

# **AN ANALYSIS OF HATE EXPRESSION ON GOTHAMCHESS INSTAGRAM COMMENTS: PRAGMATIC STUDY**



Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor  
Degree of Education in English Department

by

**ERICA KUSUMA MAYANGSARI**

**A320180288**

**DEPARTMENT OF ENGLISH EDUCATION  
FACULTY OF TEACHER TRAINING AND EDUCATION  
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

**2022**

**APPROVAL**  
**PRAGMATIC STUDY: AN ANALYSIS OF HATE EXPRESSION ON**  
**GOTHAM CHESS INSTAGRAM COMMENT**

**RESEARCH PAPER**

**BY:**

**ERICA KUSUMA MAYANGSARI**

**A320180288**

Checked and approved to be tested by

**Consultant**

**Surakarta, 25 Juli 2022**



**Prof. Dr. Endang Fauziati, M.Hum.**

**NIDN.0615035701**

ACCEPTANCE  
AN ANALYSIS OF HATE EXPRESSION ON GOTHAM CHESS  
INSTAGRAM COMMENT : PRAGMATIC STUDY

by

ERICA KUSUMA MAYANGSARI

A320180288


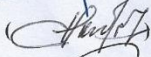

Accepted and Approved by Board Examiners

Faculty of Teacher Training and Education

Muhammadiyah University of Surakarta

on August 4<sup>th</sup> 2022

Team of Examiners:

1. Prof. Dr. Endang Fauziati, M.Hum. (Chair Person) 
2. Dr. Malikatul Laila, M.Hum (Member 1) 
3. Drs. Djoko Srijono, M.Hum (Member II) 



Erica Kusuma Mayangsari, M.Pd.

NIDN. 0007015002

### PERNYATAAN

Dengan ini saya menyatakan bahwa dalam publikasi ilmiah ini tidak terdapat karya yang pernah diajukan untuk memperoleh gelar kesarjanaan di suatu perguruan tinggi dan sepanjang pengetahuan saya juga tidak terdapat karya atau pendapat yang pernah ditulis atau diterbitkan orang lain, kecuali secara tertulis diacu dalam naskah dan disebutkan dalam daftar pustaka.

Apabila kelak terbukti ada ketidakbenaran dalam pernyataan saya di atas, maka akan saya pertanggungjawabkan sepenuhnya.

Surakarta, 21 Agustus 2022

Penulis



Erica Kusuma Mayangsari

## **AN ANALYSIS OF HATE EXPRESSION ON GOTHAMCHESS INSTAGRAM COMMENTS: PRAGMATIC STUDY**

### **Abstrak**

Ungkapan kebencian adalah kata-kata, perilaku, dan tulisan yang digunakan oleh individu atau kelompok untuk memprovokasi, menghasut, atau menghina individu atau kelompok lain. Bagi seseorang yang mengalami ekspresi kebencian, hal itu dapat berdampak signifikan secara mental dan fisik. Penelitian ini bertujuan untuk mengidentifikasi kategori, strategi, dan fungsi dari ekspresi kebencian yang terdapat pada kolom komentar pada akun Instagram Gothamchess. Objek penelitian ini adalah ekspresi kebencian pada kolom komentar pada akun Instagram Gothamchess. Penelitian ini menggunakan teori Mondal untuk mengidentifikasi kategori ekspresi kebencian dan teori Culpeper untuk mengidentifikasi strategi dan fungsi ekspresi kebencian. Penelitian ini merupakan penelitian deskriptif kualitatif dengan pendekatan analisis isi. Teknik pengumpulan data dalam penelitian ini adalah dokumentasi yang dilakukan dengan langkah-langkah sebagai berikut: mencari akun Instagram Gothamchess dan komentarnya, mengidentifikasi dan mengumpulkan ekspresi kebencian yang ditemukan, dan menganalisis data yang dikumpulkan. Penelaahan data dibagi menjadi empat langkah: pengumpulan data, kondensasi data, tampilan data, dan penarikan kesimpulan. Hasil penelitian menunjukkan lima kategori: ras, perilaku, fisik, seksual, dan kecacatan. Strategi yang digunakan adalah 4: ketidaksantunan langsung, ketidaksantunan positif, ketidaksantunan negatif, dan ketidaksantunan sarkasme atau tiruan. Fungsi strategi yang digunakan ada 2, yaitu ketidaksantunan afektif dan ketidaksantunan menghibur. Kesimpulannya, para pengguna Instagram yang mengikuti Gothamchess lebih suka mengungkapkan kebencian mereka secara langsung demi kepuasan diri.

**Kata kunci:** Gothamchess, Ekspresi Kebencian, Ketidaksopanan, Strategi Ketidaksopanan

### **Abstract**

Hate expression is words, behaviors, and writings used by individuals or groups to provoke, incite, or insult other individuals or groups. For someone who experiences hate expression, it can significantly impact mental and physical harm. This study aims at identify; the categories, strategies, and functions of hate expressions found in the comments column on Gothamches's Instagram account. The object of this

research was the hate expression in the comments column on Gothamches's Instagram account. This study used Mondal theory to identify the categories of hate expression and Culpeper theory to identify the strategies and function of hate expression. This research was a descriptive qualitative study with a content analysis approach. The data collection technique in this research was documentation which was done by the following steps (1) look for the Gothamchess Instagram account and its comments, (2) identifying and collect the hate expression found, and (3) analyzing the data collected. Examining the data was divided into four steps: data collection, data condensation, data display, and concluding. The results showed five categories: race, behavior, physical attack, sexual orientation, and disability. The strategies used were four: bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. The function of the strategy used was two, namely affective impoliteness and entertaining impoliteness. In conclusion, the Instagram users who follow Gothamchess prefer to express their hatred directly for self-satisfaction.

**Keywords:** Gothamchess, Hate Expression, Impoliteness, Impoliteness Strategy

## 1. INTRODUCTION

The most basic form of human communication is language. Language expresses meaning, ideas, or thoughts to other people through sounds, symbols, and words. The study of how people exchange meanings through language and as a system for expressing meaning in context. The study of language meaning is known as pragmatics in linguistics. According to (Mey, 2001), "pragmatics is the study of how human beings use their language in communication, which is based on a study of those premises and determines how they affect and effectualize human language use." People use their words to perform actions when they speak because language is used to perform actions that impact the listener and explain words. Speech acts are actions that are performed through utterances.

Speech acts are a form of pragmatics where people speak with intent rather than just using words or phrases. There is a phrase that people use when they speak. The speaker's facial expressions are a part of expressive speech acts. Many expressions are used in expressive speech acts, including arguing, thanking, criticizing, hating, Etc. In this study, the researcher focuses on analyzing the expression of hatred as one of the expressive speech acts. Hate expression is defined as an act committed by individuals or groups in the form of provocation, incitement, insults, blasphemy, defamation, and the spread of lies about race, skin color, gender, ethnicity, physical disability, sexual orientation, citizenship, religion, and other factors (Subyantoro & Apriyanto, 2020).

Instagram is one of the most popular social media platforms today. Instagram is a social media platform that allows users to share and upload photos to other users (Rahman, 2014). Mursito (2006) was defined as Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them with a variety of social networking services, including Instagram's own. Instagram also has a comment

field, allowing anyone to express their thoughts, whether positive or negative. Looking at the comments section, we will see some harsh words, insults, or defamation, which may incite hate speech. With the advancement of existing technology, social media has emerged as one of the new media platforms for people to freely communicate and express themselves. There is a gap that allows both positive and negative impacts to enter where there is freedom. The issue of communication ethics is becoming more prevalent as technology advances. Hate expression is one example, and the number of cases on online platforms continues to rise, creating a phenomenon that is causing concern about its impact on the world.

For instance, consider the Instagram account Gothamchess, whose case went viral on social media. This case happened because of his defeat in the online chess match Chees.com on March 2, 2021, against Dewa\_kipas from Indonesia. Not accepting the defeat, Gothamchess considered that Dewa\_kipas was cheating in the match; this triggered Gothamchess fans to report the Dewa\_kipas account on Chess.com. Because of that incident made Ali Akbar, the son of Dewa\_kipas, angry and wrote his story about Dewa\_kipas on his Facebook, which went viral. After reaping the controversy, netizens were furious and affected Gothamchess's social media, including Instagram.

Previous research (Yuliyanti et al., 2020) discussed the analysis of hate speech against Netizen comments on Najwa Shihab YouTube channel in previous research. In this study, the analyst wanted to know the hate speech and illocutionary acts of Netizen comments on the Najwa Shihab YouTube channel. The result of the study analysis found there were nine forms of hate speech. Two types of hate speech were identified as the most common speech styles used by the public when leaving comments on social media. "Form of Hate Speech, Assertive Speech - Insult" and "Form of Hate Speech, Assertive Speech - Defamation" were the forms of the speech. Another previous study was by (Jassim & Ahmed, 2021). The study discusses Racial hate speech in Rwandan newspapers. The study tried to identify the speech acts employed in the newspaper. The result of the study shows the main findings are that directives are the most commonly used in the dissemination of racial hate speech, and indirect speech acts outnumber direct speech acts.

This current study is different from those previous studies, previous studies only discussed the types of expressions of hatred and what types were most often used, and this became a research gap from previous research. Meanwhile, this current study tries to examine the categories of hate expression, hate expression strategies, and the function of hate expression. The current study aims to enrich, complete, and extend the previous studies containing categories, strategies, and functions of hate expression. The researcher analyzes it based on Mondal (2017), Culpeper (1996), and Culpeper's (2011) theory. According to the explanation above, conducting this research is essential. The objectives of the research are (1) to find out the categories of hate expressions used on Gothamches's Instagram account, (2) to find out the strategies of hate expression used on

Gothamchess Instagram account, and (3) to find out the function of hate expression is used on Gothamchess Instagram account.

## **2. METHOD**

This study uses a qualitative research design and uses a content analysis approach. Content analysis (CA) is a research method for interpreting the (often unstructured) content of messages, whether they are texts, images, symbols, or audio data. The subject of this study was the Instagram users, especially haters on the Gothamchess Instagram account. The object of this research was the hate expression in the comments column on Gothamchess's Instagram account. The data were the utterance of hate expressions excerpted from the Gothamchess Instagram comment column. To collect the data researcher uses the documentation technique in content analysis. Documentation is a technique of collecting data by collecting and analyzing documents, both written documents, pictures, and electronic documents (Sukamadinata, 2007). The data were obtained through selecting the comments on Gothamchess Instagram account and then the researcher analyzed the data based on approach by Miles, Huberman, and Saldana's (2014). The first step is data collecting by looking for the Gothamchess Instagram account and its comments. Next is the data display step by coding the utterances containing impolite utterances or hate expressions. The last step is drawing the conclusion step by explaining the utterances that contain impolite utterances or hate expressions.

## **3. RESULT AND DISCUSSION**

### **A. Strategies of Hate Expression**

The findings of this study indicate five categories of hate expression on Gothamchess's Instagram account: race, behavior, physical, sexual, and disability.

#### **a. Race**

Race epistemologies, or what we know about race and racism, are rooted in profoundly different experiences for whites and people of colour, with some experiencing everyday racism and others enjoying the privilege of ignoring it. The researchers found two hate expressions in the race category, both of these findings are racial hate expressions on skin colour. The example is "Are you calling white supremacists out?" (RCC) the term of "*white supremacists*" refers to Gothamchess skin colour because he is from New York, United States. In this case, Gothamchess could not accept his defeat and considered his opponent Dewa\_Kipas from Indonesia have cheated in their match on chess.com. According to Merriam Webster dictionary "*white supremacists*" is a person who believes that white people are inherently superior to other races and those white people should have authority over people of other races.



b. Behavior

Hate expression on behaviour is observable and measurable actions, activities, or processes are frequently initiated in response to either internal or external stimuli. The researchers found two hate expressions in the behaviour category. The term "liar/lies" were found in both hate expression in this category. The example from the data is, "*You're keeping the fight and lies up so that you can get your supporters to contribute to your pot of money.* (BHV) The longer and louder you fight, the more money you get-you are not the stupid ones they are." The term "lies" is a category of behaviour. So the sentence "*You are keeping the fight and lies up so that you can get your supporters to contribute to your pot of money.*" means that Gothamchess keep lying to his fans, so he keeps getting money. It was lying (intentionally telling an untruth) and stealing (taking what does not belong to you) are dishonest behaviors that violate social norms.

c. Physical

Hate expression in physical insulting, such as physical appearance, body size, abnormal facial features, and body movement. In these categories of hate expression, the researcher found twenty-one utterances containing physical hate expressions. The findings show eight utterances about-face, eleven utterances about equate like an animal and two utterances about ugly. The example is, "*Stay wear a mask, cover ur face cause it so horrible and uglyyy*" (PSY). The sentence contained physical hate expressions. The Instagram user said that Gothamchess's face was ugly and horrible, so he had to keep his face covered with a mask. Saying someone's face is ugly and terrible is a form of physical hatred. From all the explanations above, all these comments contain hate speech towards the physical because it insults physical appearance, body size, abnormal facial features, and body movement.

The other examples from the data can be observed in the following:

- (1) *Goat* (PSY)
- (2) *White face, but ugly spotty, pig-shaped hair* (PSY)

d. Sexual

Sexual hate expression is instigating hatred or hatred toward other people who have a sexual orientation so that they are discriminated against. From the data, the researcher found two utterances contained sexual hate expressions about "gay". The example from the data is, "*You are gay*" (SXL) this utterance clearly says that Gothamchess is gay. The commenter angry and says that Gothamchess is a gay when he is clearly marry a woman. According to Merriam Webster, "gay" refers to two people of the same gender who are in love with each other – two men. It can be concluded that the utterance of gay in the data found is a sexual hate expression.

e. Disability

Hate expression in disability is displaying hatred or hatred toward people with disabilities resulting in restrictions, obstacles, difficulties, and the reduction or elimination of people with disabilities' rights. From the data were found seven utterances containing hate expressions on disability. The example is, "*Tell your idiot fans, for do not report the one who beat you, or we will report your account, fuck you.*" (DBL) According to the Longman Dictionary idiot is someone who is mentally ill or has a low intelligence level. So in the term "*Tell your idiot fans,*" the commenter meant to say that Gothamchess fans are an idiot.

The other examples from the data can be observed in the following:

- (1) *YOUR FANS FUCKING IDIOT BRO* (DBL)
- (2) *@gothamchess has a TOXIC FANS lmao, you're all should shame idiot fans! PEPEK* (DBL)

Tabel 1. Summarizes of the outcomes on the categories on the Gothamchess Instagram account.

No.	Category	Number of Cases	Percentage
1.	Physical	21	61.76%
2.	Disability	7	20.60%
3.	Race	2	5.88%
4.	Sexual	2	5.88%
5.	Behavior	2	5.88%
Total		34	100%

The findings indicate five categories of hate expression on Gothamchess's Instagram account. This current finding is not corresponding with Mondal et al. (2017) theory. Mondal et al. (2017) stated ten categories of hate expression: race, behavior, physical, sexual orientation, class, gender, ethnicity, disability, religion, and others. Meanwhile, this finding only found five categories of hate expression: race, behavior, physical, sexual, and disability. The categories of class, gender, ethnicity, religion and other do not found in the data source. The writer assumes the other categories do not appear because the Instagram users who wrote comments on the Gothamchess Instagram account are focusing on the photos Gothamchess uploaded where he shows his physique.

This study does not correspond with Akhyar (2017) finding because he only found four of ten categories: other, behavior, physical and sexual orientation. These current findings found 5 of 10 categories of hate expression as there is no race and disability found in Akhyar's research finding. The writer assumes the other categories are not found because the Instagram users are giving hate speech that has nothing to do with context on comments meant to be ridiculed. This study also does not correspond

with Riyadisty (2022) finding because she found 6 of 10 categories of hate expression: behavior, class, disability, ethnicity, religion, and gender. The writer assumes the other categories are not found because of the difference in the data source.

From the phenomenon above, the researchers hypothesize that uttering hate speech, including hate expression, is unavoidable on social media, and the commenters on Gothamchess's Instagram account do not use all categories but only five categories, namely race, behavior, physical, sexual, and disability.

## **B. Strategies of Hate Expression**

This finding indicates four of five strategies of hate expression found in Gothamchess's Instagram account: Positive Impoliteness, Bald on record, Negative Impoliteness, and Sarcasm or Mock Impoliteness.

### **a. Bald on Record Impoliteness**

Bald on Record Impoliteness is done when the speaker intends to ruin the hearer's face so that an impolite utterance will be made. Its most common tactic is to express impolite thoughts or comments. The researcher found 17 utterances containing hate expressions using bald on record impoliteness in this study. Bald on record impoliteness is performed directly, clearly, unambiguously, and concisely.

The example is, "*u called yourself a pro player? Please just k1ll urs3lf then*" (BRI). The italicized words above show a clear face-threatening act, and we can directly know to whom those utterances are addressed for "u and urself" here is Gothamchess. The Instagram user is angry because he cannot accept his defeat in his last match with Dewa\_Kipas on chess.com. The next example is, "*Your Sucks!*" (BRI) the Instagram user is saying clearly and unambiguously his annoyance to Gothamchess. Furthermore, "*Shame on you bitch you are let your fans reporting when you lose with the old man from indonesia*" (BRI). The Instagram user expressed frustration with Gothamchess because he let his fans report Dewa\_Kipas's chess account on chess.com.

According to the data presented above, all of the utterances addressed by Instagram users were clear, direct, unambiguous, and to the point. There are no words that could be misconstrued. Everything was clear and easy to understand.

The other examples from the data can be observed in the following:

- (1) *SHAME ON YOU, AND YOUR FCKN IDIOT FANS* (BRI)
- (2) *He has the most stubborn fansbas all ofver twitch. If you lose, you lose. No cheat that cam activated on chess.com you stupid!* (BRI)

### **b. Positive Impoliteness**

Positive impoliteness: it is done to ruin the hearer's positive face want (his desire to be welcomed) by employing 8 (eight) sub-strategies: (a) Dissociate from the other or insulting others, not interested in and being antipathy toward others (b) rejecting others' reasons, (c) selecting "sensitive or undesirable topic" to be discussed, (d) employing

"inappropriate identity markers", (e)call the other name (f) using ambiguous language and slipping secrets into the conversation; and (g) using "taboo words." The researcher found two sub-strategies of hate expression on positive Impoliteness used by Instagram users after classifying the data using Culpaper's (1996) theory: call the other name, and use the taboo word. The findings show forty-nine utterances containing positive Impoliteness, thirty utterances containing call the other name and nineteen utterances containing fuse taboo word.

The first hate expression in positive impoliteness is calling the other name. The first example of calling the other name is, *"Fuck you losers"* (CLN) the term *"losers"* refers to Gothamchess. This sentence can be positive Impoliteness because the Instagram user tried to ruin the hearer's face want. The Instagram user calls Gothamchess a losers because he cannot accept his defeat. Furthermore, the other example of calling the other name found in Gothamchess's comment is *"Loser clown and Nooob "*.The way the Instagram user calls Gothamchess with the other name is designed to harm the addressee's positive face.

The second sub-strategies found in positive impoliteness is the use of taboo words. Taboo topics include sex, death, illness, excretion, bodily functions, religious matters, and the supernatural. Examples of the taboo word found on Gothamchess's Instagram account are *"Fuck u," "SHAME ON YOU, AND YOUR FCKN IDIOT FANS, "and "Shame on you bitch you are let your fans reporting when you lose with the old man from indonesia. "* (TBW)

The other examples from the data can be observed in the following:

- (1) *LOL already lost, not admitting defeat, you only noob* (CLN)
- (2) *Have some shame and fix your goddamn fans!* (TBW)

#### c. Negative Impoliteness

Negative Impoliteness is used to attack the hearer's negative face want (his desire not to be imposed) by employing four (four) sub-strategies: (a)Condescend, scorn, (b) frighten, (c) ridicule, and (d) physically or metaphorically invade the hearer's space. The researcher found two sub-strategies of hate expression on negative Impoliteness used by Instagram users after classifying the data using Culpaper's (1996) theory: condescend, and frigthen. The finding show 10 utterances containing negative impoliteness, 7 utterances contain to condescend, and 3 utterance contain to frighten.

The first example of negative impoliteness in condescending is, *"Public figure with toxic fans lol "* (CDN). The sentence is condescending because the Instagram user said Gothamchess has toxic fans while laughing. The term "lol" means "laugh out loud". The Instagram user does an impoliteness strategy with condescending; he attacks Gothamchess with negative face wants.

Next, the example of frighten is, *"YOU HAVE SMART BRAIN BUT STUPID FANS... SHAME ON YOU... wait for Indonesia Netizen's Attack..."* (FGH). The

Instagram user attacked Gothamchess with negative face wants. He frightens Gothamchess that something worst will happen to him because of his stupid fans; Indonesia netizen's attack.

The other examples from the data can be observed in the following:

- (1) *Arogant chess player, with retard fans* (CDN)
- (2) *Waiting of ful comment from indonesian netizen, please educate ur fans dude..* (FGH)

#### d. Sarcasm or Mock Impoliteness

Speaking in a sarcastic or mock impolite manner involves using one or more sub-strategies that appear to be agreeable and acceptable on the surface but actually have the exact opposite meaning. The researcher found three utterances containing sarcasm or mock impoliteness. The first example is,

*"gotham: "hey my fans i live on twitch and play chess online, see my apponent is @dewa\_kipas let's tell him" few minutes later*

*Gotham: ~maybe I should tell my fans that @dewa\_kipas uses a cheat so that I'm not ashamed to be seen by my thousands of fans~*

*Gotham: "Hey it looks like @dewa\_kipas uses a cheat"*

*Gotham fans: "Yes he used a cheat, let's report his account"*

*This is a conversation between the nubs and their idiot fans, where they do not acknowlegde the greatness of their opponents."* (SMI) In the comments, Instagram user tried to imitate what Gothamchess did, but the intent of the comments was to making fun what Gothamchess did. The second is *"\*Me getting ready to read the hate comments\*"* (SMI). This comment means that the Instagram user wants to say that he expects Gothamchess to get hate comments on his Instagram account. Third, *"Grow up BIG BABY.. you lost BIGTIME. And you know it.."* (SMI) An Instagram user wrote the sentence to make fun of Gothamchess' age. Nevertheless, in that comment, the commentator seemed to liken Gothamchess to a baby, even though he just wanted to make fun of Gothamchess' age.

Tabel 2. Summarizes the outcomes of the strategies on the Gothamchess Instagram account

No.	Strategies	Number of Cases	Persentage
1.	Positive Impoliteness	49	62,02%
2.	Bald on record	17	21,51%
3.	Negative Impoliteness	10	12,67%
4.	Sarcasm	3	3,80%

Total	79	100%
-------	----	------

This finding indicates four of five strategies of hate expression found in Gothamchess's Instagram account: Positive Impoliteness, Bald on record, Negative Impoliteness, and Sarcasm or Mock Impoliteness. This finding is in line with Shinta (2018), Pasaribu (2021), Bustan & Alakrash (2020), Siahaan (2019), Muazzaro & Dewanti (2020), Hadi (2020), Ananda (2021) and Zhong (2018) research findings. They also found four strategies of hate expression in their result. In these findings, neither hate speech strategy was found on withhold politeness. The writer believes the same findings on the strategies of hate expression found in the finding because the strategies withhold politeness only occurred in spoken language.

While, this current findings not corresponding with Pratama (2020), Zuhra (2021) and Yaniar (2017) because they found 5 of 5 strategies of hate expression in their findings: Positive Impoliteness, Bald on record, Negative Impoliteness, Withhold Politeness, and Sarcasm or Mock Impoliteness. These current findings only found 4 of 5 strategies of hate expression as there is no withhold Politeness found. The writer assumes that the different result of this study because the data used in this study there is no direct conversation or spoken language.

From the phenomenon above, the researchers hypothesize that the positive impoliteness strategy is the most widely used by Instagram users on the Gothamchess Instagram account. Instagram users prefer to express their hate expressions by ruining Gothamchess's positive face.

### C. Function

The findings indicate two functions of hate expression on Gothamchess's Instagram account: Affective Impoliteness and Entertaining Impoliteness.

#### a. Affective Impoliteness

Affective impoliteness is the targeted display of intensely increased emotion, such as anger, implying that the target is responsible for the negative emotional state. When a speaker expresses his feelings to the listener negatively, it is known as affective impoliteness. The researcher found 23 utterances containing hate expressions with the Affective Impoliteness function in this study.

The first example is, " *Fuck you, you banned account from indonesia player @gothamchess* " (AMS). It showed that the Instagram user is angry with Gothamchess because he banned the account chess player from Indonesia. These words can impact Gothamchess as someone who is given comments, and others who read it can also dislike and be angry with Gothamchess.

The other example is, "*Tell your fans to stop being fanatic. It's annoying! Someone dad's got reported from chess.com because of your fan, the only way to make situation better is you*" (AMS). The sentence is included in the category of effective impoliteness because the sentence contains someone's assumptions that can influence other people who read to agree with him.

The other examples from the data can be observed in the following:

- (1) *THIS GUY LOSE FROM INDONESIAN PLAYER FROM STREAM, AND INDONESIAN PLAYER GOT BANNED FOR WINNING, WTF* (AMS)
- (2) *Hey noobs, lose chess against indonesia player than ur fucking fans report his account? What a shame man* (AMS)

#### b. Entertaining Impoliteness

Entertaining impoliteness is when a person or speaker makes fun of and insults another person to amuse themselves. In other words, entertaining impoliteness is when a speaker intentionally hurts or ridicules the listener to amuse themselves; this is also known as taking advantage of the listener's feelings. The researcher found 16 utterances containing hate expressions with the functions of Entertaining Impoliteness.

The first example is, "*Fcking clown hahahaha*" (EMS). A clown is an entertainer who wears heavy makeup and odd-looking clothing. In that sentence, the commenter said that he laughed while he said clown, but what he meant was laughing is making fun of Gothamchess. The second is, "*LOL already lost, not admitting defeat, you only noob*" (EMS). In that sentence, the Instagram user laughs at Gothamchess because he cannot accept defeat; he also says that Gothamchess is a coward. The third is, "*R u wearing a diaper?*" (EMS). Commenters wrote the sentences above to entertain themselves and others with their words but to hurt Gothamchess's feelings.

The other examples from the data can be observed in the following:

- (1) *Haha loser* (EMS)
- (2) *You showered w your daughter?!* (EMS)

Tabel 3. The summarizes of the outcomes the function on Gothamchess Instagram account.

No.	Function	Number of Cases	Percentage
1.	Affective Impoliteness	23	58.98%
2.	Entertainig Impoliteness	16	41.02%

Total	39	100%
-------	----	------

The findings indicate two functions of hate expression on Gothamchess's Instagram account: Affective Impoliteness and Entertaining Impoliteness. This finding is in line with Permata & Siahaan (2019), Savitri (2018), and Ananda (2021) that Affective Impoliteness is the most function of hate expression used. The writer assumes the use of high affective impoliteness because the commenter feels angry and disappointed.

The researcher categorized the function of hate expression on Gothamchess's Instagram account used Culpeper's (2011) theory to achieve the objectives of this research. While, this current finding is not corresponding with Culpeper's (2011) theory. Culpeper ( 2011 ) stated three functions of hate expression: affective impoliteness, coercive impoliteness, and entertaining impoliteness. Meanwhile, this finding only found two functions of hate expression: affective impoliteness and entertaining impoliteness. The writer assumes affective impoliteness and entertaining impoliteness found in this finding is to make personal satisfaction.

The high percentage of affective impoliteness function is evidence that most commenters do not intend to lead or use their positions as an excuse, according to the researchers' hypothesis about the abovementioned phenomenon.

Summarized in this chapter, Instagram users give hateful expressions by using physical words, giving direct and unambiguous expressions of hatred to damage the positive face of the recipient. This is supported by research results which show that the category of physical hate speech is the most frequently used by Instagram users. Then, Instagram users expressed their hatred by destroying Gothamchess' positive face. This shows that the function of the expression of hatred to show affective impoliteness is the function that is most often found.

#### 4. CONCLUSION

In the first research question, this study found five categories of hate expression proposed by Mondal et al. ( 2007 ) theory in Gothamchess's Instagram account. The categories are race, behaviour, physical, sexual, and disability. The Instagram users on the comment section Instagram account Gothamchess tend to use physical categories for the hate expression. In the second research question, this study found four strategies of hate expression which appear on Gothamches's Instagram account; Bald on Record Impoliteness,



Positive Impoliteness, Negative Impoliteness, and Sarcasm. Instagram users directly attack the face of the listener or target to spoil the positive face or gain power. In the last question, affective and entertaining impoliteness appears in the functions of hate expression on Gothamches's Instagram account. This function is used in this research because Instagram users can easily convey their feeling by talking to the target by using this function. For example, to display the emotions of the Instagram users, such as disappointment and anger.

Based on the finding above, it can be concluded that the Instagram users who follow Gothamches prefer to express their hatred directly for self-satisfaction. They frequently employ repetitive categories and a straightforward, unambiguous strategy to make their hateful messages clear and easy to comprehend.

## BIBLIOGRAPHY

- Akhyar, F. T. (n.d.). *REACTS TO US ELECTION RESULT " VIDEO IN THE INDEPENDENT YOUTUBE CHANNEL. 2017.*
- Al-Hiti, Q. J. R. (2019). Journal of Tikrit University for Humanities. *Journal of Tikrit University for Humanities*, 26, 1–27.
- Ananda, R. (2021). UNIVERSITAS SUMATERA UTARA Poliklinik UNIVERSITAS SUMATERA UTARA. *Jurnal Pembangunan Wilayah & Kota*, 1(3), 82–91.
- Bustan, E., & Alakrash, H. M. (2020). An Analysis of Impoliteness Strategies Performed by Donald Trump Tweets Addressing the Middle East Countries. *Global Journal of Social Science and Humanities*, 1(3), 66–74. <http://www.gsjpublications.com/gjssh15919833.pdf>
- Hadi, S. (2020). *IMPOLITENESS STRATEGIES IN UFC PRESS CONFERENCE.*
- Muazzaro, V., & Dewanti, A. (2020). Impoliteness Strategies in Donald Trump's Speech. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(4), 100–110. <http://sdl.edu.sa/middleware/Default.aspx?USESDL=true&PublisherID=AllPublishers&BookURL=https://sdl.idm.oclc.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edo&AN=147767062&site=eds-live>
- Nasution, M. M., Izar, J., & Afifah, I. H. (n.d.). <https://ejournal.unida-aceh.ac.id/index.php/jetli> AN ANALYSIS OF HATE SPEECH AGAINST K-POP IDOLS AND THEIR FANS ON INSTAGRAM AND TWITTER FROM THE PERSPECTIVE OF PRAGMATICS 1\*. 91–99. <https://ejournal.unida-aceh.ac.id/index.php/jetli>
- Pasaribu, A. N. (2021). Hate Speech on Joko Widodo's Official Facebook: an

- Analysis of Impoliteness Strategies Used By Different Gender. *ELTIN JOURNAL, Journal of English Language Teaching in Indonesia*, 9(1), 56–64.
- Permata, I., & Siahaan, S. (2019). *Impoliteness Strategies Used By Haters of Lady Gaga in Her Instagram Comments : a Pragmatic Analysis a Thesis* (Issue 150705044).
- Pratama, M. R. (2020). *The gender different on the use of impoliteness strategies in the big wedding movie thesis*.
- Riyadisty, A. P., & Fauziati, E. (2022). *Hate Expression Found on Twitter as a Response to Meghan Markle*. 8(1), 45–51.
- Savitri, A. I. (2018). Impoliteness and Rudeness in Sawungkampret Comics by Dwi Koendoro. *Culturalistic: Journal of Cultural, Literary and Linguistic Studies*, 2(1), 14–22.  
<https://ejournal2.undip.ac.id/index.php/culturalistics/article/view/1882>
- Shinta, V. M., Wahyuni, D., & Padang, U. N. (2018). Impoliteness Strategies Used By Supporters and Detractors of Ahok in Their Online Comments By Gender. *E-Journal of English Language & Literature*, 7(1), 225–236.
- Subyantoro, S., & Apriyanto, S. (2020). Impoliteness in Indonesian Language Hate Speech on Social Media Contained in the Instagram Account. *Journal of Advances in Linguistics*, 11, 36–46. <https://doi.org/10.24297/jal.v11i.8655>
- Yaniar, D. (2017). *IMPOLITENESS STRATEGIES IN PITCH PERFECT AND PITCH PERFECT 2 MOVIES FACULTY OF LETTERS AND HUMANITIES SYARIF HIDAYATULLAH STATE ISLAMIC UNIVERSITY*.
- Yuliyanti, T., Subyantoro, S., & Pristiwati, R. (2020). Form of Hate Speech Comments on Najwa Shihab Youtube Channels in The General Election Campaign of President and Vice President of The Republic of Indonesia 2019. *Seloka: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 9(3), 254–263. <https://doi.org/10.15294/seloka.v9i3.42513>
- Zhong, W. (2018). Linguistic Impoliteness Strategies in Sina Weibo Comments. *International Journal of Linguistics & Communication*, 6(2), 35–46.  
<https://doi.org/10.15640/ijlc.v6n2a4>
- Zuhra, S. (2021). *The analysis of impoliteness strategies in American Presidential debate 2020*. <http://etheses.uin-malang.ac.id/id/eprint/30549>