Hate Speech Used by Haters of Lady Gaga on Social Media

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Abstract

This research investigates impolite utterances by haters of Lady Gaga on her instagram comments through pragmatic study. The object is to find out the types and functions of impoliteness strategies. This research was conducted by descriptive qualitative design. The data were words, phrases and clauses. The sources of data were comments of Lady Gaga haters in a photo which posted on January 10th 2019 on her instagram account. The findings of the study show that: (1) There are four types of impoliteness strategies found on comments of Lady Gaga's instagram namely positive impoliteness, bald on record impoliteness, negative impoliteness, and sarcasm. Positive and negative impoliteness are the high percentage strategies while sarcasm is the lowest frequency strategy to occur in this research. (2) There are three functions of impoliteness strategies are used by haters of Lady Gaga on her instagram comments. They are entertaining impoliteness, affective impoliteness, and coercive impoliteness.

Keywords: Hate speech; impoliteness strategies; functions; instagram; haters.

Intisari

Penelitian ini menyelidiki ucapan tidak sopan oleh pembenci Lady Gaga pada komentar instagramnya menggunakan pendekatan pragmatis. Hal ini bertujuan untuk menggambarkan jenis dan fungsi strategi ketidaksopanan. Penelitian ini dilakukan dengan menggunakan desain deskriptif kualitatif. Dan data dalam penelitian ini ialah berupa kata, frasa dan klausa. Sumber data adalah komentar dari pembenci Lady Gaga di foto yang diposting pada 10 Januari 2019 di akun instagram-nya. Temuan penelitian menunjukkan bahwa. (1) Ada empat jenis strategi ketidaksopanan yang digunakan oleh pembenci Lady Gaga pada komentar instagramnya. Mereka bald on record, positive impoliteness, negative impoliteness, and sarcasm. Positive dan negative impoliteness adalah jenis strategi ketidaksopanan yang paling dominan, sedangkan sarcasm adalah strategi yang paling sedikit terjadi dalam penelitian ini. (2) Ada tiga fungsi strategi ketidaksopanan yang digunakan oleh pembenci Lady Gaga pada komentar instagramnya. Mereka adalah ketidaksopanan afektif, ketidaksadaran yang memaksa, dan ketidaksopanan yang menghibur. Impoliteness afektif adalah jenis strategi impoliteness yang paling dominan, sedangkan koersif adalah strategi yang paling sedikit terjadi dalam penelitian ini.

Kata kunci: Ujaran kebencian; strategi ketidaksopanan; fungsi; instagram; pembenci.

Introduction

Language can not be separated from human`s life because it is an important tool that is used to construct ideas and convey information from each other. Thus language has significant roles in communication, there are many language phenomena that can be observed from the way people use language to communicate.

Nowadays, people use social media to communicate with each other. There are many social media that can be used as communication tools, such as WhatsApp (WA), Facebook (FB), Twitter, LINE, Instagram, etc. These social media allow people to share their ideas freely and get

comment from another. Most people usually use social media to connect with and make friends without getting any trouble in terms of distance. There are two kinds of communication that can be served by social media, private chat and the media that can be response by many people. The social media that mostly used and get response by many people is instagram.

Instagram is one of social media that is used for posting photos and videos, where other people are free to respond to the posted photos and videos, and created by Kevin Systrom and Mike Krieger. Instagram is not only used by ordinary people but also used by famous people especially by entertainers, like Lady Gaga. As an actress, Lady Gaga usually share some photos or videos in instagram. In instagram, there is no filter or rule in using this social media, the responds that are gotten are various including in using language, for instance, people are freely give positive or negative comments or use polite and impolite language. Most of them choose impolite language to show their feeling of hate or dislike.

Instagram was founded in October 2010. The use can upload photos or videos taken through the application, which can be downloaded to the iPhone or Android phone. When uploading photos you are given a short text as a hashtag as it is known from Twitter. To be efficient the Instagram company must monitor the hashtags and "like" posts that according to the company attract Allen (2012).

According to Leech (1983) politeness is a group of social performance by which respect and appreciation are created. Politeness also refers to the speakers' tendency to be involved within relative harmony and coordinaton. This means that people do not completely speak politely nor impolitely. However, there are degrees of politeness. The main function of politeness maxims, according to Leech, is to minimize the degree of rudeness and to maximize the degree of politeness.

According Culpeper (2011) impoliteness is a negative attitude towards certain behaviors that occur in certain relationships. This is supported by hopes and beliefs about identity of person or a group. So, impoliteness is a language or study that is evaluated by negatives in certain contexts.

In interacting in instagram, someone did not always have same feelings with the other. In expressing his differences, haters tend to show disagreement when it was not suitable with his feelings.

Hater is someone who says or writes unpleasant things about others or critizes their achievements, especially on the internet (British Broadcasting Corporation, 2015). From the verb "to hate" means to strongly dislike something. Some people keep posting negative messages all

the time on pages of social media. It's not that they disagree with what the post. they just critize everything even when they don't give a proper reason.

A sense of dissatisfaction is a very common thing occured in interacting with others. Someone could express her dissatisfaction of what was hoped, and it could occur because of her sense of non conformity. In artists' instagram, it found that where artist as a role model had not been satisfied on what is thinking, wearing or using.

This study uses the theories which are proposed by Culpeper. The research has two objectives: to explain the types of impoliteness strategies and to find out the functions of impoliteness strategies used by haters of Lady Gaga on her Instagram Comments. The research data used in this study are words, phrases and clauses represent hate speech in Instagram. The data is taken from comment by haters in Lady Gaga's instagram by upload her photo on January 10th 2019. The writer just take 20 comments to analyze in this post.

Research Methods

The source of data is haters in Lady Gaga's Social media especially in Instagram. The data of this study were the utterances of comment by haters in Lady Gaga's social media. The data used in this study are words, phrases and clauses. Lady Gaga is selected because she is known for her unconventionality, provocative work, and visual experimentation.

Data Collection Method is divided into four types, observation, questioner, interview and documentary (Sugiyono, 2006). This reserach collected by using documentary method. The data of this research was taken from download or screenshoot photos and comments in Lady Gaga's instagram account.

The data analyzed based on interactive model proposed by Miles, Huberman, and Saldana (2014) with three phases of data anaylsis. The phases are data condensation, data display, and conclusion drawing or verification.

1. Data Condensation

Data Condensation is aimed at processing the raw data that appear in the written up field notes in order to be analyzed. The process can be in form of selecting, focusing, simplifying, abstracting, and transforming. In this study, data condensation included the process of selecting utterances of comment by haters in Lady Gaga's Instagram, focusing on utterances which contained impoliteness strategies in order to make sure that it was really suitable as the data, simplifying by categorizing the utterances into strategies and reason in order to make it simple.

2. Data Display

Data display is defined as an organized assembly of information that permits conclusion is drawing and action taking. A display can be an extended piece of text or diagram, chart, table, or matrix that provides new way of arranging and thinking more textually embedded data. The purpose of displaying the data is to ease the data understood if form of matrix or other chart rather than in longer explanation. In this step, the data were organized based on the utterances of haters in Lady Gaga's Instagram. on January 10th 2019.

3. Drawing Conclusion

Drawing conclusion involves stepping back to consider what the analyzed data mean and to access their applications for the questions at hands. Conclusion is drawn based on the data display. At this stage, researcher will verify the results with supervisors based on the findings obtained.

Results and Discussion

Table 1. The Precentage of Impoliteness Strategies Used by Haters of Lady Gaga in Her Instagram Comments

No	Impoliteness Strategies Strategies	Total	Percentage
1	Bald on Record Impoliteness	4	15.38 %
2	Positive Impoliteness	10	38.46 %
3	Negative Impoliteness	10	38.46 %
4	Sarcasm	2	7.69 %
	Total	26	100 %

From the table above, it could be seen that there were four types of impoliteness strategies used by haters of Lady Gaga in her instagram comments, they were bald on record impoliteness, positive impoliteness, negative impoliteness and sarcasm. There is no withhold politeness, because this type occurs in direct act or situation. The researcher found 26 data from 20 haters that made impoliteness strategies. Those twenty haters come from various social status and ranging from various work background. From the table above, the most dominant impoliteness utterances that addressed to Lady Gaga are positive impoliteness and negative impoliteness type, around 38.46 % of the data consist of of taboo words, using innapropriate identity markers and call other names for positive impoliteness. And the data consist of condescend, scorn, threatening and so on for negative impoliteness. And the last there were 15.38 % for bald on record impoliteness and 7.69 % from sarcasm.

Types of Impoliteness Strategies Used by Haters of Lady Gaga in her Instagram Comments

Bald on Record Impoliteness

Bald on Record Impoliteness usually occurs because of many attacks, and the intention of the speaker to attack the listener. Threatening actions are carried out in a direct, clear and unambiguous way (Culpeper, 2005), such the following below:

"Gaga, he is not a couple for you!"

The bold words that written above showed the clear face-threatening act, we could directly known to whom that utterances addressed for. "He" here is Bradely Cooper that became Lady Gaga's boyfriend in "A Star is Born" film. The hater is disagree if Lady Gaga and Bradely Cooper become a couple.

Positive Impoliteness

Culpeper (1996) described positive impoliteness as a strategy to damage a positive person from the intended person who wants to be recognized as part of the community. According to Culpeper (1996) there are some output of this strategies: 1) Neglect, 2) Do not consider it in an activity, 3) Reject a relationship or similarity with another, 4) Unsympathetic, 5) Using inappropriate calls or nicknames, 6) Use unclear or secret language and confuse others with the jargon. Such the following below:

"Don't destroy a small russian happyness, **a cruel woman"**. **"Brutal"**. *"Stop wearing fur* **you filthy old hag"**.

The utterances above consist of positive impoliteness, where there are three kinds of positive impoliteness. The first one is the words "a cruel woman" this is positive impoliteness that showed call others name and for the second and third are same that is also showed call others name and the words are " Brutal" and "Stop wearing fur you filthy old hag", infact this name was purposed to Lady Gaga.

Negative Impoliteness

According to Culpeper (1996) Negative Impoliteness is the use of strategies designed to undermine the negative desires desired by the intended person. This means that the desire of someone not to be disturbed. And every member wishes that his actions were not hindered by others. It also means the desire for freedom action. There are some output of strategies of negative impoliteness, they are: a) Frighten, b) Demean someone, c) Attacking other spaces or talking, d) Use the pronouns "I and you". Such the following below:

*"As a russian saying goes: **goose is not a friend to a pig**" and "By the way **the fake chin and cheeks only show how dishonest you are**".*

As seen in the data above, in the bold words is the statement that speaker want to condescend and scorn Lady Gaga by saying that Lady Gaga is a pig and she has the fake chin and cheeks which is categorized in negative impoliteness.

Sarcasm

Sarcasm is a threatening act through the dishonest application of a politeness strategy (Culpeper, 1996). One can use sarcasm to express the feelings of one's opponent which means not the true meaning of what he is saying. There are two sarcasm found in Lady Gaga's instagram comments. Those are as the followings below :

"**You look beautiful with those feathers, but they will always look more beautiful on a bird**. I hope those aren't real".

"**I love how you made that apology about YOU!** Making yourself look like the victim... and it s so menacing to everyone because you were facing pressure! That s the only reason you spoke out against him when it seemed convenient to you!".

Those two data above are categorized as sarcasm, where there are implicit intention behind those utterances which meant to satirize and mock Lady Gaga. From the two data above, hater said that she look beautiful with those feathers, but they will always look more beautiful on a bird. It means that she is not beautiful. And the other hater said that she/he love how Lady Gaga made that apology. It means that the hater does not like it.

Table 2. The Percentage of Function for Using Impoliteness Strategy Languange in Lady Gaga's Instagram Comments

No	Reason	Total	Percentage
1	Affective Impoliteness	17	65.38 %
2	Coercive Impoliteness	4	15.38 %
3	Entertaining Impoliteness	5	19.23 %
	Total	26	100 %

There were three functions of impoliteness strategies used by haters after analyzing the comments of Lady Gaga's Instagram. They were affective impoliteness of affective, impoliteness of coercive, and impoliteness of entertaining. They are:

From the table above, the researcher found 17 (65.38 %) data for using affective impoliteness function. It could be concluded that affective impoliteness function had high frequency of function for impoliteness strategies by haters on Lady Gaga's instagram comment. The second most dominant function was entertaining impoliteness, there were 5 (19.23 %) data on Lady Gaga's instagram comment.

And the last function was coercive impoliteness that had lowest frequency of function for using impoliteness strategies by haters on Lady Gaga's instagram comment, it was 4 (15.38 %) data.

Function of Using Impoliteness Strategies Used by Haters of Lady Gaga's Instagram Comments

Affective Impoliteness

According to Culpeper (2011) affective impoliteness of impoliteness that impacts on increased emotions, such as anger. And this anger is the target's responsibility. Such the following below:

*"Don't destroy a small russian happyness, **a cruel woman"**.* And **"Brutal".**

The bold words that written above showed that haters were angry to Lady Gaga by calling her a cruel woman and brutal. The hater did not want to hurt the heart of Irina Shayk, who is the wife of Bradely Cooper and she is Russian. The hater did not want Lady Gaga ruined their relationship.

Coercive Impoliteness

Coercive impoliteness is impoliteness seeking profit between producers and targets where producers get more benefits (Culpeper 2011).

This type of function involves coercion according to Culpeper, (2011) as an action that aims to cause harm to others because it imposes a will or agreement. This function also occurs in situations where there are different structural social forces or social status. But it can be used in more equitable relationships to produce acquisitions in social forces. Such the following below:

"**Gaga, he is not a couple for you!"** And " As a russian saying goes: **goose is not a friend to a pig".**

From the data above the hater said that Lady Gaga was not a couple for Bradely Cooper because of different social status. Here hater analogized that Bradely Cooper is a goose while Lady Gaga is a pig.

Entertaining Impoliteness

This type of function is entertaining immodesty that exploits targets and causes others to be entertained (Culpeper 2011). Along with all impoliteness, a victim or potential victim is always needed.

Although immodesty tends to harm people or make them angry, it can also be entertaining. Unlike other studies under pragmatics which have a dyad consisting of speakers and listeners, impoliteness can be arranged evenly for an audience that is overly listening and target audience, and can entertain the audience (Culpeper, 2011). Such the following below:

*"Mmm... SWINE". And "**You look beautiful with those feathers, but they will always look more beautiful on a bird**. I hope those aren't real. And the last "@soizie_girl look at this **terrifying alien zombie** who has no purpose on earth".*

From the data above, haters tried to harm Lady Gaga or make her angry by saying that Lady Gaga like swine by using laughing emoticon, and said that she was beautiful with fur, but the fur more beautiful on a bird. It also entertained the other who read the comment like the other hater said that Lady Gaga is terrifying alien zombie and tagged her friend to make her friend laughing.

Conclusion

This study focused on impoliteness strategies used by haters of Lady Gaga on her instagram comments. It was aimed to find out the types of impoliteness strategies and to find out the function of using impoliteness strategies used by haters in Lady Gaga's instagram comment. After analyzing the data, the conclusions can be drawn as the following :

There were 5 types of impoliteness strategies proposed by Culpeper (1996), it was found 4 impoliteness strategies used by haters of Lady Gaga on her instagram comments, namely Bald on Record Impoliteness (4), Positive Impoliteness (10), Negative Impoliteness (10), and Sarcasm or Mock Impoliteness (2) and Withold Politeness (0). Negative Impoliteness was the high percentage strategies used by haters on Lady Gaga's instagram comments and the last strategy was sarcasm or mock impoliteness. It was found the absence of withold politeness because

withold 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 Lady Gaga's instagram, the researcher did not find that haters show keeps silent in responding Lady Gaga.

The function for using impoliteness strategies on Lady Gaga's instagram were affective impoliteness (17), coercive impoliteness (4), and entertaining impoliteness (5).

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