

# AN ANALYSIS ABOUT HATE SPEECH TOWARDS PRESIDENT JOKO WIDODO ON HIS INSTAGRAM ACCOUNT: A PRAGMATICS ANALYSIS.

Famelia Ranti Repelita Simbolon  
Sastra Inggris, Fakultas Sastra, Universitas Kristen Indonesia  
fameliaranti@gmail.com

Devi Melisa Saragi  
Sastra Inggris, Fakultas Sastra, Universitas Kristen Indonesia  
devimelissaragi@yahoo.com

## ABSTRACT

The purposes of this qualitative research are: (1) to find out the meanings and aims of hate speech on Joko Widodo's Instagram account. (2) to find out the functions of the illocutionary act of hate speech on Joko Widodo's Instagram account. (3) to find out the dominant function of hate speech on Joko Widodo's Instagram account. The data of this research are the comments of *netizens* found on Joko Widodo's Instagram account. The first result of this study shows that all the comments found on Jokowi's Instagram aim at indignation, defamation, blasphemy, distastefulness, provocation, incitement, and forgery. The second result is that the functions of illocutionary acts on Jokowi's Instagram account consist of 30 directives, 137 representatives, 7 commissives, 65 expressive, and no declaration. The third one is that the dominant function found on Jokowi's Instagram is representatives attaining 55,70% classified into 36 comments as giving an opinion, 33 comments as telling or reporting, 25 comments as complaining, 22 comments as stating, and 21 comments as suggesting.

Key words: *pragmatics, speech act, hate speech, illocutionary function*

## ABSTRAK

*Penelitian ini merupakan penelitian deskriptif kualitatif. Tujuan dari penelitian ini adalah: (1) Mengetahui arti dan tujuan bentuk ujaran kebencian yang terdapat dalam komentar akun instagram Presiden Joko Widodo. (2) Mengetahui fungsi ilokusi bentuk ujaran kebencian yang terdapat dalam komentar akun instagram Presiden Joko Widodo. (3) Mengetahui fungsi ilokusi yang paling dominan pada komentar akun instagram Presiden Joko Widodo. Sumber data penelitian ini adalah komentar-komentar para netizen yang terdapat pada kolom komentar akun instagram Presiden Joko Widodo. Hasil penelitian ini menunjukkan bahwa tujuan ujaran kebencian dalam kolom komentar instagram Presiden Joko Widodo adalah penghinaan, pencemaran nama baik, penistaan, perbuatan tidak menyenangkan, provokasi, penghasutan dan penyebaran berita bohong. Selain itu, fungsi ilokusi yang terdapat pada kolom komentar akun instagram Presiden Joko Widodo terdiri dari directives 30 komentar, representatives 137 komentar, commissives 7 komentar, expressives 65 komentar dan declaration 0 komentar. Hasil penemuan yang ketiga menunjukkan bahwa fungsi ilokusi yang paling dominan adalah fungsi representatives yang terdiri dari 55,70% yang diklasifikasikan kedalam 36 komentar yang berfungsi memberikan komentar, 33 komentar yang berfungsi memberitahu atau melaporkan, 25 komentar berfungsi*

*untuk mengadu, 22 komentar yang berfungsi untuk menyatakan, dan 21 komentar yang berfungsi untuk menyorankan.*

*Kata Kunci: pragmatik, tindak tutur, ujaran kebencian, fungsi ilokusi*

## **INTRODUCTION**

Language becomes an interface between one another in communication which is used as a way or tool to communicate what people think, and how to express their feeling by using words. According to Allen (2005), "Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening, and understanding." When people deliver information or message, they will try to communicate based on the speakers' opinions. Communicating information or message can be done verbally or non-verbally. Information or message that is communicated can also contain implicit or explicit meaning. People analyze either the information or the message that has implicit meaning by using a pragmatic approach.

According to Yule (1996:3) "Pragmatic is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (for a reader). For example, it is really hot here. The sentence contains two pieces of information. The first information we can find is that the room is hot. The second information is the speaker wants her commentator to have the initiative to make the room cooler by opening the window or activating the fan or air conditioner to make the room cool. The example above is analyzed with a pragmatic approach. The pragmatic is unique because people will know the meaning of the sentence deeper. The pragmatic will tell not only the meaning of the information or message but also the aim of the information or message based on the context. Pragmatics also has three sub-themes that can be analyzed, such as implicature, speech act, and politeness. The writer focuses to analyze speech acts.

Strauss and Feiz (2014:230) stated, "Speech acts are the basic units of communication in which comments or spates of discourse are viewed as a social act that fulfill social functions." People have meaning or aim when people say or write comments. The writer is going to analyze the data which were found on Instagram and to find what people mean by sending or commenting on words, phrase, or sentence on Instagram based on the context because every words, phrase, and sentence in a different context have a different meaning.

Based on the speech act theory the writer analyzes what they wrote on Jokowi's Instagram. The messages and interpret the value of the message. The value is going to show one condition how the people in one territory, in one region, or one country do the communication by language. The process also can contain impolite words or sentences which has a different meaning

from what they should be. All the negative politeness can be hate speech. Hate speech is the act of communication to make people either individuals or groups provoked by information or message given. Based on Surat Edaran (SE) dengan Nomor SE/06/X/2015 No 2 huruf (f)

*“Ujaran kebencian dapat berupa tindak pidana yang diatur dalam Kitab Undang-Undang Hukum Pidana (KUHP) dan ketentuan pidana lainnya di luar KUHP, yang berbentuk antara lain: 1. Penghinaan, 2. Pencemaran nama baik, 3. Penistaan, 4. Perbuatan tidak menyenangkan, 5. Memprovokasi, 6. Menghasut, 7. Menyebarkan berita bohong dan semua tindakan di atas memiliki tujuan atau bisa berdampak pada tindak diskriminasi, kekerasan, penghilangan nyawa, dan atau konflik sosial”.*

Nowadays, many commentators do not care about the comments and meanings of speech they deliver. People are painless to give some comments or messages to others without knowing what they are talking about even if they do not realize that they have produced hate speech. The writer discussed hate speech on one of the social media platforms. The writer has analyzed Joko Widodo's Instagram account. As it is known that Joko Widodo is the current president of Indonesia. He is the number one figure in Indonesia. He becomes the trend center for a lot of people either in Indonesia or other countries. All the activities of Joko Widodo have been always grabbing the attention of the public. It can be seen from the comments given by people to his photos on Instagram, however, the comments can be positive or negative. Based on the explanation above, the writer raised three problems, mainly:

1. What are the meanings and the aims of hate speech on Joko Widodo's Instagram account?
2. What are the functions of an illocutionary act of hate speech on Joko Widodo's Instagram account?
3. What is the dominant function of hate speech on Joko Widodo's Instagram account?

## **THE METHODOLOGY OF RESEARCH**

This study is a qualitative descriptive whose data are words and pictures. All the data were collected by using the note-taking (*teknik catat*) method through observation. The data analyzed were all the comments taken from Jokowi's Instagram collected from 24th March 2019 until 13th April 2019. The consideration data collection period was due to the presidential campaign period so it was considered that there were many various comments. The data were analyzed by using Miles and Huberman's (1994) interactive model of data analysis. The data were analyzed through three

steps: data reduction, data analysis, and data display. In data reduction, the writer reduced and selected the data based on the necessity of one post every day.

The data selected were analyzed by applying the pragmatic approach in order to get the meaning. The aims of hate speech found in the comments were determined by the hate speech theory based on *Surat Edaran*. After completing the meaning and the aims, the functions of each comment can be comprehended based on the function of the illocutionary act.

## FINDINGS AND DISCUSSION

### 1. The Meaning and the Aim of Hate Speech in Jokowi's Instagram Account

This chapter is discussing the meaning and the aim of the hate speech written on Joko Widodo's Instagram account. The analysis can be seen below this description.

#### Datum 1

No	Situation	Comment	Date/time
1	<p>Jokowi berkunjung ke Pondok Pesantren, Salafi Induk, Tegalrejo, Kabupaten Magelang dan mendapat pesan dari Bisri Mustofa. Pesannya "ojo nesu"</p> <p><i>(Jokowi come to Islamic boarding school, Salafi Induk, Tegalrejo, Magelang and Jokowi got an advice not to get angry)</i></p>	<p>Di balik senyummu dan kesederhanaan yang kau buat itu ada jeruji besi yang diterima oleh rakyat yang mengkeritik mu, sepertinya nyindir diri sendiri tapi dia tdk tau</p> <p><i>(Behind your smile and simplicity you have, a jail is ready for those who criticized you, like you do satire yourself but you do not realize it)</i></p>	24 <sup>th</sup> March 2019

This hate speech means that although President Jokowi can smile easily at everyone as well as has modesty in his way of life, He does not like to be criticized. The comment tends to consider that President Jokowi has a poker face since when people criticized Jokowi, he will punish them by sending them to jail. Based on the comment it can be concluded that the aim of the comment is defamation. The statement "*ada jeruji besi yang diterima oleh*

*rakyat yang mengkeritik mu*" represents that Jokowi is an arrogant president who will send people criticizing himself. However, the writer does not find evidence of people who were sent to jail because of criticizing Jokowi to jail. The netizen obviously intended to defame President Jokowi because she disliked Jokowi to be the president in the next years.

## Datum 2

No	Situation	Comment	Date/time
47	<p>Joko Widodo sedang bersantap siang di akhir pekan di rumah makan kawasan Jalan Sabang, Jakarta Pusat</p> <p><i>(Joko Widodo was having his lunch on weekend in one of the restaurant on Jalan Sabang, Central Jakarta)</i></p>	<p>Keluarga Jokowi adalah keluarga Kristen</p> <p><i>(Jokowi's family is Christian)</i></p>	30 <sup>th</sup> March 2019

The comment delivers a meaning that Jokowi and his family are Christian since, in some situations, Jokowi tended to support the Christian and be in the middle of them. Religion has become a sensitive matter in Indonesia during the presidential election, especially during the campaign period. The fact is President Jokowi is Muslim, but the netizen conducted an indignity stating that Jokowi is Christian on his Instagram. This issue also brings a perspective that everybody who does not like Christianity believes that Joko Widodo and his family are Pro-Christian and they have less respect towards other religions, especially Islam. Tolerance of other religions does not mean someone should be the same as the religion. Stating Joko Widodo and his family is Christian while they are Muslim is classified as indignation because it broke the image of Jokowi as a Muslim.

### Datum 3

No	Situation	Comment	Date/time
52	<p>Joko Widodo sedang bersantap siang diakhir pekan di rumah makan kawasan Jalan Sabang, Jakarta Pusat</p> <p><i>(Joko Widodo was having his lunch on weekend in one of the restaurant on Jalan Sabang, Central Jakarta)</i></p>	<p>Bapak Jokowi banyak bekerja sama dengan China yang notabenenya yahudi/nasrani</p> <p><i>(Mr. Jokowi does a lot of cooperation with China most of whom are Jewish or Christian)</i></p>	30 <sup>th</sup> March 2019

The comment above brings a meaning that Jokowi is a Muslim who always supports other races and other religions. The aim of this comment is blasphemy because there is "China" and "Yahudi/Nasrani" mentioned in it. If it is related to Indonesian society which is dominantly Muslim, the comment tends to show discrimination either in race or in religion. However, in fact, Joko Widodo cooperated and made some agreements on both sides. It is better not to create specifications or group people by what they believe or where they come from.

#### Datum 4

No	Situation	Comment	Date/time
141	<p>Ilustrasi yang menggambarkan seorang Jokowi bertemu dengan dirinya sewaktu muda. Banyak hal yang telah dikerjakan oleh seorang Jokowi di tahun 2019</p> <p><i>(It is an illustration describing when Jokowi imagined himself when he was young. There are a lot of things he has been doing in 2019)</i></p>	<p>Mobil esemkak pak. Saya mau beli. Terus uang korban Lombok pak. Terus ganti rugi di palu pak. Terus MRT anda sendiri yang menolak jadi penanggungjawab, ketika jadi kenapa bapak sok2an yang paling banyak bekerja. Terus masih banyak lagi pak</p> <p><i>(Esemka car, sir. I want to buy it. Then, the fund helped Lombok's victims. Give the Indemnity in Palu. Then you refused to be the one who is responsible for the MRT project. When everything is done, why do you claim to yourself that you did it the most. Then many more, sir)</i></p>	26 <sup>th</sup> March 2019

The comment carries a meaning that Joko Widodo is a person who always keeps promises but he never fulfills them. In the other words, Joko Widodo is a liar who always breaks his promises. Based on the illocutionary meaning above, it can be concluded that The aim of this hate speech is a forgery. It is seen from comment “*Mobil esemkak pak. Terus uang korban Lombok pak. Terus ganti rugi di palu pak. Terus MRT anda sendiri yang menolak jadi penanggungjawab, ketika jadi kenapa bapak sok2an yang paling banyak bekerja. Terus masih banyak lagi pak*”. Those promises are considered untrue whereas societies do not know what had happened. Talking about esemka car, based on cnn.com government has tested the feasibility of each car. The last news of esemka said that there are 11 cars released.

Besides, It also reported that the fund for Lombok's victims, as much as 254 billion has been given to Lombok. Then, it also stated that Jokowi never refused to take responsibility for MRT. Regarding all the facts reported by cnn.com which do not correspond to the comment, It can be concluded that these comments intended to conduct the forgery.

## Datum 5

No	Situation	Comment	Date/time
151	<p>Joko Widodo sedang kunjungan ke Kalimantan Barat. Menjelaskan beberapa program yang telah dilaksanakan terkait pembangunan jalan. Bapak Jokowi juga berencana akan membangun jalan tol dari Pontianak ke Singkawang.</p> <p><i>(Joko Widodo was visiting west Kalimantan. He explained many of his programs that have been completed. He was also planning the would be the construction of highways from Pontianak to Singkawang.)</i></p>	<p>Bapak Jokowi telah banyak menyakiti umat Islam, masih mau pilih dia?</p> <p><i>(Jokowi has hurt Islams a lot, Do you still want to choose him?)</i></p>	27 <sup>th</sup> March 2019

The comment brings a meaning that Jokowi has been unfair to Muslims. It also implies people did not choose him as the next president of Indonesia. The aim of the comment is incitement. First, the commentator gives the fact that *"Jokowi telah banyak menyakiti umat Islam"*, based on Meriam-Webster.com "hurt" is to cause pain or injury to yourself, someone else, or part of your body. The words "menyakiti" for this case mean Jokowi hurt and cause pain to Muslims. This comment can make people who believe this news hate Joko Widodo. This comment also considers the president as an evil one because he had disappointed a group of religions. At the end of a sentence, the commentator gives a question intended to make other people think twice to choose Joko Widodo in the election.

## Datum 6

No	Situation	Comment	Date/time
233	<p>Bapak Jokowi yang sedang meresmikan kereta MRT di Ibu Kota, Jakarta</p> <p><i>(Jokowi is announcing the MRT officially in capital city, Jakarta)</i></p>	<p>Sudah tau PKI masih juga dipilih</p> <p><i>(we know he is PKI but he is still chosen)</i></p>	25 <sup>th</sup> March 2019

The comment shows us a meaning that Jokowi is the opposition bench for Indonesia. Jokowi is never getting the same vision and mission as Indonesia's principal. Jokowi is Indonesia's enemy. So, society must realize



not to choose Joko Widodo as the next president. The aim of the comment is a provocation. The comment is given to the reader to make us do something as a reaction after reading the comment. Mentioning "PKI" makes us go back to the 1948 tragedy. That is one of the scary tragedies with a lot of people killed cruelly. When we see the context the object of the comment is referenced to Joko Widodo. The comment asks people who do not like PKI or people who know how cruel PKI is, to not choose Joko Widodo for the president.

### Datum 7

No	Situation	Comment	Date/time
238	<p>Potret wajah anak-anak SD Inpres Kemiri di Distrik Sentani Kabupaten Jayapura saat dikunjungi oleh Joko widodo setelah mengalami bencana banjir bandang</p> <p><i>(The face of children of Inpres Elementary School in Sentani Jayapura when Joko Widodo visited them after the deluge)</i></p>	<p>Jokowi akan saya ancam dengan hukuman mati</p> <p><i>(I will send Jokowi to be sentenced dead)</i></p>	1 <sup>st</sup> April 2019

The comment delivers a threat that Jokowi will be sentenced to death. The comment also represents the anger of a netizen. The aim of the comment is distastefulness. When we see the context, there is nothing wrong with what Joko Widodo has done. Joko Widodo did what became his responsibility as a president. Moreover, he came to visit people who got deluge and lost their families, wealth, and their happiness. That is why Joko Widodo visited the victims to give them support either emotional or stuff they need. The time this thing happened was during the campaign period. So, Jokowi's opponents feel that this is good timing to get attention from society. The words "akan" and "mati" represent distasteful things because the comment makes someone afraid when getting the message.

## 2. The Functions of Illocutionary Act on Jokowi's Instagram Account

### 1) Declaration

One of the functions of the speech act is a declaration. According to Yule (1996), declarations are those kinds of speech acts that change the world via their comment. This function also emphasizes that the speaker is making an official statement that can change the world by words, thus it has conformity between proposition and reality.

In this case, the writer did not find the comments describing the declaration. Ideally, someone that can change the condition is someone who has the authority. It means the related person must have a higher position, more authority, and more power. Meanwhile, the commentators who are netizens have no more authority over President Joko Widodo. That is why there is no data found for the declaration function.

### 2) Representatives

A. Table of people's comments on Jokowi's Instagram

No	Situation	Comment	Date/time
61	Joko Widodo melalui akun instagramnya meminta untuk menghentikan berita-berita bohong  <i>(Via his instagram account, Joko Widodo ask to stop hoax)</i>	Maling teriak maling, raja hoax teriak hoax  <i>(It is like the pot calling the kettle black)</i>	2 <sup>nd</sup> April 2019

The function of the comment is representative because the written text "Maling teriak maling, raja hoax teriak hoax" is written as a statement. The term of the comment is telling or reporting. The commentator wrote the comment to inform or to tell the reader that Joko Widodo is a person who likes acting "Maling teriak maling".

### 3) Expressives

Table of people's comments on Jokowi's Instagram

No	Situation	Comment	Date/time
1	Jokowi berkunjung ke Pondok Pesantren, Salafi Induk, Tegalrejo, Kabupaten Magelang dan mendapat pesan dari Bisri Mustofa. Pesannya "ojo nesu" <i>(Jokowi come to Islamic boarding school, Salafi Induk, Tegalrejo, Magelang and Jokowi got an advice not to get angry)</i>	Di balik senyummu dan kesederhanaan yang kau buat itu ada jeruji besi yang diterima oleh rakyat yang mengkeritik mu, sepertinya nyindir diri sendiri tapi dia tdk tau  <i>(Behind your smile and simplicity you have, a jail is ready for those who criticized you, like you do satire yourself but you do not realize it)</i>	24 <sup>th</sup> March 2019

The function of the comment is expressive. The term of the comment is to criticize. It shows from the phrase "ada jeruji besi yang diterima oleh rakyat yang mengkeritik mu". The commentator criticized how Joko Widodo as president threatens people who criticize him. The function of criticism is one of part of representatives.

### 4) Directives

Table of people's comments on Jokowi's Instagram

No	Situation	Comment	Date/time
193	Jokowi berkunjung ke Pondok Pesantren, Salafi Induk, Tegalrejo, Kabupaten Magelang dan mendapat pesan dari Bisri Mustofa. Pesannya "ojo nesu"  <i>(Jokowi come to Islamic boarding school, Salafi Induk, Tegalrejo, Magelang and there Jokowi got</i>	Dengerin tuh pakde, jangan cuma baik di depan kamera, jangan marah-marah baru dihujat 4,5 tahun aja dendam terus koar-koar. Minum obat sana, terus bobok panjang  <i>(Pakde, please listen, do not be a nice person just in front of a camera, do not be angry. You just blasphemed for 4,5 years but you already revenge, then you</i>	24 <sup>th</sup> March 2019

	<i>advice to do not get angry oftenly)</i>	<i>are talking too much. Please take the medicine, and then sleep for a long.)</i>	
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The function of the comments is directives in terms of command and advice. There are three words indicating command such as "dengerin", "jangan" and "sana". Text "Dengerin tuh pakde" means the commentator advice Jokowi to listen to what the speaker said through a bit of advice is a person who does not angry easily. "jangan marah-marah" delivers a meaning to command Jokowi to do not to be angry. Then, the statement "minum obat sana" means to command Jokowi to take the medicine.

### 5) Commissives

Table of people's comments on Jokowi's Instagram

No	Situation	Comment	Date/time
238	Potret wajah anak-anak SD Inpres Kemiri di Distrik Sentani Kabupaten Jayapura saat dikunjungi oleh Joko widodo setelah mengalami bencana banjir bandang  <i>(This is the face of children from Inpres Elementary School in Sentani Jayapura while Joko Widodo visits them after the deluge)</i>	Jokowi akan saya ancam dengan hukuman mati  <i>(I will threaten Jokowi with the death penalty)</i>	1 <sup>st</sup> April 2019

The function of comment "*Jokowi akan saya ancam dengan hukuman mati*" is commissives in term of threat because there is statement "saya akan ancam". It is an indication that something will happen. In addition to it, the statement "Jokowi akan saya ancam dengan hukuman mati" means the commentator will give death penalty towards Joko Widodo.

### 3. The Dominant Function Found in Hate Speech on Joko Widodo Instagram Account

This chapter is discussing the dominant function of the illocutionary act in the hate speech written on Joko Widodo's Instagram account. The analysis can be seen below this description.

Table of illocutionary's percentage in hate speech on Jokowi's Instagram account.

No	Illocutionary	Total	Percentage (%)
1	Directives	31	12,60%
2	Representatives	137	55,70%
3	Commissives	7	2,84%
4	Expressives	71	28,86%
5	Declaration	0	0 %
<b>Total</b>		246	100%

Based on the table above, it can be seen that the most dominant function of illocutionary acts found from 24th March 2019 until 13th April 2019 on Jokowi's Instagram account was representatives. There are 137 comments of representatives which are classified into 36 comments as giving an opinion, 33 comments as telling or reporting, 25 comments as complaining, 22 comments as stating, and 21 comments as suggesting.

The data show that there are 65 comments of expressions which are classified into 40 comments as a critic, 21 comments as dislike, 4 comments as blaming, 3 comments as sorrow, 1 comment as thanking, and 1 comment as praising. In this case, the terms thanking and praising are kinds of sarcasm. They are not literally portrayed as an expression of thanking and praising. For example, in comment number 84 "Editannya keren sekali. ITnya dari mana yah saya mau belajar", that comment means what the picture show is not true. The context shows there are a lot of people coming to Joko Widodo's campaign but the commentator says that the picture was edited, not the true one.

Besides being representative and expressive, the data also consists of 30 comments of directives which are classified into 14 comments as request, 7 comments as the command, 1 comment as demand, and 3 comments as advice, however, the declaration was found to be more frequently used than commissives. There are 7 comments of declaration which are categorized into 4 comments as declare and 3 comments as alienate, while commissive only has 7 comments which are classified into 3 comments as an offer, 2 comments as threats, and 2 comments as a promise. Based on the number of representative functions, the comment in terms of giving an opinion was found to be the most frequently used. It is because the function of social media itself is to let people express and give their opinion about something or someone.

People are free to deliver what they feel and think about them. In this case, people are free to write comments on Jokowi's Instagram during the campaign.

In representative, the comment complaining was found on as many as 25 items. The number is considered to be high enough due to the object of this study being the comment which tends to show hate speech. As Waldron (2012:5) said that hate speech tends to besmirch the basics of their reputation, by associating inscriptive characteristics like ethnicity, race, or religion with conduct or attributes that should disqualify someone from being treated as a member of society in good standing". The theory is proven that the comments during the presidential campaign for 2019 consist of hate speech.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

After analyzing the hate speech on the Jokowi Instagram account, it can be seen that the whole aim of the hate speech found in the research is criticizing Jokowi. It happened because Jokowi's haters or netizens did not want Jokowi to be the next president. The aims of those comments found in this research are indignation, defamation, blasphemy, distastefulness, provocation, incitement, and forgery. Second, the functions of illocutionary that were found in this research are directives with 31 comments, representatives with 137 comments, commissives with 7 comments, expressive with 71 comments, and declaration with 0 comments. the third result shows that the dominant function found by the writer is 137 comments on the representatives' function which are classified into 36 comments as giving an opinion, 33 comments as telling or reporting, 25 comments as complaining, 22 comments as state, and 21 comments as suggest.

### **Suggestion**

There are many things that can be analyzed by seeing the hate speech comments on Jokowi's Instagram account. The next researcher can analyze the topic about how the comments are analyzed based on age or gender. The present writer suggests the readers of this *skripsi* be interested in hate speech so that hate speech can be extensively analyzed regarding the development of pragmatics.

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