AN ANALYSIS OF HATE SPEECH IN LUCAS'S INSTAGRAM POST: PRAGMATICS STUDY

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ABSTRACT

Hate speech is a behavior, word, writing, or act that is prohibited because it can trigger acts of prejudice and violence on a victim, perpetrator of violence, or the statement. Hate speech is a type of communication that conveys prejudice, discrimination, or hostility towards persons or groups based on traits such as race, ethnicity, religion, gender, sexual orientation, or other distinguishing features. Hate speech has far-reaching consequences, including social divisions, discrimination, and the possibility for violence. This research aims to investigate the types of hate speech and find out the meaning of these types of hate speech. Drawing upon real-world examples, the research examines the dynamics of hate speech in online spaces, emphasizing the role of digital platforms in both amplifying and combating its dissemination. The research identifies explicit forms, such as direct threats and derogatory language. This research takes data from Instagram and comments on @lucas_xx444. As a former member of NCT and WayV, the data was analyzed using qualitative methods. A multifaceted approach to comprehensively understanding and addressing hate speech, recognizing its social deviance, and advocating for collective efforts to create environments that prioritize respect, equality, and unity. The results of the research found six types of hate speech in the comments column: provoking, inciting, insulting, blasphemy, defamation, and spreading hoaxes.

Keywords: Language; Hate speech; Instagram; Types of Hate Speech.

INTRODUCTION

Language is the ability of humans to communicate with one another through indicators such as words and gestures. Humans acquire language through social interaction in infancy. In addition, language is used to communicate, and language also has many social and cultural functions. Language can also be a reflection of the personality of a nation (Rangkuti et al., 2019). Effendi (1995:15) states that everyday experience shows that the spoken variety is greater than the written variety. Meanwhile, according to (Nugraha in Nabila et al., 2022), language is an essential instrument for social communication. Language serving as a medium of communication, also serves as a form of expression, allowing people to convey their thoughts and feelings. In conclusion, language is a unique and intricate vehicle for human expression, weaving together symbols, sounds, and gestures to create a tapestry of communication.

According to (Levinson in Alshorafat, 2019) pragmatics is "the study of those relationships between language and context that are grammaticalized, or encoded in the structure of a language". According to (Leech in Liyawan et al., n.d.) pragmatics entails

problem-solving from both the speaker's and the hearer's perspectives. According to (Noam Chomsky in Wise & Sevcik, 2017) Language has a grammar that is largely independent of language use. (Skinner, 1957) Children learn language by linking words with meanings using behaviourist reinforcement concepts.

Hate speech is defined as any behaviour, word, writing, or act that can incite prejudice and violence against a victim, perpetrator of violence, or the statement. Hate speech is defined as a deliberate and willful public statement meant to disparage a certain group of people (Delgado & Stefancic in Paz et al., 2020). In addition to defining hate speech as verbal abuse directed at a group of people based on certain traits, prior research have taken care to highlight the speaker's determination to inflict harm (Davidson et al., in de Gibert et al., 2018).

Instagram is a social network that allows users to share or publish photographs to other users' Instagram accounts (Rahman & Oktaviani in Nasution et al., n.d.). As we see, there are still many people who use language as hate speech on social media to attack other groups. Hate speech is defined as any word, behaviour, writing, or performance that is forbidden because it can incite violence and prejudice on the side of the perpetrator or victim of the crime. Hate speech is defined as a deliberate and willful public statement meant to disparage a certain group of people (Delgado& Stefancic in Paz et al., 2020)Hate speech can occur when the perpetrator has negative prejudice against a particular group. There are also people who hate speech, not because of bad prejudice but because of trolling. This trolling is not triggered by hatred but by personal enjoyment.

Celebrities have been easy targets for gossip and even assault for decades, with celebrities frequently being labelled as foolish (Johansson in Park & Kim, 2021) Lucas is one of the victims. Wong Yuk Hei, sometimes known as Huang Xuxi or Lucas Wong, is a Chinese-Thai singer signed to SM Entertainment. He was a member of the boy band NCT subunit NCTU and WayV in the past. as well as a member of the Korean supergroup SuperM. According to Weibo, Lucas ranked 10th in the "2023 3rd Quarter Kpop Male Artist Instagram Like Ranking."

The following topic will be covered in details and analysis: (1) What are the kinds of hate speech found in Lucas's Instagram comments, and (2) What are the meaning of hate speech found in Lucas's Instagram comments.

REVIEW OF THE LITERATURE

Pragmatics

Language acquisition is thus closely linked to language's function as a medium of communication. Pragmatics is defined by (Levinson in Nasution et al., n.d.) as "the study of linguistics that discusses the relationships of languages and their constellations" (Daulay in Nasution et al., n.d.). According to Vienna (2012:13), is the study of meaning transmitted by a speaker or researcher and perceived by a listener or reader. (Kreidler in Fathonah, 2020)defines pragmatics as a field of linguistics concerned with meaning. This study is more interested in determining what someone means by speaking than in the individual meanings of the words and phrases used in the speech. Pragmatics is the study of meanings stated or communicated by a speaker and interpreted by a listener. In other words, it deals with the theory of meaning as communicated by a language user. The meaning or sense conveyed by the speaker transcends the meanings expressed in a text transcript (Saragih in Medan, 2019). Pragmatics is a discipline of linguistics that investigates the meaning supplied by speakers or writers and then understood orally and in writing by interlocutors or readers (Haq in (Achmad Sofyan & Author, n.d.). Vienna (2012:13), Yule (2006:3) defines pragmatics as the study of meaning. A speaker or researcher communicates and a listener or reader interprets. The application of this method to languages with indexical terms was dubbed "pragmatics" by (Bar- Hillel and Montague in Carston, 1998). This study examines what people intend by language rather than specific words. The significance of words or phrases utilised in the speech. Meaning is used as the content of communication in both pragmatics and semantics. Semantics focuses on the speaker's thoughts (competence, langue), whereas pragmatics focuses on utterances (performance, parole) (Sudaryat in Medan, 2019). (Salutfiyanti in Wiana, 2019) it is science that discusses the exterior structure of language through the unity of the language used in the communication process. External validation of the problem study, which discusses factors and things external to the language, that is, factors related to the use of the language by speakers in a particular society this is evident in this study, where rules for the use and application of language in all aspects of people's activities in society are found in this case, it's not just linguistic theory that helps.

Hate Speech

Hate speech is defined by Faisal and Zulkifli (2016: 178) as discourse that tries to provoke and stir hatred against persons and groups. Several factors comprise society in

distinct communities. Hate speech has been defined by (Almagor in N Chetty, 2018) "as bias-motivated, hostile, malicious speech aimed at a person or a group of people because of some of their actual or perceived innate characteristics". Hate speech may be understood as messages directed toward outgroup persons with the intention to intimidate (Waltman in Izquierdo Montero et al., 2022).Hate speech expresses, encourages, stirs up, or incites hatred towards a certain group of people identified by a characteristic or collection of characteristics such as race, ethnicity, gender, religion, nationality, and sexual orientation (Parekh, 2012, 40 in L Anderson, 2022). Hate speech is speech that expresses hate for a group of people. But in practice, it sometimes seems to just be defined as speech that argues for the human difference in a way that a listener hates. It's their hate that is determinative, not the speakers.

Hate speech is a component of the crime of hatred, according to (Permatasari & Subyantoro in Pandiangan 2022). According to (Permatasari & Subyantoro in Pandiangan 2022), there are six types of hate speech, including provoking, inciting, insulting, blacolor, defamation, and the spread of hoaxes about race, colour, complexion, gender, ethnicity, physical disability, sexual orientation, nationality, religion, and others. Provocation is the act of an individual person that causes other people to be angry and emotional, and it becomes a very complicated problem. Insult is when someone does something or says something that is offensive and rude. Defamation is any act or spread of news that is not based on facts and aims to destroy one's reputation. Blasphemy is an indecent speech or act about God or sacred things. Inciting means to encourage a person to do or feel something unpleasant or violent, or to cause an act of violence or unpleasantness. Spread hoaxes mean misinformation, disinformation, or false information that is spread online in terms of race, colour, complexion, gender, ethnicity, physical impairment, sexual orientation, nationality, religion, and other factors.

Hate speech can be hurled through a wide variety of media. One aspect of the media that often contains hate speech against individuals or groups of people is social media. Hate speech on social media is the same as social deviation. (Matsuda in Kindermann, 2023) let us define racist hate speech as a persecutory, hateful, and derogatory message of racial inferiority directed directly at a member of a racialized group. This term encompasses all behaviours, from minor norm violations to criminal acts against others, and considers online hate to be an act of deviant communication because it violates shared cultural standards, rules, or norms of social interaction in social

group contexts (Henry in Castaño-Pulgarín et al., 2021). Currently, the use of social media is mushrooming throughout society. Instagram is a popular social networking platform among both young and old individuals. Hate speech contradicts the concept of linguistic politeness, which is an evidence of linguistic elegance. Human linguistic intelligence is defined as the ability to control language and emotion in the context of a situation (Rizka et al., 2020. (Baryadi in Rangkuti et al., 2019) defines verbal violence or language violence as violence that involves the use of language, specifically words, sentences, and other language elements. Someone must be ethical in their speech, even when using social media. As a result, the speech act performs the role of inferring the speaker's intention in the utterance. Of course, it's not the speaker's speech that appears without explicit intent but must contain a specific intent (Mulyana in Nasution et al., n.d.). As a result, because hate speech is a type of speech act, it can be investigated further.

Hate speech is defined as provocation, instigation, insults, blasphemy, defamation, and the dissemination of hoaxes in areas such as race, skin colour, gender, ethnicity, physical disability, sexual orientation, citizenship, religion, and others (Subyantoro inNasution et al., n.d.). (Anderson & Hirsch Nasution et al., n.d.) contend that all forms of hate speech, whether via text messages, radio broadcasts, leaflets, or oral messages, can cause conflict because hate speech incites violence, fosters hostility between groups, and harms many people who hear it. Hate speech is motivated by malice and expresses discrimination, intimidation, rejection, and the assumption of individuals or groups of people on the basis of gender, race, religion, ethnicity, colour, place of origin, handicap, and sexual orientation (Gagliardone in Anis et al., 2018).

Instagram

Instagram is a social media network that allows its users to share and publish photographs to other Instagram users (Rahman, 2014). Instagram is a social networking programme that allows users to post images, frequently with filters, with their friends, family, and followers via the Internet (Hoffman in Tyer, 2016). According to (Hu et al., n.d.), Instagram is a social networking programme that is used by over one billion people worldwide to post images, videos, and messages. According to reports, teenagers as young as twelve have at least one social networking account (Endres, 2013 in Ting H et al., 2015). Instagram allows users to shoot images, apply filters to them, and share them with followers who can "like" and comment on them (Kim & Jung in Casaló et al., 2021) teens use Instagram to celebrate big milestones, share everyday moments, stay in touch

with friends and family, build support communities, and meet others who share their passions and interests, whether through Stories, Feed, Live, IGTV (an Instagram app that allows users to share longer videos), or Direct. Prior research has shown that social media can be utilised to collect valuable data that includes aspects of both the virtual and physical worlds of bullying (Xu et al., in ElSherief et al., 2018).

METHODOLOGY

This study used descriptive qualitative analysis. Qualitative methods refer to research results that generate descriptive data. Qualitative methods include a wide range of research approaches aimed at exploring, comprehending, and interpreting the intricacies of human behaviour, experiences, and social phenomena. These approaches are distinguished by an emphasis on context, subjectivity, and the collecting of non-numerical data. Descriptive research methods are commonly employed in educational research to collect information about present conditions (Donald, in Nasution et al., n.d.)The research data was obtained from a comment column written by other Instagram users on Lucas's account as a former NCT & WayV member (@lucas_xx444). To find the data, the author must search in the Instagram comment column Lucas comments that contain hate speech. After the data was collected, the authors grouped the data into types of hate speech: Inciting, Provocation, Defamation, Insulting, Blasphemy, Spreading Hoaxes.

FINDINGS AND DISCUSSION

This study was carried out to categorise the data into six types of hate speech and to determine the meaning of hate speech detected in Lucas's Instagram comments. Many hate speech comments were discovered after investigating Lucas's Instagram post, and the following are some examples of hate speech comments discovered in Lucas's Instagram post:

Data 1

*@Cuijing******* : You are always sorry for NCT. Why aren't you in Instagram apologize? What are you doing here?*

(01-02-2023)

Analysis

Data 1 includes Provocation.

Provocation means the act of a person that causes a person or community to heat up, be angry, and be emotional, and can trigger public misunderstanding. Provocation usually refers to actions, words, or behaviour intended to provoke a reaction or response from others. It can be intentional or unintentional, and the nature of the provocation can vary greatly depending on the context. The context in this case Lucas uploaded a video to his Instagram on February 1, 2023. In that video, he is dancing to Jon Vinyl's song, whose title is Addicted. The speaker provoked Lucas and NCT members. **"You Are always sorry for NCT."** This sentence makes him feel guilty and makes his fans angry because they didn't accept when the speaker said that to him. Provocative behaviour or statements can cause conflict between individuals or groups. When emotions run high, disagreements can escalate into verbal arguments or even physical confrontations. **"why aren't you in Instagram apologize?"** This sentence triggers a public misunderstanding, as if he hasn't apologised for the scandal, even though he has already posted his apology letter on August 25, 2021, and uploaded it on his Instagram. Although provocation itself is not necessarily negative, the purpose and effect of provoking others can lead to conflict, misunderstanding, or escalation. Responsible communication involves considering the possible consequences of words and actions for others and promoting constructive dialogue.

Data 2

*@_savr***** : Why you guys still think he did nothing wrong? He cheated all his fans, you know? I still remember one of his girlfriends asked him to buy her a chocolate as a gift, he said no. guys…just a chocolate… that's not even expensive, and his another girlfriend said, Lucas asked her to go buy a cigarettes in the middle of the night, but at the time there were no nearby shops selling cigarettes, and she needed to go so far away just to get Lucas a fucking cigarettes! Yet he had sex with his one of girlfriends who was during her period and also at that time this girl already said no, but he still did this. There was so many things, I don't know where to start the three things are about there different girls. Maybe I didn't say these things clearly, because I'm not a native speaker.*

But what I'm trying to say is he's not a good person though.

(01-02-2023)

> _savr███ 7w
> Why you guys still think he did nothing wrong? He cheated all his fans, you know? I still remember one of his girlfriends asked him to buy her a chocolate as a gift, he said no. Guys...just a chocolate... that's not even expensive, and his another girlfriend said, Lucas asked her to go buy him cigarettes in the middle of the night, but at that time, there were no nearby shops selling cigarettes, and she needed to go so far away just to get Lucas a fucking cigarette! Yet he had sex with his one of girlfriends who was during her period and also at that time this girl already said no,but he still did this.There was so many things, I don't know where to start. The three things are about three different girls.maybe I didn't say these things clearly, because I'm not a native speaker. But what I'm trying to say is he's not a good person though.
>
> 5 likes   Reply

Analysis

Data 2 includes spreading hoaxes.

Spread hoaxes refer to the act of disseminating false or misleading information to deceive or mislead others. A hoax is a deliberately fabricated falsehood or misleading statement created to deceive individuals or a group of people. Spreading hoaxes can occur through various means for example, social media, traditional media, or word of mouth. The motives behind spreading hoaxes can vary, including creating confusion, manipulating public opinion, causing harm, or achieving some personal or ideological goal. "Lucas asked her to go buy cigarettes in the middle of the night," the speaker wrote in the comments about the rumour heard from other people, which is not necessarily true because there is no real proof. The company has not confirmed yet whether it is true or false. However, this information could damage his reputation Individuals who believe the false information has been circulated can bring legal action to seek damages or other remedies for reputational damage. It's essential to be cautious and critical of information sources to avoid falling victim to hoaxes and misinformation. Fact-checking and verifying information from reliable sources are crucial practices in combating the spread of hoaxes and maintaining a well-informed public discourse.

Data 3

*@_x.3*** : Lucas, fuck, don't comeback forever.*

(24-01-2023)

_x.3■ 4w
Lucas, fuck, don't come back forever. 🤬🤬
👇👇👇👇👇👇👇👇👇👇👇👇👇
👇👇👇👇
25 likes   Reply

Analysis

Data 3 includes insulting,

Insulting means when someone does something or says something that is offensive, rude, or contains harsh words. Insulting refers to the act of saying or doing something disrespectful or insulting with the intent to humiliate or hurt someone's feelings. Insults can take many forms, including verbal statements, gestures, or actions, and are usually intended to express contempt for the targeted person. Insults can be directed at a person's appearance, intelligence, skills, character, or any other factor that the insulter considers vulnerable. The context is when Lucas posted on his Instagram on January 24, 2023, a screenshot of Alan Silvestri's song, whose title is Forrest Gump Suit, and the crescent moon photo. He posted after a long time after his last post. And someone commented, asking him not to come back. The word **"fuck"** contains harsh words, and the word is so rude to say to someone. The word **"fuck"** is considered a powerful curse in many cultures and societies. It is generally considered vulgar and offensive. The level of rudeness associated with this word can vary depending on context, cultural norms, and individual sensitivities. In more formal or polite settings, using simple language, including **"fuck"** may be considered highly inappropriate and offensive. It is important to be aware of the context and the people present to avoid discomfort or offense. In casual or informal settings, some people may use strong language more freely, and the level of rudeness associated with such words may be lower in certain groups or social contexts. But even in an informal setting, it's important to be aware of the potential impact on others and use judgment**. "Don't come back forever"** is a strong and clear way of expressing that someone is not welcome to return to a certain place, situation, or relationship indefinitely. It means a desire to separate permanently or a decision to break the relationship completely. This expression is often used in situations where the speaker wants to emphasise the seriousness of his decision or the irreversibility of the situation. It conveys a strong sense of finality and implies that the object is not expected or wanted back in the future. The words that come out make someone feel ashamed and outraged. and it shows that the speaker doesn't want him to come back. It is important to promote respectful communication and avoid offending others, as such behaviour can have negative

consequences for relationships and can contribute to a hostile or toxic environment. Constructive and positive communication usually promotes healthy relationships and conflict resolution.

Data 4:

*@Gooo***** : WayV is 6 WayV is 6 Wayv is 6 WayV is 6 WayV is 6 WayV is 6 Wayv is 6 WayV is 6 WayV is 6*

(28-08-2022)

Analysis

Data 4 included inciting.

Inciting means to encourage a person to do or feel something unpleasant or violent, or to cause an act of violence or unpleasantness. The term "incitement" refers to the act of inciting, provoking, or encouraging someone to engage in certain behaviours, usually involving some action or reaction. Incitement often means trying to induce or encourage certain actions, feelings, or behaviours in others. For example, "incitement to violence" would include inciting or provoking others to commit violent acts. Similarly, "inciting hatred" would include inciting or advocating extreme dislike or hatred of a particular person or group. Incitement can be expressed in many ways, including through spoken or written words, gestures, or actions. Legal systems may have specific regulations or laws regarding inducement, especially when it involves activity that may lead to harmful or illegal activity. The context is when Lucas posted on his Instagram on August 28, 2022, a screenshot of a scene from the Top Gun Maverick film, and the song I Ain't Worried begins in that scene. Someone commented that Wayv is 6 because she wants Lucas to leave the group; it happens in August 2022 before he leaves the group in May 2023. Wayv has seven members and the speaker wrote this sentence, **"Wayv is 6"** which made Lucas uncomfortable with those words, as if he should leave the group. The speaker advises one member to leave the group; this may be misinformation or a rumor. It is important to verify the information before sharing it, especially if it relates to an individual's personal or professional life. False statements about the number of members in a group or

suggestions that a member should leave can be misleading and potentially damaging to the group and its reputation. In the context of K-pop or similar entertainment industries, such rumours can negatively affect the group's image and cause unnecessary drama. Fans and followers often rely on accurate information, and the spread of false information can cause confusion and dissatisfaction. It is recommended to check official sources, such as group and official websites or management company statements, to confirm accurate information about the group and composition.

Data 5

*@pigudaihuobie***** : When will Lucas go back to the hell?*
(28-08-2022)

pigudaihuobie▪▪▪▪ 8w
when will Lucas go back to the hell ?
4 likes   Reply

Analysis:

Data 5 includes blasphemy.

Blasphemy is an indecent speech or act about God or sacred things. Something you do or say shows you don't respect a religion or God. Blasphemy means disrespect or contempt for sacred or religious beliefs, practices, symbols, or gods. This includes the expression of views or actions that are considered offensive, blasphemous, or disrespectful in the context of a particular religion. Blasphemy can take many forms, including spoken or written words, artistic expression, or behaviour that is considered disrespectful to the sacred. The context is when Lucas posted on his Instagram on August 28, 2022, a screenshot of a scene from the Top Gun Maverick film, and the songs I Ain't Worried begin in that scene. Data 5 includes the blasphemy form of hate speech because the words **"Lucas go back to hell?"** relate to a person's beliefs and God. Someone can't order or put other people into hell or heaven; it all depends on one's religion and beliefs. It is important to understand that such a statement is likely to be insulting and offensive. Remember that people's words are a reflection of their own emotions and attitudes. The concept of blasphemy varies in different religious traditions and cultures. What may be considered blasphemous in one context may not appear so in another. In some societies, blasphemy is a legal crime, and individuals can face legal sanctions if they express their opinions or engage in actions that are considered blasphemous.

Data 6

@beck****: Anyone who likes this man should disappear from the world. This man has no sense of loyalty to speak ill of his teammates behind his back, and at the same time engages many girls. As a boyfriend, he is stingy and unwilling to buy a box of chocolates, but instead lets girls buy luxury goods for him.

(01-02-2023)

Data 6 includes defamation.

Defamation means any act or spread of news that is not based on facts to destroy one's reputation. Defamation refers to the act of making false statements about a person, either verbally or in writing, that damage that person's reputation. This is a civil crime and may have legal consequences. The context in this case is that Lucas uploaded a video on his Instagram on February 1, 2023. In that video, he is dancing to Jon Vinyl's song, whose title is Addicted. There are two main types of defamation:

1.   Libel: This means making false statements in written or published form, such as in newspapers, magazines, books, online articles, or social media. Libellous statements are generally considered more harmful because they have a more lasting and widespread effect.

2.   Slander: slander refers to making false claims about someone, usually in passing form, such as speech, conversation, or radio broadcasts. Although slander is generally considered less harmful than libel, it can still harm a person and their reputation. "Anyone who likes this man should disappear from the world." These are unwise words to wish his fans bad luck very negatively and express a strong desire that harm or misfortune will befall a certain group of people. Such language can be offensive and create a toxic atmosphere. "This man has no sense of loyalty to speak ill of his teammates behind his back." It can be considered a form of defamation or dissemination of false information. Making false allegations about someone and their character, especially if it damages their reputation, can have serious consequences. False statements about him without evidence

can lead to misunderstandings and could damage his reputation as an artist.

CONCLUSION

In conclusion, the identification and categorization of many sorts of hate speech, such as provocation, insulting, defamation, blasphemy, inciting, and spreading hoaxes, highlight the complex and multidimensional nature of this widespread societal issue. Each category has unique traits, motivations, and potential repercussions, adding to the overall issue of addressing and minimising the negative impact of hate speech.

Provocation is the act of a person that causes other people to be angry. Provocation usually refers to actions, words, or behaviour intended to provoke a reaction or response from others. Insult is when someone does something or says something that is offensive and rude. Insulting refers to the act of saying or doing something disrespectful or insulting with the intent to humiliate or hurt someone's feelings. Insults can take many forms, including verbal statements, gestures, or actions, and are usually intended to express contempt for the targeted person. Defamation is any act or spread of news that is not based on facts and aims to destroy one's reputation. Defamation refers to the act of making false statements about a person, either verbally or in writing, that damage that person's reputation. Blasphemy is an act against God or sacred things. Inciting means encouraging a person to do or feel something unpleasant. Blasphemy means disrespect or contempt for sacred or religious beliefs, practices, symbols, or gods. This includes the expression of views or actions that are considered offensive, blasphemous, or disrespectful in the context of a particular religion. Spread hoaxes mean disinformation or false information that is spread online in elements such as gender, physical disability, race, colour, and many more. The words are strong enough to affect someone. Be wise, and always choose to only say good things to one another.

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