

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language becomes an interface between one and another in communication which is used as a way or tool to communicate what people think, how to express their feeling by using words. According to Algeo (2005:2) people has the ability to analyze language deeper because people realize, language has substantial portion in people life. Language use as a tool for communication:

“A language is a system of conventional vocal signs by means of which human beings communicate. This definition has several important terms, each of which is examined in some detail in the following sections. Those terms are system, signs, vocal, conventional, human, and communicate.”

Communication is a process of transferring and receiving information or message from a giver to a commentator. According to Allen (2005), “Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves systematic and continuous process of telling, listening and understanding.” When people deliver information or message, they will try to communicate based on the speakers’ opinion. Communicating information or message can be done by verbally or non-verbally. Information or message that is communicated can also contain implicit or explicit meaning. People analyze

either the information or message that has implicit meaning by using pragmatic approach.

According to Yule (1996:3) “Pragmatic is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (for reader). For example: *It is really hot here*. The sentence contains two information. The first information we can find, that in the room is hot. The second information is the speaker wants her commentator has initiative to make the room cooler by opening the window or activate the fan or air conditioner to make the room cool. The example above is analyzed by pragmatic approach.

The pragmatic is really unique because people will know the meaning of the sentence deeper. The pragmatic will tell not only the meaning of the information or message but also the aim of the information or message based on the context. Pragmatics also has three sub theme that can be analyzed, such as: implicature, speech act, and politeness. The writer focuses to analyze speech act.

Strauss and Feiz (2014:230) stated, “Speech act are the basic units of communication in which comments or spates of discourse are viewed as social act that fulfill social functions.” People have meaning or aim when people say or write comments. The writer is going to analyze the data which were found in instagram and to find what people mean by sending or commenting words,

phrase, or sentence in instagram based on the context because every words, phrase and sentence in the different context have different meaning.

Based on the speech act theory the writer analyzes they wrote on Jokowi's instagram. The messages and interpret the value of the message. The value is going to show one condition how the people in one territory, in one region, or in one country do the communication by language.

The process also can contain the impolite words or sentences which has a different meaning from what it should be. All the negative politeness can be hate speech. Hate speech is act of communication to make people either individual or groups provoked towards information or message given. Based on Surat Edaran (SE) dengan Nomor SE/06/X/2015 No 2 huruf (f)

“Ujaran kebencian dapat berupa tindak pidana yang diatur dalam Kitab Undang-Undang Hukum Pidana (KUHP) dan ketentuan pidana lainnya di luar KUHP, yang berbentuk antara lain: 1. Penghinaan, 2. Pencemaran nama baik, 3. Penistaan, 4. Perbuatan tidak menyenangkan, 5. Memprovokasi, 6. Menghasut, 7. Menyebarkan berita bohong dan semua tindakan di atas memiliki tujuan atau bisa berdampak pada tindak diskriminasi, kekerasan, penghilangan nyawa, dan atau konflik sosial”.

Nowadays, many commentators do not care about the comments and meanings of speech they deliver. People are painless to give some comments or messages to others without knowing what they are talking about even they do not realize that they have produced hate speech.

The writer discussed the hate speech in one of the social media platforms. The writer has analyzed Joko Widodo instagram account. Based on Merriam

Webster.com, “Social media is forms of electronic communications (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).” People are assisted to do everything by social media. Everything can be done by using social media, for example task by sending the tasks to lecturer using e-mail and giving the information to our friends without meeting them directly.

Social media make people do all the activities instantly. In addition, it is also more effective and efficient because it does not take long time to give information to our friend or the others. Moreau (2019) stated instagram is a social networking application made for sharing photos and videos from a smartphone. Just like other social networks, people can interact with other users on instagram by following them, being followed by them, commenting, liking, tagging and private messaging.

Observed Joko Widodo is the current president of Indonesia. He is the number one figure in Indonesia. He becomes the trend center for a lot of people either in Indonesia or other countries. All the activities of Joko Widodo have been always grabbing the attention of public. It can be seen from the comments given by People to his photos on instagram. The comments can be positive or negative.

During September until April 2019, Indonesia conducted a campaign for the new president. Joko Widodo is one of the president candidates. These

situations made Joko Widodo get more attention in all the aspect of his life. People who were the haters of Jokowi will give comments either directly or indirectly which is by social media. Regarding to the description above, the writer would like to analyze the hate speech on social media in president's Joko widodo instagram account in terms of the illocutionary act.

1.2 The Statement of The Problem

The problems of this thesis are:

1. What are the meanings and aims of hate speech on Joko Widodo Instagram account?
2. What are the illocutionary functions of hate speech on Joko Widodo Instagram account?
3. What is the dominant function of hate speech on Joko Widodo Instagram account?

1.3 The Purpose of the Study

The purposes of this thesis are:

1. To find out the meanings and aims of hate speech on Joko Widodo's instagram account
2. To find out the functions of illocutionary act of hate speech on Joko Widodo 's instagram account
3. To find out the dominant function of hate speech on Joko Widodo's instagram account

1.4 The Significance of The Study

The findings of this study will benefit the society to consider producing the hate speech. The writer hopes that this study can give new knowledge about the hate speech, illocutionary act and what is the function or the aim of comments. This study can also contribute to the improvement of education especially in pragmatic subject.

1.5 The Methodology Research

Methodology is a set of method, rules or ideas in science procedures. Methodology will help to do analyzing step by step. According to Kothari (2004:7) methodology is a set of methods, rules or ideas that are important in science:

“Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.”

This study is a qualitative descriptive whose data are words and pictures. All the data were collected by using the note taking (*teknik catat*) method through observation.

The data analyzed were all the comments taken from Jokowi's instagram collected during 24th March 2019 until 13th April 2019. The consideration of data collection's period due to the presidential campaign period so it was considered that there were many various comments.

The data were analyzed by using Miles and Huberman's (1994) interactive model of data analysis. The data were analyzed through three steps:

data reduction, data analysis, and data display. In data reduction the writer reduced and selected the data based on the necessity from one post every day.

The data selected were analyzed by applying the pragmatic approach in order to get the meaning. The aims of hate speech found in the comments were determined by the hate speech theory based on Surat Edaran. After completing the meaning and the aims, the functions of each comments can be comprehended based on the function of illocutionary act.

1.6 The Scope and Limitation of the Study

This research is conducted to analyze the meanings, aims and the functions of illocutionary act found on Jokowi's instagram. The writer took the data since 24th March 2019 until 13th April 2019. The writer analyzed one post per day which contained hate speech. The writer collected the data from Instagram as a main data source which is President Ir. H. Joko Widodo's instagram account. The data was analyzed based on hate speech indicator and illocutionary act.

1.7 The Status of the Study

There have been many previous studies of speech act especially in illocutionary act. The difference of this study from others is all the data analyzed were taken during the campaign of president election. This study also applied the Miles and Huberman's where the data analyse consists of data reduction, data analysis, and data display.

1.8 Organization of the Study

This paper will present in several chapters, noted as follows:

Chapter One: Introduction

This chapter will consist of the background of the study, the statements of problem, the purposes of the study, the significance of the study, the methodology of study, scope and limitation of the study, the status of the study, and organization of the study.

Chapter Two: Review of Selected Literature

Chapter two will focus on literature review which provides information to investigate research problems. The theories are focused on pragmatics, speech act, illocutionary act, hate speech and social media definitions, types of speech act and hate speech.

Chapter Three: Findings and Discussion

This chapter will contain the data analysis of hate speech on social media in terms illocutionary act.

Chapter Four: Conclusion and Suggestion

It will contain the conclusion of the result of the study that comprises of the interpretation of the process, data analysis and outcome of the research, also suggestions for those people who will conduct studies related to this study.