

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



RESEARCH PAPER

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

by

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

RESEARCH PAPER

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This research paper was presented for a bachelor's degree at a university, and I therefore declare that it is entirely my own work. The only exception are those instances in which writing is referred to in the manuscript and noted in the literary review and bibliography.

However, the researcher will bear full responsibility if any of the aforementioned statements are inaccurate.

Surakarta, July 25th 2022

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DEDICATION

This research was dedicated by the researcher paper to:

1. Luminous, kind, and strong me,
2. My beloved parents, Supriyanto, Daruminingsih, and Bayu Nur Rawindra.

MOTTO

“Keep being the color even for the blind.”

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Erica Kusuma Mayangsari

ABSTRAK

Erica Kusuma Mayangsari/ A320180288, AN ANALYSIS OF HATE EXPRESSION
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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

Erica Kusuma Mayangsari/ A320180288. **AN ANALYSIS OF HATE EXPRESSION
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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*

TABLE OF CONTENT

APPROVAL.....	i
ACCEPTANCE	ii
TESTIMONY.....	iii
DEDICATION	iv
MOTTO	v
ACKNOWLEDGMENT.....	vi
ABSTRAK	viii
ABSTRACT	ix
TABLE OF CONTENT	x
CHAPTER I	1
INTRODUCTION	1
A. Bacground of The Study	1
B. Promblem of the Study	5
C. Research Objective.....	5
D. Significance of the Study	5
CHAPTER II.....	7
LITERATURE REVIEW	7
A. Underlying Theory	7
1. Pragmatic.....	7
2. Speech Act	9
3. Hate Expression	12
4. Linguistic Impoliteness	14
B. Review of Previous Study	17
1. Previous Study	17
2. Position of Current Study.....	23
CHAPTER III.....	25
RESEARCH METHOD	25
A. Research Type.....	25
B. Research Object	26
C. Research Subject	26
D. Data and Data Source.....	26
E. Method of Collecting Data.....	26

F. Data Validity	27
G. Technique for Analyzing Data	27
CHAPTER IV	30
FINDING AND DISCUSSION.....	30
A. Finding	30
1. Categories of Hate Expression	30
2. Strategies of Hate Expression	34
3. Function of Hate Expression.....	40
B. Discussion	43
CHAPTER V	46
CONCLUSION, IMPLICATION, SUGGESTION.....	46
A. Conclusion.....	46
B. Implication	47
C. Suggestion	47
REFERENCES	49
APPENDIX	54