

## CHAPTER I

### INTRODUCTION

This chapter gives an overview of the background of the study, limitation of the study, research question, objective of the study, and benefit of the study.

#### A. Background of the Study

Language is a very important role in human's life. In general, language is used to convey the messages, to interact with others, to express a lot of ideas as well as to achieve their desired intention.. Language is the most fundamental means of human communication. Language is considered to be a system of communicating with other people using sounds, symbol and words in expressing meaning, ideas or thought. Language is a systemic resource for expressing meaning in context and the study of how people exchange meanings through the use language. Since language is a medium of communication, it is bounded by the social norms. People utilize language in society to maintain positive social connections with one another. So, language is conventional spoken, manual or written symbols by means of which human beings, as member of social group and participants in its culture, express themselves. In studying a language, people need knowledge about it which is called Linguistics. The purpose of studying a language is to know its meaning. In linguistics, the study of language meaning is called Pragmatics.

Pragmatics deals with the ways in which the meaning of an utterance depends on the context of its use. Pragmatics is one of area which studies the way in which context contributes to meaning. Pragmatics is concerned with the interpretation of linguistics meaning in context. Pragmatics has to do with language use, and with going beyond the literal meaning. Pragmatics concentrates on those aspects of meaning that cannot be predicted by linguistics knowledge alone and takes into account knowledge about physical and social world. Pragmatics means knowledge of how language is related to the situation in which it is used. When people speak, they are doing things with their words since language is employed not only to explain words, but also to perform an action that has a function and effect on the listener. The actions that are carried out through utterances are called speech acts.

Speech acts are a type of pragmatics in which people say things with specific purposes in mind, rather than just words or phrases. When people say something there is an expression they used. The expressions of the speaker are included into expressives types of speech acts. In expressives speech acts there are several expressions such as arguing, thanking, criticizing, hating, etc. In this study, the researcher focus on examining one of the expressives speech acts

which is hate expression. Hate expression according to The Cambridge Dictionary defined as “public speech that expresses hatred or provokes violence against a person or group based on characteristics such as race, religion, gender, or sexual orientation.” It is in line with the definition of impoliteness according to Mills (2005). He explains that any form of linguistic conduct that is evaluated as threatening the hearer's face or social identity is called impoliteness and any behavior or utterances that attacks other's face is called impolite. This research is focus on examining hate expression using the framework by Papcunová et al. (2021) and theory of impoliteness by Culpeper (1996) & Culpeper (2011).

Nowadays, people use social media to communicate with each other. There are many social media that can be used as communication tools, such as Instagram, Facebook (FB), Twitter, LINE, TikTok, etc. These social media allow people to share their ideas freely and get comment from another. The social media that mostly used and get response by many people is TikTok. According to Weimann (2020), TikTok is one of the most widely used apps on the world, with hundreds of millions of users, many of whom are children and teens, uploading, watching, and browsing lip sync videos and memes. Users may post up to 60-second lip-synched films with a range of creative and interactive elements to TikTok, which was created by ByteDance, a Chinese business.

This research is significant since maintaining interpersonal relationships is necessary, and in order to maintain good relations with other members of society, people must follow the social norms by maintaining a positive attitude and behaving politely. The freedom of using social media such as TikTok makes some people forget to behave politely. Some of them hit the comments section on TikTok to write hateful comments and posting threats of violence against others. So, this study attend to examining this phenomena.

The writer chooses ThunThun Skittles as the object because she is a TikTok artist, YouTuber, comedian, and social media influencer from the United States. She's been active on social media since 2013, and she's become well-known for her comedic skits and lip-sync videos. She was chosen because of her now popularity on TikTok, whereby she has a large number of funny videos with a large number of comments. Many of the videos and comments submitted by TikTok users contain hate expression.

There have been many researchers who have conducted studies on hate expression. But most of them, such as Erza & Hamzah (2018), Indrawan (2018), Wijayanti & Mubarak (2020) and Acheampong & Kwarteng (2021), conducted studies on the same focus which is the strategies used in hate expressions only. The platform they use is same, which is Instagram app. They have taken the data from comments that containing hate expressions on the

Instagram app comments. Other researchers also conducted a study about impoliteness, they are Gurning & Murni (2018) and Arrasyd & Hamzah (2019) that studied impoliteness in debate, Muazzaro & Dewanti (2020) and Bustan & Alakrash (2020) which used Donald Trump's speech as their object. Bader & Obeidat (2020) used Facebook comments as their object. Most of their study's results were same, just four of five of the impoliteness strategies found on their study which are bald on record, sarcasm or mock politeness, positive and negative impoliteness. Nasirli (2021) used movies for her object of the study with the different focus such as (1) the variation of impoliteness strategies used by characters, (2) the frequency of impoliteness utterances, and (3) the reasons behind the impoliteness act.

Meanwhile, in this study the researcher uses the TikTok platform which is currently being used by many people. Therefore, this research is conducted to expand the previous studies by multiplying the aspects studied, not only the strategies used in hate expressions, but also the categories and functions.

In this research, the researcher will analyze the categories of hate expression, the hate expression strategies, and the functions of using hate expression found on selected ThunThun TikTok video comments. So the researcher conducted a study entitled "HATE EXPRESSION FOUND ON THUNTHUN'S TIKTOK COMMENTS".

## **B. Limitation of the Study**

This study focuses on examining hate expression found on ThunThun's TikTok video comments using hate expression categories framework, and impoliteness theory for the strategies and functions.

## **C. Research Question**

Based on the background above, the problem statement is how hate expression used on selected ThunThun's TikTok video comments. Based on this problem, the researcher rise some research question as follows:

1. What are the categories of hate expression used?
2. What are the strategies of hate expression used?
3. What are the functions of using hate expression?

## **D. Objective of the Study**

Based on the research question, the goal of this research are as follows:

1. To find out the categories of hate expression used.

2. To explore the strategies of hate expression used.
3. To identify the functions of using hate expression.

#### **E. Benefit of the Study**

The researcher hopes that the results of this research can give theoretical and practical benefits. The theoretical benefits are this research's result can be used as input in developing linguistic theory, especially in hate expression, and be able to support and expand on the hate expression strategies. The practical benefits are the result of this study can be able to give benefit the researcher and the readers. For the researcher, this research will help them to become better analysts and can be a help as a future reference for further studies in the future. For the readers, this study will help readers find specific details or sources about hate expression. If readers think they will conduct similar research, the researcher hopes they will take inspiration from this study. Hopefully, this study gives all of the readers something to think about when it comes to hate expression.