech against Selebgram Chandrika Sari Jusman on Instagram social media are assertive, directive, expressive, and declarative illocutionary speech acts. The utterances conveyed by netizens are dominated by expressive utterances. Expressive is a form of speech that functions to express or show the speaker's attitude towards a situation. The results of this study are expected to be able to train social media users to pay attention to the use of language in interacting in society and social media.

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