

## **HATE SPEECH MOTIVES OF NETIZEN ON INSTAGRAM SOCIAL MEDIA**

Nurfitriani B<sup>1</sup>, Murni Mahmud<sup>2</sup>, Muftihaturrahmah Burhamzah<sup>3</sup>

*Universitas Negeri Makassar*

\*Corresponding Author: [murnimahmud@unm.ac.id](mailto:murnimahmud@unm.ac.id)

### **Abstract**

This article investigated and examined the motives behind hate speech on Instagram. The subject is a well-known politician, Joe Biden the President of the United States. This article uses qualitative research techniques. The data were collected from screenshots in the politician comment columns. The transcriptions were interpreted and grouped using the theory of Pinker (2011) and the occurrences of motives were analyzed by the idea of King and Sutton (2013). The findings showed that: (1) Netizen generate motives of Instrumental Violence in response to fear. (2) Netizen generate motives of Power in response to a social entity. (3) Netizen generate motives of Revenge in response to retaliating or punishing someone. (4) Netizen generate motives of Ideology in response to psychological damage (5) Lastly, Netizen generate motives of Sadism in response to seeking pleasure by hurting another person physically or emotionally.

**Keywords:** Hate Speech, Motives, Netizen.

### **INTRODUCTION**

The Internet has become a "new front" for the spread of hate, with millions of people communicating through cheap and accessible social networks that allow different and fragmented groups to connect, creating a sense of collective identity and community. According to Myers (cited in Rahmi and Andreas (2020)), this communication problem is aggression, defined as a physical or verbal act that harms another person. Hate speech is one of the most offensive speech acts. In Indonesia, hate speech is conveyed in various forms such as words, phrases, and sentences (Syafyaha, 2018). Technological innovations have allowed extremists and enemies to spread their rhetoric and strategies, and recruit, organize and connect with them through websites. With the advancement of the Internet.

In the context of the Internet as an era of progress, the increasingly harmful effects of online hate groups are directly or indirectly reflected in the increase in targeted hate speech, online harassment, bullying, and discrimination. King and Sutton (2013) assume that hate crimes in their articles are acts of communication and are often the result of events that led to revenge against a target group, a group with characteristics similar to those of the perpetrator. The spread of hate speech online is further complicated by the difficulty of monitoring activities that do not largely regulate the Internet. Criminal justice agencies are not a major public priority and do not actively spend time and money investigating crimes. As a result, police rarely respond to online hate speech unless specific crimes are reported.

Hate speech is a major challenge in social studies. Hate speech takes many forms in the media and social networks. In general, hate speech is an act of communication by an individual or group that provokes, induces, or insults another person or group in a variety of ways, including race, colour, ethnicity, gender, disability or sexuality, orientation, nationality, religion, etc. These were first observed verbally, non-verbally, and symbolically by Nielsen (2002).

Hate speech is also presented as a negative prejudice that is not socially accepted and defined. Third, hate speech suggests that others have malicious or deceptive intentions, and according to Vargo and Hopp (2020), audiences often use emotional and negative language to make them feel sad and/or behavioral.

Many proposed definitions of "hate speech" have been formulated in response to specific harmful discriminatory social phenomena or incidents. The descriptions have also been adjusted over time to reflect new circumstances and to account for language changes and understandings of equality, discrimination, or harm through technological developments. Hate speech has been studied in various media and contexts, including television shows, social media, and everyday interactions.

Another meaning of hate speech is offensive communication, which focuses on specific characteristics of a group, such as race, religion, gender, or sexual orientation. According to Ross (2017). The internationally accepted definition can be broken down into two main areas: 1) Definitions that define hate speech in a broad sense and include any term that promotes or justifies hate based on racism, xenophobia, religion, gender, sexual orientation, or disability, and 2) which you specify in a more rigorous and precise manner, including only forms of speech that, in the context of specific instability, may contribute to the initiation of a violence case against a group of people belonging to one of these groups mentioned Gagliardone (2015 ). We may encounter expressions of hatred in our daily lives, especially when we watch specific videos, posts, and stories on social media applications such as Instagram.

On social media, these groups have found useful tools on social networks to spread their messages and symbols, which they use to target victims and recruit members. Usually, people associated with these groups work on social networks, which reinforces the feelings shared by their victims. But the hate speech phenomenon does not stop at groups with prominent ideological characteristics. Other social media users, known in online jargon as haters, are a big part of the problem. People who are obsessed with attacking and harassing specific individuals (mainly celebrities) or groups they despise because of their race, religion, etc. are referred to as "haters" on the internet.

Before social media and social networking became the latest trend, the general population had almost no contact with their favorite stars, public figures, or politicians, apart from the rumors and truths that the general population learned through the latest news. Social media allows followers to know where their favorite politicians are, what they do, what they think, and pretty much anything the public wants to know. Instagram is a type of social media that brings celebrities, public figures, and politicians to fully interact with their fans through the word social media. Making politicians so accessible to the general public via social media has both positive and negative implications, as does the general population using social media.

As a fanatic of a particular politician, you might want to know him inside out. The best thing would be the chance to meet them or maybe even talk to them. Politicians use social media sites that make their fans feel "like they know them by their photo, video or voice", making them feel more connected and important to their favorite politicians. When politicians make their followers feel that way, the politicians become nicer and more down-to-earth. This perception by the general public makes the politician seem closer to a "real" person. This personality trait of politicians has the potential to collectively increase their fan base. Politicians are people too and make mistakes, but mistakes remain when viewed on social media. The world often does not go unnoticed. The researcher chooses Joe Biden, who is the President of the USA. He is, so to speak, a well-known figure in American politics. He was so thoroughly scrutinized by the press and his critics that his life was an open book.

When addressing the phenomenon of hate in social media, we need to consider the diversity and heterogeneity of author profiles, not only because of the magnitude of the problem but also because of the development of appropriate strategies for different sources of extremist discourse.

Using these terms, which fall within internet slang, runs the risk of hyperbole and the aforementioned tendency to view them as an obliteration from offline reality, what Nathan Jurgenson calls digital dualism. Hate and narcissistic mockery can be found in social media ads, but their hostile impulses and enemies come offline.

Hate speech is a language that attacks a person or group based on, for example, race, ethnicity, national origin, religion, sexual orientation, disability, or gender identity; and it makes a positive difference because such utterances imply issues of harm, dignity, security, healthy cultural dialogue, democracy, and legitimacy, to name just a few relevant issues. The law of some countries defines hate speech as speech, gesture or conduct, writing, or representation that is prohibited because it incites violence or harmful action against a protected group or because of your membership in the group, or because it discredits or intimidates a protected group or an individual based on their membership in the group. The law can identify a protected group based on certain characteristics. In some countries, incitement to hatred is not a legal term and is constitutionally protected. In some countries, a victim of hate speech can seek civil, criminal, or both remedies. A website that uses hate speech may be called a hate site.

Hate speech, behavioral motives differ from violent motives. Anderson and Carnagey's (2004) generalized aggression model, repeated exposure to violent behavior leads to desensitization. Dull people take the hurt of others less seriously, have less concern for violence and less compassion for victims, and begin to believe that violence is the norm. Desensitization has been observed at a very basic physiological level of human function. Those most frequently exposed to violence by Bartholow, Bushman, & Setsir (2006).

Motive is something that drives human reasons that cause someone to do something. The categorization of motives is indeed not limited to operationalization Rakhmat (2007), states that there are three orientations, namely: cognitive motives, personal identity motives, and diversion motives. Someone who is based on this motive will try to find all kinds of information that he asks through various media that can be achieved.

Several researchers on hate speech have been conducted. The researcher chose this study because there were many politicians, public figures, and people who received hate speech. Hate speech can be found not only on social media but in many places in our daily lives. Many researchers have explored hate speech from different perspectives to combat this potential state conflict, including language characteristics, reasons for hate speech, or solutions to it. Some researchers mainly use forensic linguistics to investigate hate speech from grammatical units and their meanings. Suryani (2021) states that forensic linguistics is the interdisciplinary study of linguistics and forensics.

In particular, Daniel ewicz-Betz explained in Hazhar (2021) that forensic linguistics evaluates and uses language in terms of "crimes, lawsuits or legal disputes". Today, forensic linguistics is used in courts to recognize malicious language such as provocation, incitement, insult, profanity, slander, and spreading deceit. For example, in the case of Ahmad Dani, every accusation puts the criminal in jail Permatasari and Sunyantoro (2020) to provoke people to resist the power regime.

This study investigates the motives behind hate speech on Instagram. Joe Biden was chosen for this study because it was considered a suitable place for research. After all, in the comments column on Instagram, especially accounts of well-known politicians, they use many languages but the dominant language is English. This allows us to interact and see his posts anytime and anywhere, making researchers choose him as the subject of this study.

Based on this background, this article examines the extent to which motives for hate speech in social media circles, especially when looking at the comments column of an account to answer the research question “What are the motives of hate speech of netizens on Instagram?”

## **Review of Literature**

### ***Sociolinguistics***

In this study, the researcher has delved deeper into sociolinguistics because this research is focused on linguistics and sociolinguistics is one of the branches of linguistics related to this research. After further sociological analysis, the researcher decided to focus on hate speech. Hate speech is a communication made by one person or group in a way that provokes, incites, or offends another person or group for any reason, including race, color, ethnicity, gender, national origin, or religion. In addition, the researcher selected the act of hate speech between social media on the Instagram application to retrieve data for analysis.

Hudson (1996) defines sociolinguistics as the study of socially related languages. Contribute to the understanding of foreign language teaching, the nature of language and its expression, and the understanding of the nature of society. This means that sociolinguistics is the study of how we use language to communicate with each other. Sociolinguistics shows the importance of studying language because it affects society as a whole. The study of language about society is called sociolinguistics, which is made up of two words: socio meaning social or related to society, and linguistics meaning linguistics. According to Wardhaugh (2006), sociolinguistics studies the relationship between language and society to better understand how language works in the structure and communication of language. Wardhaugh (2006) argues that sociolinguistics is concerned with the study of the relationship between languages and society, leading to a better understanding of the structure.

Based on the above definition, we can conclude that sociolinguistics is the study of language in society and the use of language in public, based on the context of its social function.

### ***Hate Speech***

Hate speech can also reflect violence. It is not physical violence, but verbal violence that tends to convey authority (Baryadi, 2012). According to Pranowo (2009), people who behave rudely are always due to several factors: (1) they are always emotionally driven in their speech; (3) always have prejudices against their audience, and (4) always defend their opinion. All the verbal factors described above by Pranowo are at the root of hate speech.

Culpeper (2011) points out that hate speech is socially important. He emphasizes that it is highly visible in public life and should be of interest to the study of linguistics. from recruit training to exploitative television shows). However, these discourses are rarely explored in detail. Needless to say, hate speech can be found in social psychology (especially with regard to verbal aggression), sociology (especially with regard to verbal abuse), conflict studies (e.g., verbal conflict resolution), media studies (e.g., exploitative television), and many others. It may be related to other areas.

## **Motives of hate Speech**

Motives for hate speech have five categories, namely instrumental violence, power, revenge, ideology, and sadism (Pinker, 2011)

### ***Instrumental Violence***

Instrumental violence refers to violence used to achieve secondary goals, as opposed to reactive violence, which is in response to perceived fear or provocation. Frightening means creating the belief that harmful behavior will occur in others.

### ***Power***

Power occurs when the perpetrator desires to secure or strengthen their position in the social entity (Pinker (2011)).

### ***Revenge***

Revenge is the act or process of retaliating or punishing someone for some type of harm or wrongdoing caused by someone (whether real or perceived). Someone tends to use hate speech to attack the target. Haters use a code known to others

### ***Ideology***

In-group and out-group phenomena play an important role in human interaction and can ultimately lead to hate speech against individuals who are perceived to be outside the group. The characteristics that increase the likelihood of harm are more psychological (e.g. shyness, introversion), ethnicity, social status, appearance, sexual orientation, religious affiliation, personality, etc.

### ***Sadism***

Sadism sounds like a rather harsh term for interactions between children and adolescents. Sadism is the pursuit of pleasure by physically or emotionally harming another person. On social media, this could mean fellow netizens being harassed by boredom.

## **RESEARCH METHODOLOGY**

### **Research Design**

This article is descriptive qualitative research to investigate and describe the motives behind hate speech on Instagram.

The data of this article are the representations of politician Joe Biden's Instagram comments from the netizens. In this research, the qualitative descriptive method is used to describe everything related to the subject of this research. Qualitative research takes natural environments and tries to understand or interpret phenomena in terms of the meaning people attach to them. The descriptive model was used in this study because the study is caused by factors that provide information about a specific phenomenon occurring in the study. This research analyzes the hate speech of internet users on Instagram. This study analyzes the motives of hate speech in the language used by internet users and the reasons why internet users use hate speech on social media, and the observation result in this case study can be described as the result of this study.

### **Data Collection instruments**

The data for this article were collected through screenshot and observation. The screenshot data served in the shape of a photo which consisted of a description of each motive. At the same time, the observation data is done in tabular form.

### **Produce Data Collection**

The following steps are involved in collecting the data for this article; Data collection procedures are performed using documentary techniques using only data that supports the research question. The data of this research will be taken from a download/screenshot photo of politicians' Instagram in site [www.instagram.com](http://www.instagram.com).

### **Data Analysis**

After finishing the screenshot and the observation, the researcher followed the following steps;

1. Extracting the data from the transcription and separating it based on their occurrences
2. Categorize the identified data according to the research problem and underlying theory

### 3. Draw conclusions based on data interrelationships

## FINDINGS AND DISCUSSION

The screenshot was taken on Joe Biden's Instagram account. The data for this study were representations of Instagram comments from internet users and politicians. The politician selected for the investigation is Joe Biden. He was chosen because his Instagram account has the most internet users and is controversial among politicians. A comment by a politician's netizen on Instagram said the politician uploaded a photo of him from July 2022 to August.

### Motives of Hate Speech

Table 1. The Total Number of Hate Speech Motives

No	Motives	Total
1	Instrumental Violence	14
2	Power	10
3	Revenge	5
4	Ideology	7
5	Sadism	51
<b>Total</b>		<b>87</b>

Table 1 presents the data to know the total number of hate speech motives. It found that 51 sadism hate speeches had a high frequency of use in Biden's Instagram post, then instrumental violence Power 10, Revenge 5, and Ideology 7.

Table 2. Hate Speech Motives Utterances by Netizen

No	Motives	Hate Speec Utterances
1	Instrumental Violence	@eartil.video: RIP
2	Power	@ediot.h: so do better. Its almost like ur in a position of power
3	Revenge	@dhdenaline_1: Fisrt you blame Putin, then greedy oil companies, now gas stations. Which is it Biden? Ist you! This is all your fault. You 're the president the buck stops with you. OWN IT!!!
4	Ideology	@thomas_traveller1310: Communist
5	Sadism	@star_angeline: The worst president ever!!!

Table 2 the data shows that motives for hate speech were found on Bidens' Instagram 5 types of reasons for hate speech, namely: instrumental violence, power, revenge, ideology, and sadism.

The data shows, the research results prove that Pinker (2011) proposed five motives for hate speech. 5 hate speech motives were found on politicians' Instagram, namely Instrumental Violence (14), Power (10), Revenge (5), Ideology (7), and Sadism (51), In the comments on the Instagram of politicians, we were not found that haters show is silent in responding to the politician.

While the findings of this article showed that Instagram is one of the types of social media that push politicians to fully interact with their followers through the world of social media. Instagram allows followers to know where their favorite politicians are, what they do, what they think, and just about anything else the populace could possibly want to know. When interacting on Instagram, someone didn't always have the same feelings as others. Netizens tend to express their disagreements when it doesn't match their emotions. The results of the analysis of comments during the study.

The last, the use of the term "hate speech" is known as "hate crime". Lambert Post as quoted by Hare & Weinstein explains the term "hate crime" as "speech expressing hatred or intolerance of other social groups, especially based on race and sexuality". Defining hate speech is defined as an expression or statement that shows hatred or intolerance towards other community groups based

on taste and sex. The act of understanding hate speech will then be understood based on legal arrangements in Indonesia (Christianto. H, 2018). Watts (2003) describes that hate speech behavior that is impolite, discourteous, unruly, or bloodthirsty is more easily noticed than polite behavior. Hate speech has not received nearly as much attention as politeness. Simply put, "hate speech" is the expression of discriminatory hatred towards people, and does not necessarily have a specific result. This definition of least common multiple covers a very wide range of expressions, including legal expressions. This definition is therefore too vague to be used to identify expressions that may be lawfully restricted under international human rights law. Hate speech can also reflect violence. It is not physical violence, but verbal violence that tends to convey authority (Baryadi, 2012).

Based on the experts and explanation above, it shows that hate speech behavior that is impolite, discourteous, unruly, or bloodthirsty is more easily noticed than polite behavior. Hate speech has not received nearly as much attention as politeness.

Furthermore, According to Pranowo (2009), people who behave rudely are always due to several factors: (1) they are always emotionally driven in their speech; (3) always have prejudices against their audience, and (4) always defend their opinion. All the verbal factors described above by Pranowo are at the root of hate speech. Culpeper (2011) points out that hate speech is socially important. He emphasizes that it is highly visible in public life and should be of interest to the study of linguistics (from recruit training to exploitative television shows). However, these discourses are rarely explored in detail. Needless to say, hate speech can be found in social psychology (especially with regard to verbal aggression), sociology (especially with regard to verbal abuse), conflict studies (e.g., verbal conflict resolution), media studies (e.g., exploitative television), and many others. It may be related to other areas. Hate speech on the Internet needs to emphasize ethics in the online world, given that the online world has long been considered important to the international community. However, more and more groups are misusing cyberspace to propagate anomalous things such as ethnicity, religion, and race. For example, the spread of slanderous news in the Internet world is noteworthy. Internet Service Providers (ISPs) are usually the party responsible for the content that contains defamation.

Content that contains libel is not the responsibility of the ISP. In particular, be careful if a third party intrudes without your ISP's knowledge. Much like managing a bookstore, the Internet world distinguishes between the roles of distributor and publisher. In this case, the ISP acts as a publisher, entrusting the management of the network to the distributor. The above is what is often called defamation, which is a statement or expression by a person who damages the reputation of another person in a particular community. Or it could be in the professional world, in the form of character assassination.

In addition to Hate speech motives utterances, as shown below:

**a. Instrumental Violence**

Data 1:

@willstevedoactuallydoit: *#killjoebiden*

Contextually the sentence with the KillJoeBiden hashtag? which means that the narrative of death threats to Joe. His speech violated politeness. This statement will negatively influence the interlocutor or listener in the column to post this comment.

**b. Power**

Data 2:

@ediot.h: *so do better. It's almost like ur in a position of power*

From the data above, it can be seen that the haters do not like Biden's appearance. Therefore they regard Biden as a politician who does not try to do anything for others in need. So haters seek strength with their behavior.

**c. Revenge**

Data 3:

@dhdenaline\_1: ***First you blame Putin, then greedy oil companies, now gas stations. Which is it Biden? Ist you! This is all your fault. You're the president, the buck stops with you. OWN IT!!!***

In the data, the motive can be categorized as revenge. This is indicated by the sentence "First you blame Putin, then greedy oil companies, now gas stations. Which is it Biden? Ist you! This is all your fault. You're the president, the buck stops with you. OWN IT!!!" the word, OWN IT making clear what Biden has done to his people.

**d. Ideology**

Data 4:

@thomas\_traveller1310: ***Communist***

In the data above, haters' comments on Biden's Instagram can be categorized as an ideology because it assumes politicians have awareness and haters say it's very sad to say, communist.

**e. Sadism**

Data 5:

@star\_angelina: ***The worst president ever!!!***

The data shows that the phrase "The worst president ever!!!" can be categorized as hate speech sadism because the haters deliberately do not want to cooperate with politicians or the haters do not want to maintain good relations with politicians.

In this article, hate speech motives found that 51 sadism hate speeches had a high frequency of use in Biden's Instagram post, then instrumental violence, Power 10, Revenge 5, and Ideology.

## CONCLUSION

This article found the motives behind hate speech in Instagram's comment section. From the data, it can be concluded that 100 comments contain hate speech. Hate, as put forward by Pinker (2011), has five motives in his speech. instrumental violence (14), power (10), revenge (5), ideology (7), sadism (51), and yet another motive hate speech. On Instagram, he cites Beebe & Culpeper's politicians, Discord (14).

Beebe and Culpeper advocate the use of hate speech on politicians' Instagrams to vent negative sentiment, entertain the audience, and for collective purposes. Having no excuse for using hate speech is a show of power because there is a power struggle to show the superiority of each speaker so that there is no hate speech, i.e. showing power, in the comments of the haters. Hate speech is often used to ridicule politicians. That's because detractors use ridicule as an effective strategy to insult politicians. Finally, we found new reasons to disapprove, to show dissatisfaction, to ridicule politicians, to clarify things.

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