

Hate Speech Impoliteness Strategies in TikTok Comment Columns

Fina Nabilah Layaliya¹, Subyantoro², Hari Bakti Mardikantoro³

¹*Indonesian Language Education,
Semarang State University Master Program, Indonesia*

²*Indonesian Language Education,
Semarang State University Master Program, Indonesia*

³*Indonesian Language Education,
Semarang State University Master Program, Indonesia*

Abstract: This study aims to determine the potential violation of the law on the ITE Law Article 28 paragraph (2) in conjunction with Article 45 paragraph (2) in the comments column on the TikTok social media. The data were analyzed by utilizing the hate speech form theory and Jonathan Culpeper's language impoliteness strategy theory. In this study, two approaches were used, namely a methodological approach (descriptive qualitative) and a theoretical approach (forensic linguistics). The data collection methods and techniques used are the see method. In conducting data analysis the methods and techniques used in this research are the pragmatic equivalent method and the normative method.

Keywords: Forensic Linguistics, Impoliteness Strategies, Hate Speech, TikTok

1. Introduction

Humans cannot be separated from language. As stated by Mardikantoro (2013)¹ that the role of language is very dominant in human life because language is not only a part of human culture but also a determinant of the development of culture itself. In today's modern era, technological developments also have an influence on the use of language such as the use of language in social media comment columns. Examples of social media are Facebook, Twitter, Instagram, and even social media that was just released in 2016 by Zhang Yiming in China, namely TikTok social media.

Today, TikTok is very popular in public. Evidenced by survey data written by Rizaty (2022)² from the Katadata Media Network agency, he said that TikTok is on the rise among the public with a total of 656 million downloads. In addition, the Jakarta Digital Agency Blog written by Wisnuadi (2022),³ TikTok already has more than 1 billion monthly active users as of April 2022. This number positions TikTok as the application with the number one number of downloads ahead of other social media applications like Instagram and Facebook. The Ministry of Communication and Information also issued survey results regarding TikTok users who share information on TikTok, in 2022 it increased to 42.8%, initially in 2021 only 37.9% finally to 80.7% in 2022.⁴

Based on survey data from the Digital Agency Blog, Katadata Media Network and the Ministry of Communication and Information, it shows that there are a lot of TikTok users and all informations are easy to get from TikTok. Coupled with the existence of a comment service, TikTok users are free to provide any comments on information or content uploaded by other users. It is the use of uncontrolled language in the comments column that eventually results in language impoliteness and language crimes in the form of hate speech. Culpeper (1996)⁵ mentions various language impoliteness strategies, namely (1) direct impoliteness, (2) positive impoliteness, (3) negative impoliteness, (4) sarcasm or pseudo-politeness, and (5) withholding politeness.

Recently, there has been a case that has been in the spotlight on TikTok, namely the case that Ferdy Sambo is currently facing against Brigadier Joshua Hutabarat. After being investigated by the police, it turned out that Ferdy Sambo was planning the premeditated murder of his aide, Brigadier Joshua. Some of the people involved in the premeditated murder were Putri Chandrawati, Bharada Richard Eliezer, Bripka Ricky Rizal, and Strong Ma'ruf. They are figures who are role models for Indonesian society. However, the case of Brigadier Joshua Hutabarat's unnatural death with a gunshot wound found in the area of his body is a big question for the community.

This case is often trending on social media with the hashtag For Your Page (FYP) in every video. This has made people flock to make reckless comments on the account that uploaded the Ferdi Sambo case on TikTok. The use of reckless or uncontrolled language in the TikTok comments column on the Ferdi Sambo case is suspected of containing a lot of impolite language and causing various language crimes such as hate speech which has the potential to violate the law.

Mauludi (2014)⁶ writes about the forms of hate speech that have been listed in the Circular of the Chief of Police SE/VI/X/2015. In line with the opinion of Yuliyanti, et al., (2020)⁷ which states that there are seven forms or forms of hate speech. Forms of hate speech consist of insults, defamation, defamation, unpleasant acts, provoking, inciting, and spreading false news.

The government is making efforts to tackle language crimes by passing the Electronic Information and Transaction Law (UU ITE) in 2008 which functions as a guarantor of legal certainty for people who make transactions electronically which was then updated in 2016. In the ITE Law, the article that discusses hate speech, namely article 28 paragraph (2) which reads "Every person intentionally and without rights disseminates information aimed at creating feelings of hatred or hostility towards certain individuals and/or community groups based on ethnicity, religion, race, and between groups (Sarah)". The penalty for violating Article 28 (2) is written in Article 45 paragraph (2) "Anyone who fulfills the elements referred to in Article 28 paragraph (1) or paragraph (2) shall be punished with imprisonment for a maximum of 6 (six) years and/or a maximum fine of IDR 1,000,000,000.00 (one billion rupiah)".

In language studies, there is a science that discusses the language of the legal domain, namely forensic linguistics. In analyzing language, forensic linguistics makes the use of scientific aspects of language, namely phonetics and phonology, syntax, semantics, pragmatics, discourse, and text analysis.

Research on impoliteness strategies has been researched by Hartini et al., (2020)⁸ with the title "forensic linguistics on unpleasant actions on social media (pragmatic study)" which aims to describe unpleasant acts on social media and language impoliteness used by media speakers social media Facebook, Twitter, Kaskus, Line, WhatsApp, or Instagram which results in legal action. In a study on hate speech conducted by Permatasari & Subyantoro (2020)⁹ with the title "Facebook hate speech in 2017-2019" it was found that there were various kinds of hate speech that had the potential to violate the law.

Based on research conducted by Hartini, et al., and Permatasari & Subyantoro, no research has been conducted on impolite hate speech strategies on TikTok social media by utilizing forensic linguistic studies. Therefore it is necessary to conduct research to determine the extent to which language impoliteness in the form of hate speech has the potential to violate the law on ITE Law Article 28 paragraph (2) in conjunction with Article 45 paragraph (2).

2. Literature Review

2.1 Language Impoliteness Strategy

First, direct impoliteness strategy. In direct impoliteness the act of threatening the face of the speech partner is carried out directly, clearly, unambiguously, and concisely in a state where the face is irrelevant or minimized and does not need to be connected with the face. In addition, this strategy is deliberately carried out regardless of the speech partner.

Second, positive impoliteness strategy. The use of positive impoliteness strategies is intended to damage the positive face of the listener or speech partner. Some of the substrates of positive impoliteness are described as follows: (1) ignoring other people, by ignoring the speech partner or by not giving the speech partner a chance to speak; (2) isolating other people or reviling other people (failure to realize the presence of other people), the speaker deliberately limits himself to the speech partner so that he is not involved in communication; (3) withdrawing or separating from speech partners who disagree with speakers or their group, for example denying or not recognizing other people's opinions; (4) expressing disinterest, indifference, and sympathy; (5) using inappropriate nicknames for speech partners which are usually derogatory in nature; (6) using jargon and slang (secret language) so that people outside the group do not know what is being said; (7) making other people uncomfortable with the use of language, using derogatory nicknames in greeting; (8) using taboo words, swear words, and harsh words.

Third, negative impoliteness strategy. The use of negative impoliteness strategies is intended to damage the negative face of the listener or speech partner. Some of the substrates of negative impoliteness are described as follows: (1) scaring the speech partner by instilling bad things will happen; (2) belittle/harass, ridicule, criticize, ridicule which can also take the form of blaming and denouncing the weaknesses of others; (3) insulting other people and treating speech partners arbitrarily, using negative personal pronouns; (4) belittle or belittle other people; (5) violating personal space, for example eavesdropping and forcing the speech partner to speak; (6) linking speech partners to negative things; (7) make it seem as if other people are indebted to the speaker.

Fourth, strategy of sarcasm or pseudo politeness. The use of sarcasm strategies is used in politeness that is clearly not sincere, pretends or looks polite on the surface. Culpeper explained that the strategy of sarcasm is

used to cause social disharmony because it is the opposite of making fun of mockery or sarcasm for social harmony.

Fifth, the strategy of restraining politeness. The strategy of withholding politeness is that impoliteness occurs because of the speaker's negligence or intention not to carry out the politeness strategy as expected. For example, when assisted, the speech partner does not say thank you.

3. Methodology

In this study, there are two approaches used, namely the methodological approach and the theoretical approach. The methodological approach used is a qualitative descriptive research approach to describe forms of hate speech on TikTok, while the theoretical approach to this research is a forensic linguistic approach by utilizing language impoliteness strategy theory. The forensic linguistic approach was chosen with the aim of examining in depth the use of language used by someone involved in a case in the realm of law (Febriyanti, et al., 2022).¹⁰

The data in this study are in the form of fragments of speech in comments on accounts containing the Ferdi Sambo case against Brigadier Josua which allegedly contains hate speech, language impoliteness and has the potential to violate the law. Methods and techniques of data collection used is see. The basic technique used is the tapping technique with the follow-up technique of recording and note-taking.

The recording technique is used to record the data contained in the comments of the content regarding the Ferdy Sambo case. In practice, the recording technique used is in the form of screenshots. The note-taking technique was carried out to record data findings related to forms of hate speech in the comments column using data cards. In conducting data analysis the methods and techniques used in this research are the pragmatic equivalent method and the normative method.

4. Result and Discussion

Hate Speech (Insults)

Content Title:

Bharada Eliezer was a witness at the trial on Ferdy Sambo's code of ethics

Context:

The trial on Ferdy Sambo's code of ethics was attended by Bharada Eliezer who played the role of witness. The surprising thing is that the sound during the trial process is silenced from the media.

Speech Evidence:



The data above shows hate speech in the form of insults. Insult is verbal violence aimed at attacking a person's mental and morals which causes a person to feel uncomfortable (Simpem in Muthia, 2011).¹¹ The story "PC (grandmother's daughter) where woe" uttered by REnn through comments shows that he intends to mentally attack someone with the nickname grandmother daughter. The PC in question is the initials of the defendant Putri Candrawathi. REnn called her grandmother because during the trial the defendant Putri looked pale and weak without makeup.

Hate Speech (Defamation)

Content Title:

Seconds of the dismissal of Ferdy Sambo from POLRI – dishonorable discharge

Context:

After being investigated by the police, several police including Ferdy Sambo were involved in the murder case of Brigadier Joshua. Finally, Sambo was released from his post by the National Police or was dismissed from his position.

Speech Evidence:



According to Komnas HAM (*National Human Rights Commission*) in Furqon (2015)¹² defamation is a form of attack on a person's honor or good name based on ethnicity, religion, belief, skin color, race between groups, gender, ethnicity, disability, gender expression, or sexual orientation and attacks in the form of incitement to discrimination, violence and hostility. Speeches from TikTok users on behalf of Fery Cinta Damai are speeches in the form of hate speech defamation. The form of speech in the comments column is "those who are patient, Sambo, there are still many job vacancies for construction workers who are willing to accept you...as

the head of coolies". The comments made by Fery showed that he wanted to attack someone's honor or good name, namely Ferdy Sambo by saying that the defendant Ferdy Sambo should become a construction worker after not serving as POLRI. After Ferdy Sambo was dismissed from POLRI because he was involved in the murder of Brigadier Joshua, he no longer had the rank of general.

Hate Speech (Unpleasant Acts)

Content Title: Officially dismissed, Ferdy Sambo read out a love letter – an apology to senior and fellow high-ranking officers

Context: During the code of ethics hearing, Sambo read out a letter containing an apology to senior police officials and colleagues. The agenda for the trial was also the dismissal of Sambo from the Indonesian National Police.

Speech Evidence:  Cii Luuk Baa
Selamat Jalan Jenderal., Semoga Tenang
Disana. RIP 🙏🙏🙏
2022-08-26 Balas 1

The data above shows that comments from Cii Luuk Baa are in the form of hate speech, unpleasant actions. Saying “Goodbye, General, May you rest in peace there. RIP” has the opposite meaning. Usually the fragment “May Calm Down There. RIP” is intended for someone who has died, but this time the speech is intended for a defendant who is about to go to jail. This utterance can also be interpreted as a prayer for the accused to be sentenced to death by the judge. Therefore, this comment is an expression of hatred, an unpleasant act because it is an action that causes other people to feel uncomfortable, unhappy, annoyed, angry, and so on (Hartini, et al., 2020).⁸

Hate Speech (Provoke)

Content Title: News_5 the reason for the public "to judge Ferdy Sambo as the culprit, because:"

Context: The case regarding Ferdy Sambo began to emerge in society. Irregularities were found in the Ferdy case so that the public began to suspect the mastermind behind the Brigadier's murder. As a result, the community judged Ferdy because they suspected he was the mastermind behind the murder.

Speech Evidence:  Yudistira pratama
Kalau pendapat gue pribadi bukan 100 %
lagi di pelaku utama , melainkan 10000 %
dia pelaku utama. 🙏
2022-07-27 Balas 327

In KBBI, provoking is an act that causes anger to arise which is carried out by inciting, provoking anger, and inciting other people so that other people have negative thoughts and emotions (Permatasari & Subyantoro, 2020).⁹ Based on speech data from Yudistira Pratama namely "My personal opinion is not 100% anymore on the main actor, but 10000% he is the main actor" then this is a form of provoking hate speech. Yudistira indirectly provoked TikTok users to justify the defendant Ferdy Sambo as the main actor in the murder case of Brigadier Joshua. TikTok users who read Yudistira's comments have the potential to be agitated and have negative thoughts without exploring the truth of the case.

Hate Speech (Incitement)

Content Title: Seconds of the dismissal of Ferdy Sambo from POLRI – dishonorable discharge

Context: After being investigated by the police, it turned out that several police were involved in the murder case, including Ferdy Sambo. Finally, Sambo was released from his post by the National Police or was dismissed from his post.

Speech Evidence:  vendypamungkas2
gak perlu rasa kasihan , lebih kasian nasib
alm brigadir j yang masih punya masa
depan yg panjang yg belum nikah dan
punya anak
2022-08-26 Balas 12.6K

Incitement is an attempt to make people interested, passionate or taking revenge so that other people carry out the incitement (Gogali, et al., 2021).¹³ In the comment "no need for pity, more sorry for the fate of the

late Brigadier J who still has a long future who is not married and has children" is an expression of hatred in the form of inciting. Vendyepamungkas2 incited TikTok users who read his comments not to feel sorry for the defendant Ferdy Sambo. Coupled with this revelation, it was even more unfortunate for the late Brigadier J's fate to have an impact on people who read it, participating in the incitement because Vendyepamungkas2 added a comment that contradicted the fate of the defendant Ferdy Sambo.

Jonathan Culpeper's Impoliteness Strategy Types

Based on the results of an analysis of the forms of hate speech towards comments on the TikTok account which contains the Ferdy Sambo case, then an analysis is carried out regarding the types of impoliteness strategies by Jonathan Culpeper which will be presented in the table. The results of the analysis show that there are types of impoliteness strategies, namely 1) direct impoliteness strategies; 2) the type of negative impoliteness strategy; 3) the type of strategy of impoliteness sarcasm or pseudo politeness; and 4) the type of positive impoliteness strategy.

SPEECH	STRATEGY TYPE	STRATEGY SUB-TYPE
Where's PC (grandma Putri) Where is she woe	Direct impoliteness strategy type	Making other people feel uncomfortable
Be patient Sambo there are still many job vacancies for construction workers who are willing to accept you... as the head of the coolies	negative impoliteness strategy type	Condescension to others
Farewell, General, May you rest in peace there. RIP	strategy type of impoliteness sarcasm or pseudo politeness	Pretend or look polite on the surface
In my personal opinion, it's not 100% anymore in the main actor, but 10000% he is the main actor	negative impoliteness strategy type	Blaming and criticizing others
no need to feel sorry, more sorry for the fate of the late Brigadier J who still has a long future who is not married and has children	positive impoliteness strategy type	Expressing disinterest, disinterest, and no sympathy

5. Conclusion

The results of the study show that many TikTok users are still not polite in giving comments on TikTok social media. The results of the study also show that all utterances have the potential to violate the law on the ITE Law article 28 paragraph (2) juncto article 45 paragraph (2). Therefore, as a citizen who upholds politeness, you should use social media wisely by providing polite comments.

References

- [1]. Mardikantoro, Service Day. 2013. "Javanese as a Disclosure of Local Wisdom of the Samin Community in Blora Regency". *Community Journal* 5: 197-207.
- [2]. Rizaty, M. A. 2022. *Top 10 Most Downloaded Apps in the World (2021)*. <https://databoks.katadata.co.id/datapublish/2022/01/04/tiktok> (downloaded 09 January 2023).
- [3]. Wisnuadi, Krisno. 2022. *Statistical Data on the Number of TikTok Users [April 2022]* <https://dipstrategy.co.id/> (downloaded December 24, 2022).
- [4]. Annur, C. M., *Kominfo-KIC Frequency of Sharing Information on TikTok Has Increased in the Last 1 Year*. <https://databoks.katadata.co.id/> (downloaded 24 December 2022).
- [5]. Culpeper, J. (1996). Towards an anatomy of impoliteness. *Journal of pragmatics*, 25(3), 349-367.
- [6]. Mauludi, Sahrul. 2014. *Legal Smart Series: Beware of Hoaxes*. Jakarta: PT Elex Media Komputindo Kompas Gramedia.
- [7]. Yuliyanti, T., Subyantoro, S., & Pristiwati, R. (2020). Form of Hate Speech Comments on Najwa Shihab Youtube Channels in The General Election Campaign of President and Vice President of The Republic of Indonesia 2019. *Seloka: Journal Indonesian language and literature education*, 9(3), 254-263.
- [8]. Hartini, L., Saifullah, A. R., & Sudana, D. (2020). Forensic Linguistics against Unpleasant Acts on Social Media (Studypragmatic). *Deixis*, 12(03), 259-269.
- [9]. Permatasari, D. I., & Subyantoro, S. (2020). Facebook Hate Speech of the Year2017-2019. *Journal of Indonesian Literature*, 9(1), 62-70.

- [10]. Febriyanti, E., Subyantoro, S., & Wagiran, W. (2022). "Fake News (Hoax) in the 2019 Presidential Election Campaign on Social Media". *Thesis*. Semarang: Unnes Postgraduate.
- [11]. Muthia, R. (2015). Pragmatic Study of Insult and Defamation Speech Good Names in Indonesian. *Inscription Proceedings*, 329-334.
- [12]. Furqon, D., Munirah, M., & Rosdiana, R. (2022). Analysis of Speech Forms of Language Crimes (Defamation) in Youtube Social Media: (Forensic Linguistic Studies). *Journal of Conceptions*, 11(2), 272-281.
- [13]. Gogali, F. D. (2021). Sedition and Participation in Riots According to the Bible Criminal Law Act. *PRIVATE LAW*, 9(5).