

ABSTRAK

Wijaya, Fransiscus Xaverius Brata. 2024. *Tuturan Kebencian Seputar Pemilihan Presiden dan Wakil Presiden pada Kolom Komentar Akun Instagram @jokowi: Kajian Pragmatik Siber*. Skripsi. Yogyakarta: PBSI, FKIP, USD.

Penelitian ini membahas tuturan kebencian seputar pemilihan presiden dan wakil presiden yang berasal dari kolom komentar akun media sosial Instagram @jokowi. Tujuan penelitian ini adalah (1) mendeskripsikan penanda tuturan kebencian seputar pemilihan presiden dan wakil presiden pada kolom komentar akun Instagram @jokowi dan (2) mendeskripsikan makna pragmatik tuturan kebencian seputar pemilihan presiden dan wakil presiden pada kolom komentar akun Instagram @jokowi.

Jenis penelitian ini adalah penelitian deskriptif kualitatif. Sumber data dari penelitian berasal dari kolom komentar akun Instagram @jokowi. Data penelitian ini adalah tuturan komentar para pengguna Instagram yang mengandung tuturan kebencian. Teknik pengumpulan data dilakukan dengan teknik sadap, simak bebas libat cakap dan teknik catat. Peneliti mengidentifikasi, mengklasifikasi, dan menganalisis data berupa tuturan kebencian berdasarkan penanda dan makna pragmatiknya. Analisis data menggunakan dasar teori pragmatik siber.

Berdasarkan hasil penelitian, peneliti menemukan enam penanda tuturan kebencian pada kolom komentar akun Instagram @jokowi meliputi (1) penghinaan, (2) pencemaran nama baik, (3) provokasi, (4) penyebaran berita bohong, (5) sarkasme, dan (6) caci maki. Selain itu, peneliti menemukan lima makna pragmatik tuturan kebencian meliputi (1) menyindir, (2) merendahkan, (3) mencerca, dan (4) memfitnah. Konteks pragmatik dan pragmatik siber sangat berperan dalam analisis penanda tuturan kebencian maupun makna pragmatik tuturan kebencian.

Kata kunci: pragmatik siber, penanda tuturan kebencian, makna tuturan kebencian, Instagram

ABSTRACT

Wijaya, Fransiscus Xaverius Brata. 2024. *Hate Speech Surrounding the Presidential and Vice-Presidential Election on the Comment Section of Instagram Account @jokowi: Study of Cyberpragmatics*. Undergraduate Thesis. Yogyakarta: PBSI, FKIP, USD.

This research discusses hate speech discourse surrounding the presidential and vice-presidential election originating from the comment section of the social media account Instagram @jokowi. The research aims to (1) describe the markers of hate speech surrounding the presidential and vice-presidential election in the comment section of the Instagram account @jokowi, and (2) describe the pragmatic meanings of hate speech surrounding the presidential and vice-presidential election in the comment section of the Instagram account @jokowi.

This study is a qualitative descriptive research. The data source comes from the comment section of the Instagram account @jokowi. The data consists of comments from Instagram users containing hate speech. Data collection techniques were carried out using tapping techniques, skillful free listening and note-taking techniques. Researchers identify, classify and analyse data in the form of hate speech based on markers and pragmatic meaning. Data analysis uses basic cyber pragmatics theory.

Based on the research findings, the researcher identified six markers of hate speech in the comment section of the Instagram account @jokowi, including (1) insults, (2) defamation, (3) provocation, (4) spreading of fake news, (5) sarcasm, and (6) cursing. Additionally, the researcher identified five pragmatic meanings of hate speech, including (1) insinuate, (2) belittlement, (3) vilification, and (4) defamation. The contexts of pragmatics and cyber pragmatics play a significant role in the analysis of hate speech markers and pragmatic meanings.

Keywords: *cyberpragmatics, markers of hate speech, meanings of hate speech, Instagram*