

CHAPTER I

INTRODUCTION

A. Background of the Study

Speaking is one of many ways for people to communicate with each other. The medium which is used for communication is language. People in the world use it for communication with their friends, families, or the others. One of the functions of language in speaking is to give opinion. In their daily life, people always give their opinion as speaking part, it can be praising, hating, criticizing, commenting, etc. It is always be the human's part in the social life.

People who speak must have the intention or the meaning of the utterance. There is a science which studies the language meaning, namely pragmatics. According to Yule (2017:362) pragmatics is a study of the unnoticeable word which is the word is actually written or said by the speaker. The speaker has to try make a good communication to make the listener understands with the utterance. The clear communication will be happened, if the listener knows the context of utterance. Levinson (1983:9) states that pragmatics is the study about the relation between language and the context. Pragmatics consist of some aspects, that is context, deictic, presuppositions, implicature, maxim, and speech acts.

In one of pragmatic's scope, speech act, there is a little part which is often seen by people, that is hate speech. It is the dislike expression that sometimes people address to someone who has a bad attitude or with the purpose to break the heart of the reader or listener. According to ElSherief, et al (2018:42) hate speech is a speech that can defame the other people. In the modern period, hate speech is not only spoken directly, but also indirectly. Hate speech has many types, namely race, behavior, physical, class, gender, ethnicity, religion, and disability. Hate speech is also posted in social media by social media users.

Social media is one of media which can be place for people give hate comments. The owner of social media is varied level, age, etc. It can be a children, teen, president, actor, etc. There is also virtual tabloid, it is not the account of personally, it is an account of such mass media which focuses on the spreading news of famous people or public figure, government, phenomenon, etc. It is very common seen in the visual tabloid that has post the article which is related with the public figure has many comments, include hate comments. Over time, the hate comment of the social media user is very terrifying. They do not only giving hate speech for what the public figure do but they can do like body shamming too. Now, the kinds of social media which is very famous are instagram, twitter, facebook, youtube, etc.

The example of public figures that have hate comments for their activities that has posted in the visual tabloid are Prince Charles and her wife, Camilla. They are part of the Royal Family. Prince Charles is called Prince of Wales. He was married with Lady Diana Spencer in 1981. From this marriage, Prince Charles has two sons namely Prince William and Prince Harry. Prince Charles and Lady Diana got divorce in 1996 and then he married Camilla Parker in 2005. Camilla Parker is called Duchess of Cornwall. Before she got married with Prince Charles, in 1973 she had married with Andrew Parker Bowles but they got divorce in 1995. From the first marriage, Camilla and Andrew have two children, namely Thomas Henry Charles Parker Bowles and Laura Rose Parker Bowles. Then, in 2005 Camilla got married with Prince Charles.

The relationship between Prince Charles and Camilla is controversial. It is happened because the relationship had happened before and during the marriage of Prince Charles with Lady Diana and Camilla with her husband, Andrew. The death of Lady Diana has mentioned that it has relation with their relationship too. Until now, their relationship has many hating comments by the citizen of England. Especially, now, there is a plan from the Queen Elizabeth II to give the throne to Prince Charles. Mostly, the citizens disagree

and still talking about their past relationship and the death of Lady Diana who is believed has relation with the Prince Charles and Camilla Parker.

The previous studies which have mostly relation to this current study, are Virginia and Olanrewaju (2017) who has researched hate speech on the magazine and newspaper , Alabi and Aleyoja (2019) who have researched the hate speech on the Nnamdi Kanu's speech , Iswatiningsih, et al (2019) who have researched the hate speech on Instagram, Facebook, and News Portal, Subyantoro and Apriyanto (2020) who have researched on the Instagram and Facebook, and Wiana (2019) who has researched on the Facebook. The previous studies above, mostly have researched the hate comment on the personal account of social media. This current study has position in completing the previous study since this study researches on the visual tabloid. That's why the research of hate speech addressed to Prince Charles and Camilla Parker is important because there are a lot of comments that hate the past relationship between them in visual audio tabloid. This research uses the Mondal, et al ([2017 for hate speech theory and speech act theory by Kreidler \(2002\)](#)).

B. Problem Statement

The focuses of this research are:

1. What are the types of hate speech addressed to Prince Charles and Camilla by the social media users?
2. What are the intentions of the hate speech addressed by the social media users to Prince Charles and Camilla?

C. Objectives of the Study

From the problem statement above, the objectives of the study are:

1. To describe the types of hate speech addressed to Prince Charles and Camilla by the social media users.
2. To clarify the intentions of the hate speech addressed by the social media users to Prince Charles and Camilla.

D. Benefits of the Study

1. Theoretical Benefit

The researcher hopes this research will enrich the knowledge in pragmatics and hate speech in social media, especially in visual audio tabloid.

2. Practical Benefit

a. Pragmatics Lecturer

This research can be reference in giving material about pragmatics, especially in hate utterance.

b. Further Researcher

The researcher hopes this research is useful for the further researcher in applying the theory of hate speech and the intention. Not only that, this research can inspire the future researcher who wants to research in the same topic.