

**ANALYSIS OF HATE SPEECH AGAINST A K-IDOL ON SOCIAL  
MEDIA: AN APPRAISAL APPROACH ON NETIZEN TALK'S**



**An Undergraduate Thesis**

**Submitted as a partial fulfillment of the requirements**

***For Sarjana Sastra Degree***

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**ENGLISH LITERATURE STUDY PROGRAM**

**FACULTY OF CULTURAL SCIENCES AND COMMUNICATION**

**UNIVERSITAS MUHAMMADIYAH PURWOKERTO**

**2024**

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**An Undergraduate Thesis**

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**Have been examined and approved by the Board of Examiners as one the requirement for Sarjana Sastra degree on 1 August 2024**

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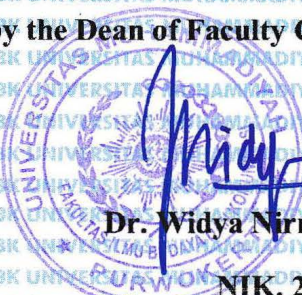
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## MOTTO

It's not always easy, but that's life

Be strong because there are better days ahead.



## DEDICATION

I would like to dedicate my thesis to myself and my loving parents



## ACKNOWLEDGEMENTS

Alhamdulillah rabbil'alammin all praise and Thanks to Allah SWT, for blessings and guidance that always make it easy in all my affairs. This thesis entitled "ANALYSIS OF HATE SPEECH AGAINST A K-IDOL ON SOCIAL MEDIA AN APPRAISAL APPROACH ON NETIZEN TALK'S" has been carried out through a long process. Therefore, I would like to thanks to:

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## ABSTRACT

Suryani Dewi. 2009010038, 2024: ANALYSIS OF HATE SPEECH AGAINST A K-IDOL ON SOCIAL MEDIA: AN APPRAISAL APPROACH ON NETIZEN TALK'S” Skripsi, Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

This research focuses on hate speech on social media against K-Idol Sulli by using Martin and White's (2005) appraisal theory to explore the language system in hate comments from the point of view of linguistic aspects. This study specifically focuses on one aspect of appraisal, namely attitude, which refers to an individual's evaluation or assessment of an object, event, or situation that includes cognitive, affective, and behavioral components. The purpose of this study is to find out what types of Attitude can be found in hate speech by providing a comprehensive understanding of how attitudes towards hate speech are formed, by the factors that influence them. And also, to find out the impact of hate speech on Sulli as a K-Idol and other individuals who have social media. The methods used in this research are qualitative and descriptive methods to analyze hate speech on social media against K-Idol Sulli. A total of 70 hate comment data were taken from Sulli's Instagram account @Jelli\_Jilly and her YouTube channel @JinriMarket. The analysis showed three aspects of attitude in the hate comments: Affect, Judgment, and Appreciation. In the Affect category, 16 data were found; in the Judgment category, 44 data were found; and in the Appreciation category, 10 data were found. The findings show that the Judgment category is the most dominant in hate speech. This research provides an in-depth insight into the distribution and characteristics of attitudes in hate speech, which can be used to develop more effective intervention strategies in dealing with this problem.

**Keywords:** Appraisal theory, Attitude, Hate speech, K-Idol

## INTISARI

Suryani Dewi, 2009010038, 2024: ANALYSIS OF HATE SPEECH AGAINST A K-IDOL ON SOCIAL MEDIA: AN APPRAISAL APPROACH ON NETIZEN TALK'S” Skripsi, Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Penelitian ini berfokus pada ujaran kebencian di media sosial terhadap K-Idol Sulli dengan menggunakan teori appraisal dari Martin dan White (2005) untuk mengeksplorasi sistem bahasa dalam komentar kebencian dari sudut pandang aspek linguistik. Penelitian ini secara khusus berfokus pada salah satu aspek dari appraisal, yaitu Attitude, yang mengacu pada evaluasi atau penilaian individu terhadap suatu objek, peristiwa, atau situasi yang mencakup komponen kognitif, afektif, dan perilaku. Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis Attitude apa saja yang terdapat pada ujaran kebencian dengan memberikan pemahaman yang komprehensif mengenai bagaimana sikap terhadap ujaran kebencian terbentuk, dengan faktor-faktor yang mempengaruhinya. Dan juga untuk mengetahui dampak ujaran kebencian terhadap Sulli sebagai K-Idol dan individu lain yang memiliki media sosial. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dan deskriptif untuk menganalisis ujaran kebencian di media sosial terhadap K-Idol Sulli. Sebanyak 70 data komentar kebencian diambil dari akun Instagram Sulli @Jelli\_Jilly dan channel YouTube-nya @JinriMarket. Hasil analisis menunjukkan tiga aspek Attitude dalam komentar-komentar kebencian tersebut: Affect, Judgment, dan Appreciation. Pada kategori Affect, ditemukan 16 data, pada kategori Judgment, ditemukan 44 data dan pada kategori Appreciation, ditemukan 10 data. Temuan tersebut menunjukkan bahwa kategori Judgment adalah yang paling dominan dalam ujaran kebencian. Penelitian ini memberikan wawasan yang mendalam mengenai distribusi dan karakteristik sikap dalam ujaran kebencian, yang dapat digunakan untuk mengembangkan strategi intervensi yang lebih efektif dalam menangani masalah ini.

**Kata kunci:** Teori penilaian, Sikap, Ujaran kebencian, K-Idol.

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