Hate Speech Pattern of Youtube Viewer Comments on Najwa Shihab Channels in the 2019 President and Vice President of the Republic of Indonesia General Election Campaign Discussion

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ABSTRACT. Hate speech develops on social media, one of which is YouTube. One of the YouTube channels, Najwa Shihab, contains shows and comments on political issues in Indonesia, one of which is the 2019 presidential election campaign. Hate speech in comments on the Najwa Shihab channel forms speech patterns. They are formed from theoretical constructs of hate speech forms and violations of the principle of politeness. The objectives of this study are 1) analyzing forms of hate speech, 2) analyzing violations of the principle of hate speech, 3) analyzing patterns of hate speech on the comments of viewers on Youtube Viewer Comments on Najwa Shihab Channels in the 2019 President and Vice President of The Republic of Indonesia General Election Campaign Discussion. The approach used in this research is a theoretical approach, namely a forensic linguistic approach by utilizing pragmatics for data analysis, and a methodological approach, namely a qualitative descriptive approach. The data on hate speech that was analyzed was a fragment of the audience's comments on two programs, namely *Mata Najwa* and *Catatan Najwa*. The results showed that there were twenty patterns of hate speech. Two patterns are widely used, namely the pattern of assertive speech acts in the form of defamation that violates the maxims of appreciation and assertive speech acts in the form of humiliation that violates the maxims of appreciation. Thus, the public can pay attention to patterns of hate speech that appear on social media, so that people can choose the right speech and avoid hate speech on social media.
Keywords: presidential election, pattern, hate speech, campaign discussion, Youtube.

1. INTRODUCTION

Communication events experienced many disturbances that occurred in society. It indicates a problem in language. Hate speech, blasphemous language, and sarcasm are evidence of language disorders because the function of the language used conflicts with the actual language function. Based on the *Surat Edaran Kapolri 2015* (2015 Police Chief Circular), hate speech can be classified as a hate crime. Such action has been regulated in separate legislation, namely through Circular No. SE / 6 / IX / 2015 concerning Handling Hate Speech. The form of hate speech is in the form of *humiliation, defamation, blasphemy, unpleasant actions, provoking, inciting, and spreading* fake news.

Forensic linguistics studies link law to language (Santoso & Apriyanto, 2020b). It applies linguistic theories in linguistic events related to legal processes, both in the form of legal products, interactions in judicial processes, and interactions between individuals that result in certain legal impacts (Apriyanto et al., 2020; Santoso & Apriyanto, 2020a). The role of language is very necessary to raise and grow human awareness in creating and enforcing laws (Subyantoro, 2017).

Hate speech continues to expand into the digital space, especially social media through groups or individuals (Subyantoro & Apriyanto, 2020). The emergence and spread of hate speech online are a growing phenomenon and efforts need to be made to deal with and understand the phenomenon as well as possible. One of the online social media is YouTube (video site) which provides various information in the form of videos and video descriptions. The public can participate in uploading videos to the YouTube server and sharing them worldwide (Baskoro, 2009). On YouTube videos, viewers can comment on each other and rate the information they receive.

One of the channels on YouTube is Najwa Shihab. The Najwa Shihab channel contains various shows that discuss political issues developing from

2018 to 2019. Political issues in 2018-2019 coincided with the election of the President and Vice President of the Republic of Indonesia. The broadcast on the Najwa Shihab channel contains two programs that specifically discuss the issue, namely "Mata Najwa" and "Catatan Najwa" which are interesting to watch and get a lot of responses or comments from the public.

Political issues discussed in the Najwa Shihab YouTube channel are about the 2019 presidential and vice-presidential election campaign discourse. The election of campaign discussion is based on the phenomenon of hate speech which is often used by certain parties to bring down political opponents while attracting public sympathy during the 2019 presidential election campaign (see Slatcher et al., 2007). In the comments on the Najwa Shihab channel, there are many positive and negative comments. Negative comments can be included in the category of hate speech which can be analyzed both in terms of language and legal regulations.

The hate speech contained in the comments on the Najwa Shihab channel forms a certain pattern. Hate speech patterns are formed from theoretical constructs regarding the form of hate speech in the form of types of speech acts based on Searle's theory (in Rusminto, 2010), namely illocutionary speech acts (assertive, directive, expressive, commissive, and declarative) and categories in the field of law (humiliation, defamation, blasphemy, unpleasant actions, provoking, inciting, spreading fake news) and violations of the principle of politeness (Leech, 2014). The ten maxims include generosity, wisdom, agreement/consensus, politeness/simplicity, S to O obligation/appreciation, O to S obligation: 'give low value to O's obligation to S, agreement:' give the highest value to opinion O, withholding opinion, sympathy, and feeling silent: 'give low marks for feelings S.

Based on some of these discussions, research on "Hate Speech Pattern of YouTube Viewer Comments on Najwa Shihab Channels in the 2019 President and Vice President of The Republic of Indonesia General Election Campaign Discussion.

2. METHOD

The approach used in this research is a theoretical approach and a methodological approach. The theoretical approach used is a forensic linguistic approach by utilizing pragmatics for data analysis, while the methodological approach used is a qualitative descriptive approach (see Apriyanto, 2020; Apriyanto et al., 2020; Subyantoro & Apriyanto, 2020; Triana et al., 2020). Sudaryanto (2015) argues that descriptive research is research that is carried out based on existing facts or phenomena that are empirically alive in its speakers

and the results of recording are in the form of exposure to data as is. The focus in this study is the pattern of speech in communication events in the form of commentary discussion contained in the Najwa Shihab channel YouTube media with the theme of the presidential and vice-presidential election campaign of the Republic of Indonesia in 2019.

Collecting data in this study using documentation study, observation, and note-taking techniques. This data collection technique can be used to obtain accurate and valid research data.

The validity of the data was carried out in qualitative research including testing, credibility, transferability, dependability, and confirmability (Sugiyono, 2017).

The data analysis technique used in this research is the heuristic analysis technique and the qualitative normative analysis technique. Heuristic analysis is a person's thought process to interpret an indirect speech (Flick, 2014; Miles et al., 2014; Moen & Middelthon, 2015). Heuristic analysis techniques identify the pragmatic power of a speech by formulating hypotheses and then testing them with available data (Leech, 2016).

3. RESULTS AND DISCUSSION

The data in this study were analyzed and produced forms of hate speech and violations of the principles of politeness which formed patterns of hate speech in audience comments on the YouTube media channel of Najwa Shihab in the campaign discourse for the general election of the President and Vice President of the Republic of Indonesia in 2019. The following are explained the patterns of hate speech.

a. *Assertive Actions in the Form of Humiliating and Violating the Maxim of Appreciation*

CONTEXT: DISCUSSION ON HOW CANDIDATES CAMPAIGNING, HOAX OR FACT

P1 : *"Pilih obat 01 sembuh, obat 02 overdosis"* (US)

P2 : *"Waduh gk mw overdosis bro jdi plih obat sembuh aj"* (HD)

P3 : *"prabocor sm sandi sama sama mabok pembalut wanita"* (**JA**)

P1 : "Select medicine 01 to recover, medicine 02 to overdose" (**US**)

P2 : "Wow, I don't want to get an overdose, bro, so I choose the medicine to recover, to get better" (**HD**)

P3 : "Prabocor and Sandi are all drunk of sanitary napkins" (**JA**)

(data no 1)

(Catatan Najwa - Nobar Debat Pilpres: Bawa Asyik Politik - Menilai Debat Final 01 vs 02 (Part 7) 13 April 2019)

The remarks on data number 1 are comments from P1 (US), P2 (HD), and P3 (JA) which discuss the final debate topic 01 vs 02 related to how candidates campaigned, which one is hoaxes and facts. The form of hate speech has a pattern of assertive speech acts in the form of humiliating and violating the maxims of appreciation, because the utterance of the speech states something against the object, namely *"Prabocor and Sandi are all drunk of sanitary napkins"* which is meant to humiliate or denigrate or humiliate Prabowo as humiliations or curses such as *Prabocor* and drunk sanitary napkins, and speech P3 (JA) did not maximize respect for others and maximize humiliation to others.

b. *Assertive Actions in the Form of Humiliating and Violating the Maxim of Simplicity*
CONTEXT: THE BOTH TEAM DEBATE ABOUT THE TERMS ABS, THE ORIGIN OF *ASAL BAPAK SENANG (JOKOWI) / ASAL BOWO SENANG (PRABOWO)*
P1 : *"Itu bukan kritik mas paldo. Itu namanya suudzhon alias berburuk sangk"* **(DY)**
P2 : *"Faldo ampun! Ga punya otak! Cape dehhhhh"* **(PA)**
(data no 2)

P1: "That is not a criticism, Mr. Paldo. That's called prejudice"(DY)
P2: "Faldo, my goodness! Silly! Oh my God "(PA)

(Mata Najwa - Debat Usai Debat - Kubu 01: ABS Itu Asal Bowo Senang (Part 1) 4 April 2019)

Data no 2 contains comments written by P1 (DY) and P2 (PA) which contain responses to the topic of debate between the two teams regarding the term ABS, Asal Bapak Senang (Jokowi)/ Asal Bowo Senang (Prabowo). The form of hate speech has a pattern of assertive speech acts in the form of humiliations and violates the principle of modesty of the maxims of modesty because the utterances or utterances state that *"Faldo ampun! Ga punya otak!"* (Eng: Faldo, my goodness! Silly!) which is meant to denigrate or scold as humiliation, and the speaker cannot be humble, but underestimates him, and shows an impression arrogant towards other parties.

c. *Assertiveness is the Form of Humiliation and Violating the Maxims of Consent*
CONTEXT: NAJWA LIVE DISCUSSION WITH THE VICE PRESIDENT CANDIDATE, SANDIAGA UNO

P1 : *"mantab prabowo sandi presiden, walaupun pendengki tak menyukainya"* **(TI)**
P2 : *"Sandi belum mampu jadi wakil. tambah ancur"* **(SDG)**
P3 : *"@S... D...G... apa lagi yg udah tua bangka gtu,,anda sehat"* **(KT)**

P1: "Good job, Prabowo, and Sandi for the president, even though the envy doesn't like them" (TI)
P2: "Sandi has not been able to become a vice president. It worse "(SDG)
P3: "@ S ... D ... G ... what else are you old, are you ok?" (KT)

(data no 3)
(Mata Najwa - Sandi Sandiaga Uno: Debat Tak Usah Banyak Tim Hore (Part 6) 28 Februari 2019)

Data no 3 contains three comments written by P1 (TI), P2 (SDG), DAM P3 (KT) responding to the topic of discussion between Najwa and Sandiaga Uno, who stated that the debate does not need many hoorays or support teams. The speech fragment is in the form of a statement in the form of a prediction because it has not happened and is not necessarily true, which is intended to denigrate Sandi as an insult and the speaker denies or directly criticizes the leadership quality of the object (Sandiaga Uno) by not agreeing with P1's (TI) comment, "*Mantab prabowo sandi presiden, walaupun pendengki tak menyukainya." (Eng: Good job, Prabowo, and Sandi for the president, even though the envy doesn't like them).*

d. *Assertiveness in the Form of Humiliating and Violating the Sympathy Maxim*

CONTEXT: DISCUSSION AGAINST DEBATE 1 ABOUT THE HAM'98 CASE WHICH IS ALWAYS ASSOCIATED WITH PRABOWO
P1 : *"Prabowo.... itu satria iya satria strooook"* **(IP)**
P2 : *"SATRIA banci Itu bos soalnya pas hbs nyulik dia kabur ke jordania"* **(BP)**

P1   : "Prabowo ... that's a knight, yes, stroke knight." (IP)
P2   : "A sissy knight, bro! Because when he was kidnapping, he fled to Jordan" (BP)

(data no 4)
(Mata Najwa - Jelang Ronde Pertama: Timses Prabowo, "Kasus HAM 98 Ibarat Nasi Basi" (Part 3) 10 Januari 2019)

Data number 4 contains comments submitted by P1 (IP) and P2 (BP) who responded to the topic of

discussion leading up to debate 1 about the *Ham'98* case (Indonesia Human Rights 1998) which was always associated with Prabowo. The narrative fragment is in the form of an affirmation statement because it repeats the word *satria* (knight) to become a *satria stroook* (Eng: Stroke knight) which is intended to denigrate or humiliate Prabowo as humiliation and speakers do not maximize sympathy between themselves and others, but maximize self-antipathy towards others (speakers do not give the highest value to feeling object (O)).

e. *Assertive Actions in the Form of Defamation and Violating the Maxim of Appreciation*

CONTEXT: DISCUSSION OF THE HOAX WHICH WAS RELATED TO THE PRESIDENT AND VICE PRESIDENT CAMPAIGN BETWEEN TEAM 01 OR TEAM 02

P1 :"Susahnya mencari2 kesalahan dan kejelekannya pak jokowi sama seperti susahnya mencari2 prestasi prabowo kwkwkwk.."(NN)
P2 :"Prabowo prestasinya menculik dan buat hoax" (AO)

P1: "It is difficult to find mistakes and badness of Pak Jokowi as it is difficult to find achievements of Prabowo kwkwkwk .." (NN)
P2: "Prabowo's achievements are kidnapping and creating hoaxes" (AO)

(data no 5)
(Mata Najwa - Satu atau Dua: Debat Panas Soal Hoaks (Part 2) 11 Oktober 2018

Data number 5 contains comments written by P1 (NN) and P2 (AO) responding to discussions about hoaxes circulating during the presidential election campaign both by team 01 and team 02. The narrative fragment is in the form of a statement intended to tarnish the good name, namely in the phrase *"Prabowo prestasinya"* (Eng: Prabowo's achievement) was followed by *"menculik dan buat hoax"* (Eng: kidnapping and creating hoaxes), and speakers did not maximize respect for others and maximize humiliations towards others.

f. *Assertive Actions in the Form of Defamation and Violating the Maxim of Simplicity*

CONTEXT : DISCUSSION OF VIRAL STATEMENTS; UNICORN AND EARPIECE USED BY JOKOWI

P1 : "oalah priyooo ngibul skt hati di golkar skrg pindah partai baru g tambah pinter.....?" (EH)

P2 : " Lh pak Priyo g jentel nyri alasan Mulu , jentel lh klau pgn d lihat rakyat jjr itu pntg (WN)

P1: "oh priyooo. Lier! disappointed at Golkar and now moving to a new party. You are not getting smarter .....?" (EH)

P2: "Oh Priyo! You are not a gentleman; too many reasons. Be gentle if you wanna be trusted by the people. honest is the prevailing currency. (data no 6)

(Catatan Najwa- Hasto VS Priyo: Unicorn VS Earpiece di Debat Capres (Part 2) 26 Februari 2019)

Comments on data number 6 are in the form of a piece of speech written by P1 (EH) and P2 (WN) who respond to the discussion about the virality of the terms unicorn and earpiece used by Jokowi. Jokowi's team is represented by Hasto, while Prabowo's team is represented by Priyo. The snippet of speech is in the form of notices that are intended to defame a good name with things that are not true, such as "ngibul" (Eng: lie) and "g tambah pinter" (Eng: not getting smarter). It makes other people feel uncomfortable and the speaker cannot be humble, but underestimate the other and show an impression arrogant towards other parties.

g. *Assertive Actions in the Form of Defamation and Violating the Maxim of Approval*

CONTEXT: DEBATE REGARDING ECONOMIC GROWTH TO POVERTY RATE BY BOTH CANDIDATES SUPPORTERS

P1 : "Harto presiden terkorup di dunia kok di dewakan,,dan sekarang mantunya mau melanjutkan kepemimpinan mertuanya,,,kan bangsat" (CKZ)
P2 : "Btul 02 itu igin menjadi kan Indonesia kyk di jaman orba koruptor di sembunyiikan mengkritik pemerintah di bunuh" (HP)

P1   : "Harto, the most corrupt president in the world, is he being deified, and now his son-in-law wants to continue the leadership of his father-in-law ... son of bitch!" (CKZ)
P2   : "Exactly. Candidate no 02 wants to become Indonesia same as New Order Era, corruptors were hidden away, people criticizing the government are killed" (HP)

(data no 7)
(Mata Najwa - Adu Kuat Kampanye : Adu Angka Adian vs Mardani (Part 4) 28 Maret 2019)

Data no 7 contains comments written by P1 (CKZ) and P2 (HP) responding to the debate on economic growth and poverty by Adian and Mardani

(supporters of both candidate pairs). The narrative fragment is in the form of a notification that is intended to tarnish the good name with something that is not true "Harto presiden terkorup" (Eng: Harto is the corrupt president) and the speaker expresses his disapproval with the statement *"sekarang mantunya mau melanjutkan kepemimpinan mertuanya,, kan bangsat"* (Eng: now his son-in-law wants to continue his father-in-law's leadership, son of a bitch), regarding Prabowo who will become president and it is unsuitable.

h. Assertive Actions in the Form of Defamation and Violation of Maxim withholding Opinions

CONTEXT: DISCUSSION BY NAJWA SHIHAB WITH GUESTS AT MATA NAJWA DISCUSSING THE DEBATE ROUND 1

P1 : "Korupsi boleh2 aja...asal gk seberapa..owow..oh... genderuwowok" (SRS)
P2 : Apakah d pemerintah jokowi kususnya d partai banteng gk ada yg koropsi??? Brooo bantengnya yg bahaya bro dan pak jokowi patuh ma tu banteng ganti presiden (IU)

P1: "Corruption is permissible ... as long as it is not how much..ow..oh ... genderuwowok" (SRS)
Q2: Did the Jokowi government, especially in the Banteng party, not have any corruption problem ??? Brooo, the bull is dangerous, bro! Mr. Jokowi is obedient to take the role of the Banteng (IU)

(data no 8)
(Catatan Najwa Untuk Debat Ronde I 18 Januari 2019)

Comments on data number 8 contain demands written by P1 (SRS) and P2 (IU) who respond to the discussion on debate round 1 which targets Jokowi and PDI P. The narrative fragment is in the form of notices that are intended to tarnish the good name of *"pak jokowi obedient to replace the president"* (Eng: Mr. Jokowi is obedient to take the role of the Banteng) with things that are not true, and the speakers do not soften the power of their opinion because they discuss the president and the PDI without thinking again about the truth.

i. Assertive Actions in the Form of Defamation and Violating the Maxim of Wisdom
CONTEXT: ADIAN AND ARIEF PUYONO ARGUED ABOUT 4th PRESIDENT AND VICE PRESIDENT DEBATE
P1 : "jadi kita sepakat soal itu, soal intoleran..... hahahhahaa!!!! clue yang sangat penting" (MK)

P2 : "Tak ada betul tuh tim wowo jelas" pendukung nya radikalisme rata" (HP)

P1: "So we agreed on it, about intolerance ..... haha haha !!!! very important clue "(MK)
P2: "Nothing is true about Wowo, most of his team is radical"(HP)

(data no 9)
(Mata Najwa - Anak Muda Pilih Siapa: Debat Panas Isu SARA (Part 7) 28 Oktober 2018)

The P2 (HP) speech fragment is a form of hate speech whose target is Prabowo. The narrative fragment is in the form of a statement intended to disfigure the good name by considering Prabowo's team to be radical, things that are alleged to be not factual, and the speakers give high marks to their desires and give low marks to other parties.

j. Assertive Actions in the Form of Defamation and Violating Maxim of Concern

CONTEXT : DISCUSSION ON SELECTION OF PRESIDENT CANDIDATE BASED ON THE VIEW OF YOUTH THROUGH MANY DEVELOPING ISSUES OF ETHNICITY, RELIGION, RACE, AND GROUPS IN INDONESIA
P1 : "Paldo ngotot "itu bukan kami" itu karna dia itu di janjikan masuk kabinet makanya ngotot banget" (GE)
P2 : "Faldo lg "melacurkan diri"... (DR)

P1: "Paldo is stubborn " it's not us "that's because he was promised to join the cabinet so he was very insistent" (GE)
P2: "Faldo is being " prostituted himself "... (DR)

(data no 10)
(Mata Najwa - Anak Muda Pilih Siapa: Debat Panas Isu SARA (Part 7) 28 Oktober 2018)

The P2 (DR) fragment of speech is a form of hate speech whose target is Faldo Maldini. The narrative fragment is in the form of a statement intended to disfigure the good name with things that are not seen in the clause; "*Faldo lg "melacurkan diri"* (Eng: Faldo is being prostituted himself), the things that are alleged are not necessarily factual, and the speaker does not maximize his sympathy for others, but maximizes a sense of antipathy towards others.

k. Assertive Actions in the Form of Unpleasant acts and Violating the Maxim of Appreciation

CONTEXT: DEBATE REGARDING ECONOMIC GROWTH TO POVERTY RATE BY BOTH CANDIDATES SUPPORTERS

P1 : "Nil,dahnil kalah argumen nyerocos ngomong terus,tanda nya apa ya" (JR)
P2 : "Pingin mancal congor e dancuk kudanil" (NL)

P1: "Nil, you've lost the argument and keep talking, what's the sign?" (JR)
P2: "I want to kick his mouth, kudanil (hippopotamus)" (NL)

(data no 11)
(Mata Najwa - Adu Kuat Kampanye : Adu Angka Adian vs Mardani (Part 4) 28 Maret 2019)

The speech fragment delivered by P2 (NL) is a form of hate speech whose target is Dahnil Anzar (The supporter of Candidate no 02). The speech is in the form of a statement intended in the clause "*Pingin mancal congor e*" (Eng: I really want to kick his mouth) which means the desire to injure the mouth, followed by *"dancuk kudanil* " (Eng: damn hippopotamus). It is unfavorable treatment with threats of violence and speakers do not maximize respect for others and maximize humiliation towards others.

l.   *Directive Actions in the Form of Humiliation and Violating the Maxim of Award*
CONTEXT: ADIAN'S DISCUSSION OF THE CLOSING STATEMENT OF SANDIAGA UNO AND ARIEF PUYONO'S ASSESSMENT REGARDING MAARUF AMIN'S CLOSING STATEMENT

P1 : "Gaji prabowo sandi di wakaf kan untuk umat, salut aku, Tp uda puluhan tahun prabowo sandi 1 persen dari bagian elit yg menguasai indonesia, mash bnyak yg di rampok puluhan tahun" (ENAA)
P2 : "ngomongnya kyak sales panci wkwkwkwk TPS (TENGGELAMKAN PRABOWO SANDI)" (KL)
P3 : "TenggeLamKan PraBowo SaNdi (TPS)" (AC)

P1: "The salary for Prabowo is waqf for the people, salute me, but for decades, Prabowo has 1 percent of the elite who controls Indonesia, but many have been robbed for decades" (ENAA)
P2: "talking about the pot seller wkwkwkwk. TPS (TENGGELAMKAN PRABOWO SANDI) (Eng: Beat Prabowo and Sandi! " (KL)
P3: "Beat Prabowo and Sandi!" (AC)

(data no 12)

(Catatan Najwa - Nobar Debat Pilpres: Bawa Asyik Politik - Menilai Debat Final 01 vs 02 (Part 7) | 13 April 2019)

The speech fragment delivered by P2 (KL) is a form of hate speech whose target is Prabowo-Sandi (Candidate-President and Vice President no 02). The speech is in the form of a message or command that is intended to humiliate someone's dignity which is interpreted as a sales pot and speech participants minimize respect for others and maximize humiliations towards others.

m.   *Directive Actions in the Form of Defamation and Violating the Maxim of Appreciation*
CONTEXT: DISCUSSION ON CAMPAIGNS CONDUCTED BY PRESIDENT AND VICE PRESIDENT CANDIDATES RELATED TO EXPENSIVE DAILY SUPPLY PRICES

P1 : "Hadeh dulu kemana aja...???? Mertua lu presiden rakyat udh kurang makan tapi ga ngomong....repot lu..... omongan sibowo ga bisa dipercaya...... jokowi jelas presiden.yg ono masih cita cita." (HS)
P2 : "Kubu wowo ngaco mulu jgn mau d bohongi org kebelet pengen berkuasa" (LL)

P1: "Where did you go first ... ???? Your father-in-law, the president, when people need the daily supply but he spoke nothing ... it's a bother ... what Bowo said was lie... Jokowi is the right president, but Bowo is still dreaming. " (HS)
P2: "Wowo's team is liers. Please don't believe in them, people who are dreaming of power" (LL)

(data no 13)
(Mata Najwa - Jokowi vs Prabowo Ketika Harga Pangan Jadi Jualan Kampanye (Part 2) 8 November 2018)

The P2 (LL) fragment of speech is a form of hate speech whose target is the other party regarding Prabowo's team. The speech is in the form of a message, functions to prohibit other parties from being deceived by Wowo's team (Prabowo-Sandi) because they want to be in power. This is intended to tarnish the good name with things that are not true, and the speech participants minimize respect for others and maximize humiliations towards others.

n.   *The Directive's Speech is in the Form of Unpleasant Actions and Violates the Maxims of Appreciation*
CONTEXT: DISCUSSING ABOUT TITTLE OF SANDIWARA UNO WITH THE STYLE

P1 : *"Semoga rakyat Surabaya terbuka mata ny..memilih yg benar...jgn sampai makin sengsara..." (PKP)*

P2 : *"Saya doakan smg wowo dan geng" nya nyungsep lagi Amiin Ya ALLAH Amiin Allohumma Amiin Ya Robbal Alamiin.." (MD)*

P1: "Hopefully the people of Surabaya will open their eyes ... choose the right one ... don't make it even more miserable ..." (PKP)

P2: "I pray for wowo and the gang lost. Amiin Ya ALLAH Amiin Allohumma Amiin Ya Robbal Alamiin .. "(MD)

(data no 14)
(Mata Najwa - Tancap Gas Jelang Pentas: Di Balik Viralnya Sandiwara Uno (Part 5) 7 Februari 2019)

P2 (MD) delivered a piece of speech conveyed in a form of hate speech whose target was Prabowo and his supporters. This speech aims to ask/expect Prabowo and his supporters to get things that are not good. This is an unpleasant act by praying for the other party to experience bad things, which can be seen in the clauses of *"smg wowo dan geng" nya nyungsep lagi Amiin",* (Eng: I pray for wowo and the gang lost. Amiin) and the speech participants did not maximize respect for others and maximize humiliations to others.

o. *Directive Actions in the Form of Defamation and Violation of Maxim withholding Opinions*
CONTEXT: DISCUSSION OF HOW THE CANDIDATES CAMPAIGN, WHICH ONE IS HOAX WHERE FACT
P1 : *"Kalau pak prabowo sandi mau menang, jangan sebar hoax sebenarnya.. mengambil hati rakyat lebih halus lagi, dari mulai tempe setipis atm, harga bahan2 naik, ga perlu menyudutkan kepemimpinan kubu sebelah tinggal aja bilang besok harga bahan pokok lebih murah dengan cara bla bla bla, menyelesaikan hutang indonesia dengan cara bla bla bla. Sepertinya rakyat lebih simpatik...dan coba pendukung pak prabowo lebih beretika lagi, tidak mengejek, kasar, nyinyir, menghujat. Keliatan kan kubu mana yg lebih baik?" (AA)*
P2 : *"Deh bang wowo dan sandiwara uno jadi presiden hoax seindonesia aje" (SO)*

P1: "If Prabowo Sandi wants to win, please don't spread the hoax, actually ... take people's hearts even more smoothly, starting from tempeh as thin as ATM, daily supplies which is pricey, no need to blame the leadership of the next team, just say tomorrow the price of basic commodities is cheaper by way blah blah blah,

solve Indonesia's debt by way of blah blah blah. It seems that the people are more sympathetic ... and try to support Prabowo to be more ethical, not to ridicule, be rude, cynical, and blasphemous. Do you see which side is better? " (A A)

P2: "Oh Wowo and Sandiwara Uno just become the president of hoaxes in Indonesia" (SO)

(data no 15)
(Mata Najwa - Tancap Gas Jelang Pentas: Mana Dusta Mana Fakta (Part 1) 7 Februari 2019)

P2 (SO) comments are a piece of speech that is included in the form of hate speech that targets the Prabowo-Sandi team. The speech in the form of a message or suggestion which is meant by the phrase *"bang wowo", "Sandiwara uno", and "presiden hoax seindonesia"* (Eng: president of hoaxes in Indonesia) means that candidate pair 02 is called the president of Indonesian hoaxes. It tarnishes reputation with unfactual accusations, and speakers do not soften the power of their own opinion or choose to express their opinion without being thought about it, which may allow the other party to feel offended.

p. *The Directive Acts in the Form of Unpleasant Actions and Violates the Maxims of Conscience*
CONTEXT: THE DEBATE LANGUAGE STYLES OF PRABOWO'S CAMPAIGN "TAMPANG BOYOLALI" AND JOKOWI "SONTOLOYO"
P1 : *"yg jelas d hti prbwo org miskin se olah2 gk puny hrga diri gk prlu di jaga orsa anx..ttp jkwi" (SS)*
P2 : *"ya allah yang maha kuasa lagi maha pengasih. di sini aq ingin menumpang do,a buat pak jokowi dan pak prabowo. semoga di pemilu thn depan pak prabowo gagal / kalah dalam pemilihan presiden, syukur2 setres / gila karena gagal untuk ke 2Xnya. dan semoga pak jokowi bisa kembali memimpin negara tercinta Indonesia ini, amin" (AR)*

P1: "What is clear is that poor people do not have their own, don't need to be guarded, Jokowi" (SS)

P2: "O Allah, the Powerful, the Most Merciful. I want to pray here, for Jokowi and Prabowo. I hope that in the next year's election Mr. Prabowo will fail/lose the presidential election, make him crazy for failing the second time. and I hope Jokowi can lead this beloved country of Indonesia again, amen. "(AR)

(data no 16)

(Mata Najwa - Jokowi vs Prabowo : Tampang Boyolali vs Sontoloyo di Mata Perempuan (Part 3) 8 November 2018)

P2 (AR) delivered a piece of speech that was a form of hate speech whose target was Prabowo. The speech is in the form of a request, accompanied by unpleasant actions, namely praying for Prabowo to experience bad things which can be seen from the words *"gagal / kalah dan setres / gila"* (Eng: "fail/lose and stress / crazy"), and the speakers do not maximize the sympathy between themselves and others, but maximize a sense of antipathy of self and others.

q. *The Directive Acts in the Form of Incitement and Violates the Maxims of Appreciation*

CONTEXT: DEBATE ABOUT STATE DEBT ADDED IN THE JOKOWI ERA

P1 : "tim pk Prabowo,,,,,, hutang,semua presiden berhutang,,, jaman Pk Jokowi hutang sngt ditekan, dan yg lebih penting utang itu di jaman pk Jokowi digunakan untuk pembangunan negara bukan dikorupsi sprt presiden sebelumnya (AP)

P2 : "Kubu Prabowo kubu setan tidak usah ditiru ya gaes.." (RF)

P1: "Prabowo's team, debt, all presidents are in debt ... during the time of Jokowi, debt was very much suppressed, and more importantly the debt was used for national development, not corrupted like the previous president (AP)

P2: "Prabowo's team is a bastard. They don't need to be followed, guys .." (RF)

(data no 17)
(Mata Najwa - Tancap Gas Jelang Pentas: Saling Serang Soal Utang (Part 3) 7 Februari 2019)

The comments made by RF are a form of hate speech aimed at Prabowo's team. The narrative fragment was in the form of a prohibition by inciting other parties, namely *"Kubu Prabowo kubu setan tidak usah ditiru ya"* (Eng: Prabowo's team is a bastard. They don't need to be followed, guys...) and the speech participants did not maximize respect for others and maximize humiliations towards others.

r. *Directive Actions in the Form of Incitement / Inciting and Violating the Maxim of Wisdom*

CONTEXT: ADIAN'S JUDGMENT ON THE CLOSING STATEMENT OF SANDIAGA, ARIEF PUYONO'S JUDGEMENT ON MAARUF AMIN'S CLOSING STATEMENT

P1 : "Mau Negara Hancur? TUSUK PRABOWO SANDI" (DS)

P2 : "01 : kerja...kerja...tuntas... 02:bingung..joget...bingung..joget.. Yg waras pasti milih 01, yg setuju like (IA)

P1: "Do you want the country to be a collapse? VOTE PRABOWO SANDI "(DS)

P2: "01: work ... work ... complete ...

02: confused.. dance ... confused..dance... Those who are normal will choose 01, those who agree, press the like button (IA)

(data no 18)
(Catatan Najwa : Nobar Debat Pilpres: Bawa Asyik Politik - Menilai Debat Final 01 vs 02 (Part 7) | 13 April 2019)

The fragment of the P1 (DS) speech in the data is a form of hate speech whose target is the Prabowo-Sandi team. The speech is in the form of a message/command by instigating based on the P1 (DS) speech *"TUSUK PRABOWO SANDI"* (Eng: VOTE PRABOWO SANDI) and the speaker gives high marks to his wishes and makes direct requests.

s. *Commissive Speech is in the Form of Unpleasant Actions and Violates the Maxims of Appreciation*

CONTEXT: DISCUSSION OF THE BOTH CANDIDATES IMAGING TO GET SUPPORT FROM I MUSLIMS

P1 : Berlebihan yusuf mansur memuji 01 (JS)

P2 : "Untuk Yusuf mansur@bentar lagi bisnismu akan hancur, dan kamu akan ditinggal oleh umat" (AF)

P1: It's too much that Yusuf Mansur praises 01 (JS)

P2: "For Yusuf mansur, your business will be collapsed soon, and you will be abandoned by the people" (AF)

(data no 19)
(Mata Najwa : Berburu Suara Penentu: Pencitraan Demi Suara Umat? (Part 2) 14Februari 2019)

P2 (AF) fragment of speech is a commissive speech act because in the clause *"bentar lagi bisnismu akan hancur, dan kamu akan ditinggal oleh umat"* (Eng: your business will be collapsed soon, and you will be abandoned by the people) addressed to Yusuf Mansyur in the form of a threat. This includes unpleasant treatment, and speakers do not maximize respect for others and maximize humiliations towards others.

t.   Expressive Speech In The Form Of Humiliation and Violating The Maxim Of Appreciation

CONTEXT: ADIAN AND ARIEF PUYONO BATTLE ARGUMENTS ABOUT THE 4th PRESIDENT AND VICE PRESIDENT ELECTION DEBATE

P1 : "pak Prabowo itu orang Indonesia pangkat 2" Excuse me , WTF?" (MS)

P2 : "Selamat untuk Arief uyuhono atas ketololannya semoga lekas waras. Saya ikut menjawab pertanyaan Najwa Shihab yg menanyakan lebih Prabowo apa lebih Jokowi. Jawaban saya ya lebih Prabowo jika untuk Preciden precidenan. Tapi kalau untuk Preciden yg beneran ya sudah jelas lebih Jokowi." (SM)

P1: "Prabowo is an Indonesian in rank 2" Excuse me, WTF? " (MS)

P2: "Congratulations to Arief uyuhono for his stupidity, hopefully, he will be sane. I participated in answering Najwa Shihab's question about Prabowo or Jokowi. My answer is Prabowo if it is only role-playing to be president. But for the real President, it is clear Jokowi is more. " (BC)

(data no 20)

(Catatan Najwa | Debat Pilpres Tanpa Baper: Rematch Adian Napitupulu vs Arief Poyuono | 31 Maret 2019

Speech fragments written by P2 (SM) are forms of hate speech whose targets are Arief Poyunono and Prabowo (Team 02). The speech is in the form of a speech that expresses a psychological attitude by saying a word of congratulations addressed to Arief Poyuono which is intended to humiliate the other party by calling it stupidity and the speech participants do not maximize respect for others and maximize humiliations towards others.

Based on the twenty patterns of hate speech shown, two patterns are widely used, namely the pattern of hate speech in the form of assertive speech acts in the form of defamation and violating the maxims of appreciation as much as 112 or 37.2% of the total 300 utterances and assertive speech acts in the form of humiliation and violating the maxims of appreciation with a total of 99 or 33% of the total 300 speeches.

Lusiana and Wijana (2017) state that hate speech on social media has a form of hate speech in the form of humiliation with illocutionary speech acts including assertive, commissive, and directive speech acts. Alabi and Ayeloja (2019) analyzed the utterances of Namdi Kanu, a leader recognized by the Independent People of Biafra (IPOB), a separatist group based in the Southeastern part of Nigeria in the

form of assertive, commissive, verbal, declarative, and directive speech acts. Assertive speech acts were the most widely used speech acts with 17/40 utterances or 42.5%.

Humiliation and defamation related to racist and sexist issues, especially in the realm of politics in Indonesia, still appear on social media (Apriyanto et al., 2020; Toledano, 2014). Mondal, Silva, & Benevenuto (2017) stated that cases of hate speech on social media show the top three categories of hatred, namely race, behavior, and physicality. Andalas, et al (2019) who researched the support community for the 2019-2024 presidential and vice-presidential candidates on social media found that supporters of the presidential candidate have used forms of speech that humiliate, blaspheme, hate, defame candidates undesirable.

The pattern of hate speech is also formed from violations of the principle of politeness Kusmanto and Purbawati (2019) to analyze violations of the principle of politeness in comments on social media, the results of which show that the maximum violation of maxims is the maxim of praise/appreciation with a percentage of 80% realized by accusing, humiliating, and blaming the speech partner in communicating. One minimizes respect and maximizes scolding (negative things) towards the other party.

4.   CONCLUSION

Based on the twenty patterns of hate speech produced, two patterns are widely used, namely the pattern of hate speech in the form of assertive speech acts in the form of defamation and violating the maxims of appreciation and assertive speech acts in the form of humiliations and violating the maxims of appreciation. Meanwhile, the patterns of hate speech resulted from the analysis were at least used, namely as many as ten patterns. Thus, the public can pay attention to the patterns of hate speech that have appeared on social media, so that people can choose the right speech and avoid speech according to the patterns of hate speech that many people apply on social media.

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