

ANALYSIS OF HATE SPEECH IN THE COMMENT COLUMN OF TIKTOK ACCOUNT: A FORENSIC LINGUISTIC STUDY

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ABSTRACT

Social media has provided a space for freedom of opinion to all its users. However, this has caused not only positive impacts but also negative impacts. One of the negative impacts of communicating on social media is to harm some people or certain parties such as hate speech. This study aims to analyze the forms of hate speech of Indonesian netizens in Ganjar Pranowo's Instagram comment column which is analyzed using forensic linguistic analysis. The formulation of the problem in this study is how to analyze the forms of hate speech in the comment column of Ganjar Pranowo's tiktok account using forensic linguistic studies. The research design used in this study is descriptive research and data collection is carried out from the results of observation and analysis of language crimes. Data was collected from March 1-10, 2024. The data in this study is in the form of words and sentences of Indonesian netizens which are hate speech and thrown at Ganjar Pranowo in the Tiktok comment column. The data in this study is in the form of Tiktok social media that can be accessed by all parties, in the form of text taken through online searches in the Tiktok comment column of ganjarpranowo. The results obtained in this study are that the forms of hate speech are divided into 4 forms, namely insults, defamation, anger and annoyance, and hoaxes (fake news). The data obtained included insult there were 11 data, defamation there was 2 data, then anger and annoyance there were 3 data and hoax (fake news) there was 2 data. Insults are the most common and dominant hate speech. In general, hate speech contained on Ganjar Pranowo's tiktok account is dimensioned as an act of satire accompanied by bad ridicule with harsh and negative words and blasphemy that tends to lower the value, degrade and also accuse of committing an act.

Keywords: *hate speech, tiktok, forensic linguistics*

INTRODUCTION

One of the most widely used and in-demand social media today is TikTok. TikTok is an application for sending information quickly, namely in the form of videos, image management, image editing and sharing on other social networks. Based on the purpose of using TikTok, this application can be used with internet technology which is the basis for the operation of social media. Tik tok can also provide information about a person's image or reality, for example celebrities or politicians. TikTok is one of the mass media that can offer a combination of political news and entertainment. In today's political advertising, the use of mass media as a campaign tool is an indispensable tool. The influence of mass media on society has a significant influence in making dominant opinions widely available to the public. Many politicians are now using TikTok as a social media as a campaign tool, TikTok not only functions as a campaign tool but also entertainment content.

Ganjar Pranowo is one of the politicians in Indonesia. Ganjar Pranowo was born in the village of the slopes of Mount Lawu, Karang Anyar on October 28, 1968. Ganjar Pranowo has the real name Ganjar Sungkono which means the reward of hardship or sadness. However, when Ganjar was about to enter elementary school, Sungkono's name was changed to Pranowo by his parents. This name change occurred because of the fear of Ganjar's parents, if the name Sungkono remains, the child will always wallow with bad luck and hardship.

Ganjar's father is named S. Pamudji and his mother is named Sri Suparni. Ganjar is the fifth child of six siblings. Ganjar's father himself works as a police officer and was also assigned to participate in the PRRI or Permesta crackdown operation.

On social media, Ganjar Pranowo has 6.6 million followers while his TikTok has 7.6 million followers. On TikTok social media, Ganjar uploads a lot of various content. In March, Ganjar Pranowo uploaded 31 video contents.

Ganjar Pranowo has served as the Governor of Central Java for two terms from August 23, 2013 to September 5, 2023. Previously, he was a member of the House of Representatives from the PDI Perjuangan faction for the 2004-2009 and 2009-2013 periods. He is also serving as the General Chairman of the Gadjah Mada University Alumni Family (Kagama) for two periods, namely 2014-2019 and 2019-2014. Ganjar was elected as the chairman of KAGAMA in November 2014, Ganjar was elected by deliberation to replace Sri Sultan Hamengkubuwono X as the general chairman of KAGAMA. As well as the general chairman of the Indonesian Regional Public Radio TV Association (Persada.id). Ganjar Pranowo was officially appointed by PDI-Perjuangan as a Presidential Candidate of the Republic of Indonesia accompanied by Mahfud MD as a Vice Presidential Candidate to advance in the 2024 Presidential and Vice Presidential elections.

Methods

The research design used in this study is descriptive research and data collection is carried out from the results of observation and analysis of language crimes. Data was collected from March 1-10, 2024. The data in this study is in the form of words and sentences of Indonesian netizens which are hate speech and thrown at Ganjar Pranowo in the Tiktok comment column. The data in this study is in the form of Tiktok social media that can be accessed by all parties, in the form of text taken through online searches in the Tiktok comment column of ganjarpranowo.

Research Results

Analysis of Forms of Hate Speech in Ganjar Pranowo's TikToc Comment Column

Based on the results of research that has been carried out regarding the form of hate speech against Ganjar Pranowo on TikToc social media in March 2024. The forms of speech found are classified in the form of insults, defamation, anger and annoyance, and hoaxes (fake news).

A. Humiliation

Insult is a form of hate speech that aims to bring down, denounce, blaspheme or harass someone. Based on articles 310, 311, and 315 of the Criminal Code, insult means to degrade or look down (insult or unimportant), defame people, offend people, curse, blaspheme, or degrade. Usually insults are carried out because of a certain difference or opinion, but it can also be about ethnicity, race, religion, social status, and other differences. But in addition to that, insults can also be in the form of accusations against a person or group that have not been proven to be true. A person can be prosecuted under articles 310 and 311 of the Criminal Code if proven to have committed insult by scolding an individual. Language crimes can be committed under various conditions, both in place and at time, and can also be committed with various kinds of expressions. Insult by accusing someone of committing an act is included in Articles 310 and 311 of the Criminal Code. Meanwhile, minor insults in the form of swear are included in Article 315 of the Criminal Code.

The following is an analysis of the forms of hate speech in @ganjarpranowo accounts

Data 1

Speech : 16%

Context: spoken by @Bg.Onixx on March 31, 2024

The data above shows that speakers insult their opponents by using laughing emoticons and words 16%. The word insult is marked with

16% and a laughing emoticon. Speakers do speak facts and according to data. 16% is the number of votes obtained by Ganjar Pranowo in the Presidential election, and data-driven Ganjar's vote is the lowest among other Presidential and Vice Presidential candidates, but the speaker makes it a joke with the aim of making fun of it, especially with a laughing emoticon that aims to laugh at the results.

Data 2

Speech: ulang terus sampe uban menang

Context : spoken by @wishcaproduction on March 28, 2024

The description above shows that the comment "repeat until gray wins" in the above speech is identified as hate speech insult. The phrase continued until the gray man won to show an insult to Ganjar Pranowo, the speaker insulted Ganjar Pranowo's physique by saying gray. The word gray hair used by the speaker intended to insult Ganjar for being old and make a person's physique an insult and body shaming. According to KBBI, gray hair means hair that has turned white or has begun to turn white. This sentence has the meaning of netizens saying that Ganjar Pranowo is old. The speaker said to repeat the election of presidential candidates with Ganjar who remains one of the presidential candidates until gray (Ganjar Pranowo) wins and is elected President.

Data 3

Speech : semoga menang pak, menang di lomba balap karung

Context: spoken by @ahmadluthfi to on March 27, 2024

The quote above shows the comment "hopefully win, sir, win in the sack racing competition". The sentence was identified as hate speech of insult, the speaker insulted his opponent by saying that he hoped to win, sir, win in the sack racing competition. Ganjar Pranowo is running for president but the speaker prays for victory in the sack racing competition. The speaker seemed to underestimate Ganjar Pranowo by saying that Ganjar would win the sack racing race. The word winning in the sack racing competition is an insulting word that intends to demean Ganjar who is running for President but the speaker prays for victory in the sack racing competition.

Data 4

Speech : vibes istrinya kaya lg ngajakin pembantu jalan2

Context: spoken by @mom's jo br htsoit on March 07, 2024

Statement 4 shows the comment "vibes istrinya kaya lg ngajakin pembantu jalan2". In the content, Ganjar and his wife were walking in a resort. The sentence was identified as hate speech, insult. The word vibes in KBBI has the meaning of something related to the mood of

imaginative feelings, especially in drama scripts. But the word *vibes* in slang has a broader meaning, namely energy or atmosphere that can be felt in social interactions or in a certain environment. *Vibes* can also be interpreted as aura, mood, mood that arises or is felt. The word auxiliary *vibes* is a word that refers to insult, because the speaker told Ganjar Pranowo that, Ganjar Pranowo looked like a maid when walking alone with his wife. The assistant was included in the insult words addressed to Ganjar Pranowo. The speaker said that Ganjar was very suitable for the auxiliary *vibes* and Ganjar had an aura of a helper.

Data 5

Remarks: *cie sales sepeda lagi jalan jalan*

Context : spoken by @KING OF KINGS on March 31, 2024

Speech 5 shows the comment "*cie sales sepeda lagi jalan jalan*". In the content, Ganjar uploaded a video of a day in my life by riding a bicycle while driving around. The sentence was identified as hate speech of insult because of the word *cie sales bicycle* aimed at Ganjar aimed at insulting Ganjar when he made content for a bicycle ride. *Cie sales sepeda* is a form of job insult, Ganjar is said to be more like a bicycle salesman.

Data 6

Speech : *puasa gk pak...haus kan ??? sama tapi beda .. aku haus minum kalo bapak haus jaabaa....*

Context : spoken by @uktynaugtyvely on March 30, 2024

The quote above shows the comment "*puasa gk pak... haus kan sama tapi beda .. aku haus minum kalo bapak haus jaabaa....*". The sentence is a speech in the form of hatred marked by the word *thirsty for office*, but the speaker abbreviates the word position to *jaabaa* only. The speaker insults his opponent by saying that the person is *thirsty for position*. The speaker insulted Ganjar by saying that Ganjar is a figure who is *thirsty for office*, where Ganjar running for President is considered someone who is *thirsty for office*.

Data 7

Remarks: *suara bapak di TPS ku hanya 4*

Context: spoken by @agung denude on March 30, 2024

Statement 7 shows the comment "*suara bapak di TPS ku hanya 4*". The sentence of only 4 is a speech in the form of hatred and insult. The speaker insulted Ganjar Pranowo's vote acquisition at the regional polling station which only amounted to 4 votes.

Data 8

Speech: suara paling kecil tapi paling berisik menyala pak ganjar

Context: spoken by @Owner Jhonson on March 20, 2024

Based on the sentence above, it shows the comment "suara paling kecil tapi paling berisik menyala pak ganjar". The sentence was identified as hate speech of insult marked by the smallest but loudest voice sentence, the speaker insulted Ganjar by saying that Ganjar was very noisy even though he obtained the least votes in the presidential and vice presidential elections. The speaker's intention should be with the smallest voice, Ganjar does not need to be loud and silent.

Data 9

Remarks: keliatannya kayak orang bener ya, padahal mah robot

Context: spoken by @wafiq nurrohman_kala Jambi on March 28, 2024

Explanation 9 shows the comment "keliatannya kayak orang bener ya, padahal mah robott". The sentence was identified as hate speech. The speaker intended to insult Ganjar by saying like a robot. The speaker said that Ganjar is like a robot where a robot is just an object programmed by other people with the intention of making it that has been regulated. The speaker also said that Ganjar only looked like a righteous person.

Data 10

Speech : tai

Context : spoken by @OKNUM on March 30, 2024

Quote 10 shows the comment "tai" where the sentence is identified as hate speech in the form of insults. In one of the contents, the speaker commented tai. Tai in KBBI means various dirt, sediment or goods that are considered as dregs. Tai in language can be interpreted as stinky dregs, the speaker means that what Ganjar Pranowo said is all like stinky dung.

Data 11

Remarks: padahal udah ngarep kalo lari di kawal paspampres

Context: spoken by @aldopamungkas1928 on March 19, 2024

Speech 11 shows the comment "padahal udah ngarep kalo lari di kawal paspampres" the sentence is identified as hate speech in the form of insults. In this content, Ganjar uploaded a leisurely walk content. The speaker laughed at Ganjar with a laughing emoticon at the end of the sentence as a form of ridicule because Ganjar was not elected president, so when he was doing any activity, Ganjar was not escorted by the paspampres (presidential guard force).

B. Defamation

The second form of hate speech in the comment column of netizens on Ganjar Pranowo's TikTok account is defamation hate speech. This action contains aspects of hate speech that can be said directly or indirectly and causes hostility. According to the ITE Law, defamation is the act of disseminating electronic information that contains insults or defamation intentionally without rights. Speech can be said to defame a person if it is proven to be false or not in accordance with the existing reality. Defamation can be charged with article 27A of Law 1/2024 concerning the second amendment to the ITE Law. The following are examples of hate speech in the form of defamation:

Data 1

Remarks: we gue ganjaar dpt 500k + sembako di malang, tp gue tetep nyoblos oke gass 02..

Context: spoken by @yasudahlah on March 28, 2024

Data 1 shows the comment " we gue ganjaar dpt 500k + sembako di malang, tp gue tetep nyoblos oke gass 02..". The sentence above contains hate speech that has the meaning of defamation. The speaker alleged that Ganjar during the campaign period bribed people to vote for number 3 by providing assistance of 500k. The speaker intended to tarnish Ganjar Pranowo's good name for carrying out a black campaign. If it was true that Ganjar used a black campaign during the campaign, he might have been imprisoned by now, because the law clearly prohibits the use of black campaigns.

Data 2

Remarks: saya dpt serangan pajar dari 03 dpt minyak beras gula dll,,sy ambil isinya bag nya buang krn ada foto dy..

Context: spoken by @Dhenta on March 28, 2024

Description 2 shows the comment " saya dpt serangan pajar dari 03 dpt minyak beras gula dll,,sy ambil isinya bag nya buang krn ada foto dy..". The sentence above contains hate speech that is included in defamation. The speaker said that he received basic food assistance from partner number 3, namely Ganjar. Even though it is not necessarily the speaker who actually receives basic necessities from Ganjar. Until now, there have been no cases related to black campaigns on behalf of Ganjar Pranowo.

C. Anger and Resentment

The third form of hate speech in the comment column of netizens on Ganjar Pranowo's TikTok account is hate speech, anger and annoyance. Anger and resentment are natural feelings that occur when a person feels

uncomfortable in a situation or event. Anger and resentment are a form of hate speech that aims to vent negative feelings that arise because pent-up anger cannot be channeled. The following is an analysis of Indonesian netizens' comments in the TikTok comment column that contain hate speech, anger, and annoyance.

Data 1

Speech: KALAH MAH KALAH AJA JANGAN KERAS KEPALA
NG*N**D

Statement : said by @cigarette after setres on March 27, 2024

The above remarks show the comment " KALAH MAH KALAH AJA JANGAN KERAS KEPALA NG*N**D". The sentence above contains hate speech that is included in the form of irritation and anger, the speaker expresses his anger by using coarse language, namely ng*ntod. Ng*ntod in the sentence is interpreted as having sexual relations. All the words expressed by the speaker were a form of overflowing anger towards Ganjar. The speaker felt angry because Ganjar often made content and the content continued to appear on his tiktok homepage, so his anger overflowed by typing these rude words.

Data 2

Speech : ALAY YATIM NG*N**D EMAKLU L*NT*

Context: spoken by @Chocotacoo on March 28, 2024

The explanation above shows the comment "ALAY YATIM NG*N**D EMAKLU L*NT*". The sentence above contains hate speech that is included in the form of resentment and anger. The speaker felt very angry and upset so he uttered a very inappropriate sentence. The word ng*ntod is included in the rough word which has a rough meaning, namely having sex, then the word emaklu l*nte has the meaning of the speaker saying that Ganjar's mother is a person who has a profession as a contemptible p*lacur, p*lacur has the meaning of a woman who sells her body to a striped nose man. All the words spoken by the speaker are rude words.

Data 3

Remarks : DONGO DIPELIHARA K*NT*L K*NT*L K*NT*L
K*NT*L K*NT*L

Context: spoken by @udyn on March 30, 2024

Statement 3 shows the comment " DONGO DIPELIHARA K*NT*L K*NT*L K*NT*L K*NT*L". In this sentence, it can be confirmed that the speaker feels angry and upset with Ganjar Pranowo. The speaker writes the word dongo which means stupid, stupid, that is, people don't know anything. The speaker called Ganjar a word that he

didn't know anything. Then the speaker also said k*ntol which means male genitals. The word k*ntol is a word that enters coarse language and it is inappropriate to say the word.

RESULTS AND DISCUSSION

Social media is a place for people to express their thoughts, feelings and so on. However, most people often misuse social media by commenting on hate speech. Hate speech on social media often occurs and is aimed at public figures.

In his thesis by Yoga, Muhammad Ardiansyah explains the reason why public figures are vulnerable to blasphemy because social media contains a certain group of people or communities from various parts of the world. In fact, we don't know the personality that each of these individuals has. Many are familiar with two terms, namely haters and lovers. Haters are individuals or a group of individuals who hate the figure or community, both the residents and their speech, while lovers are individuals or a group of individuals who like the figure or community, both the residents and their speech. Then, haters and lovers provide expressions and speeches so that they can influence the thoughts and feelings of others so that they also feel and hope that the figure or community that is hated or liked will be destroyed or become more famous. So, speaking on social media is very vulnerable if you are not careful in its use. For this reason, Ganjar Pranowo is included in the public figure who has been subjected to blasphemy.

Austin said that when someone is saying something, he is not just informing something. However, at the same time he is also doing something, such as promising, prohibiting, and even insulting. A speech in the form of a status or comment on social media can also be an action, for example insulting, blasphemy, lying, and inciting someone.

The analysis was carried out by reading and observing the comment column of the TikTok account @ganjarpranowo. Based on the analysis stages, it was found that of the 31 videos published in March 2024 from March 1-31, 2024, at least three to four comments containing hate speech were always found in each video content. The hate speech was written by TikTok users aimed at Ganjar Pranowo, where the hate speech included insults, anger and annoyance, and hoaxes (fake news). The data obtained was insult there were 11 data, defamation there was 2 data, then anger and annoyance there were 3 data.

The data obtained is in line with what was presented by Syarifuddin and Aziz Thaba in their journal entitled Indonesian Netizens' Hate Speech on the Es Tea Twitter Account: A Forensic Linguistic Review, they explained that insult is to defame another person or offend people, for example swearing using inappropriate words Based on this understanding, it can be seen that insulting someone is a criminal act that violates ITE Law and article 310 of

the Criminal Code. In the article, it is explained that every person who deliberately attacks someone's honor or good name by accusing something embarrassing done in public or social media is a criminal offense. In data 1 to 11 which is included in the insult category. The purpose of the speaker to make hate speech in the form of insult is to attack the honor of the speaker by satirizing through words accompanied by ridicule so as to make the speaker feel embarrassed.

In the same journal, namely the journal Indonesian Netizen Hatred on the Es Teh Twitter Account: A Review of Forensic Linguistics by Syarifuddin and Aziz Thaba Defamation is an act that can damage a person's self-image or self-esteem. A person's good name that has been built from scratch to become successful is then tarnished or damaged by the opponent. This is a criminal act that violates article 310 of the Criminal Code and if carried out on social media, it will also violate the ITE Law, which will be subject to multiple articles. The purpose of the speaker to defamation is to make a person's good name look bad so as to reduce the level of trust in something that was initially good to be bad. It can even make a person hostile or shunned. In this data related to defamation, there are 2 data.

In a journal entitled Indonesian Netizens' Hate Speech in the Instagram Comment Column Sebegam Indonesia: A Forensic Linguistic Study by Febry Ramadani S, it is explained that anger and resentment are natural feelings that occur when a person feels uncomfortable in a situation or event. Anger and resentment are a form of hate speech that aims to vent negative feelings that arise because pent-up anger cannot be channeled. In this script, there are 3 data on hate blasphemy in the form of anger and resentment. Blasphemy is prone to words that are inappropriate to be said to fellow human beings and these words have a negative meaning.

In the same journal, Syarifuddin and Aziz Thaba explained that the spread of fake news is a criminal act that violates article 28 paragraph (2) which states that every person who deliberately spreads information that can cause hatred or hostility can be subject to sanctions regulated in article 45A paragraph (2), namely, a six-year prison sentence and a fine or fine of Rp one billion. The spread of fake news can clearly cause hatred, hostility, or cause disharmony in society. In this thesis, there are 2 descriptions of fake news (hoax).

CONCLUSION

The forms of hate speech analysis expressed by netizens in the comment column of Ganjar Pranowo's tiktok account are that the data obtained for insults is 11 data, defamation 2 data, then anger and annoyance there are 3 data. Insults are the most common and dominant hate speech. Then in general, hate speech contained in TikTok accounts @ganjarpranowo the dimension of satirical actions accompanied by bad ridicule. The blasphemy

that is thrown tends to lower the value or degrade, accusing something or deed. The blasphemy that is thrown usually uses accusatory language and has a bad meaning. Feeling annoyed so he utters harsh words. Blasphemy is prone to words that are inappropriate to be said to humans and these words have a negative meaning. Assess the physical form and nature of the opponent with the category of negative speech. The blasphemy is often thrown in circus language and contains negative meanings.

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