

Hate Speech on Social Media: Netnographic Studies on Facebook Fanpages 2019 Change the President

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Abstract: Social media is often a means to spread the utterance of hatred. Many cases of hate speech that we can see on social media. The purpose of this study is to see what forms of hate speech on social media are posted by Facebook fanpages 2019 Change President. The approach used in this study is descriptive-qualitative with the Netnography method. Netnography is a method used to see social or cultural phenomena that occur in cyber space. Phenomenon of hate speech by facebook fanpages 2019 Change the President to be analyzed by using four levels, namely media space, media documents, media objects and experience. The results of this study at the level of the media room, Facebook fanpages 2019 Change the President was used as a media that spread the utterance of hatred. at the level of media documents, content posted by facebook fanpages 2019 Change President in the form of writing, photos, memes, pictures and videos containing utterances of hate speech. At the level of the media object, one user with another user can interact through the comment column. However, the interaction that occurred in the comments column also indicated speeches of hatred. In the level of experience, this Facebook fanpages are used to invite or incite other users to also make an indication of the expression of hatred towards certain parties.

1 INTRODUCTION

Based on the report issued by digital annual we are social and hoot suite, social media growth this year reached 13 % with the total number of reached 3 billion. The, from the use up still dominate.

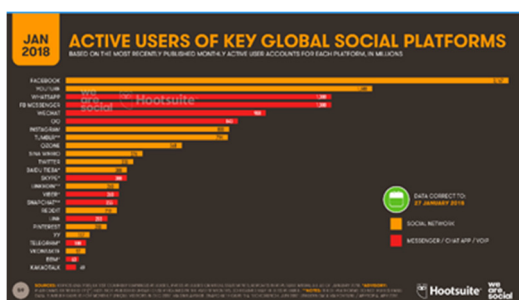


Figure 1. (Source: <https://wearesocial.com/>)



Figure 2. (Source: <https://wearesocial.com/>)

2018 active users of Facebook recorded two thirds market by a number of users more than 2, 17 billion. Rose by almost 15 % compared to the previous year .From the data was quoted as saying in the Kompas tekno in we are social, 3/2/2018. Indonesia contributed the number of facebook user its fourth largest the order globally with a number of users 130 million has gone up by about 6 % from the previous year. The social media now make each users can access share information through the internet network without know time.

According to Caleb T .Carre and Rebecca A.Hayes (2015), social media is media based the internet that allows users had the opportunity to interact and which the percentage of uranium themselves, good in real or delayed, with a wide audience and not being driven the value of content and perceptions used-generated interaction with others .This means that social media is currently very affect the lives of participate in community events. Unfortunately, the development of communication technologies it often abused by people or certain groups to shall advance towards and defamatory. Social media is often a means to spread hatred. Many cases resentment speech we can see in social media. The internet provide ideal for investors hate speech, not only because one of them is anonymity but also because the internet provides distribution of cheap and instant and can access and posted in many places (Cohen-almagor , 2011).

According to Jubany and Roiha (2015), hate speech all sorts of expression, spread incite, promoting or justify. Racial hatred. Hate speech includes any of their intended to harm the, ethnic group, religion or national, violate the principles of dignity and respect for the cultural divide between people. Hate speech in cyberspace become more serious due to not just made in a community to gather and protest. But, in further speech hatred designed for threatening a group publicly and acting as propaganda for organizations offline. A hater of group, using the site web to allot the ideology and other propaganda to connect to the site and for recruiting new members, support violence and threatening the other (Cohen-almager, 2011) .In a more far, the speech sound hatred in the virtual world considered move could set a violent onset and discrimination in the real world between certain groups.

Share is one of the characteristic of social media. This medium are not just producers of content that is built of and consumed by the users , but also in distributable as well as developed by the users ~ (Benkler, 2012: Cross,2011). In Indonesia the proliferation of social media content that contain hate speech was during the 2019 to general election. This research focus on hate speech by Facebook Fanpages 2019 Replace The President. Facebook fanpages 2019 replace the President it has 12.617 followers and 12.450 likes.Some member’s fanpages speech is spreading hatred for the presidential candidates that is Jokowi & Maaruf Amin. The following post and some comments from facebook fanpages 2019 replace The President.



Figure 3

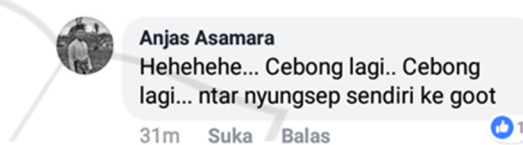


Figure 4

2 RESEARCH METHOD

This research using by methods of netnography. This method research culture in a society, the difference is that citizens who are focus. Netnography is the world community digital. Netnography have evolved to help us understand the online world in a more comprehensive. Approach netnography adapted to help scientists learn, not only, forum , chat and news groups, but also, blog audiovisual, a chart picture, and, podcasting, communities, virtual world the players, game mobile, and social media.

Netnography is ethnography online of a group that studies, complex cultural practices catch our attention to the base and an abstract idea a, meaning, social practices, relations language and. system of signs. In addition, with research methodology of netnography, researchers analyzed, comparing and interpret the communication based on speech hatred in the cultural, by understanding the habit or behavior in facebook fanpages 2019 replace the president .

Rulli Nasrullah (2014), offer analysis method. Cyber media. This method consisting of 4, level

namely (media space), (media archive), (media object), and (experiential stories).

3 RESULT AND DISCUSSION

3.1 Analysis based on communication phenomena

Researchers have read some of the posts in these Fanpages such as written text, images and photos that contain elements of hate speech. From several posts and comments on this Fanpages, researchers have classified the data containing hate speech for research purposes. From some of the posts and comments contained on this Facebook Fanpages, researchers have selected various kinds of issues containing hate speech elements.



Figure 5: Display of Facebook Fanpages 2019 Change President

From the sample above, there was a post by Facebook Fanpages on March 13, 2018 which contained the release of Siti Aisyah from punishment in a Malaysian court. This news has become a controversy, some have supported and some have not. Then, the posts from the Facebook Fanpages contain hate speech elements, where the contents of the posts are as follows:

“Si #Jancuk kacung taipan PDIP mendustai rakyat Indonesia dan dunia. Perdana menteri Dr Mahathir Mohammad membantah si dongo.”

In the post, there were several headlines on online news that discussed the case of the release of Siti Aisyah from punishment in a Malaysian court. This case is a controversy, because there are several

online news stories that say that the release case is purely legal. There is also online news that says Siti Aisyah's case was released thanks to Jokowi's lobby to PM Mahathir. In this case, Facebook Fanpages 2019, the President gave a response through his post containing elements of hate speech. Hate speech in the text is found at the beginning and end of the sentence. The first sentence there is the word "Jancuk" which is the Javanese language and the meaning is fucks. There is also the word "Kacung" which means maid. "Jancuk" and "kacung" were addressed to Jokowi, then at the end of the sentence, "Dongo" said, "Prime Minister Dr Mahathir Mohammad denied the Dongo." Dongo means Lack or Fool. It's clear that this post contains the element of hate speech. The post on these Fanpages spread hatred so that the public was provoked to comment negatively on the topic of the conversation.

The level of media space, various devices provided by Facebook as social media, are basically a means to interact and exchange information with other users. In this fanpages page in the post section, there is a photo cover where the picture shows that Facebook Fanpages supports number two candidate pairs, namely Prabowo-Sandi.

Based on the results of this post, the researcher received 15 comments, 104 likes, and 29 times were shared. Furthermore, the researchers categorized the comments based on these postings, namely those that were pro, contra and neutral. In the pro category, it will be marked with comments that support or give a positive response to the post. Then, the counter category will be marked with comments that do not support and do not respect or commit abuse. Neutral categories meant here are comments that are not included in the category of supporting or rejecting or having nothing to do with the issues of the post. Neutral categories here include accounts that only give likes in the form of emoticons as well as comments.



Figure 6: Comment Facebook Fanpages 2019 Change President (Pro)



Figure 7: Comment Facebook Fanpages 2019 Change President (contra)

At the level of media documents on Facebook Fanpages2019, the President's Change consists of various types of content in it such as writing, images, photographs and videos. In the post published on March 13, 2018, the data is based on a pro account of 10 accounts. While the contra is only 1 account and 4 are neutral. there are also accounts that only give likes emoticons to posts and comments. The researcher found indications of hate speech in the comment column related to the postings of these fanpages. The researcher chose a pro comment and a contra comment on the fanpages' posts. In picture 3 above, it can be seen that the comment shows the agreement with these fanpages. However, these users respond to posts by using rude and disrespectful words like "Goblok and Tai" (means: Stupid and Shit). the word is categorized as the word hate speech. Besides the pro comments above, researchers also found contradictory comments on the posts of this fanpages. Facebook account named Edi Jupriyanto commented on the posts of this fanpages using images. In figure 4 there is a photo of Prabowo-Sandi as well as other political figures. Then, there was the writing "Coalition of Liars and Production Present Present". This commentary contains elements of hate speech, because the response made uses the words "shit". According to Javanese terms, kampret is a bat child. The researcher saw that each post containing elements of hate speech could provoke other users to comment with words or utterances of hatred.

At the level of media documents, researchers found that there are comment columns that can be used by other users to convey their arguments or opinions about posts on these fanpages, giving rise to pro and contra opinions. In addition, not only the comment column is used by other users to convey

their arguments and opinions. But, what about the comments expressed by other users, used to drop other individuals with speech of hatred through the messages conveyed in the comments field.

Based on the analysis, the researchers saw that the posts submitted by Facebook Fanpages 2019 Replace the President, always led to responses or comments from netizens both pro, contra and neutral. However, some posts and some comments still contain utterances of hatred, both in the form of written text, photos and images. In this context, researchers use levels on media objects to describe how Facebook users interact or engage in virtual space or on the online world. New technology and the presence of social media today can change the culture of account owners or other social media users. Seeing this change, it refers to users of social media to spread hate speech through mentions and comments.

4 CONCLUSION

From the results of the analysis and discussion about the utterances of hatred on social media with Netnographic Studies on Facebook Fanpages 2019 Change this President, it can be concluded as follows:

1. Facebook Fanpages 2019 Change the President is one of the fanpages that is used to spread hate speech on social media. Through its posts, these fanpages take action to express hate by responding to issues that are currently being discussed, and provoking other users to utter hate speech to certain parties.
2. Media documents contained on Facebook fanpages 2019 Change this President, has various kinds of information and posts in the form, photos, videos, images, memes, and also captions / statuses that contain utterances of hate. The content contained in this fanpages contains discussions about politics, race, ethnicity, religion.
3. In media objects that are on facebook fanpages 2019 Change the President, researchers see the interaction activity that occurs in other users in the comments column. The interactions that are carried out on users are by utilizing the facilities that have been provided by Facebook, namely in the comments column, by giving likes and shares to the posts that are on these fanpages.
4. At the level of media experience, researchers see that there is no match for answers from admin fanpages 2019 Change the President to

posts, and also from user comments on these fanpages. Admin fanpages said that "we have removed many comments that insult the opposition, because we consider them immoral, immoral and not accompanied by real facts and evidence", but what has been mentioned is very different. In this fanpages, researchers see that there are still many posts and comments that contain elements or are indicated by hate speech, so that they can provoke other users to take part in acts of speech hate.

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