

**PRAGMATICS ANALYSIS OF INTENTIONS AND MOTIVES OF HATE  
SPEECH ON HAILEY BIEBER'S INSTAGRAM**

**THESIS**

*Submitted as a Partial Fulfillment of Requirements  
to Obtain Strata One (S1) Degree*



**ANGGI PEBRIANTI**

**20019068**

**Advisor:**

**Nur Rosita, S.Pd, M.A**

**NIP. 199007122022032013**

**ENGLISH LANGUAGE AND LITERATURE DEPARTMENT**

**FACULTY OF LANGUAGES AND ARTS**

**UNIVERSITAS NEGERI PADANG**

**2024**

## **HALAMAN PERSETUJUAN SKRIPSI**

**Judul** : Pragmatics Analysis of Intentions and Motives of Hate  
Speech on Hailey Bieber's Instagram

**Nama** : Anggi Pebrianti

**NIM** : 20019068

**Program Studi** : Sastra Inggris

**Departemen** : Bahasa dan Sastra Inggris

**Fakultas** : Bahasa dan Seni

**Padang, Agustus 2024**

**Disetujui oleh,**

**Pembimbing**

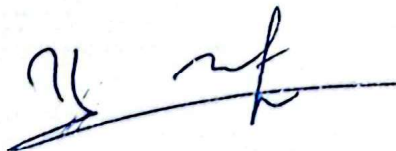


Nur Rosita, S.Pd, M.A

**NIP. 199007122022032013**

**Mengetahui,**

**Ketua Departemen Bahasa dan Sastra Inggris**



Dr. Yuli Tiarina, S.Pd, M.Pd

**NIP. 197707202002122002**

## HALAMAN PENGESAHAN UJIAN SKRIPSI

Dinyatakan lulus setelah dipertahankan di depan Tim Penguji Skripsi Program Studi  
Sastra Inggris Departemen Bahasa dan Sastra Inggris Fakultas Bahasa dan Seni  
Universitas Negeri Padang dengan judul

### **Pragmatics Analysis of Intentions and Motives of Hate Speech on Hailey Bieber's Instagram**


Nama : Anggi Pebrianti  
NIM : 20019068  
Program Studi : Sastra Inggris  
Departemen : Bahasa dan Sastra Inggris  
Fakultas : Bahasa dan Seni

Padang, Agustus 2024

Tim Penguji

Tanda Tangan

1. Ketua : Anisa Nurjanah, S.S, M.Hum

: 

2. Sekretaris : Prof. Dr. Jufrizal, M.Hum

: 

3. Anggota : Nur Rosita, S.Pd, M.A

: 



KEMENTERIAN PENDIDIKAN KEBUDAYAAN  
RISET DAN TEKNOLOGI  
UNIVERSITAS NEGERI PADANG  
DEPARTEMEN BAHASA DAN SAstra INGGRIS



Alamat : Jl. Prof. Dr. Hamka Air Tawar, Padang 25131  
Tlp. : (0751) 447347  
Laman : <http://english.unp.ac.id>

SURAT PERNYATAAN TIDAK PLAGIAT


Saya yang bertanda tangan di bawah ini:

Nama Anggi Pebrianti  
NIM / TM 20019068 / 2020  
Program Studi Sastra Inggris  
Jurusan Bahasa dan Sastra Inggris  
Fakultas Bahasa dan Seni

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Diketahui oleh,  
Ketua Jurusan Bahasa dan Sastra Inggris

  
Dr. Yuli Tiarina, S.Pd, M.Pd  
NIP 197707202002122002

Saya yang menyatakan,

  
  
Anggi Pebrianti  
NIM. 20019068

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Padang, June 2024  
The researcher

Anggi Pebrianti

## ABSTRACT

**Pebrianti, Anggi. (2024). Pragmatics Analysis of Intentions and Motives of Hate Speech on Hailey Bieber's Instagram. Thesis. Padang: English Language and Literature Department. Faculty of Languages and Arts. Universitas Negeri Padang**

Pragmatic analysis and hate speech are closely related in which hate speech is analyzed based on the context between speakers and hearers that affect communication, so the message conveyed by the speaker contains the meaning of action in accordance with the context. Hate speech is an action or utterance that crosses the line and causes a negative impact. The aims of this research are to analyze intentions of hate speech and motives of hate speech which mostly used by netizens in Hailey Bieber's Instagram comment section. The data of this research were utterances from netizens in the comment section of one post on 2 November 2023 Hailey Bieber's Instagram. This research used theory by Kreidler (2002) to analyze intentions and also theory by Pinker (2011) to analyze motives of hate speech in one post of Hailey Bieber's Instagram comment section. This research was a descriptive qualitative method. From 220 data, it was found that there were five intentions of hate speech, namely mocking, accusing, blaming, insulting, and insinuating. Also, five motives of hate speech namely instrumental violence, dominance, revenge, ideology, and sadism. Insinuating was mostly found for intentions of hate speech and sadism was mostly found for motives of hate speech used by netizens on Hailey Bieber's Instagram. This research found that netizens tend to deliver hate speech comments against the celebrity explicitly.

Keywords: Pragmatics Analysis, Hate Speech, Intentions, Motives, Instagram

## ABSTRAK

**Pebrianti, Anggi. (2024). Analisis Pragmatik terhadap Niat dan Motif Ujaran Kebencian di Instagram Hailey Bieber. Skripsi. Padang: Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang**

Analisis pragmatik dan ujaran kebencian berkaitan erat dimana ujaran kebencian dianalisis berdasarkan konteks antara penutur dan pendengar yang mempengaruhi komunikasi, sehingga pesan yang disampaikan oleh penutur mengandung makna tindakan yang sesuai dengan konteks. Ujaran kebencian merupakan tindakan atau ucapan yang melewati batas dan menimbulkan dampak negatif. Penelitian ini bertujuan untuk menganalisis niat ujaran kebencian dan motif ujaran kebencian yang paling banyak digunakan oleh netizen di kolom komentar Instagram Hailey Bieber. Data penelitian ini adalah ujaran dari netizen di kolom komentar pada satu postingan pada 2 November 2023 Instagram Hailey Bieber. Penelitian ini menggunakan teori dari Kreidler (2002) untuk menganalisis niat dan juga teori dari Pinker (2011) untuk menganalisis motif ujaran kebencian pada satu postingan di kolom komentar Instagram Hailey Bieber. Penelitian ini menggunakan metode kualitatif deskriptif. Dari 220 data, ditemukan lima niat ujaran kebencian, yaitu mengejek, menuduh, menyalahkan, menghina, dan menyindir. Selain itu, ditemukan juga lima motif ujaran kebencian yaitu kekerasan instrumental, dominasi, balas dendam, ideologi, dan sadisme. Menyindir paling banyak ditemukan untuk niat ujaran kebencian dan sadisme paling banyak ditemukan untuk motif ujaran kebencian yang digunakan oleh netizen di Instagram Hailey Bieber. Penelitian ini juga menemukan bahwa netizen cenderung menyampaikan komentar ujaran kebencian terhadap selebriti secara eksplisit.

Kata kunci: Analisis Pragmatik, Ujaran Kebencian, Niat, Motif, Instagram

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Problem

Language is one of the most important communication tools in everyday life for humans. As a communication tool, language is used to convey information. By using language, humans can provided information about anything such as the weather, the environment, or important events. In addition, language is also used to express emotions and feelings to others such as happiness, sadness, anger, and various other emotions. According to Rabiah (2018) everyone uses language as a communication tool in daily life to share information and argument to others. It also supported by Nabila & Nugraha (2022) in social interactions the use of language is very crucial. People can express their thoughts and feelings through language, which not only acts as a means of communication but also as a form of expression. Language is used a lot these days, both in directly and on social media.

Language is not only used in the directly, but also in the virtual such as social media. Language and social media are two things that cannot be separated in this era. Everyone is free to express on social media such as Instagram, Twitter, Facebook, Youtube, and TikTok as a media to use language in writing status, sending messages, or making comments. Freedom of speech on social media has become an increasingly controversial topic in recent years. Although freedom of expression is a human right, misuse of freedom of speech on social media has led to the spread of hate speech that

can harm individuals or communities. As mentioned by Anissa & Rosita (2024), due to people's freedom to express themselves on social media, certain issues often occur. One of the well-known effects of social media freedom is hate speech. It also supported by Abdillah, Ibrahim, Sirait, Oktavia, Widyadari, Amanda, & Jansa (2023) who states that this media for virtual communication allows people to feel free in expressing themselves but becomes a place for heated discussions that often lead to the use of insulting and offensive language. The spread of hate speech is now rampant on various online platforms.

According to School of Peacemaking and Media Technology in Central Asia in Pasa, Nuriadi, & Lail (2021) any expressions that degrade any race, religion, ethnic group or specific nationality through racism, xenophobia, interethnic enmity or intolerance, inciting violence, hatred or discrimination are considered hate speeches. So it cannot be denied that hate speech can be said to be any form of violence implemented through words or speech, ranging from incitement to hurling hatred. As similar to statement, Amalia & Nugraha (2024) mentioned that hate speech is any kind of communication that expresses bias, discrimination, or hatred toward individuals or groups because of characteristics such as sexual orientation, gender, race, or ethnicity, many other things. Therefore, it is important for every individual to be careful in using words and considering the impact of hate speech related to such sensitive matters whether in daily life or in social media.

Hate speech and pragmatics are closely related because pragmatics studies how language is used in a social context and affects communication between

individuals and groups. According to Marbun & Handayani (2020) states that speech acts as a pragmatic study to analyze what is spoken contains the meaning of action. Pragmatic analysis is a study that identifies forms of speech, one of which is hate speech. Based on the explanation from Nasution, Izar, & Afifah (2021), the pragmatic perspective has an important role in identifying forms of hate speech and illocutionary speech acts because forms of hate speech spread on social media, whether intentionally or not. Will be able to harm other people or an intended group. There are examples of the phenomenon according to Sari & Ariatmi (2020) as seen in Prince Charles and Camilla Parker's social media accounts regarding their controversial relationship. There are several comments identified as hate speech such as "She is one reason Diana was murdered", "Charles is a truly despicable man", and "Had no dignity at all". These comments can also be analyzed from the variable intentions and motives of hate speech.

In addition, pragmatics also examines the social impact of hate speech. Hate speech is often used to reinforce the identity of an individual or group. It can also be used to build solidarity among group members, or even to gain political support. Hate speech can also be used to demonstrate superiority or dominance over a particular group. From a pragmatic point of view, it is known that hate speech not only has a direct impact on the targeted individual or group, but can also affect broader social dynamics. It also supported by Citron & Norton (2011) who states that hate speech not only encourages societal prejudices and stereotypes, but it also harms the mental and

emotional health of target groups, particularly individuals. Thus, hate speech can reinforce stereotypes and prejudices and trigger conflict between groups.

Social media has now been widely used by people who were previously only for disseminating news. Now, social media can be used to express opinions, comments, speech. People who are active in social media are called Netizens. The word netizens is familiarly used in Indonesia. Based on Satia (2019), someone who has the freedom to express opinions and speak in cyberspace or social media and is active in doing so. Various behaviors and utterances conveyed by the community, one of which is from Indonesia. As mentioned by Prasetya, Retnasary, & Azhar (2022), this is evident from the results of the analysis conducted by various agencies both from within and outside the country. One of which was carried out by Microsoft, which shows the behavior patterns of using social media on netizens in Indonesia, which are known to be quite bad.

According to Ningrum, Suryadi, & Wardhana (2018) social media openness or the transparency of information on social media is one of the public ways of communicate. Hence, factors like the availability of comment sections for readers on electronic media have been triggering off people's strong tendency to express hate speech verbally. It facilitates the ease of commenting between writers and readers. The existence of these platforms and interactions will cause hate speech when the commenters do not like the poster. It also supported by Junaedi in Abdillah et al. (2023) who states that hate speech becomes more uncontrollable when social media or online media take over a person's life. This can be seen by the increase of many hate



speech on various social media platforms, including Instagram. This is because social media is so simple to use and related to and online news sites.

There were several previous studies related to hate speech. First, Siregar, Suprayetno, Erlindawaty, & Fadhly (2024) entitled “Illocutionary Acts of Hate Speech: Analyzing Social Media Commentary Targeting Anies Baswedan”. The purpose of this research is to identify and categorize various forms of hate speech that discuss Anies Baswedan’s political activities, policies, and personal life in the comments of social media posts, news articles, and other online platforms. Second, Elfrida & Pasaribu (2023) entitled “Hate Speech on Social Media: A Case Study of Blasphemy in Indonesian Context”. This research aims to identify the strategy and level of hate speech on social media about mosque loudspeakers that need to be adjusted. Third, Lailiah (2023) entitled “Positive Gender Responses to Hate Speech of ‘The Little Mermaid’ on Twitter: Critical Discourse Analysis”. The purpose of this research is to identify the various positive reactions that men and women have to hate speech by analyzing the linguistic characteristics of men and women, identifying stereotyped language that appears in a positive response, and defining the category of hate speech in The Little Mermaid post. Fourth, Anissa et al. (2024) entitled “An Analysis of Hate Speech in Denise Chariesta’s Instagram Comment Section”. The aims of this research are to examine the various types of hate speech and hate speech strategies in one Instagram comment section post by Denise Chariesta. Fifth, Numani (2021) entitled “Hate Speech and Hoaxes in Social Medias: The Dark Portrait of Uncertainty in Law Enforcement”. The aims of this research are to

analyzed hate speech and spreading hoaxes from the perspective of Indonesian law enforcement and legal instruments.

Therefore, seeing these things, it can be said that many researchers have conducted research in the field of hate speech carried out by the community on social media, but the researcher who conduct research related to intentions as well as motives are still quite limited. There were limited studies that comprehensively discussed those two variables. The previous studies focused only on illocutionary, culture, gender, type, and law of hate speech. Thus, the researcher is encouraged to conduct a research that contributed to the study of the intentions and motives of the netizens in throwing or conveying hate speech on social media on Hailey Bieber's Instagram account.

The researcher selected the comment section account on Hailey Bieber's Instagram account post to research and identify the intentions and motives that caused all netizens to deliver hate speech. Before marrying Justin Bieber, Hailey Bieber was known as Hailey Baldwin. According to Hidayah & Wijayanto (2024), Hailey Bieber is a model of various world-renowned fashion brands and magazines, she also actively shares her personal life on social media. She began to be disliked by many people because of her marriage to the idol of all women, Justin Bieber. Their marriage did not escape the media spotlight and many fans of her husband felt disappointed and jealous when they found out their idol was married. Some fans also felt that he was not compatible with their idol because fans preferred Justin's relationship with his previous ex namely Selena Gomez, many of Selenators (Selena's fans) did not move on. This is also the cause of Hailey's drama with