

Hate Speech 2024 Presidential Candidates in Tiktok Account Comment Section from the Perspective of Social Media Literacy

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Abstract

This study aims to describe the types of hate speech and the meanings contained therein. The type of research is descriptive qualitative. The research data consists of words and sentences containing hate speech obtained from the TikTok accounts of Gerindra, Detik.Com, Nasdem, Tempo.Co, Kompas.Tv, Gerald Vincent, and Rian Fahardhi. The data sources in this study are comments from TikTok accounts. The data collection techniques used in this study are reading, documentation, and note-taking. Based on the research findings, the most common type of hate speech is insults, with 46 data points, followed by defamation (12 data points), unpleasant behavior (2 data points), provocation (2 data points), and the spread of false news (2 data points). The types of lexical meaning found were 15 instances, grammatical meaning 21 instances, conceptual meaning 15 instances, and associative meaning 14 instances.

Keywords: Hate Speech, Tiktok, 2024 Presidential Candidates, Social Media Literacy



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Introduction

Hate speech often emerges during campaigns, including the 2024 presidential election campaign. Hate speech is an expression or action that can be carried out by individuals or groups to express their feelings using provocative, inciting, or insulting language (Effendi et al., 2020:5). Hate speech is often a complex issue because it conflicts with the values of freedom of speech and protection of individuals or groups who are targeted (Sudaaryat, 2023:11). Many people use social media to express their views, even negative ones. With the increasingly modern development of communication facilities and infrastructure, we can see this from the increasing use of social media or internet content. Communication itself is the process of conveying thoughts by someone, either using symbols that are meaningful to both parties or using language to express what that person is feeling.

During the 2024 presidential campaign, many negative and hateful comments emerged on social media. Indonesian netizens frequently use TikTok accounts to express themselves. One such platform is TikTok, which allows users to create, edit, and share short videos, often accompanied by music and visually appealing effects. Their statements and comments sometimes carry negative or derogatory tones toward one of the presidential candidate pairs (paslon). This opinion is based on the fact that communication on social media occurs openly or publicly, as the app has a comment feature that makes it easy for anyone to share their opinions on what has been shared (Susanti, 2023:84). This

openness of the media is one of the triggers for the high tendency of certain individuals or groups to freely engage in hate speech.

The TikTok app can facilitate positive social interaction, but it also has the potential to create an environment where risky behavior and hate speech become commonplace. Hate speech committed by a person or group containing negative statements or expressions can damage the mental and psychological well-being of a person or group (Adolph, 2020:15). Hate speech itself can be expressed in various forms, such as provocation, blasphemy, insults, defamation, libel, and spreading false news (Christianto, 2018:3). The spread of hate speech on this app can be one of the fastest means of communication. We can see such negative content in everything from video posts to comment sections. Provocative and controversial content often receives more attention. This is because it can encourage users to engage in harmful behavior such as spreading hate speech against certain individuals or groups (C & Khaerunnisa, 2022:23-25). This impression is particularly strong during the campaign period from November 28, 2023, to February 10, 2024. Hate speech is sometimes based on dislike or apathy towards a candidate. Dislikes are usually expressed through actions or language, either verbally or in writing. Feelings of hatred are expressed through physical behavior, such as hitting, kicking, and so on (Cahyono, 2023:4).

The issue of hate speech against the 2024 presidential candidates deserves to be studied because hate speech tends to escalate in the run-up to elections, attracting significant attention from various parties. Diverse information can change the views of individuals and certain groups toward the presidential candidates of the Republic of Indonesia. Black campaigns also trigger hate speech, which then distracts the public's focus from the substance of the ideas or the capabilities and potential of the presidential candidates.

From an academic perspective, the issue of hate speech is one of the focuses of the field of linguistics known as semantics. Semantics refers to the meaning contained within linguistic units such as words, phrases, clauses, and sentences. According to J.L. Austin (Ratnasari & Prasetya, 2020:69), meaning is the interpretation contained in a utterance. Semantic meaning can be divided into several categories, including lexical and grammatical meaning, referential and non-referential meaning, denotative and connotative meaning, and conceptual and associative meaning. Pramuniati (2020:3) explains that lexical meaning is the meaning that corresponds to the results of our sensory observations, which leads many people to believe that lexical meaning is the meaning found in dictionaries. Muslich (in Safitri et al., 2022:1346) also states that grammatical meaning or functional meaning is the meaning that arises due to the function of a word in a sentence. Chaer (in Arsyad, 2020:281) also states that conceptual meaning is almost the same as lexical and referential meaning, meaning that it is the meaning that corresponds to the concept or referent of a lexeme. Associative meaning is the meaning that a lexeme or word has in relation to its connection with something outside of language.

Semantic studies help us analyze and understand meaning, including in hate speech. Researchers seek to examine the role of semantics in understanding hate speech using a semantic approach. Researchers can understand how the words used in these comments can influence the formation of hatred toward presidential candidates and their supporting groups.

This research is worth conducting for several reasons. First, hate speech is a common phenomenon and will continue to spread on social media. Previous research has focused on pragmatics and forensic linguistics, as seen in studies by Nani (2023), Safira (2018), and Putri & Rahayu (2024). Second, few studies have examined hate speech from a semantic perspective in the political context of TikTok. Previous research has primarily focused on other platforms like Twitter, as seen in the study by Pratiwi (2024). The third reason is that the researcher wants to see how hate speech on TikTok can shape negative perceptions of the 2024 presidential candidates and influence social polarization. Hate speech can worsen the political climate and undermine democracy if not managed properly. The fourth

reason is that the researcher chose presidential candidate pair 02 because Mr. Prabowo Subianto has often run for President of Indonesia. However, he has never been elected president, and many people do not support him for the presidency because of his advanced age. This study on hate speech is important given the prevalence of hate speech circulating online, particularly on TikTok, so it is necessary to understand the various types of hate speech. This will be useful for all of us, especially TikTok users, to map and understand hate speech.

Researchers are interested in studying hate speech against the 2024 presidential candidates in the comment section of TikTok accounts because, while previous studies have focused on the pragmatics and forensic linguistics of hate speech, few have examined it from a semantic perspective that analyzes the meaning of hate speech itself within the political context of TikTok. Most research on hate speech on social media has focused on Twitter, Instagram, and Facebook, while TikTok has been relatively unexplored. Furthermore, semantic analysis, lexical, grammatical, conceptual, and associative meaning studies are rarely linked to the phenomenon of hate speech on social media in the context of contemporary political dynamics in Indonesia.

These negative comments arise from hostility triggered by the spread of information that may not be accurate. Examples include comments such as “it’s clear that candidate pair 2 is empty” and “not voting for 02 will save Indonesia.” Therefore, the researcher focuses this study on the Indonesian presidential and vice-presidential candidates Prabowo Subianto and Gibran Rakabuming Raka in the context of the 2024 election campaign. This study will examine in detail the types of hate speech and the meanings contained in hate speech.

The above review highlights the research gap and the urgency of conducting a study on hate speech, as well as some previous studies on hate speech. The researcher focuses the study on the pair of Prabowo Subianto and his running mate Gibran Rakabuming Raka with the title “Hate Speech Against Presidential Candidates in the Comment Section of TikTok Accounts 2024”.

Methods

Qualitative research is a research method that focuses on understanding social phenomena from the perspective of participants, using research data in the form of sentences or narratives and in-depth descriptive analysis (Fazilah, 2023:259). The type of approach used in this study is descriptive qualitative to describe the types of hate speech directed at presidential candidate 02, Mr. Prabowo, and his running mate, Mr. Gibran, in the comment section of TikTok accounts in depth. The research period ran from March to April. Research data was collected during the campaign period, from November 28, 2023, to February 10, 2024. This timeframe is relevant and consistent with the research focus, which is the presidential and vice-presidential campaign period. The data sources in this study are TikTok account comments, including those from Gerindra, Nasdem, Tempo, Kompas, Detik Com, and political influencer accounts such as Gerald Vincent and Rian Fahardhi. The research data consists of words and sentences containing hate speech. This study uses the reading, documentation, and recording technique (Akbar, 2023:16). This technique aims to facilitate or assist researchers in identifying hate speech and analyzing data. The type of instrument used in this study is a content analysis guide, which serves to identify and classify comments containing hate speech on TikTok. Data collection requires triangulation. Data triangulation is a research method used to examine and improve the validity and reliability of research results (Somantri, 2021:58). The data triangulation process in this study uses two types of triangulation: source and time. Source triangulation is used to collect data from various sources to study the same phenomenon of hate speech in the research, while time triangulation is used by researchers to collect data on hate speech at different times to observe changes or consistency in the hate speech being studied. This is done to obtain samples that meet the criteria for data collection. In this

study, data analysis was conducted in three stages: data identification, data reduction, and conclusion drawing.

Results and Discussions

1. Results

A study on hate speech directed at the second presidential and vice-presidential candidates, Mr. Prabowo Subianto and Raka Buming Raka, on the TikTok app was conducted over a month in April. Some of the accounts sampled in the study included @gerindra, @kompas tv, @Gerald Vincent, @Nasdem, @Tempo, @Detik.com, and @Rian Fahardhi. Based on the results of the study conducted on the comment section of TikTok accounts, six forms of hate speech were identified, namely: (1) insults, (2) defamation, (3) offensive behavior, (4) provocation, (5) spreading false news. The semantic data found in comments containing hate speech were categorized into four types: (1) lexical, (2) grammatical, (3) conceptual, and (4) associative. The most prevalent form of hate speech was insults, with 46 instances, followed by defamation with 12 instances, offensive behavior with 2 instances, provocation with 2 instances, and the spread of false news with 2 instances.

2. Discussions

a. Jenis-Jenis Ujaran Kebencian

Table 1

Shows The Number Of Data Classifications Used In The Study, Namely: Insults, Defamation, Unpleasant Acts, Provocation, And The Spread Of False News.

No	Type of Hate Speech	Number
1.	Insults	46
2.	Defamation	12
3.	Unpleasant acts	2
4.	Provocation	2
5.	Spreading false news	2

The results of the study show that the most dominant type of hate speech found was insults, with 46 out of a total of 64 data points (72%). This number is quite interesting considering that this category is very dominant in the types of hate speech found. The study also shows that insults and unpleasant behavior often target personal dignity and the campaign program of candidate pair 02. Insulting words such as “stupid” and “idiot” can also be categorized as personally demeaning to Mr. Prabowo by targeting the intelligence or cognitive abilities of the candidate pair as president. Additionally, personal aspects are also highlighted and mocked by TikTok users. The campaign program is mocked by comparing it to a restaurant, and the campaign style is likened to a concert. Mr. Prabowo's past failure in managing the food estate program is used as an indicator that the free lunch program will also face similar issues, even though past failures do not guarantee future program failures. The campaign where Mr. Prabowo danced on stage was described as more like a concert than a campaign. However, on the other hand, the campaign team argues that this is a distinctive feature and image highlighted by candidate pair 02. The rejection of this netizen perspective is also firmly rejected by the national media outlet Kompas. Kompas frequently publishes articles supporting the nutritious food program (Nainggolan, 2024). This type of insult and unpleasant behavior aims to belittle or criticize (Pratiwi, 2024:140). In this study, there were 46 instances of insults, indicating a high level of insults from TikTok users toward candidate pair 02.

In terms of unpleasant behavior, netizens also used words that mocked the relationship between Mr. Gibran and the Constitutional Court judge. This family relationship became the

subject of sarcasm, suggesting that Mr. Gibran qualified as a vice presidential candidate through improper means. Gibran Raka Buming Raka is alleged to have qualified as a vice presidential candidate due to covert assistance from his uncle, who is a judge at the Constitutional Court. The perception of the illegitimacy of Gibran's candidacy as vice presidential candidate is reinforced by the fact that he is the son of the former president, Joko Widodo. Netizens suspect that Joko Widodo played a role in his son's nomination as vice presidential candidate.

Defamation data found points to personal attacks on Prabowo's background, undermining his credibility and leadership capacity as a presidential candidate, occurring 12 times. Allegations of paid campaigns and human rights issues during his tenure as Kopassus commander are also frequently linked to this nomination process. This view is also legally affirmed by Butar Butar (2023:80), who states that defamation that violates legal norms, as stipulated in Article 310 of the Criminal Code and Article 27(3) of the ITE Law, requires elements such as intentional intent, attacking honor or reputation, and public knowledge to be present. However, these failures do not have a strong connection to the presidential candidacy, so they should not be used as grounds for rejection or defamation of someone's character. Hate speech targeting Prabowo's background as a presidential candidate goes beyond mere criticism or opinion and constitutes an act that potentially meets the criminal elements of defamation under applicable law.

The type of provocation appears twice in TikTok comments. These comments target the integrity and way of thinking of 02, which are considered low and therefore need to be avoided to save the nation. This also triggers calls not to vote for 02 because he is considered unfit to be a presidential and vice-presidential candidate. This is evident in the provocative comment, "If you want to suffer, vote for Prabowo." This statement is propaganda to vote for another candidate (Widiyanarti, 2021:139). This aligns with communication practices aimed at instilling commands to perform negative actions, provoking anger, emotional violence, and manipulating public opinion to join in hating or opposing Mr. Prabowo as an unpopular candidate (Putri & Rahayu, 2024:53).

Two instances of fake news dissemination were found. The false news found points to a personal attack on Mr. Gibran as the second vice presidential candidate. The comments "fake diploma" and "are you aware that Gibran is using a communication device inside his jacket collar" directly state that Mr. Gibran committed fraud when running for vice president and during the vice presidential debate. However, this is not true because there is no evidence to support the claims about the fake diploma and the communication device. The dissemination of information without concrete evidence has led to public misunderstanding and created a negative perception of the victim (Pratama, 2023:54).

b. Jenis-Jenis Makna

This study also examines how data is interpreted. In this text, meaning is examined from four aspects: lexicographical, grammatical, conceptual, and associative.

No	Type of Meaning	Number
1.	Lexical	15
2.	Grammatical	21
3.	Conceptual	15
4.	Associative	14

The explanation of lexical and conceptual meanings above mostly uses lexemes that have fixed meanings or are consistent with the dictionary. This can be seen in the following data: "dungu, tholol, president, healthy, and physical." These comments show the use of basic words with fixed meanings. This is a characteristic of lexical meaning (Purwanti, 2022:711). In a study

conducted by (Sugiantomas et al., 2020:6), it is explained that lexical and conceptual meanings can be understood from their fixed nature without requiring context from outside the language.

Furthermore, there is grammatical meaning, with the dominant data found being transitive verbs with objects and affixes such as {-di, -ter, -se, -peng, -pe, -nya, -kan, -an, ke-an, per-an, meN-kan, di-in}. The results of Milawati's analysis (2022:147) also explain that grammatical processes are formed from changes in basic lexical meanings to meanings related to processes, states, and syntactic relationships. Verbs are also used to describe actions or states that are occurring.

Lastly, there is associative meaning, where all the data found points to a context of belittling the victim by using symbols to express the actual meaning. The data is not provided to describe the actual meaning but to explain the object being discussed. The word "dog" in this context does not refer to a four-legged mammal but is interpreted as Prabowo's father. The word "infant" in this context does not refer to a child under the age of majority but is interpreted as Prabowo's father because he is perceived to behave like a child. Then all the data is included as affective meaning, because all the words and phrases found in the hate speech comments point to something negative, meaning that in terms of hate speech, the individuals who made the comments intended to insult and demean their victims. This explanation aligns with the research findings (Muzdalifah et al., 2023:283), where associative meaning is characterized by words that have meanings beyond their dictionary definitions in their language, and is also marked by the emotional value inherent in the words or phrases.

Conclusion

Based on the results of the data analysis presented, a total of 64 instances of hate speech targeting presidential and vice-presidential candidates Mr. Prabowo Subianto and Mr. Gibran Raka Buming Raka were found in the comment section of TikTok accounts. Insults were the most prevalent type of hate speech, accounting for 46 instances (71.8%). Netizens often insult Prabowo from the perspective of his past, which is linked to human rights violations. Additionally, the campaign platform of the 02 ticket is also frequently targeted for insults. Gibran's connection to former President Joko Widodo also often receives negative attention from netizens. Meanwhile, when looking at the choice of words, the words that often appear in this category are: "joget" (dance), 'kosong' (empty), and "dungu" (stupid).

Defamation is the second most dominant data in this study, as evidenced by the discovery of 12 data points. Allegations of campaign fraud are often directed at candidate pair 02. Additionally, allegations of money politics in the campaign process are frequently aimed at Mr. Gibran. Furthermore, allegations regarding the ambition of 02 to become president and vice president. When examining the choice of words, terms frequently appearing in this category include: "pay" and "money."

On the other hand, unpleasant acts, provocation, and the spread of false news each only have 2 data points (0.03%). Data on unpleasant acts point to insults directed at the Constitutional Court, which is said to have helped Mr. Gibran qualify as a vice presidential candidate. The vocabulary frequently appearing in this category is "MK." The type of provocation often targets calls not to vote for 02 because of their free lunch program. Furthermore, the type of spreading false news is always directed at the issue of Mr. Gibran committing fraud when running for vice president. Among them are false news about his fake diploma and using information-gathering devices during the vice presidential debate. Hate speech can also influence public perception of Mr. Prabowo Subianto and Gibran Raka Buming Raka. Additionally, in terms of meaning, TikTok account users employ indirect language and explicit language that constitutes hate speech. Often, such speech targets the campaign platform of candidate pair 02, the backgrounds of Prabowo and Gibran, and their intellectual capabilities.

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