

CHAPTER I

INTRODUCTION

1.1. Background of the Study

The development of digital in today's advanced era, technology and information continue to develop and update to become more sophisticated, practical, fast, and experience rapid development. The development of technology and information then brings convenience and a change in lifestyle for technology users in all communities around the world. This also has an influence in Indonesia, where Indonesia is also experiencing rapid development of technology and information. With the development of technology and information, various kinds of social media have become a trend in society such as the presence of Instagram, Twitter, Facebook, and so on. The development of technology will have both positive and negative impacts on its users, where one of the negative impacts is the existence of crimes and various types of violations committed by social media users. One of the crimes that we often find on social media is hate speech.

According to the opinion expressed by Ningrum et al. (2019), Hate speech is an act of communication that takes the form of provocation, insult, incitement, and various other forms of actions that lead to an individual or another group regarding to perspective, such as ethnicity, nationality, religion, race, skin colour, and so on. In living a social life, humans need to communicate. The communication

that is delivered should be able to present a good and harmonious relationship to the interlocutor. However, with the development of technology and the presence of social media that greatly influences language, language is often misused. Language is presented as a tool to convey hate speech. Then, language is also used as a tool to incite, attack, and provoke people who are hated. This language then does not contain a message, but rather tends to be a sentiment.

Hate speech shows the defamation of the language used, the emergence of sarcasm, and blasphemous language. Hate speech itself is a form of speech that presents abuse or degrades the function of the language itself. The use of hate speech by the community both in everyday life and on social media currently has no limits in its application. In the end, ethics, and manners in the use of language are not used in communication.

Based on Article 28 paragraph (2) of the ITE Law, which contains "Every person who intentionally and without the right to disseminate information aimed at creating a sense of hatred or hostility of individuals and / or certain community groups based on ethnicity, religion, race and intergroup (SARA)".

In committing a crime based on Article 28 paragraph (2) of the ITE Law mentioned above, it has also been regulated in Article 45 paragraph (2) of the ITE Law, namely the imposition of a maximum imprisonment of six years and/or a fine of one billion rupiah (Rp 1,000,000,000). Based on the articles previously mentioned, unfortunately there are still many people who do not know the existence of the Law relating to Electronic Information and Transactions listed in Article 28

paragraph (2) of the ITE Law relating to hate speech along with the criminal acts listed in Article 45 paragraph (2) of the ITE Law, which then makes an individual or society more dominant in doing whatever they want to say and commenting on facts regarding hate speech on social media. Due to the presence of Article 28 paragraph (2) of the ITE Law with the criminal threats listed in Article 45 paragraph (2) of the ITE Law, a person or society cannot be careless in conveying or giving comments in the form of hate speech on social media.

In addition, researcher found a lot of hate speech conveyed through social media that can influence the younger generation of both Indonesians and other countries in the use of slang. It makes the younger generation sometimes pay less attention to their interlocutors. Whether in blasphemy, incitement, insult, defamation, and so on. Because of this, this research needs to be conducted to have an influence on social media users with the aim of minimizing the use of hate speech and being able to understand the impact that can occur in the community and social media users.

In this study, we will examine the hate speech expressed towards solo singer Justin Bieber who often gets hate speech because he often shows a bad attitude. Many hate speeches are carried out by communities on various social media platforms, but the intensity of hate speech on social media is unrelenting. The increasing trend of hate speech content on social media is a matter of concern, especially in the setting of the language used to promote such speech.

The study will examine speech based on hate speech given to the Justin Bieber solo singers, particularly the language setting that people use in conducting hate speech in literature. The study focuses on the Justin Bieber soloists as the main subject. By using the reader response approach, it will analyze the delivery structure and the language setting used, with the title "Analysis of Hate Speech on Justin Bieber's Social Media".

1.2. Statements of the Problems

According to the background described before, the problems can be stated as follows:

1. Why do people give Justin Bieber hate speeches?
2. What are the motivations and underlying factors behind the hate speech directed towards Justin Bieber?
3. How is Reader Response Criticism Theory formed on the hate speech given to Justin Bieber?

1.3. Objectives of the Study

With this study, the following goals will be pursued in the light of the problems:

1. To determine why people giving Justin Bieber hate speech.
2. To find out the motivations and factors underlying the hate speech directed at Justin Bieber.
3. To identify how the reader response criticism theory applies to the criticisms of Justin Bieber.

1.4. Scope of the Study

The scope of research includes hate speech. Hate speech in social media is included in cyberbullying. Hate speech itself is a malicious comment or hate speech intended to insult, demean, and inflict pain on the victim. Of course, such a problem cannot be dismissed because it can affect a person's mental problems. In this study, will use qualitative descriptive method using a reader response study. Where information will be collected by both analysis and proving of crimes in hate speech on social media directed at Justin Bieber. The object of study is the society who give hate speech to Justin Bieber as a singer who always shows his bad attitude.

1.5. Approach of the Study

Reader response approach developed in the 1960s as a reaction to the dominance of the text-oriented approach, like new criticism. The reader-oriented approach is called by the theory of the perception, the reader response, or the aesthetic response. In use, the three terms are almost synonyms (Kalrer, 2004; Widayah, 2018).

Adi (2011) and Muhid (2019), however, distinguished the term the reader's response to the approach of the perception. The reader's response directs attention to aesthetic formation in a text, while the perception approach focuses more on the impact that arises, the reader's delight, and the background of the reader's judgment. In other words, a perception is the reader's judgment.

Even so, the essence of the reader's response and the perception both refer to the readership's involvement in building a sense in a text. The reader response

approach has a broader scope of the perception because it not only talks about receiving the reader but also involves an interpretation of the reader and also the results of the interview that has been conducted.

1.6. Organisation of the Paper

In this study the paper organization will shape as follows:

Chapter I Introduction

It contains a background, statements of problems, objective of the study, scope of the study, approach to the study, and organisation of the paper.

Chapter II Biography of Justin Bieber

In this section will explain the biography of Justin Bieber.

Chapter III Review of Related Literature

In this section will contain an explanation of social media, previous studies, popular culture, a theoretical review focused on hate speech, and Reader Response Criticism Theory.

Chapter IV Findings and Discussion

In this section contains a discussion of the analysis of hate speech given to Justin Bieber using reader response theory.

Chapter V Conclusion and Suggestions

It contains conclusion and suggestions of the discussion that has been carried out.