

HATE EXPRESSION FOUND ON THUNTHUN'S TIKTOK COMMENTS



Submitted as a Partial Full Fulfillment of the Requirements For Getting Bachelor Degree of
Education In English Department

By:

DHIAN PUTRI WARDHANI

A320180190

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

2022

APPROVAL

HATE EXPRESSION FOUND ON THUNTHUN'S TIKTOK COMMENTS

PUBLICATION ARTICLE

By:

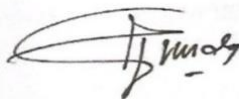
DHIAN PUTRI WARDHANI

A320180190

Checked and approved to be tested by

Consultant

Surakarta, 4 Januari 2022



Prof. Dr. Endang Fauziati, M.Hum.

NIDN.0615035701

ACCEPTANCE

HATE EXPRESSION FOUND ON THUNTHUN'S TIKTOK COMMENTS PUBLICATION ARTICLE

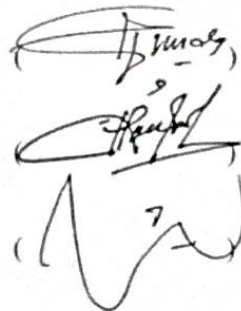
By:

Dhian Putri Wardhani
A320180190

Accepted and approved by The Board Examiners
On January 2022

Team of examiners:


4. Prof. Dr. Endang Fauziati, M.Hum.
(chairPerson)
5. Dr. Malikatul Laila, M.Hum.
(Member1)
6. Dr. Sigit Haryanto, M.Hum.
(Member2)



University of Muhammadiyah Surakarta
School of Teacher Training and Education

Dean,




Dr. Sutama M.Pd.
NIDN.0007016002

TESTIMONY

I hereby declare that this publication article is entirely my own work, and that there is no plagiarism of previous literature works submitted for a bachelor's degree at a university, with the exception of those in which the writing is referred to as the comments and mentioned in the bibliography and literary review.

If it is proven that this assertion is untrue, I will completely responsible.

Surakarta, 4 January 2022

The present writer



Dhian Putri Wardhani

A320180190

HATE EXPRESSION FOUND ON THUNTHUN'S TIKTOK COMMENTS

Abstrak

Penelitian ini membahas tentang ekspresi kebencian yang ditemukan dalam kolom komentar di video TikTok ThunThun berdasarkan teori strategi ketidaksopanan oleh Culpeper. Penelitian ini merupakan penelitian deskriptif kualitatif dengan pendekatan analisis isi. Subjek penelitian ini adalah komentator-komentator dalam video TikTok ThunThun. Objek penelitian ini adalah kolom komentar dalam video TikTok ThunThun. Teknik pengumpulan data dalam penelitian ini adalah dokumentasi yang dilakukan dalam beberapa tahap yaitu (1) Menonton video TikTok ThunThun beserta komentarnya, (2) Mengidentifikasi dan mengumpulkan data berupa ekspresi kebencian yang ditemukan, dan (3) Menganalisa data yang telah terkumpul. Untuk mengkaji keseluruhan data dibagi menjadi empat langkah: pengumpulan data, kondensasi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa (1) kategori yang ditemukan ada 4 yaitu seksisme, cercaan dan vulgarisme, serangan ad hominem, dan teks manipulatif, (2) strategi yang digunakan ada 3 yaitu ketidaksopanan bald on record, ketidaksopanan positif, dan ketidaksopanan sarkasme, (3) fungsi strategi yang digunakan ada 2 yaitu ketidaksopanan afektif, dan ketidaksopanan menghibur.

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

Abstract

This study discusses the hate expressions found in the comments column on the ThunThun's TikTok video based on Culpeper's theory of impoliteness strategy. This research was a qualitative descriptive study with a content analysis approach. The subject of this study were the commenters in the ThunThun's TikTok video. The object of this research was the comment column in the ThunThun's TikTok video. The data collection technique in this research was documentation which done by the following steps (1) Watching ThunThun's TikTok Video and its comments, (2) Identifying and collecting the hate expression found, and (3) Analyzing the data collected. To examine the data it was divided into four steps: data collection, data condensation, data display, and drawing conclusions. The results showed that (1) there were 4 categories, namely sexism, slurs and vulgarism, ad hominem attacks, and manipulative texts, (2) the strategies used were 3, namely bald on record impoliteness, positive impoliteness, and sarcasm or mock impoliteness, (3) the function of the strategy used was 2, namely affective impoliteness, and entertaining impoliteness.

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

1. INTRODUCTION

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. 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 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. 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 Teh et al. (2018) 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 comments from another espeacially 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. 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.

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 Donal 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, (3) the frequency of impoliteness utterances, and (3) the reasons behind the impoliteness act.

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.

2. METHOD

This research was qualitative descriptive research with content analysis approach. The data of this study were in the form of excerpts containing hate expression from selected ThunThun Skittles'ss TikTok video comments. The data sources were collected in the form of excerpts containing hate expression from selected ThunThun Skittles'ss TikTok video comments. The data were obtained through selecting the comments on ThunThun Skittles'ss TikTok video and then the researcher analyzed the data based on the approach by Miles et al. (2014). First, the data collecting step is done by watching ThunThun Skittles'ss TikTok video and its comments. Second, the data display step is done by coding the utterances which contain impolite utterances or hate expression. Third, drawing the conclusion step is done by giving an explanation of the utterances which contain impolite utterances or hate expression.

3. FINDING AND DISCUSSION

3.1 Categories of Hate Expression

The researcher identified the categories of hate expression from the data and found 4 categories based on hate expression indicators framework by Papcunová et al. (2021) which are sexism, slurs and vulgarism, ad hominem attacks, and manipulative texts.

The results showed that there are three categories used by commenters on ThunThun's TikTok video comment section in this study which are sexism, ad hominem attacks, slurs and vulgarism, and manipulative texts. The other categories doesn't appears because the limitation of the data. In this study the researcher only took data from comments on one TikTok account. Commenters who wrote comments on the ThunThun's TikTok video mostly used ad hominem attacks because the commenters on ThunThun's TikTok video mostly uses sentences that demean ThunThun such as saying that ThunThun is not funny and boring. They say this based on their own personal assumptions about ThunThun.

From the phenomenon above, the researchers hypothesize that uttering hate speech which is included in hate expression is unavoidable from social media and the commenters on ThunThun's TikTok video do not use all categories but four namely sexism, ad hominem attacks, slurs and vulgarism, and manipulative texts.

The results of the categories used can be sum on the table below.

Table 1. Categories of Hate Expression

No	Category	Number of Cases	Percentage
1.	Sexism	8	16,67%
2.	Slurs and vulgarism	10	20,83%
3.	Ad hominem attacks	27	56,25%
4.	Manipulative texts	3	6,25%
Total		48	100%

3.2 Types of Hate Expression Strategy

Based on the analysis that have been conducted, the researcher found three of five strategies purposed by Culpeper (1996). They are Bald on Record Impoliteness, Positive Impoliteness, and Sarcasm or Mock Impoliteness.

The results of analysis showed that three of the five strategies based on the theory from Culpeper (2011) were found, namely bald on record impoliteness, positive impoliteness, and sarcasm or mock impoliteness.

The results of this study indicate that the commenters on the ThunThun's TikTok video mostly use the bald on record impoliteness strategy and the least use the positive impoliteness strategy. The results of this study are in line with research conducted by Acheampong & Kwarteng (2021), Siahaan (2019), Zhong (2018), and Aulian (2017). No Withhold impoliteness strategy found in this study and the research that has been done previously. The most common strategy used by commenters on the ThunThun's TikTok video is the bald on record impoliteness strategy, whereas in the previous studies mentioned above, the most common strategy is negative impoliteness. This is a new finding in studying hate expression with the impoliteness strategy of Cullpeper (2011).

From the phenomenon above, the researchers hypothesize that the bald on record impoliteness strategy is the most widely used by commenters on the ThunThun's TikTok video. Commenters prefer to express hatred or hate expressions clearly, not using ambiguous sentences, and easy to understand.

Table 2. Types of Hate Expression Strategy

No	Type	Total	Percentage
1.	Bald on Record Impoliteness	26	54,17%
2.	Positive Impoliteness	19	39,58%
3.	Sarcasm or Mock Impoliteness	3	6,25%
Total		48	100%

3.3 Function of Using Hate Expression Strategy

Based on the analysis that have been conducted, the researcher found two of three function purposed by Culpeper (2011). They are Affective Impoliteness and Entertaining Impoliteness.

The results of analysis showed that there are two of there functions, namely affective impoliteness and entertaining impoliteness. The results of this study are in line with research conducted by Siahaan (2019) that Affective impoliteness is the most dominant type of impoliteness strategy used.

The previous studies such as Nasirli (2021), Apriliyani, Hamzah, & Wahyuni (2019), and Zhong (2018), they only examine the impoliteness of the strategy used but not also its function. Therefore, this study is one that examines the strategy and function of hate expressions used in the data found in a research.

From the phenomenon above, the researchers hypothesize that most of the commenters only provide comments without any intent to lead or use their position as an excuse, it can be proven from the very high percentage of affective impoliteness function.

The writer concluded that based on the comparison with the others previous finding, it can be acquired the differences with the finding from previous studies. They only examine the strategies that appear in their research. Meanwhile, in this study, the researcher add two questions, namely the category and function of the use of the impoliteness strategy used in hate expressions. The data used in this study is also new because no one has researched hate expressions in video comments found on the TikTok application.

The results can be seen in the following table.

Table 3. Function of Using Hate Expression Strategy

No	Function	Number of Cases	Percentage
1.	Affective Impoliteness	45	93,75%
2.	Entertaining Impoliteness	3	6,25%
Total		48	100%

4. CONCLUSION

It can be concluded that the commentators on the ThunThun's TikTok video prefer to get to the point in conveying their hatred. They tend to use monotonous categories, clear and unambiguous strategy so that the hate messages they convey can be well understood.

BIBLIOGRAPHY

- Acheampong, D. O., & Kwarteng, M. (2021). A Pragmatic Analysis of Impoliteness in Selected Ghanaian Social Interactions. *Journal of English Language Teaching and Applied Linguistics*, 3(3), 32-40.
- Apriliyani, V., Hamzah, H., & Wahyuni, D. (2019). Impoliteness Strategies Used By Male And Female Haters Of Habib Rizieq And Felix Siauw Found In Instagram Comments. *English Language and Literature*, 8(1).
- Arrasyd, A., & Hamzah, H. (2019). Impoliteness Strategies In Youtube Comment Section Found In Indonesian Presidential Debate 2019. *English Language and Literature*, 8(4).

- Aulian, T. (2017). Impoliteness strategies in 2016 USA presidential debate between Donald Trump and Hillary Clinton (*Bachelor's thesis, UIN Syarif Hidayatullah Jakarta: Fakultas Adab dan Humaniora, 2017*).
- Bader, Y. F., & Obeidat, H. H. The Language of Facebook Comments on Political Articles in Jordan.
- 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, 66-74.
- Culpeper, J. (2011). *Impoliteness: Using language to cause offence* (Vol. 28). Cambridge University Press.
- Erza, S., & Hamzah, H. (2018). Impoliteness used by haters on Instagram comments of male-female entertainers. *English Language and Literature*, 7(1).
- Fadhilah, R. (2018). Hate speech used by haters in social media
- Gurning, B., & Murni, S. M. (2018). Impoliteness Strategies Used by Governor Candidates of DKI Jakarta in Governor Election Debate 2017. In *Proceeding AISTEEL The First Annual International Seminar on Transformative Education and Educational Leadership* (Vol. 3, pp. 281-286). Universitas Negeri Medan.
- Indrawan, F. (2018). Impoliteness strategy in Instagram cyberbullying: A case study of Jennifer Dunn posted by @ Lambe_Turah. *ETNOLINGUAL*, 2(1), 1-17.
- Lumban Toruan, N. (2020). Analysis Of Impoliteness Strategies In Commentary Hate Speech On Jokowi's Speech About Covid-19 Pandemic as Found In Youtube.
- Mills, S. (2005). Gender and impoliteness.
- Mondal, M., Silva, L. A., Correa, D., & Benevenuto, F. (2018). Characterizing usage of explicit hate expressions in social media. *New Review of Hypermedia and Multimedia*, 24(2), 110-130.

- Nasirli, A. (2021). An analysis of linguistic impoliteness in the selected American movies. *Journal of Academic Studies in World Languages, Literatures and Translation (WOLLT)*, 2(1), 11-31.
- Papcunová, J., Martončík, M., Fedáková, D., Kentoš, M., Bozogánová, M., & Adamkovic, M. (2021). Hate speech conceptualization: A preliminary examination of hate speech indicators and structure.
- Prasad, B. D. Content Analysis. *A Method in Social Science Research*, 2018.
- Sadock, J. (2004). Speech acts. *The handbook of pragmatics*, 53-73.
- Shinta, V. M., Hamzah, H., & Wahyuni, D. (2018). Impoliteness strategies used by supporters and detractors of Ahok in their online comments by gender. *English Language and Literature*, 7(1).
- Siahaan, I. P. S. (2019). Impoliteness Strategies Used by Haters of Lady Gaga in Her Instagram Comments: A Pragmatic Analysis.
- Wijayanti, I., & Mubarak, Z. H. (2020). Impoliteness Utterances in Column Comment Chaitlyn's Posts on Instagram: Pragmatics Approach. *eScience Humanity Journal*, 1(1), 71-82.
- Zhong, W. (2018). Linguistic Impoliteness Strategies in Sina Weibo Comments. *International Journal of Linguistics*, 6(2), 35-46.