

HATE SPEECH USED BY HATERS IN SOCIAL MEDIA

Rizky Fadhilah¹, Rahmadsyah Rangkuti², Tengku Thyrhaya Zein³
Universitas Sumatera Utara

ABSTRACT

The objectives of the study were 1) to find out the types of hate speech strategies which are used by haters in politicians' instagram, 2) to describe the realization of hate speech used by haters in politicians' instagram, 3) to describe the reasons of using hate speech which are used by haters in politicians' instagram. This research was conducted by descriptive qualitative design. The data of this study were 423 comments of haters in politicians' instagram which selected from about 4 months. The sources of data were comentator in politicians' instagram. The data of the study were the utterances of comment by haters in politicians' instagram. The findings of the study show that : 1) there are four types of hate speech strategies found in politicians' instagram namely bald on record hate speech, positive hate speech, negative hate speech and sarcasm or mock hate speech, 2) the realizations of language hate speech were done through be disinterested, unconcerned, unsympathetic, use inappropriate identity markers, use obscure or secretive language, seek disagreement, use taboo words, other names, frighten, condescend, scorn or ridicule, personalize/pronoun, and other realizations were found in politicians' instagram namely insult and similes. 3) The reasons for using hate speech were to vent negative feelings, to entertain the viewers and to serve collective purposes. The new reason was found namely to show disagreement, to show dissatisfaction, to mock the politician, and to clarify something.

Keywords: Hate Speech, Instagram, Haters.

INTRODUCTION

'Hate speech' is field of pragmatics that has become relative popular in recent years, where hate speech is an emotive concept, and there is no universally accepted definition of it in international human rights law. Many would claim they can identify 'hate speech' where they see it, but the criteria for doing so are often elusive or contradictory (Article 19, 2015). International and regional human rights instruments imply varying standards for defining and limiting 'hate speech': these variations is reflected in differences in domestic legislation. In everyday settings, the use of the term and meanings attached to it vary – as do calls for regulating it. This could explain much of the confusion around the term, and what it means for human rights.

Many proposed definitions of 'hate speech' have been formulated in response to specific and perniciously discriminatory social phenomena or incidents. Definitions have also been adapted over time to address new situations, and to accommodate shifts in language, shifting understandings of equality, and the harms of discrimination, or developments in technology. Hate speech has been studied in many different media and contexts, such as television shows and everyday interactions.

Before social media and social networking became the latest craze, the general population was almost completely out of touch of their favourite celebrities, public figures or politicians with the exception of the rumors and thruths the general population heard via the latest news report. Social media allows followers to know where their favorite politicians are, what they are doing, what they are thinking just about anything else the population could possibly want to know. Instagram is one of kinds of social media make make celebrity, public figures and politicians completely interactive with their fans via the social media word. Politicians becoming so accessible to the general population through social media have both positive and negative effects, just like the general population

utilizing social media.

Being a fanatic of any particular Politicians you may want to know them inside and out. The best thing would be the chance to meet them or even potentially talk to them. Politicians utilize social media websites causing their fans to feel “like they ‘know’ them through their photo, video, or voice and they feel more connected and significant to their favorite Politicians. When Politicians make their followers feel this way, the politicians becomes more likable and down to earth. Being viewed this way by the general public cause politician to seem closer to a “real” person. This personality trait of politicians have the potential to increase their number of fans all together.

Politicians are people too and make mistakes; however, mistakes do not commonly go unnoticed when viewed in the social media world. The researcher chooses Hillary Clinton, She is a former first lady, served as a U.S. senator and was tapped by Barack Obama to serve as secretary of State. So she is a known quantity, so to speak, in American politics. She has been vetted so thoroughly by the press and her critics that her life is an open book. And yet it seems like there is an awful lot we don't know about Clinton. A new Hillary Clinton scandal or controversy emerges on a regular basis from the pages of conservative media and the airwaves of right-wing talkers, especially as she ramps up her campaign for president in the 2016 election. Clinton's use of a personal email account during her time as secretary of State appears to be in violation of the Federal Records Act, a 1950 law that mandates the preservation of most records related to conducting government business. The records are important for Congress, historians and the public.

RESEARCH METHOD

The research will be conducted by using qualitative descriptive design with case study in order to describe the hate speech strategies of the utterances done by haters in politicians' Instagram. According to Bodgan and Biklen (1992:29) qualitative research is as direct source of the data and the researcher is th key instrument, qualitative means to find out how a theory works in different phenomenon whose data collected are in the form of words rather than number. Qualitative research has the natural settings, attempting, to make sense or to interpret phenomena in terms of the meaning people bring to them. This research will apply descriptive design because the research due to the factors what Ary and Rezarviech (1979) say that descriptive study is used to get certain information about certain phenomenon that happen when a research conducted. This study examines the language hate speech done by haters in politicians' Instagram as a subject of research. In relation to this study, it will find out the strategies of language hate speech which are used by haters in politicians' Instagram, and the reasons of using hate speech which are used by haters in politicians' social media will be observed and the result of the observation on this case study can be described as the final result of this study.

The source of data was comentator or haters in politicians' Social media especially in Instagram. The data of this study were the utterances of comment by haters in politicians' Social media. The utterances considered as data will those hate speech utterances and the data used in this study is word, phrase, clause. Some politicians that are selected to be the subject of the research are Hillary Clinton, Kim Jong Un, and Donald Trump. They are selected because their accounts in Instagram are mostly visited by haters and they are politicians' controversy. The comment by haters in politicians' Social media by upload their photo without endorsement on January 2018 until March 2018.

The technique of data collection will be collected by using documentary technique, in which only the data that support research question are taken. The data of this research will be taken from download/screenshot photo of politicians' Instagram in site

www.instagram.com. The data will be taken through some steps they are: The data will be taken by downloading or screenshot the photo of politicians in their Instagram. Transcribe the transcription of comment by haters in politicians' Instagram. The utterances of comment by haters in politicians' Instagram as the data. Instrument of data collection is a tool or equipment used in collecting the data.

The researcher will be collected and observed the available data of hate speech utterances by haters in politician's Instagram. The data will be analyzed based on interactive model proposed by Miles, Huberman, and Saldana (2014) with three phases of data analysis. The phases are data condensation, data display, and conclusion drawing or verification.

RESULT AND DISCUSSION

There were 4 types of hate speech strategies used by haters after analyzing the comments of politicians' Instagram owned by Hillary Clinton, Kim Jong Un, and Donald Trump. It was found that Bald on Record Hate Speech, Positive hate speech, Negative hate speech, and Sarcasm or Mock hate speech occurred in the three politicians'. The table below would give the sample of hate speech utterance were found in the data.

Table 1. Examples of types hate speech strategies used by haters in politicians' Instagram (January 2018)

No	Hate Speech Strategies	Hate speech utterances
1	Bald on record hate speech	@damonh_01: his hair looks so fucking stupid (on Kim Jong Un's Instagram @marshalkimjongun)
2	Positive hate speech	@bulusuziyang : Stupid Old man (on Donald Trump's Instagram @realdonaldtrump)
3	Negative hate speech	@patricia.xoxoxo : U should be in prison. (On Hillary Clinton's Instagram @Hillaryclinton)
4	Sarcasm or Mock Hate speech	@xdxdzhang : You are blessed not in in the jail, YET. (On Hillary Clinton's Instagram @Hillaryclinton)
5	Withold politeness	-

And the data can be seen in table 1. to know the total number of hate speech strategies.

Table 2. The percentage of Hate Speech strategies used by haters in Politician's Instagram

No.	Hate Speech Strategies	Total	Percentage (%)
1	Bald on record hate speech	58	13.71
2	Positive hate speech	264	62.41
3	Negative hate speech	87	20.60
4	Sarcasm or Mock Hate speech	14	3.30
5	Withold politeness	0	0
	Total	423	100.00

From the table 2, it could be seen that the types of hate speech used by haters in politicians' Instagram, there were 4 types of hate speech strategies found namely: Bald on record hate speech, positive hate speech, negative hate speech, and sarcasm or mock hate speech.

It found 264 (62.41%) positive hate speech had high frequency of usage in politicians' Instagram and then negative hate speech was 87 (20.60%), bald on record hate speech 58 (13.71%), and sarcasm or mock hate speech was 14 (3.30%).

The following points would provide the analysis of the types hate speech strategies found in the data.

1. Bald on record Hate Speech (BRH) occurred in Politician's Instagram

Culpeper (1996) states that bald on record hate speech typically deployed where there is much face attack, and where there is an intention on the part of the speaker to attack the face of the hearer. It was found that Bald on record hate speech occurred in the three politicians' Instagram.

It was found that Bald on record hate speech occurred in Hillary Clinton's Instagram on January 2018 as can be seen in the following.

@marcamicomay21st1980: *Aye,yo. Inform everyone why you couldn't congratulate your cry baby supporters after you lost? Only losers point fingers at everyone else, instead of taking responsibility for their losses/mistakes. You're a prime example of a cry baby. Accept the L and move on. May be, you should hide back in the woods again with x amount of..... (alcohol drink emoticon) to numb your pain and don't forget to bring your pills to alleviate your anxiety disorder in course of the TWO THOUSAND AND SIXTEEN ELECTION. #findacure*

In data 1, it can be seen that hater tried to give little attention to Hillary Clinton by saying "Accept the L and move on. May be, you should hide back in the woods again with x amount of..... (alcohol drink emoticon) to numb your pain and don't forget to bring your pills to alleviate your anxiety disorder in course of the TWO THOUSAND AND SIXTEEN ELECTION".

It seemed to be happening here is hater employs a short term goal of face damage and does not try to save the politician face. Therefore it can be said as Bald on record hate speech.

It was found that Bald on Record hate speech in Kim Jong Un's Instagram on January 2018 as can be seen in the following:

@andrewadriansyah: *go take care of your people than your butt cheek hair* (appendix 1)

The data above also showed that haters expressed bald on record hate speech. The utterances "go take care of your people than your butt cheek hair" can be categorized to bald on record hate speech for the reason that haters attacked politician directly by producing the statement impolitely with to the point way in circumstance where face is not irrelevant or minimized. It can be categorized as Bald on record hate speech.

Bald on record hate speech also occurred in Donald Trump's Instagram on January 2018 can be seen below:

@amajewellery: *He is worst president in history. Please don't lie to american.* (Appendix 1)

The final data showed that haters produced bald on record hate speech in his utterance. the utterance "He is worst president in history" can be categorized in bald on record hate speech because haters deliberately did not want to cooperate with politician or hater does not want to maintain good relation with the politician.

Based on the described data above, it can be seen that there are many cases which make a person attack directly and clearly to the hearer.

2. Positive Hate Speech (PH) Occurred in Politician's Instagram.

The positive hate speech damages the recipient's positive face wants (Culpeper, 1996). The students produced the positive hate speech in many ways as Culpeper (1996) stated that there were many output strategies of positive hate speech, namely : 1) Ignore, snub the other, 2) Disassociate from the other, 3) Be disinterested, unconcerned, unsympathetic, 4) Use inappropriate identity markers, 5) Use obscure or secretive language, 6) Seek disagreement, 7) Make the other feel uncomfortable, 8) Call the other

names, 9) Use taboo words — swear, or use abusive or profane language, 10) exclude the other from activity.

The following expressions represent this strategy found in the data used by haters in Hillary Clinton's Instagram can be seen in the following on January 2018:

@collincozad: *This is the woman that claims she loves woman but funds Islamic Jihadis that enslave women. Hypocrisy.* (Appendix 1)

As seen in the data above, haters utilize the hate speech utterances to politician. Haters uttered "*This is the woman that claims she loves woman but funds Islamic Jihadis that enslave women*" to seek disagreement in which it can be categorized to positive hate speech. Haters seek disagreement with Hillary Clinton claim and use inappropriate identity marker "*Hypocrisy*" to the politician. On the other hand 'hypocrisy' means coward or hypocritical. Seek disagreement and use inappropriate identity marker, it can be categorized as positive hate speech.

It was found that positive hate speech occurred in Kim Jong Un's Instagram as seen in the data:

@damonh_01 : "*eat my ass kim :D*". (Appendix 1)

Based on the data above, it was categorized into positive hate speech which was showed by the utterance of "*eat my ass kim :D*" as the marked of disinteresting thing. By using the concept of positive hate speech as the base of data analysis, it was found that positive hate speech occurred in Donald Trump's Instagram as seen in data on January 2018.

@lace_and_cakes: "*Trump a rapist*" (Appendix 1)

Based on the data above, it can be seen that haters uttered positive hate speech in expressing hate speech. The utterance "*Trump a rapist*" used by haters showed that hater use inappropriate identity marker. Haters added a nickname when a distant relationship pertains.

Based on the data above, it can be seen that there are many cases which make haters uttered the positive hate speech strategies to politicians such as use seek disagreement, be disinterested and use identity marker.

3. Negative Hate Speech (NH) occurred in Politicians' Instagram

Negative hate speech strategies were also found in politician's Instagram. Culpeper (1996) stated that negative hate speech was the use of strategies of negative hate speech namely. 1) Frighten, 2) condescend, scorn, or ridicule, 3) invade the other's space, 4) Explicitly associate the other with a negative aspect, and 5) put the other's indebtedness on record.

It was found that negative hate speech occurred in Hillary Clinton's Instagram as seen On January 2018.

@thomas.surette : "*Any normal person have gone to jail for what Hillary did*". (Appendix 1)

Based on the data above, one of Culpeper's negative hate speech output strategies is to frightened the hearer that something will happen to them after what Hillary did. Nobody knows who and when someone was going to Jail.

By using the characteristics of negative hate speech as the base of data analysis, it was found that negative hate speech occurred in Kim Jong Un's Instagram as seen the data on January 2018.

@cyriljames.manuel250 : "*Donald Trump will beat your ass bitch*". (Appendix 1)

Based on the data above, it can be seen that hater frightened the hearer that something will happen to Kim Jong Un such as beating.

It was found that negative hate speech occurred in Donald Trump's Instagram on January 2018 as seen in the data.

@zhuoxiamum: "No, no, no, we Chinese will dump you". (Appendix 1)

Based on the data above, it was found that haters applied the negative hate speech in Donald Trump's Instagram. The utterance "Chinese will dump you" is one of negative hate speech in which hater frighten the politician in applying this strategy.

4. Sarcasm or Mock HateSpeech (MH) occurred in Politicians' Instagram

By using the concept of Sarcasm or Mock hate speech as the base of data analysis, it was found that sarcasm or Mock hate speech occurred in different Politicians' Instagram.

It was found that Sarcasm and Mock hate speech Occured in Hillary Clinton Instagram on January 2018 as seen in data.

@david_schwartz_: "Hillary you are slimeball and when you finally are cast down into the hell I will celebrate with joy that your soul will rot in hell". (Appendix 1).

From the data above, it is clear that haters praised the politician first by saying "Hillary you are slimeball" and then the hater ridiculed by saying "when you finally are cast down into the hell I will celebrate with joy that your soul will rot in hell". It shows that haters annoyingly joking about the politician death.

It was found that Sarcasm or Mock Hate speech in Kim Jong Un's Instagram on January 2018 as seen in data.

@schonlin_leon: "He is happy because he become big cake!" (Appendix 1).

The piece of comment is from the same extract as the data above. It can be seen that haters mockery by flattering by saying "He is happy". After that hater insulted politician "he become big cake!".

It was found that Sacrcasm or Mock hate speech occurred in Donald Trump's Instagram on January 2018 as seen data.

@guythatlikeskitties: "He did a great job covering up that false flag attack". (Appendix 1).

From the data above, hater gives praise "He did a great job" but mean insult Donald Trump.

5. Realization of Hate Speech Strategies Occurred in Hate Speech Instagram

There were 11 realization of hate speech strategies occurred in politicians' Instagram. But in this research was found just 9 realization of hate speech. And other realizations were found in politicians' Instagram namely insults and similes. The result of those realizations could be seen in the following.

The table would give the sample of the realization of hate speech were found in the data.

Table 3. Examples of realization of hate speech strategies used by haters in politicians' Instagram

No.	Realization of Using Hate Speech	Hate Speech Utterances
1	Ignore, Snub the other	—
2	Disassociate from the other	—
3	Be disinterested, Uncocerned, Unsympathetic.	<i>@amonh_01 : Eat my ass Kim :D (Appendix 1)</i>
4	Use inappropriate identity marker	<i>@lace_and_cakes :Trump is a rapist. (Appendix 1)</i>
5	Use obscure or secretive language	<i>@maideljj : She's on the phone to Putin. Look at her evil smile.</i>

6	Seek disagreement	@collincozad : <i>This is the woman that claims she loves woman but funds Islamic Jahadis that enslave women. Hypocrisy. (Appendix 1)</i>
7	Use Taboo words	@benrsh : your tities are bigger than your nuke vutton. (Appendix 1)
8	Call the other names	@popmyload : <i>“He’s like you’ll grow up to be a good slave in Russian slave camp haha”.</i> (Appendix 1)
9	Frighten	@cyriljames.manuel250 : <i>” Donald Trump will beat your ass bitch”.</i> (Appendix 1)
10	Condenscend, scorn or ridicule	@david_schwartz_ : <i>“Hillary you are slimeball and when you finally are cast down into the hell I will celebrate with joy that your soul will rot in hell”.</i> (Appendix 1).
11	Personalize (I and You)	@elliass.garcia : <i>“I can’t wait to nuke you”.</i> (Appendix 1)
12	Insult	@valter_almqvist : <i>“you are the ugliest person in the world”.</i> (Appendix 1)
13	Similes	@conservative_trump_supporter : <i>“ The woman that keeps shouting like a drunk Hooligan”.</i>

There were 11 percentage of hate speech strategies found in different politicians’ Instagram. They can be seen in table 3.

Table 4. Percentage of Realization of Hate Speech strategies in politicians’ Instagram

No.	Realization	Total	Percentage (%)
1	Ignore, Snub the other	0	0
2	Disassociate from the other	0	0
3	Be disinterested, unconcerned	5	1.18
4	Use inappropriate identity marker	32	7.56
5	Use obscure or secretive language	7	1.65
6	Seek disagreement	13	3.07
7	Use Taboo word	81	19.14
8	Call the other names	30	7.09
9	Frighten	11	2.60
10	Condescend, Scorn, Ridicule	51	12.05
11	Personalize (I and You)	1	0.23
12	Insult	176	41.60
13	Similes	16	3.78
	Total	423	100.00

From table 4, it could be seen that the realization of hate speech used by haters in politicians’ instagram, there were 11 realizations found namely 1) Be disinterestedd, unconcerned, unsympathetic, 2) Use inappropriate identity markers, 3) Use obscure or secretive language, 4) seek disagreement, 5) Use taboo wrods, 6) Call other names, 7) Frighten, 8) Condescend, Scorn, ridicule, 9) Personalize / pronoun, and more additional categorized, 10) Insult, 11) Similes.

In the table 3.4, the researcher found 176 (41.60%) realization of hate speech which was included into insult. It could be concluded that insult had high frequency of usage by haters in politicians’ Instagram. It happened because haters showed their comment to wound the addresse’s face. It typically picks on the politicians’ physically appearance, mental ability, character behaviour, beliefs, familial, and social relations. The next was use taboo words; there were 81 (19.14) use taboo words which were found in politicians’

Instagram. On the other hand, disinterested, use secretive language, and personalize had low frequency of realize. It happened because they were used less than 2%.

Discussion

In accordance with data analysis and findings, there were some points that were considered necessary to be discussed in this study. It can be seen that the result of this research are not wholly in line with the previous theories hate speech strategies. Some necessary points were discussed as the following.

This study found that there was phenomenon occurred when people tended to utter hate speech to politician. Culpeper theory (1996) states there are five strategies of hate speech namely: 1) Bald on Record Hate Speech, 2) positive hate speech, 3) Negative hate speech, 4) Sarcasm or Mock hate speech and 5) withhold hate speech. In this case, it was found that haters applied four of them while comment in politicians' instagram except withhold politeness because withhold politeness tends to keep silent in responding the speaker utterances which is a strategy used not to perform as expected politeness strategies. In the comment of politicians' instagram, we we're not found that haters show keep silent in responding the politician.

On the hand, the most type used by haters in politicians' instagram was positive hate speech. This is contradictory with the result of the study done by Nasution (2014) who analyzed the hate speech in TV talk show in which bald on record hate speech was frequently used by the participants in JLC talk show. Her argument that the participants in JLC talks show. Her argument that the participants in JLC talk show interfered the other participants' personal life commonly by accusing and insulting clearly and directly. Different with the occurrence in politicians' instagram, which haters in politicians' instagram tend to applied the positive hate speech. Positive hate speech is the strategy of hate speech which deployed the positive face wants.

The realization of hate speech strategies occurred in politicians' instagram was found through be disinterested, unconcerned, unsympathetic; use inappropriate identity markers; use obscure or secretive language; seek disagreement; use taboo words; call other names; frighten; condescend, scorn or ridicule; and personalize/pronoun, insult and similes in politicians' instagram. The most frequent realization of using hate speech by haters in politicians' instagram was insult. Haters showed their comment to wound the addressee's face. It typically picks on the politicians' physical appearance, mental ability, character, behaviour, beliefs, familial, and social relations. It is not appropriate for people to use because the moral deterioration of the society.

The reason for using hate speech in politicians' instagram proposed by Beebe and Culpeper were to vent negative feeling, to entertain the viewers and to serve collective purposes. The absence of reason for using hate speech was to show power. Because a power struggle will occur to show the dominance of each speaker so the occurrence of hate speech that is to show power was not found in the comment of haters. The high frequency of reason for using hate speech was to mock the politician. It happened because haters used mocking as an effective strategy to insult the politician. And the nes reasons were found namely to show disagreement, to show dissatisfaction, to mock the politician, and to clarify something.

The result of the study simanjuntak (2015) study; she conducted the study in talk show which refers to face to face communication. Her study found that sarcasm or mock hate speech was dominant by the comedians of ILK program. The hate speech utterance was used as effective communication strategy to entertain the audience. But according to Sproull & Kiesler (1985), communication via cmc is relatively depleted emotionally because it lacks the rich nonverbal and environmental cues present in face to face

interactions lead more positive impressions. Those different contexts apparently create different criteria too. It can be concluded that different context result different reason of hate speech phenomena.

CONCLUSION

This study focused on hate speech used by haters in politicians' instagram. It was aimed to find out the types of hate speech strategies and to explain the reason why hate speech used by haters in politicians' instagram. After analyzing the data, the conclusions can be drawn as the following:

1. There were 5 types of hate speech strategies proposed by Culpeper (1996), it was found 4 hate speech strategies used by haters in politicians' instagram, namely Bald on Record Hate Speech (58), positive hate speech (264), Negative hate speech (87), and Sarcasm or Mock hate speech (14) and withhold hate speech (0). Positive hate speech was the high percentage strategies used by haters in politicians' instagram and the least strategy was sarcasm or mock hate speech. It was found the absence of withhold politeness because withhold politeness tends to keep silent in responding the speaker utterances which is a strategy used not to perform as expected politeness strategy. In the comment of politicians' instagram, we were not found that haters show keeps silent in responding the politician.
2. Hate speech were realized by haters in politicians' instagram through be disinterested, unconcerned, unsympathetic; use inappropriate identity markers; use obscure or secretive language; seek disagreement; use taboo words; call other names; frighten; condescend, scorn or ridicule; and personalize/pronoun, insult and similes in politicians' instagram.
3. The reason for using hate speech in politicians' instagram were to vent negative feeling, to entertain the viewers and to serve collective purposes. The absence of show power. The new reasons were found namely to show disagreement, to show dissatisfaction, to mock the politician, and to clarify something.

REFERENCE

- Bodgan, Robert C., & Biklen, Sari Knopp. 1992. *Qualitative Research for education, An Introduction to Theory and Method*. Needham Heights: Allyn and Bacon
- Bousfield, D. 2008. *Hate Speech in interaction*. Philadelphia: John Benjamins
- British Broadcasting Corporation. 2015. *The English We Speak Social Media Words*. Bbclearningenglish.com Retrieved 02 March 2016.
- Culpeper, Jonathan. 1996. *Journal of Pragmatics*. 25, 349-367
- Culpeper, J., Bousfield, D., and Wichmann, A. 2003. 'Hate Speech reviewed: With special reference to dynamic and prosodic aspects', *Journal of Pragmatics* 35: 1545-1579
- Culpeper, J. (2011). *Hate Speech: Using Language to Offense*. *Journal of Interactional Sociolinguistics* 23-308
- Instagram. (2014). *About us*. <http://instagram.com/about/us/> Retrieved 18 January 2016
- Leech, Geoffrey. (2014). *The Pragmatics of Politeness*. New York: Oxford University Press. De Gruyter Mouton DOI 10.1515/text-2013-0042.34(2),165-185
- Mayfield, A. 2008. *What is Social Media?.* San Fransisco: Icrossing.
- Moleong, J.L. 2006. *Methodology Penelitian Kualitatif; Edisi revisi*. Bandung: Remaja Rosdakarya.
- Miles, M.B., Huberman, M.A. & Saldana, J. 2014. *Qualitative data analysis*. London: Sage Publication.
- Nevala, M. 2010b, "Politeness", in Jucker, A.H. & Taavitsainen, I (eds), *The Handbook of Historical pragmatics*, Berlin: Mouton de Gruyter. Pp.419-450
- Patton, M.Q. 2002. *Qualitative Research and Evaluation Methods*. CA: Sage.

- Pranowo. (2009). *Berbahasa Secara Santun*. Yogyakarta: Pustaka Pelajar.
- Przybylski, A.K., & Weinsten, N. 2012. Can You Connect with Me Now? How the presence of mobile communication technology influences face to face Conversation quality. *Journal of Social and Personal Relationships* 1-10
- Qualman , E. 2011. *Socialnomics. How Social Media Transforms the Way We Live and Do Business* : Wiley
- Rangkuty, R. 2018. *Problems in Multicultural Society: From Language Politeness to Hate Speech*. Medan : UISU
- Rangkuty, R. 2018. *Improving Language Politeness of Dyah Galih Agung Senior High School Students*. Annual International Conference on Language and literature (AICLL). Medan : UISU
- Rongiyati, Sulasi. (2015). Surat Edaran Kapolri Tentang Ujaran Kebencian: MenjagaKebebasan Berpendapat Dan Harmonisasi Kemajemukan. *Info Singkat*, Vol.II,No.21.
- Sacristán, Ana (ed.). 2013. *Sociedad del conocimiento, tecnología y educación*. Madrid: Morata.
- Sarwono, J. 2006. *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Graha Ilmu.
- Sibarani, Robert. (2015). *Pembentukan Karakter: Langkah-langkah Berbasis KearifanLokal*. Jakarta: Asosiasi Tradisi Lisan.
- Simangunsong, Benedictus A. (2016). *Ujaran Kebencian: Membangun Literasi EraDigital*. Proceeding Internasional Conference of Communication, Industry and Community. Jakarta, 1 Februari 2016.
- Simanjuntak, Y.P. 2015. *Language Hate Speech and Gender in Indonesia Lawak Klub (ILK) Comedy Program*. Medan: State University of Medan.
- Spencer-Oatey, H. & Xing, J. 2005, "Managing Talk and Non-Talk in Intercultural Interactions:Insights from two Chinese British Business Meetings" *Multilingua*, vol.24, no.1, pp. 55-74.
- Sproull, L., & Kiesler, S. (1985). Reducing Social context cues. *Management Science*, 32, 1492-1512
- Terkourafi, M. 2008. *Toward Unified Theory of Politeness and Rudeness*. Berlin : Mouton de Gruyter
- The Council of Europe Committee of Ministers on "Hate Speech," 30 October 1997.
- The European Court of Human Rights (European Court), *Gündüz v. App*. No. 35071/97 (2004), paras 22 and 43
- Treadaway, C. And Smith, M. 2010. *Facebook Marketing — An Hour A Day.*: Sybex
- Turkle, S. 2012. *Alone together: Why we expect more from technology and less from each other*. New York: Basic Books.
- UN Committee on the Elimination of Racial Discrimination, General Recommendation No. 35 on combatting racist hate speech, 26 September 2013, CERD/C/GC/35, para 7
- Upadhyay. 2010. Identity and Impoliteness in Computer Mediated Reader Responses. *Journal of Politeness research*, 6 105-127 DOI 10.1515/JPLR.2010.006
- Watts, Richard J. 2003. *Politeness*. Cambridge: Cambridge University Press.
- Wijayanto, Agus. 2014. *Ketidaksantunan Berbahasa: Penggunaan Bahasa Kekerasan di Sinetron Bertema Kehidupan Remaja*. Surakarta: Muhammadiyah University Press.
- Williams, R.1975. *Television: Technology and Cultural Form*. New York: Schocken Books.
- Youtube Community Guidelines, Hate speech
- Zubaedi. (2012). *Desain Pendidikan Karakter: Konsepsi dan Aplikasinya dalam Lembaga Pendidikan*. Jakarta: Kencana.
- <http://news.liputan6.com/read/3120222/ini-posting-an-jonru-ginting-yang-berujung-tersangka>