



A Comparative Study Done by Male and Female Hate Speech Comments on Nikita Mirzani's Instagram

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Abstract

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This study aimed to find out the types of impoliteness strategy of hate speech and the most dominant type of impoliteness strategy of hate speech used by Male and Female Hate Speech Comments on Nikita Mirzani's Instagram. This study is a qualitative research with a descriptive design. In analyzing the data, the writer selected comments that show impoliteness strategies of hate speech on Nikita Mirzani posts on March, 4th 2023, and analyzed the data based on Culpeper (1996) theory. In this study, the writer found there are 100 the data that divided into two categories: 50 comments made by male netizens and 50 comments by female netizens. In this study there are four types of impoliteness strategies found in comments namely, there are 16 (32%) data of bald on record impoliteness for male and 7 (14%) data for female, 13 (26%) data of positive impoliteness for male and 16 (32%) data for female, 12 (24%) data of negative impoliteness for male and 14 (28%) data for female, and the last one is 9 (18%) data of sarcasm impoliteness for male and 13 (26%) data for female in comments Nikita Mirzani instagram account. Based on the results, the most dominant type of strategy impoliteness of hate speech used by male is bald on record impoliteness with 16 (32%) and for female is positive impoliteness with 16 (32%) data comment. The findings show that male and female netizens are different in expressing hate speech against Nikita Mirzani. Male netizens tend to be clearer, harsher, and straightforward than female in expressing their hatred.

Keywords: *Impoliteness, Hate speech, Nikita Mirzani, Instagram*

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INTRODUCTION

Language is about expressing ideas by combining sounds into words and words into sentences. Combinations generate ideas. However, the deeper understanding of language is that it is a tool for interaction or a communication tool used to convey ideas, thoughts, concepts, and feelings towards everyone in this world. Communication is an interaction between two or more people to exchange information, news, or ideas and refers to efforts aimed at achieving togetherness. Emojorho (2010) said that communication is a process of meaningful interaction among human beings. People always express their opinions and thoughts in their own way, whether it's through praise, criticisms, comments, or something else. They will continue to play an important role in the social life of society.

In this research, the writer analyzes the field of linguistics. The writer chooses pragmatics to study meaning by using pragmatic analysis. Pragmatics is the science of linguistics that studies the definition of words and phrases related to language use and situations. It is the study of how the meanings of words are influenced by the context in which they are uttered. According to (Yule, 1996) pragmatics is the study of speaker semantics, examining how people understand and produce communicative acts in concrete situations in speech analysis.

In today's globalized world, various sectors are growing rapidly, one of which is information technology. This will change the role of information technology to become electronic commerce occupies a very strategic position. Information technology can reveal a world without boundaries, distance, space and time. Having an impact on productivity or efficiency, developments in information technology create products with large capacities, which are energy efficient, and can perform more and more functions and types of work, as well as process, store, and display data and information. One popular approach in society due to the presence of information technology is the use of social media.

In this technological era, everyone has used social media to share ideas, opinions, and facts. Social media is generally described as internet-based media used to connect with others and share information. If people are connected to the internet, people can use their smartphone and Computer email to browse social media. It can be said that social media has become an inseparable part of modern society. Because many people use social media which is accessed through social media systems such as WhatsApp, Facebook, Twitter, Youtube, TikTok, Instagram are nowadays popular among most people, especially the youngs. Data trading will be much easier and cheaper through social media incidents as soon as they happened.

Instagram ranks second as the mostly used social media platform after WhatsApp followed by TikTok and Facebook. Instagram is not only a means of social interaction, but it also has a sharing feature where you can distribute widely photos, videos, online marketing and short articles. Instagram is now the belle of society, and almost every age group has it. In addition, public officials such as government officials also have Instagram accounts. You can see their status from Instagram and the lives of celebrities and world famous figures.

Currently, many teenagers cannot be separated from cellphones, including social media apps like Twitter, Instagram, and Facebook. Behind the modern positive effects of Information technology, it can also bring a lot of negative risks. Not all contents can have a positive impact on users, but it also has a negative side. If it goes unsupervised, the benefits of social media can have various adverse effects, such as child pornography, impersonation, and online predators. It also makes teens more vulnerable to the negative effects of the internet. One of the most troubling examples of abuse on the Internet is the phenomenon of hate speech.

Hate speech can mean any speech or expression of behavior that is abusive, humiliating, defamatory, depicting negative stereotypes, or inciting hatred, insulting, or violence against a person or group of people on the basis of race, religion, sexual orientation, or gender identity or treatment. Hate speech is a small part of one of the more pragmatic aspects of rudeness that people often challenge. It is an expression that is sometimes disgusting to use for someone with a negative attitude or intention that could

hurt the reader or listener. Hate speech is a form of communication in the form of offensive or discriminatory language, writing, or behavior.

Social media makes people feel free to argue with and criticize someone and it is not considered a lawbreaker, and it is safe because there is no physical presence in the digital world. More importantly, many people use fake accounts, which make them free to do anything they want. Nowadays, people prefer to say something on social media and not make face-to-face contact. It leads one to believe that several people are involved in supporting this activity. This research can help young generations as a source of information on how to use social media properly and wisely, what language is used, and how to not be influenced by political issues.

The writer chose hate speech to analyze on social media because it is very interesting and unique. Hate speech is very popular among netizens and very easy to find on social media sites, especially on Instagram. They will say what is on their minds, especially on the social accounts of celebrities. The writer is also very interested in analyzing the differences in the way male and female express hate speech. The writer observes the hate speech thrown by netizens on Nikita Mirzani's Instagram account, which is very often discussed by many people who are impolite in their comments in the form of insults and others and Nikita Mirzani's post account will be a source of data that is often highlighted by the media.

Based on the explanation above, the writer will conduct research on hate speech on Nikita Mirzani's Instagram. To review this research, the writer will explain the types of hate speech used in impolite strategies based on the theory of Culpeper (1996). The writer will analyze a study entitled "A Comparative Study Done by Male and Female Hate Speech Comments on Nikita Mirzani's Instagram".

METHOD

This research used descriptive qualitative method. Descriptive qualitative research. The data were taken from comments of netizen who posted type of impoliteness strategies of hate speech in the comments column for Nikita Mirzani's Instagram posted on March 4, 2023. https://www.instagram.com/p/CpW3QCCvfuP/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWF1ZA. To analyze the data, the writer has several techniques, namely:

1. Analyzing hate speech comments made by netizens on Nikita Mirzani's Instagram comment section based of impoliteness strategy theory from Culpeper
2. Identify the data by classifying types of hate speech.
3. Find out and identify the types of impoliteness strategies and the most dominant or most used types of hate speech in the comments.
4. Present the analysis results.

RESULTS AND DISCUSSION

Results

After determining and analyzing the data, the writer finds the types of impoliteness of hate speech strategies expressed by male and female in Nikita Mirzani's Instagram posts, which are 100 data points, with 50 male comments and 50 female comments.

Table 1 The percentage of Impoliteness Strategies used by male and female

No	Impoliteness Strategi	Male		Female	
		Freq.	%	Freq.	%
1	Bald on Record Impoliteness	16	32%	7	14%
2	Positive Impoliteness	13	26%	16	32%
3	Negative Impoliteness	12	24%	14	28%
4	Sarcasm Impoliteness	9	18%	13	26%
5	Withold Impoliteness	0	0%	0	0%
	TOTAL	50	100%	50	100%

The results of data analysis show that there are four strategies of impoliteness in Nikita Mirzani's Instagram account posts, namely the bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm impoliteness, and the last is the withhold impoliteness, in the strategy does not exist because this type occurs in direct action or as the form of communication using Instagram is one-way, Withhold impoliteness is not found in netizens comments.

The most dominant impoliteness strategy found in the analysis of Nikita Mirzani's posts for male is bald on record impoliteness which is 32% data and the most dominant types for female is positive impoliteness with 32% data. Meanwhile, the second most dominant impoliteness strategy found for male is positive impoliteness with 26% comment data and for female is negative impoliteness with 28% comment data. The third for male is negative impoliteness with 24% comment data and for female is sarcasm impoliteness with 26% comment data and the last dominant types for male is sarcasm impoliteness with 18% and for female is bald on record with 14% comment data.

Discussion

In the previous chapter, the writer has discussed the analysis of impoliteness strategies in Nikita Mirzani's Instagram post uploaded on March 4th, 2023 the writer found that there are four types of impoliteness strategies in Culpeper's 1996 theory, namely bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm impoliteness.

First the writer must find Nikita Mirzani's Instagram account and determine which data or posts must be analyzed to find the hate speech of impoliteness strategy. Every comment taken must have a meaning that speaks hate on her Instagram account. In this study, the writer found data in Nikita Mirzani's posts totaling 100 comments, namely 50 comments for male and 50 comments for female.

Following a general analysis using Culpeper theory, the writer would describe and analyze the impoliteness strategies in detail. The writer puts all the analysis into a table and continues by analyzing each type of hate speech and classifying it into each type of impoliteness strategy. After conducting a more comprehensive review, the writer finally

finds that there are 16 data of bald on record impoliteness for male and 7 data for female, 13 data of positive impoliteness for male and 16 data for female, 12 data of negative impoliteness for male and 14 data for female, and the last one is 9 data of sarcasm impoliteness for male and 13 data for female in comments Nikita Mirzani instagram account.

In the discussion section of this research, it is found that bald on record is most dominantly used by male while for female it is more dominant towards positive impoliteness. Bald on record politeness means rude, clear, and straightforward in expressing their hatred, while positive impoliteness strategies occur when someone is not interested, does not care, and makes others feel uncomfortable.

The findings show that male and female netizens differ in expressing hate speech towards Nikita Mirzani. Male netizens tend to be more clear, loud, and straightforward than female in expressing their hatred. The average netizen comment directed at Nikita Mirzani has indicators of positive impoliteness such as using unknown identity markers, and using taboo words and calling other people by other names.

In previous studies that have been conducted by other researchers, this study has several similarities and differences. So that the writer encourages to conduct research that is safer because it does not yet exist. The similarity is the theory that the writer uses, namely Culpeper theory. This theory is the theory most often used in the discussion of impoliteness strategies. But from every study that uses this theory, it is certain to find differences in some of the results of the analysis.

While the difference that the writer finds is the object of this research. The writer analyzes the impoliteness strategy on an object that has just caught the attention of netizens in 2023, namely the incident of Nikita Mirzani who was singing on stage has many different comments because to the knowledge of netizens Nikita Mirzani is not a singer.

In this section, the writer looks back at the research that has been done by other researchers, namely Wiana (2019) tried to investigate use of hate speech on social media in the case of Presidential Election in 2019. The purpose of this study was to examine the use of hate speech by Internet users. About the Presidential Candidate Couple on Instagram and Facebook Accounts Analyzed using Sergeant's Notice of Seven Speeches of Hate, which are used more frequently and of hate speech identified on social media. A similarity between Wiana's study and this study was the analysis of his speech on social media. The difference between previous studies and this one is the theory used. This previous study used police chief directives on seven types of hate speech which are insults, denigration, defamation, unpleasant sentences, provocation, instigation, and hoaxes.

This study have a similarity with the other researchers by Pasaribu, (2021) tried to investigate "hate speech on Joko Widodo's Official Facebook: An Analysis of Impoliteness Strategies used by Different Gender The purpose of this study is to determine how hate speech is perceived by Internet users of different genders speaking out about the COVID-19 pandemic on President Joko Widodo's official Facebook fan page.

The similarity of this study is that researchers use the same theory, namely analyzing the strategy of impoliteness of Culpeper theory and examining how male and female utter hate speech on social media. And other similarities, researchers also use the same method, namely descriptive qualitative. The difference from this study is that

researchers examine hate speech on different social media, namely Facebook while the writer is on Instagram.

The research from Pandiangan (2022) tried to investigate hate speech analysis of netizen's comments on Donald Trump's twitter account. The study analyzes hate speech in netizen comments on Donald Trump's Twitter account. The similarity between Pandiangan's research and this research is analyzing hate speech on social media. The difference from previous research is that the study is in the form of theory, and in this study researchers used the theory of Permatasari et al. There are six types of hate speech, namely: provoking, inciting, insulting, defaming, blasphemy, spreading false news (hoax).

The other previous study from Karera, (2021) tried to investigate hate speech analysis on Gotham Chess's instagram account. This study has a similarity with the writer. This study describes an analysis of hate speech on the Gotham Chess Instagram account. This research aims to identify the types of hate speech contained in online content. Comment section explaining the hate speech process used in comments this is a column from the Gotham Chess Instagram account. In this study, researchers used the qualitative descriptive method. The difference from previous research is that the study is in the form of theory, and in this study researchers used the theory of Permatasari et al. There are six types of hate speech, namely: provoking, inciting, insulting, defaming, blasphemy, spreading false news (hoax).

The research from Lase (2020) studied hate speech uttered by netizen on Lucinta Luna's instagram. This study aims to identify impoliteness strategies found in netizen comments and classify the types of hate speech contained in netizen comments. The similarity in this study also looked at the most common methods of impoliteness and how hate speech is classified. In this study, researchers used the qualitative descriptive method. The results of this previous study are available Culpeper's (1996) statement of five impoliteness strategies are Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm Politeness, Withhold Politeness. The difference is that researchers are not only researching impoliteness strategies but also researching types of hate speech with other theories.

Erza (2018) investigated impoliteness used by haters on instagram comments of male-female entertainers. The difference of this study is to find the kinds of impoliteness tactics used by people who hate Instagram artists. And the similarity in thi study analyzed comparisons between male and female artists. It is based on the type of impoliteness strategy proposed by Culpeper (1996). Out of his 200 comments from male and female artists, this analysis resulted in: From the analysis, the researchers found five strategies of impoliteness, namely: baldness documented rudeness; positive rudeness; negative rudeness; sarcasm or pretended politeness; and withholding politeness. The most commonly used strategy for all comments was positive impoliteness. Best user the rudeness was Al Ghazali, as found in those data (32%). On the other hand, on a recent date, this strategy found about 28% of the last rude users they reported.

The other previous study Claudia & Wijayanto, (2020) investigated hate speech action on the Discussion Forum Commentary Forum in the facebook social network. This is Kebumen". The purpose of this study is to describe and explain the types of non-verbal speech acts in Covid-19 discussion forum comments and the forms of hate speech in Covid-19 discussion forum comments. The similality is the researchers used the qualitative descriptive method. The results of the survey show the results of non-verbal

speech acts of the type where hate speech from the Kebumen community is included in the comments. The results of this study also indicate benefits for learners of linguistic theory, particularly forensics and pragmatics. The difference from this study is using a different theory

Fadilah, Rizky (2018) investigated hate speech used by haters in social media. The purpose of this study is to know the different types of hate speech strategies that haters use on politicians' Instagrams, to explain how hate speech is implemented on politicians' Instagrams, and to explain how people hate politicians. To discuss why people use hate speech on Instagram. Researchers used the descriptive qualitative research design. The similarity of this previous study is that the politician's Instagram account has four types of hate speech tactics. Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm Politeness, Withhold Politeness. Hate speech is realized through indifference, inconsiderate attitudes, inappropriate indicators of identity, vague or covert language features, and the pursuit of conflict.

Permata et al., (2019) studied hate speech used by haters of Lady Gaga on social media. The difference of this study is to find out the types and functions of impoliteness strategies by Lady Gaga's haters on her Instagram through pragmatic studies. In this study, researchers used the qualitative descriptive method. The data taken is from Lady Gaga's post on January 10, 2019 on her Instagram account. The similarity of this study is there are four types of impoliteness strategies found in Lady Gaga's Instagram comments: positive impoliteness, bald-on-record impoliteness, negative impoliteness, and sarcasm. There are three functions that haters use in Lady Gaga's Instagram comments. The three functions are entertaining politeness, emotional politeness, and enforcing politeness.

The research from Pandiangan (2022) tried to investigate hate speech analysis of netizen's comments on Donald Trump's twitter account. The study analyzes hate speech in netizen comments on Donald Trump's Twitter account. This study used a qualitative descriptive method. The data source is taken from netizen's comments on his five latest Donald Trump posts, collected by browsing the Twitter comment section and taking notes, the data is compressed, data displayed, drawn, and the validation of the conclusions were analyzed in several steps. The difference from this study is the different objects and similarities to find types of hate speech.

Based on the findings of previous studies in this section, the writer presents a discussion that aims to provide the types of impoliteness strategies and the most dominant types of hate speech contained in nikita mirzani's comment column. From this previous research, the writer found similarities and differences that have been listed, these studies analyzed data using qualitative descriptive methods and the differences in some of the researchers analyzed hate speech on different platforms and also other differences in the researchers using different theories and the way the researchers collected data. From this research the writer uses Instagram comment columns as a very large research platform to get data or hate speech comments to be analyzed by other researchers.

CONCLUSION

This study analyzes the strategy of impoliteness of hate speech in comments by male and female on nikita mirzani's Instagram account. Based on the findings, analysis, and discussion in the previous chapter, the writer concludes based on the research questions, namely

1. In completing this research, the writer uses Culpeper's theory (1996) consisting of bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm impoliteness and withhold impoliteness.
2. There are four types of strategy impoliteness of hate speech found in the comments of netizens on Nikita Mirzani's Instagram, namely bald on the record impoliteness with 16 (32%) for male data comments and 7 (14%) for female comments data found in the comments of posts with audiences clearly and unambiguously expressing their hatred for the speaker, positive impoliteness with 13(26%) for comments data and 16(32%) for female comments data used by netizens calling other names and not interested in the interlocutor, negative impoliteness with 12(24%) for male and 14(28%) for female comments data found in Nikita Mirzani's posts that humiliate and frighten other people, and the last is sarcasm impoliteness with 9(18%) for male comments data and 13 (26%) for female comments data found in Nikita Mirzani's posts by saying the opposite meaning to the true meaning.
3. The most dominant type found by the writer in the comments on Nikita Mirzani's Instagram by male is bald on record with 16 or 32%, and for female is positive impoliteness with 16 or 32% comments.

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