HATE SPEECH AND ILLOCUTIONARY ACT ON JOE BIDEN'S INSTAGRAM ACCOUNT: A PRAGMATICS APPROACH

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ABSTRACT

This research entitled Hate Speech and Illocutionary Act on Joe Biden's Instagram Account used the theory from Austin (1962) and Brown (2019). The aim is to investigate the types of hate speech and illocutionary act of netizen's comments on Joe Biden's Instagram account. The study applied qualitative descriptive method and the data source was obtained by collecting the comments of netizen from the Instagram comments column of Joe Biden. The finding showed that there were 33 comments in social media. Furthermore, hate speech types comprised into 15 insulting, 4 provoking, 1 unpleasant action, 9 defamation,and 4 denigration meanwhile, illocutionary act devided into 28 assertives, 2 expressive, 1 commissive, 1 directive, and 0 declarative. The result showed that the most dominant types of hate speech is insulting with 15 data or 46%, moreover the most dominant of illocutionary act is assertive with 28 data or 85%. Thus, the comment of netizen mostly used insulting and the function of illocutionary act of assertive on Joe Biden Instagram account.

Key Word: Hate Speech, Illocutionary Act, Comments, Instagram

INTRODUCTION

Language as a means for communication is used to interact with other people to speak with their friends, families and others in their daily life. In addition, people around the world use English language as an international language to communicate each other. Language is the source of human life and power (Fromklin in Wijaya et.al in Hidayati et.al 2021). According to Hidayati (2021) everyone should use polite language to maintain harmony in social relationship; any form of words and sentences tending to provoke hatred is to be avoided. However, people can share an opinion in the form of praising, hating, criticizing, commenting as a part of human social life. In addition, the advance of technology helps people to connect with other people around the world easily. The advance digital technology make people easier to access information through social media which could give positive or negative effect. According to Setiawandari (2021) the positive effect can accelerate the spreading of information whereas the negative effect can spread the radical ideas, hate speech, hoax etc.

Hate speech is a dislike expression that people address to someone. Besides that, Elsherief et al (2018) argue that hate speech is a speech that can defame the other people. Furthermore, hate speech devided into race, behavior, physical, class, gender, ethnicity, religion, and disability. Hate speech can be spoken directly or indirectly. Due to the development of technology, hate speech is posted in social media platform by social media users. Thus, people communicate or share

opinion by using this technology in the form of utterances or writing. When they utter or write, they have the intention or meaning of the utterance that they want to deliver to the hearer or reader. In this case, the science that studies the language meaning is pragmatics. Levinson (1983) states that pragmatics is the study about the relation between language and the context. Furthermore, pragmatics consists of some aspects,,namely,   context, deictic, presuppositions, implicature, maxim, and speech acts.   Speech act are actions performed via utterances (Yule, 1996). Furthermore, Searle (1969) states that the production or issuance of a sentence taken under certain conditions is a speech act. Speech act are the basic or minimal units of linguistics communication.

The existance of social media makes a trigger for people to response fastly. In addition, the social media is more effective as it can spread the information directly. One of the most popular social media isInstagram. Instagram is an entirely visual platform. Moreau (2019) stated that Instagram is a social organizing application made for sharing photographs and recordings from a smartphone. Individuals can connect with other users on instagram by commenting, liking, labeling and private informing. Furthermore, the owner of social media is varied in level and age. It can be a children, teen, president, actor, etc. Instagram also could be an interactive platform that shares alot of information, for intance during the 2020 election of the United State. Instagram is used to spread information about both candidates of the presidential. However, Instagram is also used as a flashpoint for online disinformation during the 2020 election. The report from New York University's Stern Center for Business and Human Rights also stated that most of the disinformation will come from fellow Americans.   Instagram platform has empowered many people who previously didn't have tools to express themselves freely such as in political debate which has erupted online. Instagram has also become a stage for democratic debate – between citizens, between candidates and voters, and for campaigners and advocacy groups to deliver their arguments.

America conducted a campaign for the new president during June until October 2020.   Joe Biden is one of the president candidates. All of the activities of Joe Biden became the attention of public. The information related to his personal life, family and career was exposed by the media. In his personal Instagram account he often received some bad comments. 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.

There are some previous researches that relate to hate speech. Setiawandari (2021) conducted the research about hate Speech in Election 2019, Hidayati (2021) did the research about hate speech on social media: a pragmatic approach, and Iswatiningsih, et. al (2019) investigated the hate speech by supporters of Indonesian presidential candidates on social media. In this case, this research tries to investigate hate speech and illocutionary act that addressed to Joe Biden as the candidate of American president on the social media platform of Instagram account. Based on explanation above this research focus on The Analysis of Hate Speech and Illocutionary Act on Joe Biden's Instagram Account.

LITERATURE REVIEW

Pragmatics

Pragmatics is a branch of Linguistics. According to Yule (1996: 4) "Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by listener (or reader)". Pragmatics is the study of the relationships between linguistic forms and the user of those forms. Through this study, one can talk about people's intended meanings, their assumptions, their purposes or goals, and the kinds of actions that they are performing when they speak because pragmatics allows humans as the language user into language analysis.

According to Yule (1996) Pragmatics have several classification such as Deixis, Presupposition, Cooperative Principle, Implicature, Politeness, and Speech Act.

a. Deixis

Deixis means to show or pointing via language. Deixis is clearly a form of referring that is tied to the speaker's context. If people do not know the context of the utterance, they will find difficulty in interpreting the meaning of deictic expression such as that, this, me, you, then, etc. because there is no certain requirement to use those words.

b. Presupposition

Presupposition is something that the speaker assumes to be the case prior to make an utterance. When people use a referring expression, they usually assume that their listeners can recognize which referent is intended. Some of these assumptions may be mistaken, of course, but mostly they are appropriate. Furthermore, presupposition is classified into six types: existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition, and counter-factual presupposition.

c. Cooperative Principle

When people are involved in a communication, they will cooperate each other. In most circumstances, the assumption of cooperation is so pervasive so that it can be stated as a cooperative principle of conversation. Furthermore, Yule (1996: 37) states that cooperative principle suggests the speaker makes his/her conversational contribution as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which she/he engaged.

d. Implicature

Grice (in Brown and Yule, 1983: 31) defines implicature to account for what a speaker can imply, suggest, or mean, as a distinction from what the speaker literally says. There are two kinds of implicature according to Grice, namely conventional implicature and conversational implicature. According to Grice, conventional implicature is determined by the conventional meaning of the words used, while conversational implicature is derived from a general principle of conversation plus a number of maxims which speakers normally obey. The general principle is called the Cooperative Principle which consists of four maxims. The four maxims are important in interpreting a speaker's intention.

e. Politeness

Politeness, in an interaction, can be defined as the means employed to show awareness of another person's face (Yule, 1996: 60). Face means the public self-image of a person and refers to that emotional and social sense of self that everyone has and expects everyone else to recognize. It works within the society and has a close relationship with etiquette and culture.

f. Speech Act

Speech act is included in pragmatics study. It will be described further below.

Speech Act

Austin (1962) defines speech acts as the actions performed in saying something. This is similar to Yule (1996) who proposes that speech acts are actions performed via utterances. Speech acts are the basic or minimal units of linguistic communication. Speaking a language is performing speech acts such as making statements, giving commands, asking questions, making promises. Furthermore, Austin (1962) states that in issuing an utterance, a speaker can perform three acts simultaneously. They are a locutionary act, perlocutionary act, and illocunatiory act.

a. Locutionary Act

Locutionary act is roughly equivalent to uttering a certain sentence with certain sense and reference, which again is roughly equivalent to meaning in the traditional sense. The locutionary act is an act of speaking in the construction of speech, such as uttering certain sounds or making certain marks, using particular words and using them in conformity with the grammatical rules of a particular language and with certain senses and references as determined by the rules of the language. Locutionary act is the basic act of utterance.

b. Perlocutionary Act

Perlocutionary act is the achieving of certain effects by saying something. It concerns the effect an utterance may have on the hearer. A perlocutinary act represents a consequence or by-product of speaking, whether intentional or not. The effect of the act being performed by speaking is generally known as the perlocutionary effect.

c. Illocutionary Act

Illocutionary act is an utterance which has a certain force. It is an act performed in saying something and it is the intention behind the words. It is the act of using utterance to perform a function. When a speaker say something, a speaker does not only produce utterance with no purpose. She or he forms an utterance with some kind of function in mind. In addition, Searle (1979) broadly classifies illocutionary acts into five categories, namely, assertive, directive, commissive, expressive,and declarative.

1. Assertive

The speaker is committed, in varying degrees, to the truth or false of a proposition, e.g. stating, informing, affirming, boasting, complaining, denying and others.

Example : (1) *No one makes a better cake than me*

2. Directive

The speaker tries to get the hearer to do something, e.g. advising, asking, begging, challenging, commanding, recommending, requesting and suggesting.

Example : (2) *Could you close the window?*

      3. Commissive

The speakers committed, in varying degrees, to result in an obligation to speaker. They commit the speaker to do something e.g. guaranteeing, offering, promising, swearing, threatening and vowing.

Example : (3) *I'm going to Paris tomorrow*

      4. Expressive

The speaker expresses an attitude and feelings about a state of affairs, e.g. apologizing, blaming, congratulation, pardoning, praising, thanking and welcoming.

 Example : (4) *I am sorry that I lied to you*

      5. Declarative

The word or expression that changed the world by utterances such as bet, declare, resign. Example : (5) *I resign from my office*

Hate Speech

      According to Fisch (2002) hate speech is incitement to hatred against groups or individuals on the basis of race, sex and sexual orientation, ethnic and religion. It is in line with the meaning in International Covenant on Civil and Political Right in 1996 article No 20 verse 2 concerning state prohibitions to advocate for racial hatred and religion which is incitement to discrimination, and gives rise hostility and violence. Furthermore, Brown (2019) states that the term hate speech is not only used for words, written or verbal expressions, but also, it includes the whole will of one's expressions includes symbols, image, gestures, music, moving images or other actions commonly used for expressing the will that has meaning.

      In this case, hate speech can be interpreted as words, behaviors, and writings carried out by individuals or groups in the form of provocation, incitement or insult to other individuals or groups (Rahayu, 2020). In addition, all expressions of hate speech are realized by using both verbal and non verbal language that has a purpose to discriminate, intimidate, dominate and create hostility and violence. Thus, hate speech is an act of speech or communication that performed by an individual or group in shape of provocation, incitement, or insult to other individual or groups in terms of various aspects such as race, color, ethnicity, gender, disability, orientation sexual, citizenship, religion.

Types of Hate Speech

      According to Rahayu (2020) in the Chief of Police Circular Number: SE / 06 / X / 2015 concerning handling hate speech, it is stated that hate speech can be in the form of actions stipulated in the Criminal Code (KUHP) and other criminal provisions outside the Criminal Code in the form of:

a.   Insulting

Insulting is attacking the honor and prestige of a person. Insult was defined as an action if an

insult is directed at a person or group of people based on religion, race, ethnicity, religion, ethnicity, gender, disability,sexual orientation. Insulting is an action to bring down one's soul. This insulting is usually carried out by expressing utterances that contain harsh words, invective which impairs one's reputation and honor.

b.   Defamation

The definition of defamation is the act of defaming someone'sprestige or honor by stating something in spoken or written.

c.   Denigration

The definition of denigration is the action of unfairly criticizing someone or something.

d.   Unpleasant Action

The definition of Unpleasant Action is a speech that contain threats, coercion, violence or oath. This unpleasant behavior indirectly interferes with the comfort and safety of individuals and groups.

e.   Provoking

The definition of provoking is a speech to make someone or people angry. Provoking can be defined as an expression of incitement to discrimination, violence and hostility. Speech delivered in this case triggered a public misunderstanding and would have an impact on hostility or war.

f.   Inciting

The definition of inciting is the word or sentence which had the intention of encouraging, persuading, rising up or inflaming the spirit of someone to do something. The word "incite" has the attribute "intentionally".

g.   Spread hoaxes (Hoax)

The definition of spread hoaxes (Hoax) is the expressions of hatred by spreading the news that is actually not true (lying) or known as hoax news aims that other people trust the news, so that other people are affected. Lately a lot of people have heard false news so that people can not longer choose whether the news is true or not.

Social Media

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections.   Social networks has become part of people's lives. Besides that, social media is a web-based form of data communication. This platforms allow users to have conversations, share information and create web content. Social media has different forms, such as blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds.

People around the world use social media to share information and to have communication efficiently. The advance of social media gives a lot of benefit to many aspect of life. In addition, social media also plays an important role in seeking information, news, education, and long-distance contact. The news can be obtained from a social networking

site and people can track or get information from all over the world. Furthermore, people who use the social media are free to communicate and share information without thinking of obstacles such as cost, distance, and time (Soliha 2015).

There are several kinds of platform in social media such as Facebook, Twitter, and Instagram. Instagram is founded in 2010 (Bergstrom & Backman, 2015). Instagram is a word combination of "instant" and "telegram". Instagram came in 2010 and in January 2014, there are already 150 million people using Instagram (Costill in Huey 2022).   It is a mobile application, which allows users to share their photos and videos to their followers (Dubovik, 2013 in Huey 2022). In addition, Instagram first started off with providing functions on editing and sharing photos and later on added in the functions of sharing videos and photo messaging directly to another user.   Besides that, Instagram allows users to snap photo or video anywhere they are at anytime and share it with their followers nationally and also internationally (Jadhav &Kamble & Patil, n.d. in Huey 2022).

Individuals who show positive interest towards Instagram are adults at the age between 18-29, African- Americans, Latinos, women and the urban residents (Duggan & Brenner, 2013 in Huey 2022).

METHOD

This research uses a descriptive qualitative method to describe the types of hate speech and Illocutionary Act of the utterances. Miles and Huberman (2014 : 246)states that in qualitative data analysis, there are three activities. They are data reduction, data verification and presentation of data,. The data were obtained and identified from Joe Biden's Instagram account during the election of the United States. It was two weeks before voting takes place from 20th October 2020 until 2nd November 2020. The data collection technique of note-taking is applied in this research. Furthermore, the data is analyzed and classified into types of hate speech (insulting, defamation, denigration, unpleasant action, provoking, inciting, spreading hoaxes) and illocutionary act (assertive, directive, commissive, expressive, declarative). Finally, the data finding are presented in the result and discussion.

RESULT AND DISCUSSION

The finding of hate speech on Joe Biden's Instagram account showed that there are 33 data which consist of 15 (45.5%) insulting, 9 (27.3%) defamation, 4 (12.2%) denigration, 4 (12.2%) provoking, and 1 (3%) unpleasant action. There is no data about Inciting and Spreading the Hoaxes. Furthermore, The data of the function of illocutionary act of the hate speech comments showed 28 (84.8%) assertive, 2 (6%) expressive, 2 (6%) commissive, 1 (3%) directive, and 0 declarative. Table 1 shows types of hate speech and table 2 shows function of illocutionary act of the hate speech comments from the netizen in Joe Biden's Instagram account. They are as follows :

No	Types of Hate Speech	Frequency	Percentage
1	Insulting	15	45,5%
2	Defamation	9	27,3 %
3	Denigration	4	12,2 %
4	Provoking	4	12,2 %
5	Unpleasant Action	1	3 %
6	Inciting	0	0
7	Spreading The Hoaxes	0	0

Tabel 1 Types of Hate Speech

No	Types of Speech Act	Frequency	Percentage
1	Assertive	28	84,8%
2	Expressive	2	6%
3	Commissive	2	6%
4	Directives	1	3%
5	Declarative	0	0

Tabel 2 Types of Speech Act

(1) Trump Train 🚂coming!!Biden is a buffoon and generally a nasty looking old man!

The comment is intended to Joe Biden and the sentence is referred to the types of hate speech of insulting as it is attacking the honor and prestige of a person. In this case, Joe Biden is called as someonewho has ridiculous behavior, disgusting old man. Thus, the utterance expressed harsh words that attacking the honor and prestige of Joe Biden. Furthermore, the sentence belongs to the types of illocutionary act of assertive as the netizen stated that Joe Biden is a buffoon.

(2) Let's call him Low blow Joe!!
The comment was intended to the people and the sentence is referred to the types of hate speech of provoking as it is an utterance to make someone or people angry and an expression of incitement to discrimination, violence and hostility. In this case, the netizen persuaded the people to call Joe Biden with some ridiculous nickname as it triggered a public misunderstanding and it would have an impact on hostility or war.

(3) Your not going to be the president though 😂😂
The utterance belongs to unpleasant action as it contains threats, coercion, violence or oath which is intended to Joe Biden. This unpleasant behavior indirectly interferes with the comfort and safety of individuals and groups. In this case, the sentence was impolite and also annoying in commanding someone since the netizen commanded Joe Biden that he will not become a president of America.

(4) You are corrupt!

The comment belongs to the types of hate speech of Defamation as it is the act of defaming someone's prestige or honor by stating something in spoken or written and it was intended to Joe Biden. The utterance showed that the netizen accused that Joe Biden was broken morally or in some other way. The word "corrupt" perform immoral or illegal acts for personal gain. Furthermore, the sentence refers to the types of illocutionary act of expressive act as the speaker expresses an attitude of feelings about a state of affairs such as apologizing, blaming, congratulation, pardoning, praising, thanking, and welcoming. In this case, the netizen blamed that Joe Biden did a corruption when he became a vise president.

(5) Lies lies and more lies from u Joe

The comment was intended to Joe Biden and it refers to the types of hate speech of denigration as it   is the action of unfairly criticizing someone or something. The utterance showed that the netizen said that Joe Biden lied of his word in making a good plans for his citizen and it was unfairly criticizing Joe Biden's post in his Instagram account.

(6) You guys are corrupt 😂stop making promises you already know is not going to be possible just to get votes.

The comment was intended to Joe Biden and it refers to the types of hate speech of defamation as it is the act of defaming someone's prestige or honor by stating something in spoken or written. The utterance shows that the netizen assumes that Joe Biden do corruption and only say false promises. This assumption just wanted to blemish the pride and prestige of Joe Biden. Furthermore, the utterance refers to the types of illocutionary act of directives since the speaker tries to get the hearer to do something such as advising, asking, begging, challenging, commanding, recommending, requesting, and suggesting. In this case, the utterance showed that the netizen commanded Joe Biden not to make promises again. The word of "stop" showed that it was a command word.

 (7) Shame on you ... people are scared and you dream about more votes!

The comment was intended to Joe Biden and it refers to the types of hate speech of defamation as it is the act of defaming someone's prestige or honor by stating something in spoken or written. The sentence "Shame on you" indicate the hate speech of defamation since the netizen attacked the prestige or honor of Joe Biden as the president candidates. Furthermore, The sentence referred to the types of illocutionary act of commissive as the netizen ordered him to feel sorry to the people.

In this case, the result shows that the most dominant types of hate speech on Joe Biden's Instagram account is insulting with 15 data (46%); moreover, the most dominant function of illocutionary act on Joe Biden's Instagram account is assertive with 28 data (85%). The illustration can be seen in the graph below that describe the types of hate speech

and function of illocutionary act of hate speech comment of netizen on Joe Biden's Instagram Account.

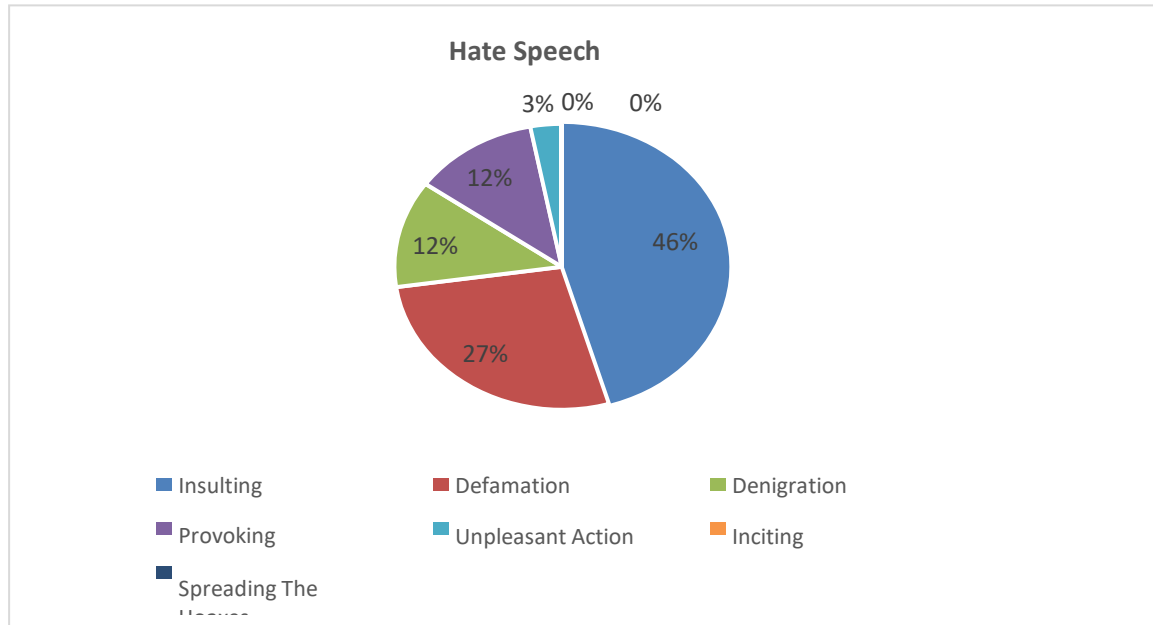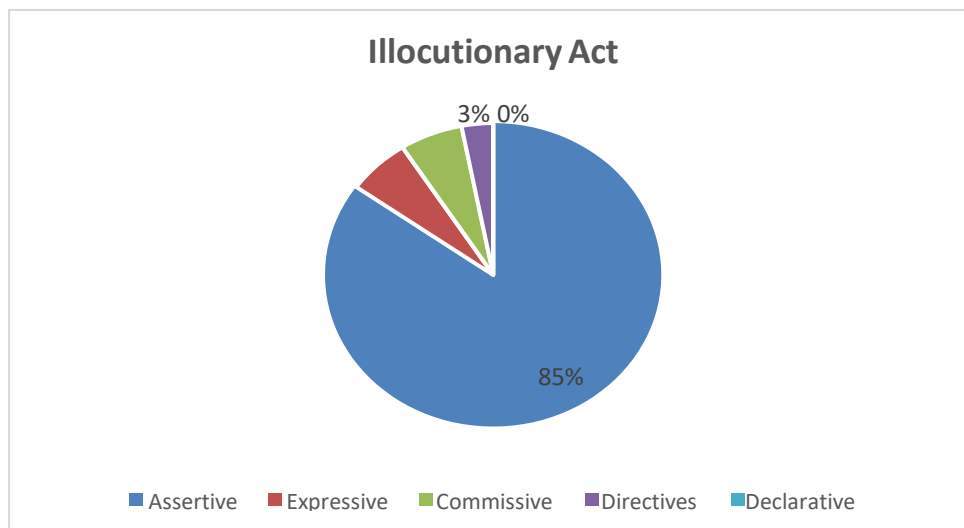Illustration of types of hate speech :

Illustration of function of illocutionary act :

CONCLUSION

Speech act (locutionary, perlocutionary, illocutionary) which belongs to pragmatics is the performed via utterances, meanwhile hate speech is a speech that can defame the other people and can be interpreted as words, behaviors, and writings carried out by individuals or groups in the form of provoking, inciting, insulting, defamation, denigration, unpleasant word, and spread hoaxes. The result of the research showed 33 data of hate speech which consist of 15 (45.5%) insulting, 9 (27.3%) defamation, 4 (12.2%) denigration, 4 (12.2%) provoking, and 1 (3%) unpleasant action, 0 inciting, and 0 spreading the hoaxes. In addition, the data showed the illocutionary function from 33 comments of netizens on Joe Biden's Instagram Account that comprises into 28 (84.8%) assertive, 2 (6%) expressive, 2 (6%) commissive, 1 (3%) directive and 0 declarative. Besides that, the most dominant types of hate speech on Joe Biden's Instagram account is insulting with 15 data (46%) whereas the most dominant function of illocutionary act on Joe Biden's Instagram account is assertive with 28 data (85%). Thus, the netizen gave more comments in the form of insulting and the function of illocutionary act of assertive on Joe Biden's Instagram account.

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