

# Hate Speech Addressed to President Joko Widodo in Online Media: Impoliteness Strategies Analysis

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**Abstract.** This study aims to examine hate speeches that addressed to President Joko Widodo. This study used a qualitative descriptive approach that establishes the requirement that a study must be carried out on the basis of existing facts. The sources of data of this study were obtained from several mass media and social media from the haters of President Joko Widodo. This research data is in the form of phrase and clause which contained in status, caption, and video. The collected data was analyzed using data condensation, data display and data verification techniques to find out the types of hate speeches. The results showed that Frighten 42.9 %, and Call the other names 28.5 %, were the dominant types of hate speeches that had been viral and processed by the police used compared with the other types. Since the data are the products of violations of law, therefore it was proved that most speeches produced were categorized against the Law No 19 of 2016 about Information and Electronic Transactions.

**Keywords:** *forensic linguistics, hate speech, impoliteness strategies*

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## 1 Introduction

Hate speech is considered to be interesting phenomenon to be discussed as part of illocutionary acts [1]. Recently, impoliteness strategies of hate speech quite often found in social media and the regulations regarding hate speech has been implemented by the government of Indonesia [2]. The problem of impoliteness is commonly found in Indonesia as multicultural society [3]. Some previous research conducted by [4] in her analysis found that the positive impoliteness was the dominant type found in politician instagram account. From this research, the author tried to use the same theory to analyze hate speech addressed to President Joko Widodo during his tenure, and combining it with the regulation of Law no 19 of 2016 concerning electronic information and transactions.

[5] argues two points in the field of impoliteness; firstly, he believes that linguistic and non-linguistic signals do not inherent impoliteness. To put it in this way, linguistic and non-linguistic signals are not impolite intrinsically. However, some of them “are quite hard to be

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imagined the context in which they are used as not to be impolite”. This idea derives from the fact that some factors such as power, social relation and context, are involved in perceiving a linguistic or non-linguistic signal as impolite. Secondly, politeness and impoliteness descriptions focus on the lexical and grammatical components and have limited view towards those signals which occur in a communication [5]. For instance, the impact of prosody in describing politeness and impoliteness is significant. [5] has worked on the importance of prosody in description of impoliteness in *The Weakest Link* in the television quiz show and came to the conclusion that analyzing the prosody signals influences the understanding of impoliteness strategies which are used. Impoliteness can be represented not only verbally but also non-verbally, for example, even avoiding eye-contact could be a means of conveying considerations when analyzing impoliteness. Paralinguistic and non-verbal aspect also should be taken into impoliteness.

Regarding hate speech in social media, legal entities in Indonesia have issued several regulations namely article 27, 28, and 29 of Law No. 19 of 2016 concerning Information and Electronic Transactions amendment from Law No 11. of 2008 [6], written the actions that are prohibited on social media, violating the contents of the article above, every violator will get sanctions that apply in article 45 of Law No. 19 of 2016 Concerning Information and Electronic Transactions. Until now, the police are still trying to prevent hate speech on social media by providing education on how to use wise communication tools and also socializing Law Number 19 of 2016 Concerning Information and Electronic Transactions to the public.

[5] proposed five impoliteness strategies, he asserts that “instead of enhancing or supporting face, impoliteness strategies are a means of attacking face.” Culpeper proposed impoliteness strategies as the following: (a) Bald on record impoliteness: the face threatening act (FTA) is performed in a direct, clear, unambiguous and concise way where face is not irrelevant; (b) Positive impoliteness: the use of strategies designed to damage the addressee’s positive face wants; (c) Negative impoliteness: the use of strategies designed to damage the addressee’s negative face wants; (d) Sarcasm or mock politeness: the FTA is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realizations; (e) Withhold politeness: the absence of politeness work where it would be expected.

The result of the study has been beneficial for other researchers in socio-pragmatics field regarding types of hate speech addressed to President Joko Widodo especially dealing with impoliteness strategies. Due practical purpose, this research provides information to the social media users about the regulations on hate speech implemented in Indonesian law, governing acts of Hate Speech against a person, group or institution are contained in Article 156, Article 157, Article 310, Article 311, then Article 28 jls. Article 45 of Law No. 11 of 2008 Concerning Electronic Information and transactions and Article 16 of Law No. 40 of 2008 Concerning the Elimination of Race and Ethnic Discrimination [6].

## 2 Research Method

This research was conducted by using qualitative descriptive design with case study in order to describe the impoliteness strategies of hate speech on social media that aimed to president Joko Widodo. Hate speeches that were found in form of phrases and clauses were the data used for this study. The sources of data of this research are taken from several mass media such as, Tribun, Detik, NET TV, Tempo and so on. The haters categorized as the data sources were they that have been viral or processed by the authorities to be investigated further. The data analysed based on interactive model proposed by [7] with three phases of data analysis which is consist of data condensation, data display, and conclusion drawing or verification.

## 3 Result and Discussion

There were four types of impoliteness strategies found in social media regarding striking characteristics address to President Joko Widodo. They were bald on record impoliteness, positive impoliteness, negative impoliteness and sarcasm in the viral posts done by haters. The following points would provide the analysis of the types of impoliteness strategies found in the data.

### 3.1 Result

From the table showed four types of impoliteness strategies of hate speech on social media addressed to Presiden Joko Widodo, they are: bald and record impoliteness, positive impoliteness, negative impoliteness and sarcasm. There is no withhold politeness, because that type occurs in direct act or situation More importantly, the researcher found there are 20 viral posts then divided them into 28 data, from 14 haters that made the hate speech.

**Table 1** The Percentage of Impoliteness Strategies of Hate Speech in Social Media

No	Impoliteness Strategies of Hate Speech	Percentage
1	Bald on Record Impoliteness	17.8 %
2	Positive Impoliteness	39.3 %
3	Negative Impoliteness	35.7 %
4	Sarcasm	7.2 %
	Total	100 %

To provide a more substantive fourteen haters information that from various social status, ranging from ordinary people, politicians, musicians and even scholars. All of them have been processed by the police. The statistical findings of hate speech that were addressed to president Joko Widodo is positive impoliteness type, around 39.3 % of the data consist of taboo words, inappropriate identity markers, calling other names and so on. The second most dominant type is negative impoliteness, around 35.7 % of the data consist of threatening which were addressed

to president Joko Widodo, and the rest there are 17.8% from bald on record impoliteness, and 7.2 % from sarcasm.

**Table 2** The Percentage of Output Strategies of Hate Speech in Social Media

No	Output Strategies	Total	Percentage
1	Use Innapropriate Identity Markers	4	19,0 %
2	Use Taboo Words	1	4.8 %
3	Call the other names	6	28.5 %
4	Frighten	9	42.9 %
5	Condescend, Scornor Ridicule	1	4.8 %
	<b>Total</b>	<b>21</b>	<b>100 %</b>

In the context of strategies of hate speech, Table 2 demonstrated the five output strategies that showed in the data, five of them were from positive and negative impoliteness types. We could see that frighten from negative impoliteness is the most dominant, around 42.9% of the data, the reason why this type of output strategies is the most dominant because several data were processed by using Article 45 Section (4) Juncto 27 Section (4), then around 19.0 % of the data using innapropriate identity markers such as calling the president with the word “kayak banci” and so on. Around 4.8 % of the data using taboo word, such as using the word “Pe\*\*knya” in his status. The other output strategies is call others name, this is the second dominant type, around 28.5 % of the data using call others name, such as calling the presiden as an animal and so on, and the last is condescend, scornor and ridicule, around 4.8 % of the data using this type. From all of the data, the researcher found that there are 20 clauses and 8 phrases which contained hate speeches that addressed to President Joko Widodo.

### 3.1.1 Analysis of Hate Speech Category in Terms of Indonesian Legal Law

**Table 3** The Percentage of Regulation of Hate Speech in Social Media

No	Law No 19 of 2016 Concerning Electronic Information and Transactions	Percentage
1	Article 45 section (3) Junction Article 27 section (3)	75 %
2	Article 45 section (4) Junction Article 27 section (4)	25 %
	<b>Total</b>	<b>100 %</b>

Each of those hate speech above was processed by using regulation of Law No 19 of 2016 Concerning Electronic Information and Transactions, amandement from Law No 11 of 2008. Given the findings from this study, the total violators were 14 people and most of the haters got sanction on Article 45 Section (3) Juncto Article 27 Section (3), around 75% of the violators got sanction on this article, and around 25% of the violators got sanction on Article 45 Section

(4) Juncto 27 Section (4). Article 45 Section (3) Juncto 27 Section (3) is article that the most often violated, because the most of the haters tried to defame, insult and slander the president by making hate speeches on their social media accounts.

### **3.1.2 Impoliteness Strategies of Hate Speech in Social Media**

#### ***a. Bald on Record Impoliteness***

Most frequently viral hate speech addressed to President Joko Widodo, it is performed in direct, clear, and unambiguous, such as in the following sample of the data.

Data 2: “*Kalian bangga punya PRESIDEN bermuka norak seperti ini ? Binatang ini JOKOWIDODO\_ bukan MANUSIA. Haram bagiku kalau aku mati karena kau ! PRESIDEN PE\*\*Knya kau hihi.*” The words *presiden bermuka norak* that were written above show the clear face-threatening act, we could directly know to whom that utterances addressed for.

#### ***b. Positive Impoliteness***

There are eleven positive impoliteness found in social media regarding viral hate speech addressed to President Joko Widodo. This following below is one of the sample of the data.

Data 3-4: “*Kalian bangga punya PRESIDEN bermuka norak seperti ini ? Binatang ini JOKOWIDODO\_ bukan MANUSIA. Haram bagiku kalau aku mati karena kau ! PRESIDEN PE\*\*K nya kau hihi.*” This utterances consist of positive impoliteness where there are two kinds of positive impoliteness. The first one is the words “*Binatang ini JOKOWIDODO\_ bukan MANUSIA*” this is positive impoliteness that showed call others name, and the second one is the words “*PRESIDEN PE\*\*K nya kau hihi*” this one used taboo words.

#### ***c. Negative Impoliteness***

There were some differences in the reasons that social media regarding with negative impoliteness addressed to President Joko Widodo. This following below is one of the sample of the data.

Data 19-20: “*Gua tembak kepalanya, gua pasung, ini kacung gua ternyata, gua pasung kepalanya, lihat mukanya, Jokowi gila, gua bakar rumahnya, Presiden gua tantang lu cari gua 24 jam, lu ga temuin gua, gua yang menang, salam Royson Jhordhany*” From the italic words we could see that there are so many threatening words that addressed to president Joko Widodo, and this is absolutely classified as negative impoliteness.

#### ***d. Sarcasm***

There are two sarcasm found in social media regarding with viral hate speech addressed to President Jokowi. Those are as the followings below : Data 8: “*Jadi presiden ternyata gampang. Cari uang tinggal UTANG dan PAJEKin rakyat, Ajib. #ADP*” The words “*jadi presiden ternyata gampang*” are type of sarcasm which the hater tried to satirize the president

for raising the taxes. Data 10: *Kalau gak ngutang ya jual asset negara. Itu kehebatan Jokowi.* Those two data above are categorized as sarcasm, where there are implicit intention behind those utterances which meant to satirize and mock the president.

#### 4 Conclusion

Using a qualitative approach to analyze the available data, there are four types of impoliteness strategies found in viral hate speech addressed to President Joko Widodo. They are: Bald on record impoliteness, positive impoliteness, negative impoliteness and sarcasm. The researcher found there are 20 viral posts then divided them into 28 data. The importance of evidence address was observed hate speech to President Joko Widodo is positive impoliteness' type, around 39.9 % of the data consist of taboo words, using inappropriate identity markers, calling other names and so on. The second most dominant type is negative impoliteness, around 35.7 % of the data consist of threatening which were addressed to president Joko Widodo, and the rest, there are 17.8% from bald on record impoliteness, and 7.2 % from sarcasm.

Given the necessarily total violators, most of the haters got sanction on Article 45 Section (3) Junction Article 27 Section (3), around 75% of the violators got sanction on this article, and around 25% of the violators got sanction on Article 45 Section (4) Junction 27 Section (4). Article 45 Section (3) Junction 27 Section (3) is the article that most often violated , because the most of haters tried to defame, insult and slander the president by making hate speeches on their social media accounts.

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