

AN ANALYSIS OF HATE SPEECH AGAINST K-POP IDOLS AND THEIR FANS ON INSTAGRAM AND TWITTER FROM THE PERSPECTIVE OF PRAGMATICS

¹Muhammad Muslim Nasution, ²Julisah Izar, and ³Istiqomah Husnun Afifah

¹Department of Civil Engineering, Faculty of Engineering, University of Medan Area, Medan, Indonesia

^{2,3}Department of Indonesian Literature, Faculty of Teacher Training and Education, University of Jambi, Jambi, Indonesia

*Corresponding author: muhammadmuslimnasution@staff.uma.ac.id

Abstract

Pragmatics is as a study of meaning conveyed by speakers or researchers and interpreted by listeners or readers. Social media itself is a means of communication that is easily accessed by anyone. Social media itself is a means of communication that is easily accessed by anyone. Everyone is free to reveal anything through their social media accounts. This study aims to describe the forms of hate speech including its illocutionary form found on Instagram and Twitter pages. Hate speech is contradicted to the concept of politeness in a language which is an indicator of linguistic elegance. Instagram and twitter are a social chain that aims to help account owners to share or upload photos to other users. This research used descriptive qualitative. Qualitative methodologies refer to research produces which produce descriptive data: people's own written or spoken words and behaviours. The data were analysed by using interactive model Technique of Miles, Huberman and Saldana. The object of this study includes comments containing hate speech found on Instagram and Twitter pages. Based on the results of observations on Twitter and Instagram pages, it was found that some of the following data include hate speech aimed at several K-Pop idols and illocutionary comments. The results of the study indicate that 41 comments were indicated as hate speech in the form of insults, 4 comments on defamation, 6 comments on blasphemy, and 2 comments on provocation. Meanwhile, in regards to illocutionary comments, there are 12 assertive utterances, 3 directive utterances, 3 expressive utterances, and 3 declarative utterances.

Keywords: *Hate Speech, Illocutionary speech act, Instagram, Twitter*

1. Introduction

A language study is 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. Pragmatics is study of how utterances are used in communicative acts, and the role played by context and non-linguistic knowledge in the transmission of meaning (Daulay, 11). 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.

Social media has become a second world for people all over the world, not only in Indonesia. Modernization does not only realize dreams for the future, but it also dilutes the boundaries among people around the world. The development of technology and information brings new nuances which then

impact the entire social order of the community, from the socio-cultural, scientific, and even the ideological aspect.

According to Kamus Besar Bahasa Indonesia (The Dictionary of Bahasa Indonesia), "Media Sosial" is defined as a web page or an application that allows users to create and share content or engage in social networks. Social media does not only offer information but also self-actualize its users. Social media users are not only given easy access to whatever they want but are also able to reach anything that they cannot achieve in the real life. Social media gives people a second life that can be managed by the users themselves, which then makes social media something very addictive for people around the world. In Indonesia, according to the Ministry of Communication and Information (quoted from the kominfo.co.id), it was revealed that there are at least 63 million people who use the internet, of which 95% are social media users. This ranks Indonesia to hold fourth place after the USA, Brazil, and India in terms of countries with the most social media users. The platforms of social media which are commonly used by Indonesian are such as Instagram, Twitter and Facebook. Sembiring (an expert in IT) revealed that at least Indonesia was ranked 5th with the most Twitter users.

Social media itself is a means of communication that is easily accessed by anyone. This will not be ignored by the journalistic media to attract the masses. News can not only be found in printed and electronic media, but also on a social media page. 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). In spite of the benefits, social media has been viewed to give a negative impact according to some in that it has been utilized to convey disorders, conflicts and violence, for instance riots in Greece and England (Niekerk, 2013). In accordance with it, although platforms of social media including Facebook, Twitter and Instagram can enhance partners in building a better communication, there are other aspects of these that can be used to do psychological abuse (Stephenson, Wickham, & Capezza, 2018). In addition, social media can be a medium to spread harassment, stalking, and sexual victimization both in online and offline situations (Kennedy & Taylor, 2010). Regarding this, the users of social media both men and women have responsibility to be wise in choosing the words and using acts of discourse in order to prevent the potential for conflicts and violence.

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). Instagram is a visual online networking stage. The site has more than 400 million dynamic clients and is possessed by Facebook (Mahmoudi, 2008). The stage is likewise recognized by its remarkable channels together with video and photograph altering highlights. Twitter We might be thinking that restrictive our posts to 140 characters is no way to advertise our business, but we will be shocked to know that this social media stage has more than 320 million active monthly users who can build use of the 140 characters limit to pass on information (Shabnoor, 2016).

Hate speech is contradicted to the concept of politeness in a language which is an indicator of linguistic elegance. Someone's linguistic intelligence is an ability to manage diction and emotions according to the context of the situation (Rizka, et al, 2020). Someone must have ethics in communicating, including when communicating on social media. This is what makes speech acts have a function as a follower of the speaker's intent in an utterance. The speech of a speaker, of course, does not just come up without a clear intention, but it must contain certain intentions (Mulyana, 2010). This is the reason why hate speech can be studied further because it is a part of the speech act.

The hate speech action can be implemented through various media, including Oration of campaign activities, Banner or banner, Social media networks, Demonstration, Religious lectures and Print and electronic mass media (Salutfiyanti, 2018: 14-16). Meaning or sense that delivered by the speaker is beyond the meanings that is uttered in a text transcript (Saragih in Wiana, 2019: 57). Speech acts are part of speech events, and speech events are part of speech situations. Each speech event is limited

to activities, or aspects of activities that are directly regulated by rules or norms for the speakers (Sumarsono and Partama, 2010). Speech acts are individual phenomena, psychological in nature, and their continuity is determined by the speaker's language ability in dealing with certain situations. Speech acts include psychological situations (e.g. thanking, apologizing) and social acts such as influencing others' behavior (e.g. reminding, ordering) or making contracts (e.g. promising, naming) (Ibrahim, 1993). Speech acts are part of pragmatic studies. A speech act is an utterance intended to state something so that the intention of the speaker can be understood through listening. Speech act theory focuses on how to use language in communicating intentions and purposes. The theory of speech acts itself is divided into three types of actions, namely; the locutionary (the act of saying something), illocutionary (the act of doing something), and perlocutionary (the act of affecting someone) (Searle in Cumming: 2007).

In line with the opinion of Searle, Rahardi (2005) and Rusmianto (2012) revealed that the locutionary speech act is used to state something. The meaning of the speech conveyed is usually a fact or an actual situation. In the locutionary speech act, the information conveyed is the truth. This speech act does not contain a hidden meaning behind it and does not require certain actions or effects from the interlocutor. In addition to locutions, the illocutionary speech act is also a kind of speech act that contains hidden meanings or other meanings desired by the speaker. Illocutionary speech act contains the power to perform certain actions hidden in an utterance when the speaker says something. When the speaker says an utterance, in fact, he also takes an action, namely conveying his intention or desire through the utterance. The illocutionary act is a kind of speech acts that is related to who the speaker is, to whom, when and where the speech act is performed and so on.

Illocutionary act is usually identified with explicit performative sentences. This speech act is usually related to giving permission, thanking, ordering, offering, and promising. Illocutionary speech act is divided into five kinds of speech forms, each of which has a communicative function, for example; assertive form. This kind of speech form binds the speaker to the truth of what he/she says, for example; stating, suggesting, boasting, complaining, and claiming. Meanwhile, the directive form is carried out by the speaker to let the interlocutor perform the actions mentioned in the speech, for example; ordering, begging, demanding, and advising. Expressive speech form is a kind of speech to express or show the psychological attitude of the speaker to a situation, such as; thanking, congratulating, apologizing, blaming, praising, and condoling. Commissive speech is a kind of speech form that serves to state a promise or offer, for example; promising and offering something. Finally, the declarative form is a kind of speech that functions to connect the contents of the speech with reality, for example; surrendering, firing, baptizing, naming, appointing, excommunicating, and punishing. The third kind of speech act is called as perlocutionary speech act. This speech act influences the interlocutor. Perlocutionary speech act is more concerned with the results because this act is said to be successful if the interlocutor does something related to the speaker's speech. This action is governed by the rules or norms of language use in speech situations between two parties. Perlocutionary acts are speech acts that relate to the presence of other people's words to the non-linguistic attitudes and behavior of other people. A speech uttered by someone often has a perlocutionary force or effect on those who hear it. This effect or influence can be intentionally or unintentionally created by the speaker. This study will focus on the form of hate speech and illocutionary acts found in social media.

Hate speech is an act carried out by certain individuals or groups in the form of provocation, incitement, insults, blasphemy, defamation, and the spread of hoaxes in aspects such as race, skin color, gender, ethnicity, physical disability, sexual orientation, citizenship, religion, and others. (Subyantoro: 2010). In line with this opinion, Anderson and Hirsch (2008) argue that all forms of hate speech, whether through text messages, radio broadcasts, leaflets, and oral messages, can cause conflict because hate speech provokes someone to use violence, provokes hostility between groups and hurts many people who heard it. The same thing was also stated by Raphael Cohen-Almagor through Gagliardone (2014). He stated that hate speech contains malicious motives that express discrimination, intimidation, rejection, the presumption of individuals or groups of people related to issues of gender, race, religion, ethnicity, color, country of origin, disability, and sexual orientation. Hate speech can be categorized as a crime

based on hate crime according to the 2015 National Police Chief's circular letter which is supported by its handlers based on the applicable law.

Online media such as Twitter and Instagram are platforms that are loved by many people today. The existence of the right to freedom of expression, and information that has almost no boundaries with privacy are some factors contributing to the spreading of hate speech. Regarding the phenomenon of hate speech on social media pages, it can have a bigger impact if it is ignored. This can incite, provoke, even be able to cause both mental and material harm and can cause division just because of a written speech. All forms of hate speech that are spread on social media pages both intentionally and unintentionally can harm other people or a group. This is the reason why it is important to identify the forms of hate speech and the forms of illocutionary speech acts that exist from the pragmatics perspective.

Research on hate speech and illocutionary forms has previously been conducted by Linawati entitled 'the speech act of hate speech in reader comments on the online newspaper: Tribunnnews.com'. This research reveals the form of hate speech and identifies the utterance based on the existing illocutionary function. The next research that is also used as a reference for this research is the research conducted by Subyantoro with the title 'Facebook Hate Speech 2017-2019'. This research covers the forms of hate speech that exist on Facebook. The research entitled 'Illocutionary Speech Acts Between E-Commerce Administrators and Karenina Store Customers (Pragmatic Studies)' conducted by Nadya Mustika is also one of the references used in this study. Other studies that are used as benchmarks in this study are, such as; research conducted by Wahidah Nasution entitled 'Analysis of Illocutionary Speech Acts in Radio Advertising 99.3 Toss Fm Merduati Banda Aceh', research conducted by Afrilia Wahyuni entitled 'The meaning of hate speech in lambe turah's Instagram account. In addition, Dian's 'Illocutionary Speech Actions in the Quiz Event "Wib" Episode 9 July 2018 on Net Tv' by Dian also served as references and references in the preparation of this article.

This research provided the example or words typed by social media users so the words describes pragmatics especially illocutionary containing hate speech in instagram and twitter. It is expected to users to be wise in using social media because it is created to be positive thing. Do not let the unwisness of social media users cause conflict and problem. It also is expected to later contribute to the science of pragmatics, especially the illocutionary form of hate speech, and also as a reference for further studies.

2. Research Method

This research used descriptive qualitative. Qualitative methodologies refer to research produces which produce descriptive data: people's own written or spoken words and behaviours (Bogdan and Taylor, 1975). It is known as descriptive research. Donald stated that descriptive research methods are used to obtain information about existing condition and have widely used in educational research (Donald, 2009). The data were analysed by using Interactive Model of Miles, Huberman and Saldana (2014) with three concurrent flows of activities: data condensation, data display and verification and conclusion drawing. The data were obtained from comments containing hate speech posted on Instagram and Twitter page.

3. Results and Discussion

Based on the results of observations on Twitter and Instagram pages, it was found that some of the following data include hate speech aimed at several K-Pop idols and illocutionary comments.

Table 1. The Number of Hate Speech

Forms of Hate Speech	Number of Comments
Insult	41 Comments
Defamation	4 Comments
Blasphemy	6 Comments
Unpleasant Acts	-
Provocation	2 Comments
Inciting	-

Table 2. The Number of Illocutionary Comments

Forms of Illocutionary	Number of Comments
Assertive	12 Comments
Directive	3 Comments
Commissive	-
Expressive	3 Comments
Declarative	3 Comments

3.1. Forms of Hate Speech

Based on the results of the study carried out on online platforms such as Instagram and Twitter, it was found that lots of hate speech were directed at K-Pop Idols and their fans. The forms of hate speech found can be seen as follows:

Insult

Insulting means attacking someone's honor and reputation. This activity is intended to embarrass and offend the victims. Hate forms in the forms of insults is usually done by using harsh words with the intention of demeaning the interlocutor. This kind of action is often found in the comment column of posts on the Instagram and Twitter. Of the 41 insulting comments, most perpetrators use the following terms to demean the K-Pop Idols and their fans.

Table 3. Data of Insult

Type of Speech	Description/ Meaning
Plastic	Referring to the issue of plastic surgery that is mostly done in South Korea
Bocil	Little boy
Banci	Referring to idol performances, for example; dances that are considered like girls (sissy)
Flop	Has no fans
Feminine	Referring to things that are common in women but are found in male idols, such as wearing make-up and other feminine habits
Modal tampang	Famous only because of their visuals
Jelek	Ugly
Gak punya bakat	Do not have talent
Alay	Over acting or overdoing it
Micin	Shallow brain
Tidak nasionalis	Someone who is considered not to love domestic products
Mental medsos	Someone whose courage is only seen on social media
Baperan	Sensitive, easily influenced
Halu	Wishing something that is impossible to achieve
Bodoh/tolol	Cannot think well
Ujaran dengan nama binatang	Calling someone by using animal names, such as dogs, monkeys, pigs, and etc. Referring someone with animal names is considered as using cursing words.

As seen on an Instagram account known as Younglex, this person clarified the case of plagiarism on Chinese music video known as Lay-lit which drew the anger of Lay's fans because in his clarification he did not really apologize. The following comments were identified as hate speech in the forms of insults addressed to him and his fans:

Table 4. The Forms of Insults Addressed to Him and His Fans

Comments	Meaning
[yonsz.vg: WKWK FEN NYA PLASTIK PADA NGAMOK]	(LOL, fans of Plastic surgery are getting mad)
[iut.firmansyah_: <i>generasi micin</i> tetap support bang young lex]	(The generation of shallow brain keeps supporting brother Young Lex)
[094.rgnrt: norak bgt anjing]	(very excessive, what a Dog!)

[hnrylim: **babi** nda penting bat]

(What a Pig!, that's not important at all)

From the comments above, the word “plastic” seems to become the official nickname given by haters of K-Pop idols. The word plastic refers to public knowledge which assumes that all entertainment workers, even the people of South Korea, do the plastic surgery to change their appearance.

Defamation

Defamation is an act of attacking and harming a person's reputation or honor. Speech that is included in this category includes using the name of the victim's brand or speech in hate speech. From the results of the study, it was found that several comments considered as defamation can be seen as follows:

Table 5. Data of Defamation

Comments	Meaning
[firl_earth: pokoknya ngab, <i>kpopers anjeng</i> wkwkwkwkwkwk]	Kpopers are dog, LOL
[nicoalldo: Eri (air liur) cuihhh]	Eri, Spit on you!

Source: The following comment was found on Lambe Turah's Instagram account which posted a photo of NCT Dream, Jisung on 29 April 2021.

The comments above fall into the category of defamation because the perpetrator expressed their hatred by including the victim's name. The K-popers itself refers to a group of people who like Korean entertainment, such as drama, music and culture. Eri is a term that refers to Exo's fans in which Eri is a special nickname given as an identity by Baekhyun, one of the EXO's member for his fans.

Blasphemy

Blasphemy is an act with the aim of degrading the good name and honor of another person or certain group by using words related to a person's beliefs and sexual orientation and even that person's privacy. Based on the results of the study, several comments considered as blasphemy were found on the comments page of the following Instagram and Twitter page:

Table 6. Data of Blasphemy

Comments	Meaning
[handokoprihantoro: emang lu salfok kemana? <i>Kontholnya???</i>]	Where are you staring at? His D**K?
[yoga.pangestu: <i>gay</i>]	He's a gay!

The comment above is considered as blasphemy because the speaker even uses words that are very inappropriate to say to someone especially in a public forum such as in a comment page. The words used in the comments above refer to sexual harassment. That is why the comments above are not only considered as insults but has fallen to the category of blasphemy.

Provocation

Acts of provocation are intended to influence someone committing a criminal act to another person in which the provocation is carried out by using fiery words, for examples:

Table 7. Data of Provocation

Comments	Meaning
[dikkiwahyu_7: bang mereka semua mental metsos suruh sharelock aja satu satu <i>habisin...</i>]	All of them just be brave on social media, let sharelock kill them!
[wisnu_asynto: <i>ciduk semuanya aja bg</i> , mukanya meresahkan semua, mana masih muda lagi, ciduk aja bg kalau bisa semuanya]	Get them all! Their faces are troublesome, yet they are still young, get them all!

The comments above include the acts of provocation. The comments above use words that influence someone to “menghabisi” (kill him) that has bad intention. Also, the word “ciduk” (get him!) has the same context aimed at the recipient of hate speech.

3.2. Illocutionary Comments in Hate Speech

Within hate speech in the commentary box on Instagram and Twitter, some of them can be identified as illocutionary comments. For example:

Assertive Comments

Assertive is a form of speech that contains the intention of stating, telling, suggesting, boasting, complaining, demanding and reporting. This speech act binds the speaker to the truth of the information spoken. Some of the assertive comments found in this study can be seen as follows:

Table 8. Data of Assertive

Comments	Meaning
[iya_yuliana99: ini lah jaman cowo make up tebal2 dipuja2, sorry not my type]	This is the era when males with make-up are worshiped, sorry not my type
[iya_yuliana99: siapa yang bilang gw ngejelek2in fisiknya.. gw kasih opini tampilannya, gak bilang dia jelek, Cuma bilang agak feminize aja, dih.. gak bisa bedain ya]	Who said I was ugly physically....I gave an opinion on her appearance, didn't say she was ugly, just said she was a bit feminine, eh... can't tell the differences
[affin1233: disini semuanya mental sosmed ya bg]	All of them are just brave on social media
[aruu_nyan: kpopeler baperan]	Sensitive Kpopers
[r_eihan221203: apa untungnya si hidup ngehalu]	What's the point of the life being swayed
[juan_effendi7: FANS PLASTIK PADA MARAH YHAHAHAH]	Plastic fans are mad! LOL

The comments above fall into assertive comments because they contain the truth of the speaker. The speech also serves to express the views of the haters towards K-Pop Idols and also their fans.

Directive

Directive utterances are used so that the interlocutor takes an action in accordance with the wishes of the speaker's speech. In this study, expressive speech is included in the following comments:

Table 9. Data of Directive

Comments	Meaning
[mliikjw0819: gausah diserang lah, para kpopers, dia kalo udah minta maaf yaudah di maafin aja, sukanya bikin rebut aja si, mental virtual]	Don't attack him, Kpopers, if he apologizes, then forgive him, he likes to make a fuss, virtual mental
[wisnu_asynto: ciduk semuanya aja bg, mukanya meresahkan semua, mana masih muda lagi, ciduk aja bg kalau bisa semuanya]	Just get them all, everyone's face is troublesome, yet they are still young, get them all if you can!
[dikkiwahyu_7: bang mereka semua mental metsos suruh sharelock aja satu satu habisin...]	Bro, they are brave just on social media, ask share-lock to finish them all.

The three comments above are considered as directive utterances because they contain the intention that the interlocutor will obey and take an action on what is demanded in the speech. In the first comment, the speaker wants the ongoing conflict to be stopped immediately, and that the K-Pop fans end their retaliation with haters. In the second and the third speeches, the speaker wants the interlocutor to immediately take an action in responding the KPopers who share comments with the haters.

Expressive

Expressive speech is a form of speech that serves to express or show the psychological attitude of the speaker towards a condition or situation. The following comments are considered as expressive speech:

Table 10. Data of Expressive

Comments	Meaning
[Iya_yuliana99: Gak paham emang gw sama cowo pake foundation, eyeliner dan lipstick ewhh]	I don't understand, do guys and I use foundation, eyeliner and lipstick ewhh
[mohjuliandista: ngefans boleh, tapi jangan sampai bodoh banget]	You can be a fan, but don't be so stupid
[nincm961: heran, kenapa sih pda tergila2 sm cowo model begitu.]	I wonder, why are you so crazy about such guys

The above utterances have a purpose, namely to express the speaker's disagreement with the context that is being discussed. In the first comment, the speaker voiced his dislike for Kpop idols on the CNN Indonesia Twitter account that posted about the ideal type of man according to the speaker's standards. In the second and the third comments, the speakers also voiced their opinions and feelings regarding the attitude taken by Kpop fans who were considered too adoring their idols. In this case, the speaker did not find a good reason to approve the actions of these KPop fans.

Declarative

Declarative utterance intends to create a new status and situation. This speech act is also called as isabati. Those that are considered as declarative are such as to impress, decide, cancel, prohibit, grant, allow, classify, lift, and forgive (Arrohman: 2013). The declarative utterances found in this study can be seen as follows:

Table 11. Data of Declarative

Comments	Meaning
[rmdnv_v: OVERPROUD]	Overproud
[itsmedwikirizal: plastik]	Plastic

The utterances in the comments above are considered as declarative speech because they contain the classification made by the speakers of a group referred to by the speaker. These utterances can also refer to the speech partner of a third person. The above comments are intended for Kpop fans and Kpop Idols. The "Overproud" is used to refer someone who is too proud of something, as Kpop fans do to their Idols. Meanwhile, "Plastic" is aimed at Idols who are considered handsome just because of the plastic surgery even though this story is not necessarily true.

4. Conclusions

Based on the results of data analysis carried out, it can be concluded that the forms of hate speech in this study are in the forms of insults, defamation, blasphemy, and provocation. In this case, the most dominant form is insults. Meanwhile, the illocutionary forms found in this study are assertive, directive, expressive and declarative speech. With the dominance ones are in the form of assertive speech. Hate speech is a criminal act that harms others. Therefore, hate comments should be minimized so as not to cause division and discomfort among other social media users.

References

- Arrohman, T. (2013). Tindak Tutur Deklarasi Dalam Tuturan Tokoh Film 3 Hati 2 Cinta 1 Dunia. *Pragmatik*, 2. Retrieved from <http://arohtaofiq.blogspot.com/2013/12/tindak-ttindak-tutur-isbatideklarasi.html>
- Bogdan, R., & Taylor, S. J. (1975). *Introduction to Qualitative Research Method: A Phenomenological Approach to the Social Science*. New York: A Wiley –International Publication.
- Cummings, L. (2007). *Pragmatik*. Jakarta: Pustaka Pelajar.
- Daulay, S. H. (2011). *Introduction to General Linguistics*. Medan: La-Tansa Press.
- Donald, A. (2009). *Introduction to research in Education*. New York: Holt, Rinehart and Winston.
- Juditha, C. (2017). Hate speech in Online Media: 2017 DKI Jakarta Election Cases. *Jurnal Penelitian Komunikasi dan Opini Publik*, 21(2). 137-151. <http://dx.doi.org/10.33299/jpkop.21.2.1134>

- Hirsch, S. F. (2008). *Putting Hate Speech in Context: Observation on Speech, Power, and Violence in Kenya*. George Mason University. Accessed on 23 Maret 2019 from <https://www.usmmm.org/m/pdfs/20100423-speech-power-violence-hirsch.pdf>
- Ibrahim, A. S. (1993). *Kajian Tindak Tutur*. Surabaya: Usaha Nasional.
- Iginio G., et al. (2014). *Mapping and Analysing Hate Speech Online: Opportunities and Challenges for Ethiopia*. Britania Raya: Oxford University Press.
- Kennedy, M. A., & Taylor, M. A. (2010). Online Harassment and Victimization of College Students. *Justice Policy Journal*, 7(1), 1-21.
- Mahmoudi, S. A., et al. (2008). Detection of Abnormal Motions in Multimedia, *Chania ICMI-MIAUCE'08 Workshop, Crete, Greece*.
- Mulyana, D. (2010). *Ilmu Komunikasi: Suatu Pengantar*. Bandung: PT. Remaja Rosdakarya
- Niekerk, B. V. A. N. (2013). Social Media and Information Conflict. *International Journal of Communication*, 7, 1162–1184. <https://ijoc.org/index.php/ijoc/article/view/1658>
- Octaviani, A. (2017). *Expressions of Hatred Speech Heaters in Basuki BTP's Instagram Account Relevance to Indonesian Language Learning in High School*. (Thesis). Muhamadiyah University of Surakarta, Surakarta.
- Rahardi, R. K. (2009). *Pragmatik: Kesantunan Imperatif Bahasa Indonesia*. Jakarta: Erlangga
- Rizka, B., Lismalinda., Adnan., Moriyanti., & Faisal. (2020). Jokowi Vs Prabowo: The Politeness and Its Violation in Political Communication of Indonesian President Candidates. *Humanities & Social Sciences Reviews*, 8(3), 31-38. <https://doi.org/10.18510/hssr.2020.834>
- S. Shabnoor., & S. Tajinder. (2016). Social Media its Impact with Positive and Negative Aspects. *IJCATR*, 5(2), 71-75. <http://doi.org/10.7753/IJCATR0502.1006>
- Salutfiyanti, D. A. (2018). *Analysis of Hate Speech in Citizen Comments on Political Chat Instagram Accounts*. (Thesis). University of Muhammadiyah Malang, Malang. <https://eprints.umm.ac.id/43476/>
- Stephenson, V. L., Wickham, B. M., & Capezza, N. M. (2018). Psychological Abuse in the Context of Social Media. *Violence and Gender*, 5(3), 129–134. <https://doi.org/10.1089/vio.2017.0061>
- Subyantoro. (2020). Ujaran Kebencian Facebook Tahun 2017-2019. *Jurnal Sastra Indonesia*, 9(1), 62-70. <https://doi.org/10.15294/jsi.v9i1.33020>
- Sumarsono. (2010). *Sosiolinguistik*. Yogyakarta: Sabda.
- Surat Edaran Kapolri Nomor: SE/6/X/2015 tentang Penanganan Ujaran Kebencian (Hate Speech) Tanggal 8 Oktober 2015.
- Wiana, Desri. (2019). Pragmatics Meaning of Advertising Discourse in Medan Local Newspaper. *Journal of Applied Studies in Language*, 3(1), 56-62. <http://dx.doi.org/10.31940/jasl.v3i1.1145>