# HATE SPEECH ANALYSIS AGAINST QATAR WORLD CUP 2022 ON TWITTER: PRAGMATIC APPROACH

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**Abstrak**

Penelitian ini bertujuan untuk mengklasifikasikan jenis-jenis ujaran kebencian dan strategi ketidaksantunan dalam ujaran kebencian terhadap Piala Dunia Qatar 2022 di Twitter. Penelitian ini merupakan penelitian kualitatif dengan metode analisis konten. Objek yang digunakan adalah ujaran kebencian yang digunakan oleh pengguna Twitter. Data berupa komentar Twitter yang berisi ujaran kebencian terhadap Piala Dunia Qatar 2022. Teknik dokumentasi digunakan dalam pengumpulan data. Analisis data menggunakan teori model analisis interaktif oleh Miles, Huberman, dan Saldana (2014) yang meliputi pengumpulan data, pemadatan data, penyajian data, dan penarikan kesimpulan. Untuk menganalisis data, penelitian ini menggunakan teori Mondal et al. (2017) dan teori strategi ketidaksantunan Culpeper (1996). Hasil penelitian menunjukkan terdapat 5 jenis ujaran kebencian terhadap Piala Dunia Qatar 2022 di Twitter, yakni ujaran kebencian terhadap nama agama, etnis, perilaku, penampilan fisik, dan iklim/cuaca. Kemudian ditemukan 3 strategi dalam mengungkapkan ujaran kebencian, yakni ketidaksantunan secara langsung, ketidaksantunan positif, dan ketidaksantunan negatif.

**Kata Kunci:** Ujaran Kebencian, Strategi Ketidaksantunan, Qatar World Cup 2022, Twitter

**Abstract**

This study aims at clarifying the types of hate speech and the impoliteness strategies in expressing hate against the Qatar World Cup 2022 on Twitter. This study applied qualitative content analysis as the technique of research. The objects used were hate expressions used by Twitter users. The data were Twitter comments contained hate expressions against Qatar World Cup 2022. The document analysis were used in the data method of collecting data. The data were analyzed using the Interactive Model of Miles, Huberman, and Saldana (2014), which included data collection, data condensation, data display, and conclusion. This study used Mondal *et al.* (2017) and Culpeper's (1996) impoliteness strategies theory in analyzing the data. The results reveal there are 5 types of hate speech towards Qatar World Cup 2022 on Twitter: hate speech on religion, ethnicity, behavior, physical appearance, and climate/weather. Then there are 3 strategies discovered in uttering hate expressions: bald on record impoliteness, positive impoliteness, and negative impoliteness.

**Keywords**: Hate Speech Act, Impoliteness Strategies, Qatar World Cup 2022, Twitter

## 1. INTRODUCTION

In this era, technology and information have advanced significantly. The use of technology is unavoidable. Modern gadgets, such as smartphones and tablets, are becoming everyday needs. Gadget users range in age from children, teenagers, adults, and elders. The increase in popularity of gadgets is followed by the development of appealing features, including social media. Websites or programs

emphasizing communication and shared, user-generated content is considered social media (Calande, 2021). While to Taprial & Kanwar (2012), social media refers to all web-based programs that enable the creation and exchange of user-generated content and facilitate interaction between users. One of the most popular social media platforms right now is Twitter.

Twitter is an internet microblogging platform founded in 2006 by Jack Dorsey. As of 2022, Twitter had around 450 million monthly active users, up 396 million from 2010. (Source: https://www.bankmycell.com/blog/twitter-user-count). Twitter users may send and read posts of up to 280 characters, known as "tweets," which can contain images, videos, links, and text. Twitter is frequently used to express emotions like showing hatred towards something. In the United Nations Strategy and Plan of Action on Hate Speech, any kind of speech, writing, or conduct that disparages or uses slurs against a person or a group because of who they are—specifically, because of their religion, ethnicity, nationality, race, color, descent, gender, or other identification factors—is considered as hate speech (United Nation, 2019). Nasution *et al.* (2021) claim that provocation, instigation, assaults, sacrilege, malice, and spreading misinformation are all considered hate speech.

In conveying speech, people use strategies that are engaging and understandable to the listener, like using impoliteness strategies to express hatred. Impoliteness is a inappropriate behavior in a specific context. (Locher & Bousfield, 2008). At the same time, Culpeper *et al.* (2017), define impoliteness as a negative attitude toward specific behaviors in specific settings. There are 5 impoliteness approaches offered by Culpeper: bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

Based on the July 2021 update from the Twitter Transparency Center, there was a 77% rise in the number of accounts taken down for violating the hateful conduct rules during this reporting period, increasing from 635,415 accounts to 1,126,990 accounts. An instance of hate conduct on Twitter is hate remarks directed at the Qatar World Cup 2022. In 2010, Qatar won the election to host the 2022 World Cup. Sepp Blatter, the president of FIFA at the time, declared that 22 members of the Executive Committee chose Qatar. Being the first Middle Eastern nation and a nation with a majority of Muslims to host the World Cup, Qatar achieved new history. There were lots of supports, but there were also many critics. Qatar has received a great deal of criticism due to concerns about long-standing human rights violations. The cruel treatment of thousands of migrant workers who construct the World Cup's infrastructure and the ban on all types of LGBT are the issues that the international community has brought up concerning hosting the World Cup in Qatar.

There have been prior research on hate speech and impoliteness strategies, such as research by Nasution *et al.*, (2021), Permata *et al.* (2019), Riyadisty & Fauziati (2022), and Afrilesa (2021)

examined hate utterances directed towards artists. Oktaviani and Alam's (2022) examined hate utterances against an influencer. Iswatiningsih *et al.* (2019), Subyantoro & Apriyanto (2020), Yuliyanti *et al.* (2020), and Wiana (2019) analyzed hate utterances against the presidential candidates. Hate utterances directed towards government officials were analyzed by Wulandari (2022), Arofah (2018), and Manik *et al.* (2022). Random public responses were examined by Hidayati *et al.* (2021), and Oktavianus (2022). Rangkuti *et al.* (2019) examined hate speech against the local election in the Coal district. Meanwhile, this study analyzes hate utterances against Qatar World Cup 2022.

Based on the background above, the study aims to classify the type of hate speech and its impoliteness strategies used by Twitter users against Qatar World Cup 2022. The researcher is interested in conducting a study entitled *Hate Speech Analysis against Qatar World Cup 2022 on Twitter: Pragmatic Approach.*

## 2. METODE

This research applied qualitative method since the form of the data taken were words. Qualitative itself refers to methods of research that generate descriptive data from people's personal spoken or written words and observable behaviors (Taylor *et al.*, 2016). Thus, the researcher attempt to analyze and interpret the data in depth using qualitative research method.

One of the approaches used in qualitative data analysis is content analysis, which explores the meaning and connection between words and ideas in various types of data. The qualitative content analysis (QCA) method, according to Krippendorff (2004), is a method for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use. According to Given (2008), the cognitive process of classifying qualitative textual data into clusters of related entities, or conceptual classifications, in order to find consistent patterns and connections between variables or themes is known as content analysis. Simply put, it is a method for systematically describing the meaning of qualitative data (Schreier, 2012).

Given (2008) also states that content analysis emphasizes word and phrase counts and statistical judgments of literary language. It is an approach frequently used to analyze textual data, including interview transcripts, observations, narratives, answers to open-ended survey questions, speeches, listserv posts, and media like drawings, images, and videos.

Therefore this study employed the QCA method in identifying and analyzing the categories and strategies of hate speech against Qatar World Cup 2022 on Twitter since this approach matches the need for explaining the data in this study.

# 3. FINDING AND DISCUSSION

This chapter is divided into two sections: findings and discussion. The researcher presented data in the findings section based on the types of hate speech offered by Mondal *et al*. (2017) and the hate speech strategies utilizing impoliteness strategies offered by Culpeper (1996). Then the researcher presented data analysis based on the study's findings in the discussion section. The findings of this study are relevant to the research questions about the types and strategies of hate speech towards Qatar World Cup 2022 on Twitter.

## 3.1. Finding

In this section, the findings based on the problem statement are explained. The problem statements in this research are the types of hate speech offered by Mondal *et al.* (2017) and the hate speech strategies utilizing impoliteness strategies offered by Culpeper (1996) based on the founding data from hate speech towards Qatar World Cup 2022 on Twitter.

### 3.1.1. Types of Hate Speech

This research used the types of hate speech offered by Mondal *et al.* (2017) to analyze the type of hate speech against Qatar World Cup 2022 found on Twitter. The researcher has found 5 types of hate speech. There are 10 utterances of hate speech on religion, 4 utterances of hate speech on ethnicity, 39 utterances of hate speech on behavior, 2 utterances of hate speech on physical appearance, and 5 utterances of hate speech on other. Therefore, the researcher divided this section into 5 parts based on the types of hate speech, which are hate speech on religion, ethnicity, behavior, physical, and other. For hate speech on other type, the researcher includes data in the form of hate speech on climate/weather.

a. Hate Speech on Religion

Hate speech on religion is a discriminatory statement targeting a particular religion or religious group. Religion is a set of organized or personal attitudes, beliefs, and behaviors. The researcher discovered 10 utterances of hate speech on religion against Qatar World Cup 2022 on Twitter.

The first excerpt contained hate speech on religion:

(5-HRG)

Supporters of "*Talivaan*", what can you expect???

In the preceding data, the term *"talivaan"* or *"taliban"* is linked with Islam; hence it belongs to the category of hate speech on religion. In BBC News, Qatar is regarded as a Taliban supporter due to its alleged close links to Al-Qaeda and Taliban groups. Qatar has been speculated to help facilitate meetings between Taliban leaders

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and their followers. According to the BBC news article entitled *Who are Taliban?*, the term talivaan/taliban is derived from the plural version of the Arabic *"talib",* which means students. *"Talib"* became *"Taliban"* in the Pashtun language. The Taliban was created in the early 1990s, with the majority of its members are hardcore Sunnis. The Taliban implemented penalties aligned with their strict interpretation of Islamic Sharia law, such as amputation for anyone proven guilty of theft. The Taliban were alleged of providing a safe haven for the primary suspects for the 11 September 2001 World Trade Center attacks in New York, Osama Bin Laden and his al-Qaeda outfit. Since this incident, the Taliban has been labeled as a violent group. Additionally, in recent years the Taliban has been accused of many well-documented abuses, including the execution of opponents and the abuse and imprisonment of media.

The second excerpt contained hate speech on religion:

(7-HRG)

#BoycottQatarWorldCup #BoycottQatarOil *that fuels jihad*

The word *"jihad"* in the preceding data, which is associated with Islam, puts it under the category of hate speech on religion. In the excerpt above, Qatar is viewed as a country that fuels jihad since Qatar is thought to provide financial and logistical assistance to Al Qaeda and the Taliban, which have allegedly initiated terrorist movements worldwide. The literal meaning of jihad according to Abu al-Qasim al-Husain in Yahya (2015) is *al-jahdu* and *al-juhdu*, which mean the power (might) and the obstacle, respectively. The term *al-jahdu* is supposed to indicate an obstacle, while *al-juhdu* often refers to a fight dedicated to humanity. However, this term has frequently been misinterpreted, particularly since the 9/11 event. Jihad has been distorted and misinterpreted in the West and among Muslim extremists because it is connected with Muslim aggressiveness, holy war, violence, and terrorism.

The other data of hate speech on religion can be seen below.

- A nation that supports Terrorism, Funds terrorism must understand that this world will not run on *Shadiya and wahabism.* (1-HRG)
- Qatar is funding *Islamic #terrorism* around the world Boycott #Qatar2020. (2-HRG)
- That's barbaric law to it's core. *#sharia* is main source of Qatari legislation as per Qatar's constitution. (3-HRG)

b.  Hate Speech on Ethnicity

Hate expression on ethnicity refers to a discriminatory statement that targets a

certain ethnic of person or group. Ethnicity is defined by culture rather than biological features or origin, including beliefs, values, conventions, language rules, history, geography, etc. The researcher has discovered 4 utterances of hate speech on ethnicity against Qatar World Cup 2022 on Twitter.

The first excerpt contained hate speech on ethnicity:

(2-HE)

Boycott Qatar, Saudi, UAE & all the other undemocratic *Middle Eastern* shitholes.

According to Merriam-Webster, the term "middle eastern" refers to the nations in southwestern Asia and northern Africa. Due to its location on the northeastern coast of the Arabian Peninsula, Qatar is regarded as a Middle Eastern nation. The term "undemocratic" is used above to insult Qatar. Qatar and other Middle Eastern nations are often viewed as undemocratic nation since it has a monarchy, no political parties, and an executive, legislative, and judicial branch of government held by the hereditary king or emir. Significant issues with human rights in the middle east are also highlighted by some sources, such as heavy penalties for homosexuality and limitations on freedom of speech.

The second excerpt contained hate speech on ethnicity:

(3-HE)

$880 million will buy you one World Cup. *In the desert.* Where no one lives.

According to Britannica, most of Qatar is composed of low-lying, level deserts. The fact that the desert is frequently portrayed as an isolated and inhospitable region where it is challenging to survive may be the source of the saying that no one lives there. According to the excerpt above, Qatar is considered an uninhabited country because most of its territory is desert, so the World Cup should not be held there.

The other data of hate speech on ethnicity can be seen below.

- I hope they will now see those ugly fu\*\*\*\* *Middle East* and their so called "Sharia" (1-HE)
- footy *in the desert* is a fuckin joke!!! (4-HE)

c. Hate Speech on Behavior

Hate speech on behavior is a discriminatory statement that targets the behavior of a specific individual or group. Behavior refers to refers to the way in which someone conducts oneself or behaves. The researcher has discovered 39 utterances of hate speech on behavior against Qatar World Cup 2022 on Twitter.

The first excerpt contained hate speech on behavior:

(8-HB)

#Qatar is using slaves to build stadia and the infrastructure to host a World Cup they *bribed* FIFA for.

The word "bribed" in the above phrase qualifies it as hate speech o behavior. In Merriam-Webster dictionary, a bribe refers as the act of offering money or favors to impact (someone's) decision or actions. Qatar is suspected of bribing FIFA to secure the 2022 World Cup. According to CCN Indonesia, this case began when Michael J. Garcia started an investigation into the 2022 World Cup corruption scandal in 2012. Garcia submitted an investigation report to FIFA in September 2014, and the name Michel Platini was eventually made public. Michel Platini confirmed a meeting with then-Asian Football Confederation (AFC) president Mohamed bin Hammam just days before Qatar's election. Platini and former FIFA president Sepp Blatter were later determined to be involved in a FIFA misappropriation of funds case examined by the Swiss Attorney General's Office in 2010. As the results of the investigation, Blatter and the Caribbean Football Union signed an agreement in September 2015. On December 21, 2015, FIFA imprisoned Blatter and Platini for eight years.

The second excerpt contained hate speech on behavior:

(25-HB)

Let the *sportswashing* begin!

According to Britannica, the term "sportswashing" is the use of an athletic event by a person, a government, a company, or another group to enhance or promote the reputation of the person or entity, particularly in times of controversy or scandal. The controversy concerning Qatar and sportswashing, especially in relation to the 2022 World Cup, has been the subject of plenty of articles. The conversation is caused by concerns over Qatar's violations of human rights records, treatment of migrant labor, and allegations of corruption and bribery during the World Cup bidding process. In the following data, all the fanfare surrounding the Qatar World Cup 2022 are seen as covering the alleged corruption and bribery during the World Cup bidding process, abuse of migrant workers, and violations of human rights records.

The third excerpt contained hate speech on behavior:

(30-HB)

*Fuck* This *Murderous* World Cup

The phrase "murderous world cup" referred to multiple allegations of human

rights violations associated with the building and the preparation of venues for the Qatar World Cup 2022, such as abuse, slavery, and deaths. Reports indicate via SFGATE that migrant laborers have been put to many of these abuses and have endured dangerous working conditions while completing World Cup-related projects. The phrase could also refer to the World Cup-related deaths of journalists and others.

The other data of hate speech on behavior can be seen below.

- #Qatar is known for *harbouring and promoting* terrorism around the world. (3HB)
- Boycott this fucking *stupid* World Cup. (23-HB)
- Fuck you *corrupt* #FIFA Fuck You Terrorist (33-HB)
- Football used to be a beautiful game before all the commercialism, *greed and corruption.* (37-HB)

## 3.2. Discussion

This section will discuss the findings of the study. The author will explain the results of this study, namely the types of hate speech and the strategies used in hate speech against Qatar World Cup 2022 on Twitter.

### 3.2.1. Type of Hate Speech

The findings of this study indicate that there are 5 types of hate speech against Qatar World Cup 2022 on Twitter, namely hate speech on religion, ethnicity, behavior, physical appearance, and others in the form of hate speech against climate/weather. The findings of this study is align with the theory proposed by Mondal *et al.* (2017). There are 10 types of hate speech offered by Mondal *et al.* (2017), namely hate speech on religion, race, ethnicity, class, gender, sexual orientation, behavior, physical, disability, and other. However, in the findings of this study, hate speech on race, sexual orientation, class, gender, and disability was not found. The author assumes data limitations cause this difference. Mondal et al. (2017) examined over 27 million whispers and 512 million tweets. Thus researcher believe that this allows fewer types to be found by researcher.

The findings of this study is also not in align with the findings of research conducted by Riyadisti & Fauziati (2022). They discovered 5 types of hate speech in their research findings, namely hate speech on behavior, class, disability, ethnicity, religion, and gender. In the findings of this study, hate speech on class, disability, and gender was not found. The author believes that this difference is caused by discrepancies in data source. The author examined hate speech against the Qatar World Cup 2022. In contrast, Riyadisti & Fauziati's (2022) research examined the response to the news that Meghan Markle may run for president of the United States.

The findings of this study is also different from the research conducted by Oktaviani & Alam (2022). Oktaviani & Alam (2022) discovered 3 types of hate speech in their findings, namely insults, unpleasant acts, and blasphemy. Insults, unpleasant acts, and blasphemy were not found in this study findings. The author assumes that this difference is caused by differences in the theoretical framework. This study used the type of hate speech proposed by Mondal et al. (2017) to examine the data, while Oktaviani & Alam (2022) used the Chief of Police Circular Number: SE/6/X/2015.

### 3.2.2. Strategy of Hate Speech

The findings of this study indicate that there are 3 impoliteness strategies used in hate speech against Qatar World Cup 2022 on Twitter, namely bald on record, positive impoliteness, and negative impoliteness. The findings of this study is in line with the theory proposed by Culpeper (1996). There are 5 impoliteness strategies offered by Culpeper (1996): bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. However, the findings of this study did not find sarcasm or mock politeness strategy, and withhold politeness. The author presumes that sarcasm or mock politeness was not discovered since people these days are more direct in expressing their opinions. The withhold politeness strategy was not found since the data source of this study is social media, while withhold politeness can be done in real life.

The findings of this study is not in line with the findings of research conducted by Permata et al.(2019). Permata et al. (2019) discovered 4 impoliteness strategies, bald on record, positive impoliteness, negative impoliteness, and sarcasm. The findings of this study did not find sarcasm or mock politeness strategy. The author assumes that this difference is caused by differences in data sources. This study examines hate speech against Qatar World Cup 2022 on Twitter. On the other hand, Permata et al. (2019) examine hate speech against Lady Gaga on Instagram.

## 4. CONCLUSION

From the research findings, it has been shown that hate speech on behavior is the most prevalent type of hate speech (65%). Then the most common strategy in uttering hate speech is negative impoliteness that involves condescending, scorning, or ridiculing others (47,37%). It can be concluded that hate speech does happen in daily interactions. Twitter users expressed various types of hate with diverse strategies, and mostly showing hate on a particular behavior and express it in an insulting way.

Given that hate speech is common in our daily lives, this study aspires to provide knowledge about it. Digital literacy of hate speech is the implication of this study in the pedagogical realm. This digital literacy is anticipated to raise awareness of hate speech. This research may also serve as a

learning resource for teachers, especially in linguistics, and the researcher as the English teacher.

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