REACTS TO US ELECTION RESULT" VIDEO IN THE INDEPENDENT YOUTUBE CHANNEL

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ABSTRACT

The study outlines hate speech on "Live: Trumps reacts to US election result" video in the Independent Youtube Channel. This study aimed to determine types and intentions of hate speech used in the Youtube comment. This study used descriptive qualitative and the research data were analyzed using Mondal (2017) theory to describe type of hate speech found on the comment section while Kreidler (2002) theory were used to showed the intentions of the data. By identifying the comments which are classified contain hate speech, using Mondal (2017) and Kreidler (2002) theory, this study showed that were four out of ten types of hate speech found, namely other, behavior, physical, and sexual orientation. While the highest intentions of the data occurred on mocking and the rests are accusing, insulting, insinuating, and blaming someone.

Keywords: Hate speech, intentions, Trumps, election result, Youtube comments

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I.   INTRODUCTION

A. Background of Study

Hate speech as one of the expression of disliking something or someone, conveys hatred and any negatives statement towards individuals or groups of community. It can degrade someone nationalism, ethnocentrism, discrimination, minority, migrant and immigrant, that was potentially caused a war. Schulzke (2016) states that hate speech is meant offend, exclude, intimidate, or discriminate against members of a group based on members' race, religion, sex, sexual orientation, nationality, or ethnicity that makes harmful suppression appears.

According to Mondal et al (2017), hate speech in social media is categorized into 10 types, namely race, behavior, physical, sexual orientation, class, ethnicity, gender, disability, religion, and random. For example:

"*I would be embarrassed if he lead my home country*"   = Random

"*They sound like zombies chanting*"   = Physical

"*Trump can't stop lying*"   = Behavior

The example above is the hate speech found on Youtube comments to the recent United Sate President, Donald Trump, because of his reactions on the presidential election result since United State (US) Presidential Election 2020 becomes the hottest topic in all over the world. Donald Trump, whose movements and statements receive many responses from numbers of countries, was nominated as the US presidential candidate from Republican Party to compete with Democratic Party candidate, Joe Biden. The Election Result

announced at November, 3, 2020 in local and international Television programs and revealed that Joe Biden was selected as the new US President. Donal Trump denied the result and the news spread in internet.

Furthermore, this study uses pragmatic analysis of Mondal theory to analyze the type of hate speech used and Kreidler theory to examine the intention of hate speech used on the comment of Donald Trump's reaction to US Election Result video that published.

II. REVIEW OF LITERATURE

A. Theoretical Framework

1. Pragmatics

In line with Yule (1996), pragmatics was the examination of unnoticeable meaning in a context, or how people acknowledge what is supposed even when it is not truly mentioned or written. This consisted of background information context i.e. individuals find out about one another and the world. As same as Chapman (2011) statement , pragmatics concerns on the meaning of a context which is interpreted by the listener after the speaker saying.

2. Scope of Pragmatics

Yule (1996) determined the scope in pragmatics as follows:

a. Deixis

Deixis was technical term from Greek in pointing something using language. Deixis was divided into several kinds (Cruse, 2000; Yule, 1996), they are: a)

Person Deixis, b) Spatial Deixis, c) Temporal Deixis, d) Social Deixis, and e) Discourse Deixis,

b. Implicature

Implicature was a part of utterance which cooperation and intention of the utterance becomes the focus of the speaker. Grundy (2000) defined implicated as indirect conveyed meaning or hints and implicitly understood by the speaker.

c. Cooperatives Principle

Yule (1996) posited cooperative principle as the contributive conversation that was required. This was elaborated in four sub-principles namely maxims. Maxims was separated into: Quantity Maxims, Quality Maxims, Presupposition, and Speech Acts.

3. Speech Acts

Speech act was an action performed by utterance (Yule, 1996). It can be apology, complaint, compliment, invitation, promise, or request. Yule (1996) and Cruse (2006) stated that there are three types of speech act, they are Locutionary Act, Ilocutionary Act, and Prelocutionary Act..

a. Classification of Speech Act

1) Performative Utterance

Performative Utterance is a speech acts that bring about the state of affairs

2) Expressive Utterance

An expressive utterance springs from the previous actions—or failure to act—of the speaker, or perhaps the present result of those actions or failures.

3) Verdictive Utterance

Verdictives is speech acts in which the speaker made an assessment or judgement about the acts of another, usually the addressee.

a) Thanking, an utterance of showing that someone feels not angry or disappointed anymore. Example: "*I forgive you*."

b) Congratulating, an utterance of showing that someone refusal. Example: "*She said I am pretty, **but I think I am not***."

c) Hating, an utterance of showing dislike expression to something or someone. Example: "*I hate that uniform*."

Hate speech has several types and shared by several media.

1. Type of Hate Speech

Mondal et al (2017) revealed that hate speech was divided into eight types based on words and phrase used to comment in social media, they were:

a. Race, hate speech that concerns on skin color that differentiates one country to another. Example: black people and white people.

b. Behavior, hate speech that concerns on behavior or attitude. Example: lazy, naughty, bad.

c. Physical, hate speech that concerns on human's part of body. Example: fat, short.

d. Class, hate speech that concerns on social status. Example: poor, rich.

e. Gender, hate speech that concerns on kinds of people condition. Example: pregnant woman.

f. Ethnicity, hate speech that concerns on people's ethnic. Example: Chinese, Arabian.

g. Disability, hate speech that concerns on people with special physical and mental conditions. Example: deaf, bipolar.

h. Religion, hate speech that concerns on people's belief to God. Example: religious people, Moslem, Christian.

i. Sexual Orientation, hate speech which concerns on people's interest to other in sexual things. Example: straight, gay, lesbian.

j. Other.

2. Media Used by Hate speech

Hate speech could be spread on offline and online media. Offline media used to spread hate speech was commonly a conversation in real life, while online media uses internet. The media used were campaign oration, banner, social media, demonstration, religious lecture, electronic and mass media.

4) Assertive Utterance

Assertive Utterance was told by the speaker to the listener about the truth of what they had said although the truth could be true or false.

5) Directive Utterance

Directive Utterance was kind of speech acts that speakers used to get someone else to did something.

6) Commisive Utterance

Commisive Utterance was kind of speech acts that speaker use to commit themselves to some future action.

4. The Intention of Hate Speech

Keidler (2002) mentioned five intentions of hate speech, they are elaborated as follows:

a. Mocking, it is a way to make something or someone to be funny but in a cruel and rude way. Example: "*You look old now*."

b. Accusing, it is a way of suggesting to other people that they have did something wrong. Example: "*I broke up with Dino. Does Riri told something bad about me to him or did they do something together?*"

c. Blaming, it is a way of addressing someone that has responsibility to something wrong. Example: "*This is your fault. If you chose the other way, we might not be lost like this*."

d. Insulting, it is a way of making the interlocutor embarrassed in a disrespectful way. Example: "*This girl and my fiance were sleeping*

together while I was busy working. Now she is pregnant and I could not marry with Budi."

     e. Insinuating, it is a way of expressing something indirectly but includes bad idea. It is usually cause by someone's bad action. Example: "*He married Lia for party partner as Melinda was too old*."

4. Donald Trump

Donald John Trump, mostly known as Donald Trump or Trump, was the 45th president of U.S. Before entering politics, he was a businessman and a TV personality. In 1971, he became president of his father's real estate business. The Washington Post (2017) counted Trump and his businesses had taken part in more than 4,000 state and federal legal actions, included six bankruptcies. During his presidency, he made few movements and statements which affect personal, regional, and international issue. One of them was the Russia scandal, 2016, about national security and integrity on America voting system. FBI and CIA reported that Russian Government hoping to sway the election to Trump.

5. Youtube Comments

YouTube is one of most-used social media for the user to see and connect content creators and people all over the world by video. One of Youtube feature to connect people by communication was 'Youtube Comments' that had limit number of words or emoticons and it counts 1,650 words in each comment. It consisted of several sub-feature such as 'Comment column' to content creators write another description of their video also to communicate

with the viewers, 'Sort by' which allowed users to see whether it was the top comments or the newest. Youtube comment also provided 'Reply column' for another user giving comments to the recent commentator.

6. The Independent Channel

The Independent Channel was the official Youtube channel of British newspaper 'The Independent' that is created on 15th of August 2015, which owned under Irish media organization, namely Independent News & Media. It has 199 million subscribers and total 100.482.163 views with the first video entitled '*Can You Guess the Price of A Can of Baked Beans? Boris Couldn't*' published at 28th of May 2015 and the most popular video is '*Watch again: Giuliani attends election hearing in Gettysbrug, Pennsylvania*' with more than 5,7 billion views since it published on November, 2020.

III. RESEARCH METHODOLOGY

This study is a descriptive qualitative. The data of this study is comments of Youtube users in the "Trump's Reacts to Election Result" which contained hate speech utterances. The data is taken from 'The Independent' Youtube Channel video namely "Live: Trump reacts to US election results" which reached more than 115,000 viewers with 821 comments and published at 4th of November 2020 during the live broadcasting. To collect the data, the researcher formulates the technique using documentation and observation method. As this research uses pragmatic approach analysis, the data is analyzed in three cycles, namely reduction, data presentation, and drawing conclusion.

IV. DISCUSSION

A. Research Findings

After analyzing the hate speech comments on Youtube in "Live: Trump's Reacts to US Election Result" video, the researcher found that there were 4 out of 10 types of hate speech used in the data, namely behavior, physical, sexual orientation, and other as showed as follows.

Hate Speech Types Used on Comments			
Behavior	**Physical**	**Sexual Orientation**	**Other**
16	5	1	26
33.3%	12.5%	2%	54.2%

Table 4.1 Percentage of Hate speech Types used on Comment

From the table above, it could be seen that 'other' type of hate speech was frequently used in the comment and the reason why this type of hate speech was dominant on the comment because the users put no context or proof on their opinions. Meanwhile another 45.8% of hate speech had context on the comments. Behavior which reached 33.3% of hate speech used, mentioned Trump behavior or attitude, for example '*he doesn't do counting and statistics*' which implied that Trump was not a wise and honest president. Trump's physical also get criticized around 10.4% on the hate speech comment. Users, for example, addressed his '*fake tan*' as the negative comment to support their hate speech. And by using the word '*gay*' that was found to address both Trump and Biden, the sexual orientation existed on the comment section. From all the data of hate speech's types used on

the comment, the researcher found that mostly the user on Youtube, used no context to their hate speech comments, in this case 'other' was dominant.

Hate Speech Intentions Used on Comments				
Mocking	**Accusing**	**Blaming**	**Insulting**	**Insinuating**
32	9	1	4	4
66.7%	18.8%	2.1%	8.3%	8.3%

Table 4.2 Percentage of Hate Speech Intentions Used on Comment

Despite the type of hate speech, there were several intentions used in the comment. The user was dominantly mocking Trump for his behavior or attitude, sexual orientation, physical, and other side of Trump, it reached around 63.5%. In this intention, users served no proof or reason why they mocked Trump in major, that was why all of the 'other'type of hate speech which contained no context on the comment was intended to mock Trump. While 19.2% of hate speech intent to accuse Trump's behavior and attitude that may cause a war to U.S. by using '*he would start a war*' to defend Trump's presidency. Around 9.6%, user insulted and insinuated Trump by addressing his behavior both in direct and indirect way to prove the bad side of Trump as the president. For example, user typed '*He hates and Mocks Disabled People*' to show people how rude or bad Trump as a human and make him embarrassed. From the findings on the table of intentions, the researcher concluded that most of Youtube user mocks people for an uncertain reason to prove their hate comments.

B. Discussion

After analyzing the data, there were four out of ten types of hate speech found that"other" types of hate speech were often used in comments, and the reason why this type of hate speech dominates in comments was that users do not provide context or evidence for their opinions. Reaching 33. 3% of hate speech behaviors referred to Trump`s behavior or attitude, for example, "he does not count and count", which meant that Trump was not a wise and honest president. From all the data on the types of hate speech used for comments, the researchers found that most users on Youtube did not use context in their hate speech comments.

Users laughed or mocked at Trump mainly because of his behavior or attitude, sexual orientation, body, and the other side of Trump, reaching about 63. 5%. For this purpose, the user did not provide evidence or reason to laugh at Trump in the major, so all "other" types of hate speech unrelated to the comments were intended to laugh at Trump. From the results of the Yi chart, the researcher concluded that most YouTube users laughed at themselves for uncertain reasons to prove their hateful comments

V. CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the hate speech comments on Youtube in "Live: Trump's Reacts to US Election Result" video as the data on the previous chapter, the researcher found a conclusion to the data, they were:

1) There were four type of hate speech used in the comment section of the video range to its percentage, namely Other, Behavior, Physical, and Sexual Orientation.

2) The hate speech comment contained all intentions that was dominantly mocking, accusing, insulting, insinuating, and blaming someone

B. Suggestions

At the end of this chapter, there were some suggestions for readers who will do the same research or to improve their knowledge, as follows:

1) English students can provide some valuable information about hate speech comments using pragmatic analysis on their study.

2) Next researcher can use this as the reference of research using the same theory.

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