ABSTRAK

Budijanto, Jasmine Belinda. 2021. *Kajian Pragmatik Siber Tuturan Kebencian Kelompok Oposisi Presiden Joko Widodo pada Instagram Periode Januari-Juni 2020*. Skripsi. Yogyakarta: PBSI, FKIP, USD.

Penelitian ini memaparkan mengenai ujaran kebencian yang ditujukan pada Presiden Joko Widodo. Ujaran kebencian tersebut disampaikan oleh kelompok oposisi dan ujaran tersebut ditemukan di media sosial Instagram. Ujaran kebencian tersebut diperoleh pada periode Januari-Juni 2020. Tujuan dari penelitian ini adalah (1) mendeskripsikan bentuk tuturan kebencian kelompok oposisi Presiden Joko Widodo pada periode Januari-Juni 2020 dan (2) mendeskripsikan makna pragmatik tuturan kebencian kelompok oposisi Presiden Joko Widodo pada Instagram periode Januari-Juni 2020.

Penelitian ini merupakan penelitian deskriptif kualitatif. Sumber data penelitian ini yaitu Instagram dan data penelitian berupa unggahan dan komentar ujaran kebencian untuk Presiden Joko Widodo. Peneliti menggunakan teknik simak bebas libat cakap dan pencatatan. Peneliti mengumpulkan, mengidentifikasi, dan mengelompokkan data-data tuturan bermuatan tuturan kebencian. Kemudian peneliti menganalisis data-data tersebut menggunakan kajian pragmatik siber, bentuk ujaran kebencian, dan makna ujaran kebencian.

Berdasarkan penelitian yang telah dilakukan, peneliti mendapatkan data berupa bentuk dan makna ujaran kebencian. Dalam penelitian ini, peneliti menemukan empat (4) bentuk ujaran kebencian. Bentuk-bentuk ujaran kebencian meliputi: 1) 13 data berupa kata; (2) 19 data berupa frasa; (3) 42 data berupa klausa; dan (4) 26 bentuk berupa kalimat. Selain itu, peneliti juga menemukan lima (5) makna ujaran kebencian. Makna ujaran kebencian yang ditemukan yaitu (1) penghinaan sebanyak 51 data; (2) pencemaran nama baik sebanyak 12 data; (3) perbuatan tidak menyenangkan sebanyak 5 data; (4) provokasi sebanyak 26 data; dan (5) penyebaran berita bohong sebanyak 6 data.

Kata Kunci: pragmatik siber, konteks virtual, ujaran kebencian, bentuk kebencian, makna kebencian, Instagram.

ABSTRACT

Budijanto, Jasmine Belinda. 2021. *Cyberpragmatics Study of Hate Speech by President Joko Widodo's Opposition on Instagram Between January-June 2020*. Thesis. Yogyakarta: *Indonesian Language and Literature Education Study Program, Department of Language and Art Education, Faculty of Teacher Training and Education, Sanata Dharma University*.

This research delineates the hate speech aimed at President Joko Widodo. The hate speech was delivered by an opposition group and was found on Instagram over the January-June 2020 period. The objectives of this study are (1) to describe the types of hate speech from President Joko Widodo's opposition group over the January-June 2020 period and (2) to describe the pragmatics meaning of hate speech from President Joko Widodo's opposition group on Instagram over the January-June 2020 period.

This research is a qualitative descriptive study. The source of the research data was Instagram and the data was in the form of posts and comments containing hate speech toward President Joko Widodo. The researcher used the uninvolved conversation observation technique and the note-taking technique. The researcher collected, identified, and classified the data of utterances containing hate speech. Then, the researcher analyzed the data using the cyberpragmatics study, the types of hate speech, and the meaning of hate speech.

Based on the research conducted, the researcher obtained 100 data in the form of the types and meanings of hate speech. In this research, the researcher found four (4) types of hate speech. The types of hate speech include: (1) 13 data in the form of words; (2) 19 data in the form of phrases; (3) 42 data in the form of clauses; and (4) 26 data in the form of sentences. In addition, the researcher also found five (5) meanings of hate speech. The meanings of hate speech found were (1) 51 data of insults; (2) 12 data of defamation; (3) 5 data of harassment; (4) 26 data of provocation; and (5) 6 data of fake news spread.

***Keywords:** cyberpragmatics, virtual context, hate speech, hate speech types, hate speech meaning, Instagram.*