

Analysis of the use of the hate speech on social media in the case of presidential election in 2019

Desri Wiana

Politeknik Negeri Medan

Email: desri.wiana@polmed.ac.id

Abstract - This study is entitled "Analysis of the Use of Hate Speech on Social Media in the Case of Presidential Election in 2019". The object of this study focused on words, phrases, and speech phrases of hate speech contained on social media Instagram and Facebook account in January - April 2019. The purpose of this study was to find out the use of hate speech uttered by netizens on presidential candidate pairs on Instagram and Facebook accounts, which was analyzed based on the Chief of Police's circular letter about seven speeches of hate, and identified the utterances of hatred that were more dominantly used in the social media. The research model used is qualitative research. The results of this study were derived from the speech on Instagram and Facebook social media in the 2019 presidential election. On the Instagram media, 200 sentences were analyzed in the form of hate speech, namely insulting 34 sentences or 17.5%. Denigration of 43 sentences or 21.5%. Defamation 1 sentence or 0.5%. 33. Unpleasant sentences or 16.5%. Provoke 55 sentences or 27%. Instigation numbered 21 sentences or 10.5% and spread hoaxes (hoax) 13 sentences or 6.5%. The most dominant form of hate speech on Instagram social media is provoking. In the Facebook media, there are 200 sentences found in the form of hate speech, namely insulting 8 sentences or 4%. Denigration is 40 sentences or 20%. Defamation is 9 sentences or 4.5%. An unpleasant act of 53 sentences or 28.7%. Provoke 29 sentences or 14.5%. Instigating 61 sentences or 30.5%. and spreading hoaxes (hoax) not found on Facebook's social media. The most dominant form of hate speech found on Facebook accounts is inciting.

Keywords: hate speech, Instagram, Facebook, social media, campaign

1. Introduction

Technological developments may have a positive and negative impact and may even lead to various types of violations and crimes, namely Hate Speech. It can be attempted with various media, such as speeches when campaigning, banners or banners, social media, public expressions (demonstrations), religious speeches, and printed and electronic mass media, and pamphlets.

The deeds or crimes that need serious attention now are hate speech. Hate speech is an act of communication carried out by an individual or group in the form of provocation, incitement, or insult to other individuals or groups in terms of various aspects such as race, ethnicity, gender, disability, sexual orientation, citizenship, religion, and others. In the legal sense, hate speech is a prohibited word, behavior, writing or performance because it can lead to acts of violence and prejudice, whether from the side of the perpetrator, the statement, or the victim of the action.

The use of social media and online news sites which tend to increase from year to year creates new phenomena. Everyone is free to reveal anything through their social media accounts. Even news on news sites easily shared on social media can then be commented on by other netizens. In fact, even in online news, the comments room is prepared for readers. The news was then differently responded it by netizens positively, negatively and neutrally. But this also brings new problems, namely the practice of hate speeches growing rapidly through this media (Juditha, 2017: 138).

A study entitled Unesco's "Countering Online Hate Speech" (2015) states that the online phenomenon of Hate speech is growing and causing a variety of problems both inside and outside Europe. Hate speech online is one of the main trends from the previous year. This report also concludes that hate speech through online media is increasingly rapid and has the potential to reach a larger audience (Gagliardone et al., 2015 in Juditha, 2017: 138).

Ethics in the online world today needs to be emphasized in order to prevent even greater crimes and violations, considering that the online world has become an important part of communication and information infrastructure, especially as more and more parties abuse the cyber world to disseminate their displeasure with matters relating ethnicity, religion, and race. This is called hate speech. (Circular of the National Police Chief Number SE / 06/2015 / hate speech utterances of hatred)..

Instagram is a social chain that aims to help account owners to share or upload photos to other Instagram users (Rahman, 2014 in Oktaviani, 2017: 3).

Facebook is a social web chain founded by Mark Zuckerberg and officially launched on February 4, 2004, which allows account owners to add profiles with photos, contacts, or other personnel information and able to join the community to connect and interact with other users.

The problem in this study in the form of the use of hate speech on social media in the 2019 presidential election based on the Chief of Police's circular letter Number: SE / 06 / X / 2015.

Pragmatic Study Approach

This study is a language study that is tied to the function of language directly as a tool for communication. Levinson (in Rahardi, 2009: 48) defines that pragmatics is the study of science in language in which it discusses language relations and its constellation. In this case, the context in question is a grammatically context so that it cannot be

separated from the structure of the language. Pragmatics is theory of meanings which is expressed or communicated by the speaker and it is interpreted by the listener. In other words, it covers the meanings theory that is communicated by a language user. Meaning or sense that delivered by the speaker is beyond the meanings that is uttered in a text transcript (Saragih in Wiana, 2019: 57).

The term pragmatic according to Wijana in Salutfiyanti (2018: 12) is a science that discusses the structure of language from the external side, namely about the unity of language used in the communication process. The external study in question is a study that discusses factors or things that are outside the language, factors and this is related to the use of language by the speaker in a particular society. Externally this study will find rules related to the use and use of the language in all aspects of activities in humans in society. In this case, it does not only use linguistic theory, but also pragmatics.

Yule (2006: 3) in Wiana (2012: 13) defines pragmatics as a study of meaning conveyed by speakers or researchers and interpreted by listeners or readers. This study deals with the analysis of what someone means by speech rather than by separate meanings of words or phrases used in the speech itself.

Pragmatics and Semantics both use meaning as the content of communication. Semantics is centered on the mind (competence, langue) while Pragmatics is centered on speech (performance, parole) (Sudaryat, 2009: 120).

Hate Speech

Hate Speech is an act of communication carried out by an individual or group in the form of provocation, incitement, or insult to other individuals or groups in terms of various aspects such as race, color, ethnicity, gender, disability, orientation sexual, citizenship, religion, etc.

In the Chief of Police Circular Number: SE / 06 / X / 2015 concerning handling hate speech, it is stated that hate speech can be in the form of actions stipulated in the Criminal Code (KUHP) and other criminal provisions outside the Criminal Code in the form of:

1. Insult that is if an insult is directed at a person or group of people based on religion, race, ethnicity, religion, ethnicity, gender, disability, sexual orientation. Humiliation can take the form of incitement which creates hostility, discrimination or violence. Humiliation is an action to bring down one's soul. Usually this humiliation is carried out by expressing utterances that contain harsh words, invective which impairs one's reputation and honor. This humiliation directly makes someone feel ashamed and offended by the words that come out.
2. Denigration is an act that involves attacking the dignity and dignity of an individual by expressing something that is detrimental to a person's reputation, either directly or indirectly based on aspects of hate speech that can lead to hostility. Speech is considered denigration if the allegation is false or improper and contains defamatory elements.
3. Defamation, derived from the word "nista" which means contemptible or primitive lower class (KBBI, 2008: 784). The expression of hatred with the form of defamation is an expression of degrading others. Defamation is an act, action or word that is degrading to someone or group of people. This defamation can be in the form of an accusation of doing something that is degrading or denouncing a matter that contains a disgrace with the aim of being known to the general public. Defamation aspects can be

in the form of aspects of religion, religion, beliefs / beliefs, gender, and sexual orientation.

4. Unpleasant acts are speeches that contain threats, coercion, violence or oath. This unpleasant behavior indirectly interferes with the comfort and safety of individuals and groups.

5. Provoking the expression of incitement to discrimination, violence and hostility. Provoking is a good action in the form of utterances to heat up a person or community group and cause fear, anxiety in a community. Speech delivered in this case triggered a public misunderstanding and would have an impact on hostility or war.

6. Inciting is almost the same as the provoking form, but the form of inciting speech is more subtle than provoking the predominantly rude speech. Instigation is a utterance or utterance that influences other people and aims to make the person believe it. This speech will arouse someone's heart to be angry, resist, rebel against something certain people or groups.

7. Spread hoaxes (Hoax), expressions of hatred by spreading the news that is actually not true (lying) or known as hoax news aims that other people trust the news, so that other people are affected. Lately a lot of people have heard false news so that people can no longer choose whether the news is true or not.

Cyberspace or digital denigration can be done at any time by someone who has an interest in an unlimited period of time and there is a continuous multiplier effect (chilling effect), so that more people can be known and can be shared. or spread widely to others (Salutfiyanti, 2018: 16-18).

The hate speech action can be implemented through various media, Salutfiyanti, 2018: 14-16) including:

1. Oration of campaign activities

Oration is communication that is conveyed in the form of speeches about certain problems that are usually carried out by workers, students or other communities and conveyed in front of many followers who are delivered by the orator in charge.

2. Banner or banner

A banner is a stretch of cloth that contains slogans or information that is conveyed to the public. Many of these banners are installed on the edge of the road that contains writing as an information medium, or promotional media created using painting paint, screen printing, and others.

3. Social media networks

Social media is a place to communicate with the wider community that is done using the internet. Social media users process communication by sending messages, both in the form of images, text, videos, which share with each other in building networks or networking.

4. Demonstration

Demonstration is an action in conveying a feeling of protest carried out by a group / group of people delivered in public which aims to reject policies or oppose an issue in expressing an opinion as an effort to advance the interests of a particular group.

5. Religious lectures

Lectures or speeches are activities in the presence of many people who provide advice about religion to their listeners. Lectures are conducted at any time and in the delivery of unlimited time.

6. Print and electronic mass media

Mass media is a tool in conveying messages or information to the general public using media, such as television, radio, newspapers, etc.

2. Method

Research model

The research model is carried out with a qualitative research model. Qualitative research is scientific research that aims to explain the phenomenon in a social context by prioritizing the process of communication interactions between researchers and the phenomenon under study (Herdiansyah, 2010: 9).

After the researcher collected the data then analyzed the data with a qualitative descriptive method, which was intended to understand the phenomenon of what was experienced by the research subject. For example: behavior, perception, motivation, actions, etc. Holistically and by way of descriptions in the form of words and languages, in a special natural context and by utilizing various scientific methods (Moleong, 2012: 6).

3. Results and Discussion

The researcher discusses the use of hate speeches that appear on Instagram and Facebook accounts in the presidential election case from January - April 2019 based on the Chief of Police Circular Letter Number: SE / 6 / X / 2015 concerning seven speeches of hate.

After collecting and analyzing the data, the results of the analysis of the use of hate speech on social media in the 2019 presidential election are as follows.

Table 1 Use of Hate Speech on Social Media in the Case of the 2019 Presidential Election

Hate Speech	Social Media- Instagram	Social Media- Facebook
Insult	34 (17%)	8 (4%)
Denigration	43 (21,5%)	40 (20%)
Defamation	1 (0,5%)	9 (4,5%)
Unpleasant Act	33 (16,5%)	53 (28,7%)
Provoke	55 (27,5%)	29 (14,5%)
Inciting	21 (10,5)	61 (30,5%)
Hoaxes	13 (6,5%)	0
Total	200 (100%)	200 (100%)

Based on Table 1 above, it can be explained that hate speeches are found in the sentences contained in the comments column on Instagram and Facebook social media. On the Instagram social media there are 200 sentences found in the form of 34 sentences of insults or 17.5%. Denigration tests are 43 sentences or 21.5%. Defamation test is 1 sentence or 0.5%. Speech of unpleasant actions is as many as 33 sentences or 16.5%. Provoking speeches amounted to 55 sentences or 27%. The incitement test is 21 sentences or 10.5%. Speeches spreading hoaxes (Hoax) are 13 sentences or 6.5%.

Based on the percentage results obtained, the most dominant use of hate speeches written by the people in the Instagram comment column related to the 2019 presidential election is provoking speeches, namely inciting by heating up a person or community group to create anxiety and fear that affect hostility or war. In the 2019 presidential election, comments were often found which provoked the public to choose one of the presidential candidate pairs. The sentence written in the comments column tends to be rude and discrediting the other presidential candidates.

The following are some of the analyzed sentences that contain hate speech on Instagram social media in the 2019 presidential election.

(1) *Tau kan kalo Prabowo diusir secara halus karena dia bikin statement politik di depan wartawan? Orang gila ko didukung wkwk.*

(Do you know if Prabowo was sent away subtly because he made a political statement in front of reporters? What's a fool crazy people are supported wkwk ...) (**Instagram, Denigration**).

(2) *Presiden hari ini adalah presiden mencla mencle...*

(The president today is the president hypocrite...) (**Instagram, Denigration**).

(3) *Muka jokodok itu...manusia paling nyebelin..pengen rasanya lempar pake tai...*

(The jokodok's face ... the most annoying man ... I feel like throwing him with human waste...) (**Instagram, Humiliation**).

(4) *Banyak kali dosa kau ini...sumpah gatal tangan ku ini. Kau mentingan dunia daripada akhirat. Kutanya sama kau apa yang pernah dihasilkan Prabowo dan Sandi untuk Indonesia ini ?? satu lagi ingat perjuangan nabi kau itu. Jangan kau pilih presiden yang gak bisa sama sekali agama Islam...sepertinya ada setan bersembunyi di kau itu !!*

(Many of your sins ... swear, my hand are so itchy. You are tarnishing the world rather than the hereafter. I ask you what has been achieved by Prabowo and Sandi for Indonesia?? one thing, remember your prophet's struggle. Don't you choose the president who can't be at all about Islamic religion ... it looks like there is a demon hiding in you !!) (**Instagram, Defamation**)

(5) *Sukanya aja baca komik, piara cebong, solat direkam, bacaan salah semua, gimana mau ngisi otaknya, gimana bisa mimpin negara yang berjuta-juta kepala dan pikiran, gak heran ideologi bangsa dipecah-pecah 5 tahun ini bikin panas sampek kasus model novel aja gak bisa dituntasin udah 2 tahun bukti dikantongi malah, kerja kerja dikerjain.*

(I like to read comics, tadpole pets, prayers recorded, wrong reading everything, how does fill it his brain, how can he lead a country with millions of heads and thoughts, no wonder the ideology of the nation is in chaos 5 years making it hot until the case of a novel just can't be finished almost 2 years, proofs are bagging instead, work work is cheated) (**Instagram, Unpleasant actions**)

(6) *Rezimnya Jokowi makin aneh-aneh tetap waspada rakyat cerdas tetap setia pilih Prabowo-Sandi.*

(The Jokowi regime is increasingly strange remain vigilant the intelligent citizens remain loyal to choose Prabowo-Sandi) (**Instagram, Instigating**).

(7) *Lo gak sadar orang yang lo junjung itu pembunuh rakyatnya sendiri...dan presiden (spanyol) sparo nyolong suara..*

(You don't realize that the person you are adoring much is the killer of his own people ... and the president (spanyol) bribing the vote in half population....) (**Instagram, provoking**).

(8) *Viralkan terus! presiden curang biar rakyat kita tahu bejatnya yang jago ngutang jual aset negara, otoriter dah gitu ngotot segala cara untuk 2 periode !*

(Keep on viral! The president is cheated so that our people know that the bad debtor who is good at selling state assets, is authoritarian and too persistent on everything for two periods! (Instagram, Provoking).

(9) *Ternyata dia yang PKI !! cara cara PKI membunuh para jenderal dia rencanakan. PKI teriak PKI.*

(Apparently, he is the PKI!! the ways the PKI killed the generals he planned. PKI shouted PKI. (Instagram, Spread hoaxes (Hoax).

Based on the results of the analysis of hate speech on Facebook social media, which numbered 200 sentences, there were 8 sentences or 4% of insults. The form of speech denigration is 40 sentences or 20%. The form of defamation is 9 sentences or 4.5%. The form of utterances of unpleasant deeds is 53 sentences or 28.7%. The form of speech provokes 29 sentences or 14.5%. The form of speech inciting is 61 sentences or 30.5%. The form of utterance of spreading hoaxes (Hoax) is not found in the sentence contained in the Facebook comment column.

Based on the percentage obtained, the most dominant use of speech (hate speech) written by the public in the Facebook comment column related to the 2019 presidential election is incitement which is almost the same as provoking but the form of inciting speech is more subtle than provoking the predominantly rude speech. Instigation is a utterance or utterance that influences other people and aims to make the person believe it. This speech will arouse someone's heart to be angry, resist, rebel against something certain people or groups. The phrase incitement of hate speech is found in the comment column on social media Facebook in the 2019 presidential election. This is because in the two presidential candidates, each of whom has a supporter, means to incite the community to choose the same presidential candidate as their supporters.

The following are some of the analyzed sentences containing hate speech on Facebook social media in the 2019 presidential election.

(1) *Mampus wowo kalah, gak pantas jadi presiden si wowo bacod doang gedein. Damn he's dead wowo loses, does not deserve to be the president of big-mouthed wowo, is getting wider ... (Facebook, Humiliation)*

(2) *Mungkin pak prabowo lagi mimpi mau jadi presiden ingin hatinya memeluk gunung tapi sayang nggak kesampaian karena perutnya kegendutan kali ya... Perhaps Sir Prabowo is dreaming of becoming a president his heart wants to hug the mountain but unfortunately it is not accomplished because of his stomach is so fat... (Facebook, Denigration).*

(3) *Ya iyalah, lu orang kristen pasti jokowi dan ada orang islam juga tapi islam munafik... Yes, of course you are Christians must be chosen jokowi and there are also Muslims but hypocritical... (Facebook, Defamation).*

(4) *Tertawalah sesuka kalian dengan kemenangan dengan cara kecurangan dan kebodohan akal kalian. Ingat hukum azab dari Allah akan datang menghampirimu. Ingat jangan main-main dengan hukuman azabnya dari Allah. Akan menjemputmu. Sadarlah hai para laknatullah...*

Laugh as you like with victory by cheating and fooling your mind. Remember the law of punishment from God will come to you. Remember don't mess with the punishment

of punishment from Allah. It will pay you up. Be aware of the laknatullah ... (Facebook, unpleasant actions).

(5) *Dimana mana negara kalo presiden sudah gagal minta diturunin, cuma di Indonesia sudah gagal minta 2 periode, itulah namanya anggota cebong pradungu, apa gak dungu, pengangguran di China dikasi kerja, giliran rakyatnya dikasi kartu prakerja, itulah mudahnya jadi cebong, harus bego dulu...*

In other states, the president has a self-awareness if he is failed then he asks to be sent down voluntary, only in Indonesia has failed but asking for 2 periods, that's the name of a deaf tadpole member, is it stupid anyway, unemployed in China is given a work, on contrary, in turn of the people is given a work card, that is an ease profit to be a tadpole, must be stupid first ... (Facebook, Provoking)

(6) *Cebong bodoh. Seribu kawan terlalu sedikit. Satu musuh terlalu banyak. Prabowo membawa indonesia bersahabat dengan semua negara. Tapi bukan untuk jadi kacong. Melainkan mitra*

Stupid tadpole. A thousand friends are too few. One enemy is too much. Prabowo brings Indonesia to be friendly with all countries. But not to be a lower labourer. But partners (Facebook, Provoking).

(7) *Siap-siap negara kita tergadaikan Cina, kita liat aja, cebong mana ngerti, taunya koar-koar karena dungu.*

Get ready for our country to be mortgaged by China, let's just look at it, which tadpole doesn't understand, it just looks like a fool for the mouth is so messy. (Facebook, Instigating)

(8) *Rakyat diperas dengan menaikkan listrik, pajak, dll. Nanti uange dikorupsi para tikus berdasi...*

People are exploited by raising electricity, taxes, etc. Later money will be corrupted by rats with ties ... (Facebook, Incite).

4. Conclusion

Based on the results of this study, it can be concluded that on social media Instagram totaling 200 sentences found hate speech that is the form of insulting utterances amounting to 34 sentences or 17.5%. The form of denigration utterances amounted to 43 sentences or 21.5%. The form of utterances of unpleasant acts is 33 sentences or 16.5%. The provoking speech forms amounted to 55 sentences or 27%. Incitement forms are 21 sentences or 10.5%. The form of utterance spread hoax (hoax) totaling 13 sentences or 6.5%.

Based on the percentage obtained on instagram social media the form of hate speech (hate speech) that was most dominantly brought up by the public in connection with the 2019 presidential election in the comments column is a form of provoking speech that is inciting by provoking a person or group of people to arouse anxiety and fear which impacts on hostility or war. In the 2019 presidential election, comments were often found whose contents provoked the public to choose one candidate pair. More likely sentences written in the comments column sounded rude and vilify the other candidates.

Based on the results of the analysis of hate speech (hate speech) on Facebook social media which amounted to 200 sentences found the form of utterances of insults

amounted to 8 sentences or 4%. The form of speech denigration is 40 sentences or 20%. The defamation form is 9 sentences or 4.5%. The form of the unpleasant acts utterance is 53 sentences or 28.7%. The form of speech provokes 29 sentences or 14.5%. The form of speech inciting is 61 sentences or 30.5%. This form of utterance spreading false news (hoax) is not found on this Facebook social media.

Based on the percentage obtained, the most dominant form of hate speech spoken by the public in connection with the 2019 presidential election in the comments column is the form of inciting speech, which is almost the same as provoking but the form of inciting speech is more subtle than provoking the dominant, coarse speech. Instigation is a speech or utterance that is influencing other people and aims for that person to believe it. This speech will arouse a person's heart to be angry, fight, rebel against a certain person or group. Hate speech sentences in the form of incitement are found in the comments column on Facebook social media in the 2019 presidential election case. This is due to the two presidential candidates who have supporters, and each of the supporters make a way of inciting others to choose the same presidential candidate as their urge. With sentences that are subtle but provide arguments so others can trust them.

Suggestions

The suggestions given in this study are expected to write comments on social media Instagram and Facebook to avoid hate speech because it causes animosity between people. The literacy approach to internet users must continue to be encouraged. Not only in the form of being able to use social media wisely, but must be able to hold back and communicate positively. Understanding of regulations relating to hate speech such as the ITE Law, Indonesia Police Circular Letters, and the Criminal Code Law regarding hate speech must be continued to be socialized by related institutions and the government to the public in order to avoid things that are not desirable.

References

- Ahmad dan Abdullah. (2013). *General Linguistics*. Jakarta: Erlangga.
- Anam, M. Choirul dan Muhammad Hafiz. (2015). "Police Chief Circular About Handling Hate Speech in the Human Rights Framework". *National Security Journal*, Vol.1 No.3.
- Candra, KDP. & Putri, IGAVWP. (2019). The interpretation of verbal and visual signs in education advertisements: submission of new university students. *Journal Of Applied Studies In Language*, 3(1), 81-90. doi:10.31940/jasl.v3i1.1158.
- Departemen Pendidikan dan Kebudayaan Nasional. (2008). *Indonesia Dictionary*. Jakarta: Balai Pustaka.
- Herdiansyah, Haris.(2010). *Qualitative Research Methods For Social Sciences*. Jakarta: Salemba.
- Juditha,Christiany. (2017). "Hate speech in Online Media: 2017 DKI Jakarta Election Cases". *Journal of Communication Research and Public Opinion. HR Research and Development Agency*.
- Moleong, L. (2012). *Qualitative Research Methodology*. Bandung: PT Remaja Rosda Jaya.
- Octaviani, Aulia. (2017). "Expressions of Hatred Speech Heaters in Basuki BTP's Instagram Account Relevance to Indonesian Language Learning in High School". *Skripsi*. Muhammadiyah University Surakarta.
- Puksi, FF. (2018). Presupposition contributions in stand-up comedy (discourse analysis of Raditya Dika's stand-up comedy on YouTube). *Journal Of Applied Studies In Language*, 2(2), 135-143.
- Rahardi, R. Kunjana. (2009). *Pragmatics of Indonesian Imperative Politeness*. Jakarta: Erlangga.
- Salutfiyanti, Delta Anggun. 2018. "Analysis of Hate Speech in Citizen Comments on Political Chat Instagram Accounts". Malang: University of Muhammadiyah Malang. *Skripsi*.

- Sudaryat, Yayat. 2009. *Meaning in Discourse. Semantic and Pragmatic Principles*. Bandung: CV. Yrama Widya.
- Surat Edaran Kapolri Nomor SE/06/X/2015 tentang (*hate speech*) ujaran kebencian. diakses pada 10 April 2019
- Wiana, Desri. (2012). "Analysis of Pragmatic Meanings in Newspaper Tribunal Advertising June 2012 Edition". *Journal of Scientific Science*. Vol.5 No.2 December 2012.
- Wiana, Desri. (2019). "Pragmatics Meaning of Advertising Discourse in Medan Local Newspaper". *Journal of Applied Studies in Language*. Vol. 3 Issue 1 (1 Jun 2019), p.56-62.
- Wijayanti, dkk. (2013). *Indonesian. Writing and Presentation of Scientific Work*. Jakarta: Grafindo.