# IMPOLITENESS IN INDONESIAN HATE SPEECH ON BASUKI TJAHAJA PURNAMA (BTP) AS FOUND IN YOUTUBE COMMENTARY

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**Abstract**

This research is about impoliteness strategy that is used in the hate-speech that is found on Basuki Tjahaja Purnama (BTP) news in youtube. The writer want to explore Pragmatically, in the strategy of impoliteness that is found in hate-speech .This is a qualitative descriptive research design. Researchers observes the language /expression of hatespeech used in commentary by netizen in Youtube .The researcher identified the hate speech on BTP, and categorized them based on impoliteness from 54 sources, There are five types of impoliteness expressions : they are: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm and withhold politeness. The researcher found there are 51 haters that commented Ahok using hate -speech. Those 51 haters come from various social status. The most dominant hate speech that addressed to Ahok is positive impoliteness type, around 54,5 % of the data using innapropriate identity markers, calling other names and so on. The second most dominant type is bald on record impoliteness, around 18,1 % of the data consist of threatening which addressed to BTP, and the rest are 15.9% from negative impoliteness, 6,8% from sarcasm or mock politeness and 4.5 % from withhold politeness. There were six types of hate speech on social media addressed to Ahok, they are: insulting, 11,3 %, defamation 20.4%, , provocation 38.6%, blasphemy4.5%, objectionable 4.5% act, and intolerance 13.6%. The researcher found from 42 top commentary from a few news video in youtube..the percentage of hatespeech shows that provocation 38.6% is the highest point, that provoke people to hate BTP, even by making defamation 20.4%, to move people to hate BTP .and it made BTP prisoned For 2 years.

**Keywords :** Impoliteness, Indonesian Hate Speech, Basuki Tjahaja Purnama.

## 1. INTRODUCTION

Based on the linguistic perspective, hate speech is a phenomenon of offensive language that can present linguistic data and can be analyzed linguistically. Therefore, this article conceptually describes the role of linguistics and linguists in understanding and explaining the subject of hate speech. Regarding social media, hate speech is also one of the negative impact that has been growing lately. Hate speech is a term for saying bad words on some purposes. Hate speech could also reflect violence. Not physical violence but verbal violence which tends to represent authority (Baryadi, 2012). Based on the regulation of Kapolri No: SE/6/X/2015 regarding hate speech, According to Directorate of criminal Acts of cyber crimes of Indonesian Police Department AKBP Purnomo reported that 80% of the crimes, are, online farud, prostitution, prostitution, banking crimes , in the form of defamation, and hatespeech, criminal acts of discrimination based on SARA *( Suku, Agama, Rasis, dan Antargolongan/* ethnic, religion, Racist, Discrimination), the more dominated crimes is hatespeech and defamation is written through social media.

what is called hate speech is all acts considering as insulting, defamation of name, blasphemy, unpleasant act, provoking, inciting, or spreading false news. According to Culpeper (2011) hate speech is a negative attitude towards specific behaviors occurring in specific context, it is designed to attack face, and thereby cause social conflict and disharmony. According to Pranowo (2009), hate speech refers to a person having impolite behavior which is always due to several factors, they are :

1) always driven by emotion in his speech,
2) always wants to corner the hearer in his every speech,
3) always has prejudice toward the hearer and
4) always protective of his opinion.

Reported from Detik.com the use of information technology that is not wise and the misused of social media by doing hatespeech on political news raises the cyber address.

The factors that cause a person to commit hate speech especially humiliation on social media

include:

1) Individual factors: Individual psychiatric factors themselves can cause crime such as emotional strength, low mentality, heartache with victims, revenge and others.
2) Social Control Deficiency Factors: Factors of lack of social control are the lack of reasonable internal control from parties or the   environment in their family who often do not want to know the condition of family  members, and from external parties where the community does not pay attention to   the   crimes   that   occur   around it,   loss   of   control   and   lack   of   social norms   or conflict of intended norms.
3) Facilities Factors: Factors of facilities, facilities and technological progress cannot be denied also have a great influence on the occurrence of hate speech, especially insults carried out on social media. Technological advances make it easier for perpetrators to commit crimes by maximizing existing facilities in modern times.
4) Environmental factors: The environment is the main place in supporting the occurrence of criminal behavior patterns by someone.

The   influencing factors include:

a) An environment the provides opportunities for crime.
b) A social environment that provides examples.
c) Economic   environment,   poverty   and   misery (Febriyani, 2018).

This researchers observes to the phenomenon of language used in Indonesian political commentary by netizen as found in Youtube one of the social media. The objectives of this study are to find out some answers to the problems as mentioned above. In other words, this study is intended to identify  to find out types of impoliteness in hate speech.

The scope of the study only focused on hate speech addressed to BasukiTjahajaPurnama (BTP) during his tenure as President Commisioner of PT. Pertamina. In this case the research will analyze how the haters in netizenwho  uses hate speech to express their hatred  in impolite commentary.

## The Theoritical Framework

This research based on some theories Austin (1962), Grice (1967), Brown and Levinson (1987), Levinson (1997), Culpeper (2011), Geoffrey Leech (1982:132), Leech(2014), Searle in Cunnings (2007:9), Yule (1996), Halliday and Hasan (1985).

Social media Youtube  is now a part from the lives of Indonesian people who are very phenomenal.

1. Impoliteness theory is a term that is struggled over at present, has been struggled over in the past, it may also be continued to be struggled over in the future studies.
2. Hate speech covers all forms expression which spread, incite, promote or justify racial hatred, xenophobia, anti-semitism or other froms of hatred based on intolerance.

## Pragmatics Theory

Pragmatics according to Levinson (1985:21) is the study of the relation between language and context that are basic to an account of language understanding. He also states that pragmatics is the study of relation between language and context that are grammaticalyzed, or encoded in the structure of language (1985:9). In studying language, one cannot ignore the situation which is the speech is uttered. There is close relation between an utterance and situations. Thus, pragmatics includes the relevant context or situation, instead of the language usage. Meanwhile, Yule ( 1996:3) states that pragmatics is the study of contextual meaning. According to him, pragmatics is concerned with the study of meaning as communicated by a speaker (or a writer) and interpreted by a listener (or a reader) so that it involves the interpretation what people mean in the particular context and how the context influences what is said. Similarly Leech (1983) gives a definition that pragmatics can be usefully defined as the study of how utterances have meanings in situations. From his definition, it can be seen that pragmatics is a study, which understands the meanings of utterances by looking at the situation when the utterances happen.

## Speech Act

The idea of speech act is stated by an English philosopher John L Austin (in Levinson, 1985:236). Austin notices the fact that when a speakers says something, he is doing something. In every utterance, the speaker performs an act such as stating a fact or opinion, confirming or denying something, giving advice, asking a question, thanking, greeting, etc. The condition of doing something in saying something is what the expert calls as speech act.

Meanwhile, according to Yule (1996:47) "People perform action through utterances when they attempt to express themselves. Actions performed through utterances are generally called speech act action".  He also states that the term of speech act covers 'action' such as 'requesting', 'questioning', and 'performing'(1996:100).

Based on the opinion above, speech act is the action people actually do through language. It covers promise, offer, etc. In other words it can be conclude that speech act is the action performed by producing an utterance.

## Impoliteness

Allan   and   Burridge   (2006)   examine impoliteness, as well as politeness, from a viewpoint of taboo language an as it interacts with ortophemism (straight talking), euphemism (sweet talking), and dysphemism (speaking offensively). According to them, people censor their language by default in order to be polite and because they want to enhance the well being of themselves and others. Politeness is connected to different factors, such as context, place, and time, what is polite is at best pleasing to an audience. This follows that what is offensive, is

impolite or *dysphemistic*. For example, in the word group *toilet* (an ortophemism), *loo* ( a euphism) and *shithouse* ( a dysphemism), the latter word choice is most likely considered to be the most offensive or dispreffered choice and these kinds of expressions might also be called *tabooed expressions.*

## Hate Speech

AlbertineMinerop (2010: 152) states hate is closely related to feelings of anger, jealous and envy. Those of characteristics marking a rash feelings that come to lust or desire to destroy object that is the target of hate.Feelings of hatred do not just appear feelings of dislike or unwillingness of the impact someone want avoid and do not intend destroy. Instead feel hate always attached to someone and never felt satisfied before destroy; if the object is destroyed then the object will feel satisfied.

Referring to circular Kapolri Number: SE/6/X/2015 regarding hate speech, what is called hate speech is all acts considered as insulting, defamation of name, blasphemy, unpleasant act, provoking, inciting, or spreading false news. Through the pocket book of dealing with hate speech, The National Commission of Human Rights defined hate speech as all acts and efforts, directly or indirectly, that are based on hate towards tribe, religion, religion sect, belief, race, intergroups, skincolour, ethnic, gender, people with disabilities, and sexual orientation in the form of incitement toward individual or group to cause discrimination, violence, disappearance of life and/or social conflict committed by various means (Comission of Human right).

## Types /Form of Hate Speech

The forms of Hate Speech can be in the form of criminal acts arranged in the Criminal Code (KUHP) and other criminal provisions outside of the Criminal Code (KUHP), including:

### 1) Insulting

According to R. Soesilo in his book entitled The Criminal Code (KUHP) as well as Complete Comments of the Article in the explanation of Article 310 of the Criminal Code, explained that: Insulting is Attacking one's honor and reputation. Those who are attacked usually feel ashamed. The subject of insults is in the form of self-esteem or dignity about respect and about the good name of people whether individual or communal (group).
Examples:
(1) We are already known that you are a stupid person, so you do not need to prove it.
(2) You are useless person.

### 2) Defamation

Understanding Defamation in the Penal Code also known as defamation is the act of defamation or unrespect for someone by expressing something both verbally or writing. Defamation about communicating of a false message in order to cause severe harm to another person's reputation.

### 3) Provocation

Provocation describe an act of provoking someone doing something just to get a reaction of anger or sometimes even violent. For example, "Why do you go to school, it is better looking for money. Schooling is just spending a lot of money, in the end you are unemployment also". The statement above can provoke the society easily

### 4) Incitement

According to R. Soesilo avoid pushing, inviting, encouraging, encouraging people to push something. In the word "incite" nature is "intentionally". Incitement is harder than "luring" or "persuading" but not "encouraging" .Speeches about incitement or Instigation are regulated in Article 160 of the Criminal Code (KUHP). For example, the subject is too boring, I am lazy to present the class. This statement is included incitement because the speaker tries to incite a hearer do not join the class. Actually the speaker is lazy but the speaker make a reason about the subject in order to do incitement for a hearer.

### 5) Hoax

Hoax is to broadcast news or news where it turns out that the news being broadcast is false news. What is seen as false news is not only to inform 45 Article 310 paragraph (2) of the Indonesian Criminal Code (KUHP) http: //kbbi.web.id/provocation Op. Cit, p. 136 ,but also tell an incorrect story. All of the above actions have goals or can have an impact on acts of discrimination, violence, loss of life or social conflict. For example, Aftershocks in Palu. The hoax is very distrubing to the people of Palu City in particular. The news had a direct impact on the victims of the earthquake and tsunami who are still experiencing trauma.

### 6) Blasphemy

Blasphemy is a word, behavior, writing, or performance which is prohibited because it can trigger acts of violence and be prejudiced whether from the perpetrators of the statement or the victims of the action, whereas according to article 310 paragraph (1) of the Criminal Code Blasphemy is an act carried out by accusing someone or the group of certain acts by the purpose of the aggression was spread (known to many people). The act alleged is not necessary for an act to be permitted punished like stealing, embezzling, adultery and so on. Enough with ordinary actions, it is certainly an embarrassing act.

### 7) Objectionable Act

A treatment that offends others. Whereas in the Criminal Code (KUHP) the objectionable acts are regulated in article 335 paragraph (1). Article 335 paragraph (1): threatened with a maximum imprisonment of one year or a maximum fine of four thousand five hundred rupiah. (2) Whoever unlawfully forces othersin order to do, not do or let something, with article 310 paragraph of the Criminal Codeuse violence of another action or treatment that is notpleasant, or using the threat of violence,

something else or unpleasant behavior, both towards the personal alone or others. Whoever forces others to do, not door leave something with the threat of pollution or pollution written. For example, " Hey, if you are brave do not fight here (Hotel), but let us fight in Suramadu". This statement has meaning subjectively that there is objectionable act from the speaker who invite hearer to fight in somewhere and the action is included article 331 paragraph (1) in KHUP.

### 8) Intolerance

Intolerance can manifest itself in a wide range of actions from avoidance through hate speech to physical injury or even murder. Intolerance is a lack of respect for practices or beliefs other than one's own. It also involves the rejection of people whom perceive as different, for example members of social or ethnic group other than ours, or people who are different in political or sexual orientation such as forcing people to believe our religion, destroying the holy place other religion, make a noising when others religion is worshiping, etc.

### 9) Body Shaming

Body shaming has the power to hurt in the act or practice of negatively judging someone based on the physical appearance. People are body shamed when someone appear overweight or underweight or do not fit society's view of thin and beautiful. For examples, "You need to eat and put some meat on your bones", " You are so fat!", and ", "Your body is disgusting".

### Regulation of Hate Speech

Almost all countries throughout the world have laws governing hate speech. The closest part to the term "hate speech" is if intentionally shows hatred or hatred to others. Just for the record, the issue of hate speech cannot be separated from the issue of Human Rights (HAM) which is the concern of the United Nations. In accordance with the Universal Declaration of Human Rights, conditions are needed where everyone can enjoy civil and political rights, as well as economic, social and cultural rights, without discrimination.

In Indonesia the articles governing acts of hate speech against person, group or institution are contained in Article 156, Article 157, Article 310, Article 311, the Article 28 jis. 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.

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 amandement from law No. 11 of 2008, where in this chapter 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 0f 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.

Here are some brief descriptions related to article-article in the law governing hate speech.

1) Indonesians Criminal Law (KUHP):

Article 156 of the KHUP:

"Whoever publicly expresses feelings of hostility, hatredor insulting one or several groups of Indonesian people, threatened with a maximum imprisonment of four years or a maximum fine of four thousand five hundred rupiah

Article 157 paragraphs a) and b) of KUHP:

a) Whoever broadcasts, displays or attaches writing or painting in public, the contents of which contain statements feelings of animosity, hatred or contempt among or against groups of the Indonesian people, with the intention that their contents are known to the public, threatened with imprisonment for a maximum of two years and six months or a maximum fine of four thousand and five hundred rupiah.

b) If the person who is guilty of committing the crime has at the time carried out his search and at that time five has not passedthe year since the conviction has been fixed due to similar crimes, which may be prohibited from carrying out the search.

Article 310 paragraphs a), b) and c) of KUHP:

a) Whoever deliberately attacks a person's honor or reputation by accusing something, which means that it is clear publicly known, threatened with pollution with a maximum imprisonment of nine months or a maximum fine of four thousand five hundred rupiah.

b) If it is done with the writing or picture broadcast, displayed or posted in public, then threatened because of written pollution with a maximum imprisonment of one year and four months or a maximum fine of four thousand five hundred rupiah.

c) It does not constitute pollution or written pollution, if the act clearly done in the public interest or forced to self-defense.

Article 311 of KUHP:

"If those who commit the crime of pollution or written pollution are permitted to prove what is alleged to be true, no prove it and the accusations were made contrary to what was

known, then he was threatened with slander with a maximum imprisonment of four years ".

2) Law No. 40 of 2008 concerning the Elimination of Racial and Ethnic Discrimination.

Article 16,

"Any person who intentionally shows hatred or hatred towards others based on racial and ethnic discrimination as referred to in Article 4 letter b

number 1, number 2, or number 3, shall be liable to a maximum imprisonment of 5 (five) years and / or a maximum fine of Rp.500,000,000.00 (five hundred million rupiah)"

3) Police Chief Circular Letter No: SE / 06 / X / 2015 regarding handling of hate speech.

"That hate speech can be in the form of a criminal act regulated in the Criminal Code (KUHP) and other criminal provisions outside the Criminal Code, which take the form of:
1) Insult;
2) Defamation;
3) Blasphemy
4) Objectionable Act;
5) Provoke;
6) Incite;
7) Spreading false new

## 2. METHOD
### Research Design

The design of this research is categorized to a qualitative descriptive design. According to Berg (1989:2), a qualitative research is a type of research which tries to describe an object. Analysis of qualitative data is a creative process. Therefore the contents of this quick guide are suggestion for the basic direction that qualitative analysis should take and should not be taken as strict procedures or rules.

The data was taken during BTP's tenure as the main Commissioner of PT. Pertamina. The source of data in this resear1ch is the social media Youtube commentary. The haters categorized as data sources.

### Data Analysis
### The analysis of Types of Hate Speech in Social Media

There were six types of impoliteness strategies found in social media regarding with viral hate speech addressed to BTP during his tenure as President Commissioner of PT. Pertamina. They were intolerance, insulting, defamation, blasphemy, objectional act and provocation in the column commentary posts done by haters. The following points would provide the analysis of the types of hate speech found in the data which enclosed in appendix.

### Types of Hate Speech Insultin

According to R. Soesilo in his book, insulting is attacking one's honor and reputation. Those are attacked usually feel ashamed. The subject of insults is in the form of self esteem or dignity about respect and about the good name of people whether individual or communal (group).

There's comment found in social media regarding with hate speech addressed to BTP during his tenure as Commissioner of PT. Pertamina performed the followings below :
**Data 1:** *"265 jutapenduduk Indonesia sepertigakada yang berprestasi disbanding mantan NAPI itu…kkndipertontonkan."* In this comment the hater said *"mantan NAPI itu"*, its categorizedas insulting

because the hater insulting BasukiThahajaPurnama reputation.

**Data 14:** *"Terserah…yang penting total gajisetahun 27-30kali gaji".* This comment categorized as insulting because the hater insult Basuki Thahaja Purnama's salary.

**Data 20:** *"bagi bagi daging..ora heraaaannn…!!!!!!.* In this comment the hater insult a position accepted by BTP as a term for the distribution of meat.

**Data 30:** *"Sebenarnya saya kurang setuju…tapi itu sudah keputusan Negara saya berdo`a aja biar pak ahok amanah demi bangsa Indonesia karena ahok ini warga Indonesia buka WNA…".* In this comment the hater show unrespect act to insults about the good name of BTP.

**Data 37:** *"Lebih baik nggak usah dibahas diangkatnya Ahok jadi komisaris utama lebih baik nanti aja kalau udah 1 tahun berjalan, kita lihat kinerja Pertamina gimana".* In this comment the hater insult and show unrespect about BasukiTjahajaPurnama during his tenure as the chief commissioner of PT. Pertamina.

From the data the researcher found nine comment by haters with insulting hate speech addressed to BasukiTjahajaPurnama.

### Types of Hate Speech Defamation

Defamation is act of defamation or unrespect of someone by expressing something both verbally or writing. Defamation about communicating of a false message in order to cause severe harm to another person's reputation.

There's comment found in social media regarding with hate speech addressed to B BTP during his tenure as Commissioner of PT. Pertamina performed the followings below :

**Data 2:** *"Yeeeyyy bakal ada pemahaman nenek lu jilid 2 wkwkwk".* In this comment the hater made a statement unrespect by expressing *"pemahaman nenek lu"* to causeharm BTP reputation while still serving as the governor of DKI Jakarta.

**Data 7:** *"Ga lama jadi dirut…BBM naik pastinya".* In this comment the hater show the unrespect to BasukiTjahajaPurnama with the false message in order to harm his reputation.

**Data 11:** *"Inilah 62 mantan buih masih dipakai. Saking susahnya cari orang yang mau kerja"* **Data 12:** *"kok mntn napi jadi komisaris? Hahahaaaa"*, **Data 13:** *"BUMN (Bukan Untuk Mantan Napi)"*, **Data 16:** *"Napi jadi bos bumn? Haruskah skck sebagai syarat masuk pns dan bumn"*, **Data 18:** *"Emang orang Ind gak ada yang pinter,santun, dan bebas dari masalah…? SAMPE MANTAN NAPI DIPILIH JADI KOMISARIS…???.*On data 11,12,13,16, and 18 the haters made statements that offended Basuki Tjahaja Purnama's reputation as an ex-convict who was not fit to be the chief commissioner of PT. Pertamina

**Data 29:** *"PASTILAH ITU TUKANG MAKAN UANG NEGARA YANG PYA JUGA PETINGGI PETINGGI 2 SONO…MRKA GA PERDULI INDO*

*RUGI YANG PENTING PERUT MEREKA KENYANG"*. In this comment the hater said a flase message to cause severe harm BasukiTjahajaPurnama reputation.

**Data 34:** *"Bukan karena ahok pengalaman dia dipilih. Tapi hanya karena pertemanan aja…padahal Banyak org yg lebih Professional, lebih Tegas, Lebih Jujur, Lebih Bersih drpd ahok…!!!".* In this comment the hater said *"hanya karena pertemanan saja (just because a friendship)"* is said a false message to harm Basuki Tjahaja Purnama reputations.

For defamation the resesarcher found nine comments by hater addressed to BTP during his tenure as President Commissioner of PT. Pertamina.

**Types of Hate Speech Provocation**

According to KBBI Provoking means that it is an act carried out to arouse anger by inciting, provoking anger, irritation and making people who are provoked have negative thoughts and emotions. Provocation describe an act of provoking someone doing something just to get a reaction of anger or sometimes event violent.

There's comment found in social media regarding with hate speech addressed to BasukiThajajaPurnama during his tenure as Commissioner of PT. Pertamina performed the followings below :

**Data 3:** *"kurang kerjaan lo rik… ahokudahbasi lo angkat' lgi".* In this statement, the hater told Erik Tohir why he chose Ahok, because Ahok thought he was stale.

**Data 4:** *"Teruskan sajakocokandadunya, biar kalian saja yang teruskelola Negara inisampaijalanditempat".* In this statement the hater commented that Ahok was chosen as President Commissioner of PT. Pertamina is a dice game that will cause this country to not develop or advance. This statement can influence the society that the position that Ahok received was a mere dice game.

**Data 5:** *"Permainan politikinisemuabos.Adasalam temple dibaliklayar. Gakpercaya,,,kitalihatajananti".* In this statement the hater commented that all of this is political games, which is always a game behind the scenes. This statement can influence the society that BTP chosen because there's someone behind him.

**Analysis Types of Hate Speech Blasphemy**

Blasphemy is a word, behavior, writing, or performance which is prohibited because it can trigger acts of violence and prejudiced whether from the perpetrators of the statement or the victims of the action.

There's two comment found in social media regarding with hate speech addressed to BasukiThajajaPurnama during his tenure as Commissioner of PT. Pertamina performed the followings below :

**Data 6:** *"Haallaah Orang itu bias apa zina doing bisanya. Otaknya pecah".*In this comment the hater act by accusing Basuki Tjahaja Purnama as a bad people.

**Data 22:** *"Ntar ahok menaikkan harga bbm biar mampus kalian".* This comment categorized as blasphemy because the hater acts say prejudiced.

From the data above the researcher found two comments by hater using blasphemy.

**Analysis Types of Hate Speech Objectional Act**

A treatment that offend others. Use violence of another action or treatment that is not pleasant, or using the threat of violence, something else or unpleasant behavior, both toward the personal alone or others. Whoever forces other to do, not door live something with the threat of pollution or pollution written.

There's two comment found in social media regarding with hate speech addressed to BasukiThajajaPurnama during his tenure as Commissioner of PT. Pertamina performed the followings below :

**Data 39:** *"Berbanggalah kalian para penyembah manusia…Ada saatnya kalian akan sadar."* This comment categorized as Objectional act because the hater said something that offend others, violence of another action towards people's who like Basuki Tjahaja Purnama.

**Data 42:** *"Saya yakinnantijanuari 2020 premium dan solar akan dinaikkan…(emoticon)(emoticon)(emoticon)".* This comment categorized as objectional act because the hater violence of another action towards BasukiTjahajaPurnama.

From the data above the researcher found two comments by hater categorized as objectional act.

**Analysis Types of Hate Speech Intolarnce**

Intolerance can manifest itself in a wide range of actions from avoidance through hate speech to phsychal injury or even murder. Intolerance is a lack of respect for practices or beliefs other than one's own. It also involves the rejection of people whom perceive as different, for example member of social or ethnic group other than ours, or people who are different in political or sexual orientation such as forcing people to believe our religion, destroying the holy place other religion, make a noising when others religion is worshiping, etc.

There much comment found in social media regarding with hate speech addressed to BTP during his tenure as Commissioner of PT. Pertamina performed the followings below :

**Data 8:** *"Alhamdulillah China sudah memimpin Indonesia".* This comment categorized as intolerance, because the hater rejection BasukiTjahajaPurnama because his race.

**Data 10:** *"entahlah hanya melihat dan menonton saja".*In this comment doing a lack of respect for politician of this country.

**Data 25:** *"AWAS CHINA KUASAI MINYAK KITA".* This comment categorized as intolerance because the hater involves the rejection of people whom perceive as different race.

**Data 32:** *"enak sekali china tinggal di Indonesia inibekasnapi pun bias jadi KOMISARIS UTAMA di*

*perusahaan terbaik bahkan BUMN… Cobapribumi yang bekasnapi…7 turunan pun tidakakan ditoleh meskipun pintar dan punya pengorbanan untuk bangsa ini… Maju terus china… Kurashabis kekayaan bangsa ini dan kirim kekampungmu… Setelah kuat dari segala aspek di china..Nanti serang saja Indonesia yang mulai lemah ini…"* This comment categorized as intolerance because the hater involves the rejection of people whom perceive as different race.

**Data 43:** *"DiAkAn CinA. Says people from Pecado"* This comment categorized as intolerance because the hater involves the rejection of people whom perceive as different race.

**Data 44:** *"Oh itu Yg Namanya Si Ahok Ya…Yg Suka Gusur2 Rumah Orang Miskinya…".*This comment categorized as Intolerance because the hater give a lack respect for BasukiTjahajaPurnama when he's a governor DKI Jakarta.

## 3. RESULTS AND DISCUSSION
### Findings
**Table 1 The Percentage of Impoliteness Strategies of Hate Speech in Social** Media

| No | Types of Hate Speech | Percentage |
|----|----------------------|-----------|
| 1. | Insulting | 11,3 % |
| 2. | Defamation | 20,4 % |
| 3. | Provocation | 38,6 % |
| 4. | Blasphemy | 4,5 % |
| 5. | Objectional Act | 4,5 % |
| 6. | Intolerance | 13,6 % |
| | Total | 100% |

**Table 2 Data Analysis of Hate Speech**

| No | Hate Speech Commentary | Types of Impoliteness Strategies | Regulation |
|----|------------------------|----------------------------------|-----------|
| 1. | IAMDROW: *"265 juta penduduk Indonesia seperti gak ada yang berprestasi disbanding mantan NAPI itu…kkn dipertontonkan"* | Bald on Record Impoliteness | 45 section (3) Juncto 27 section (3) |
| 2. | GrasiaAndiana : *"Yeeeyyy bakal ada pemahaman neneklu jilid 2 wkwkwk"* | Positive Impoliteness | 45 section (3) Juncto 27 section (3) |
| 3 | Black pets : *"kurangkerjaan lo rik… ahok udah basi lo angkat' lgi"* | Positive Impoliteness | 45 section (3) Juncto 27 section (3) |
| 4 | Piagos 212 : *"Teruskan saja kocokan dadunya, biar kalian saja yang teruskelola Negara ini sampai jalan ditempat"* | Positive Impoliteess | 45 section (3) Juncto 27 section (3) |
| 5 | D'ra :*"Permainan politik ini semua bos. Ada salam temple dibalik layar. Gak percaya,,,kita lihat aja nanti"* | Positive Impoliteness | 45 section (3) Juncto 27 section (3) |
| 6 | IswandiMa`aruf: *"Lumayan…biar pendukung ahok tidak terlalu kecewa, dapat jabatan pd lembaga pengawasan pun lumayan walau bukan penentu kebijakan.mudah2an dgn tidak ada persoalan begun* | Positive impoliteness | 45 section (3) Juncto 27 section (3) |

*dalan dari istri Ahok dapat focus pdpekerjaan. SELAMAT BUAT AHOK."*

| No | Hate Speech Commentary | Types of Impoliteness Strategies | Regulation |
|----|------------------------|----------------------------------|-----------|
| 7 | Muhammad yudi: *"Saya yakin nanti januari 2020 premium dan solar akan dinaikkan… (emoticon) (emoticon) (emoticon)"* | Positive impoliteness | 45 section (3) Juncto 27 section (3) |
| 8 | Fachmi Nur: *"DiAkAn CinA Says people from Pecado"* | Negative Impoliteness | 45 section (4) Juncto 27 section (4) |
| 9 | Faisal Poham: *"Oh itu Yg Namanya Si AhokYa… Yg Suka Gusur2 Rumah Orang Miskinya…"* | Positive impoliteness | 45 section (3) Juncto 27 section (3) |

## The Analysis of Impoliteness Strategies of Hate Speech in Social Media

There were five types of impoliteness strategies found in social mediaregarding with viral hate speech addressed to BasukiTjahajaPurnama. They were bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm and withhold politeness in the column commentary posts done by haters.The following points would provide the analysis of the types of impoliteness strategies found in the data which enclosed in appendix.

### Bald on Record Impoliteness

Bald on record impoliteness in the following examples showed an intention on the part of the speaker to attack the face of the hearer. The face threatening act is performed in a direct, clear, unambiguous and to the point.

The eight bald on record impoliteness found in social media regarding with hate speech addressed to BasukiThajajaPurnama during his tenure as performed in direct, clear, and unambiguous such as the followings below :

**Data 1:***"265 jutapenduduk Indonesia sepertigakada yang berprestasi disbanding mantan NAPI itu…kkndipertontonkan".* This comment categorized as Bald on Record because the heater threatening is performed clear and to the point by saying *"sepertigakada yang berprestasi disbanding mantan NAPI itu".*

**Data 14:***"Terserah…yang penting total gajisetahun 27-30kali gaji".* In this comment the hater attack about the salary.

**Data 17:***"yang penting gak tiba'' naek ajah bbmnya… dan stabil ajah terus harganya….."*.In this comment the hater clearly said *"yang penting gak tiba tiba naik ajah bbmnya"* its mean clearly the hater expressed refuse to raise the fuel suddenly in the future.

### Positive Impoliteness

Positive impoliteness is the use of strategies design to damage the addressee's positive face who wants to be acknowledge as a part of society. Positive face here means desire from a person to be responded and needed by others. The output strategies of positive impoliteness are: a) Ignore, snub the other: fail to acknowledge the

other's presence. b) Exclude the other from anactivity. c) Disassociate from the other. d) Be disinterested, unconcerned, unsympathetic. e) Use inappropriate identity markers. f) Use obscure or secretive language. g) Seek disagreement. h) Make the other feel uncomfortable. i) Use taboo words, like swearing or use abusive or profane language. j) Call the other names: Use derogatory nominations.

There are eleven positive impoliteness found in social media regarding with viral hate speech addressed to BTP. Those are as the followings below:

**Data 2:***"Yeeeyyy bakal ada pemahaman nenek lu jilid 2 wkwkwk"*. The hater indicate disinterest by saying that BTP's words became viral when BTP still served as DKI Jakarta Governor.

**Data 3:***"kurang kerjaan lo rik... ahokudahbasi lo angkat' lgi"*. In this comment the hater Erik Tohir less work because of lifting BTP which has been considered stale by the hater. In this comment the hater show disinterest with BTP because the hater said BTP has been considered stale.

**Data 4:***"Teruskan sajakocokandadunya, biar kalian saja yang teruskelola Negara ini sampai jalan ditempat"*. In this comment the hater unsympathetic by saying let you continue to manage this country until the road is in place. the hater expressed his distaste by stating the appointment of BTP as the MAIN COMMISSIONER was part of the game that would keep the country from developing.

**Data 26:***"Apakah di Indonesia yang jutaan rakyatnya gak adalagi orang yang bias? Kenapa harus orang yang controversial...? knpahrs org ygcacat? Rakyat mau ngelamar kerja harus pakai skck?Lah si ahok?."*.This comment categorized as positive impoliteness because in this comment the hater show disinterest and alluding to the legal process that has been undertaken by BTP, states that BTP is a person who is legally flawed and is not a person who is fit to work in a state-owned company and even becomes the President Commissioner.

**Data 27:***"Proyek Blok Maselakan proyek terbesar di Indonesia, dan Tommy Winata bos ahok mau Kue Basah ini...Emang gak ada yg laen selaen ahok?"*.In this comment the hater show disinterest and said President Commissioner as a cake.

**Data 30:***"Sebenarnya syakurang setuju...tapi itu sudah keputusan Negara sya berdo`a aja biar pak ahok amanah demi bangsa Indonesia karena ahok ini warga Indonesia buka WNA..."*. In this comment the hater showing disinterest by saying disagreement but must still follow the states decision.

**Negative Impoliteness**

Negative Impoliteness is the use of strategies designed to damage the addressee's negative face wants. Negative face wants here means a desire from a person to not to be disturbed. Negative face is the want of every competent adult member that his/her actions be unimpeded by others. It also means the desire for freedom action. There are some output of strategies of negative impoliteness, they

are: a) Frighten b) Condescend, scornor ridicule c) Invade the other space d) Explicitly associate the other with negative aspect e) Put the other's indebtedness on record.

There are ten negative impoliteness found in social media regarding with viral hate speech addressed to BasukiThahajaPurnama. Those are as the followings below :

**Data 6:***"Haallaah Orang itu bias apa zina doing bisanya. Otakya pecah"*.This comment categorized negative impoliteness because the comment scornor ridicule by saying *"orang itu bias apazinadoangbisanya"*means what can BTP do? adultery usually. This words by hater is scornor ridicule.

**Data 18:***"Emang orang Indgakada yang pinter,santun, dan bebas dari masalah...? SAMPE MANTAN NAPI DIPILIH JADI KOMISARIS...???.*In this comment the hater attack by saying *"MANTAN NAPI"* means ex-jail is categorized negative impoliteness because explicitly associate the other with negative aspect.

**Data 24:***"Sederhana banget sebenarnya logikanya...jika sibiang gaduh itu memang jujur dan baik, juga punya skill dan leadership pasti udah diambil sama lippo grup, agung podomoro atau konglomerat papan atas yang lainnya"*.

**Withhold Politeness**

Withhold politeness is the absence of politeness work where we would be expected. As Culpeper (2011) gave the example that "falling to thank someone for a present may be taken as deliberate withhold politeness. In addition, withhold politeness strategies is a strategy used not to perform as expected politeness strategies. The hearer tends to keep silent in responding the speakers utterances.

There are three sarcasm found in social media regarding with viral hate speech addressed to BasukiThahajaPurnama. Those are as the followings below :

**Data 10:***"entahlah hanya melihat dan menonton saja"*. This comment categorized as withhold politeness because the hater indicated the words as if he would care but actually did not like it.

**Data 34:***"Bukan karena ahok pengalaman dia dipilih. Tapi hanya karena pertemanan aja...padahal Banyak org yg lebih Professional, lebih Tegas, Lebih Jujur, Lebih Bersih drpd ahok...!!!"*. This comment categorized as withhold politeness because the hater indicate did not like it.

Based on the data above, it can be seen that all of the utterances addressed by haters were expressed as withhold politeness is addressed to BasukiTjahajaPurnama.

**Findings**

**Table 3.The Percentage of Impoliteness Strategies of Hate Speech in Social Media**

| No. | Types of Impoliteness | Percentage |
|---|---|---|
| 1. | Bald On Record Impoliteness | 18,1% |
| 2. | Positive Impoliteness | 54,5% |
| 3. | Negative Impoliteness | 15,9% |
| 4. | Sarcasm or Mock Impolitenes | 6,8% |

| 5. | Withhold Politeness | 4,5% |
|---|---|---|
| | Total | 100% |

From the table 3 above, it could be seen that there were five types of impoliteness strategies of hate speech on social media addressed to BTP, they are: bald and record impoliteness, positive impoliteness, negative impoliteness, sarcasm and withhold politeness. The researcher found there are 42 top comment from 51 haters that made the hate speech. Those fourtyfour haters come from various social status that using social media Youtube. The most dominant hate speech that addressed to BTP is positive impoliteness type, around 54,5 % of the data using innapropriate identity markers, calling other names and so on. The second most dominant type is bald on record impoliteness, around 18,1 % of the data consist of threatening which addressed to BasukiTjahajaPurnama, and the rest there are 15.9% from negative impoliteness, 6,8% from sarcasm or mock politeness and 4.5 % from withhold politeness. More than half identified made positive impoliteness. It means haters really do impoliteness which damage BTP's face .As already mention that Positive impoliteness is the use of strategies design to damage the addressee's positive face who wants to be acknowledge as a part of society. The output strategies of positive impoliteness are: a) Ignore, snub the other: fail to acknowledge the other's presence. b) Exclude the other from anactivity. c) Disassociate from the other. d) Be disinterested, unconcerned, unsympathetic. e) Use inappropriate identity markers. f) Use obscure or secretive language. g) Seek disagreement. h) Make the other feel uncomfortable. i) Use taboo words, like swearing or use abusive or profane language. j) Call the other names: Use derogatory nominations. Like those examples

## 5. CONCLUSIONS

After analyzing the data for impoliteness strategies, the researchers concluded that there are five types of impoliteness strategies found in top comment hate speech on Youtube commentary addressed to BTP There were five types of impoliteness strategies of hate speech on social media addressed to BTP, they are: bald and record impoliteness, positive impoliteness, negative impoliteness, sarcasm and withhold politeness. The researcher found there are 42 top comment from 51 haters . Those fifty one haters come from various social status that using social media Youtube. The most dominant hate speech that addressed to BTP is positive impoliteness type, around 54,5 % of the data using innapropriate identity markers, calling other names and so on. The second most dominant type is bald on record impoliteness, around 18,1 % of the data consist of threatening which addressed to BTP, and the rest there are 15.9% from negative impoliteness, 6,8% from sarcasm or mock politeness and 4.5 % from withhold politeness.

those haters damage the face, not because of BTP's criminal, but because he has different religion with haters, and brave enough to be transparent, stand for justice , that makes many people stand for BTP and support him.

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