CHAPTER I

INTRODUCTION

This chapter provides a quick summary of the topic discussed in this research. This chapter covers the background, limitations, research questions, objectives, and benefits of the study.

A. Background of the Study

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.*

B. Limitation of the Study

Based on the background, the author limits to two main focuses: the type of hate speech used by Twitter users against Qatar World Cup 2022 and its strategies. This research will use Mondal *et al.* (2017) ten categories of hate speech and Culpeper's Impoliteness Strategy (1996).

C. Research Questions

Based on the explanation above, the research questions of this study are as follows:

1. What are types of hate speech used by Twitter users against the Qatar World Cup 2022?
2. What are impoliteness strategies used to express hate against the Qatar World Cup 2022?

D. Objective of the Study

The following are the objectives of this study based on the problem above:

1. To clarify the types of hate speech used by Twitter users against the Qatar World Cup 2022.
2. To explain the impoliteness strategies in expressing hate against the Qatar World Cup 2022.

E. Significance of the Study

The following are some theoretical and practical benefits of this study:

1. Theoretical Significance

This research can be used to provide a source of information for readers to understand or learn about the theory of linguistics, pragmatics, speech acts, hate speech, and impoliteness strategies.

2. Practical Significance

This research offers knowledge and insight to serve as a foundation and comparison material for future linguistics research on pragmatics, particularly speech acts, hate speech, and impoliteness strategies. This research is also expected to raise awareness of hate speech to reduce the expression of hate speech on social media, particularly Twitter.

F. Research Paper Organization

The organization of this research paper is based on the following arrangement:

Chapter I: Introduction. It consists of the background of the study, limitation of the study, research question, objective of the study, significance of the study, and organization of the research paper.

Chapter II: Review of Related Literature. It contains the previous study, position of the study, underlying theory, and theoretical framework. It provides the explanation of pragmatics, speech acts, and hate speech.

Chapter III: Research Method. It consists of research type, object of the study, data and data source, method of collecting data, data validity, and technique for analyzing data.

Chapter IV: Finding and Discussion. It reviews the research findings and discussions.

Chapter V: Conclusion, Implication, and Suggestion. It presents the research conclusion, implication, and suggestion.