

CHAPTER I

INTRODUCTION

A.1 Background of the Research

Social media is marketing and communication where everyone can interact with others and exchange ideas, views, and experiences. It is a type of digital media that allows users to produce and distribute content to audiences. According to a book entitled *Social Media 101: Tactics and Tips to Develop Your Business Online* states that "social media is a set of communication tools that contain various possibilities for the creation of new forms of interaction styles" (Brogan, 2010). Social media now plays an important role in everyday life. We are encouraged to keep in touch with friends and family who live far away thanks to social media. This makes it easier for us to interact with others who share the same interests. Today, almost everyone uses social media daily to discover interesting things, communicate with others about ideas and thoughts, and gain more insight into global events. Social media facilitates communication and information exchange between users online, learning new language styles from newly encountered environments in social media environments makes language the foundation that enables social media users to interact, convey ideas, and build relationships in these online environments, underscoring the important role of language in facilitating communication and information exchange in the digital age.

Communication will be established on social media due to the existence of diverse languages and cultures, therefore language provides an important role in social media. Language and communication are related because communication is the act of using written or spoken language to exchange ideas opinions, information, or messages. Effective communication requires a strong understanding of language and the ability to use it to achieve the desired goals because language is a tool used in communication to understand and communicate the meaning to be conveyed. The meaning of language itself is based on the opinion of (Sapir, 1921) "Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires through a system of voluntarily produced symbols". The existence of language that makes a conversation or social interaction on social media almost directly correlates with the increase in hateful comments that abuse social media platforms. Hate speech uses language that is harsh enough to insult and target certain people or groups. It is important to identify the language present in each of these malicious and harmful comments to evaluate them based on the point of view of a particular group or individual.

Social media gives fans and celebrities a huge platform to communicate and support each other while promoting their art. The entertainment sector can use social media to interact directly with fans, develop a large following, and raise its profile internationally. Today, various social media platforms are widely used, including Instagram and YouTube. Social media not only allows people to communicate but also allows users to leave positive and negative comments. According to (Jeremy Harris Lipschultz, 2020) Social media is the rapid spread of

information, even when it is wrong. Social media can tolerate abusive behavior and hurtful comments without immediate repercussions. As a means of communication, social media is essential in promoting equality, diversity, tolerance, respect, and nondiscrimination. In addition to social media communication, hate speech has recently found a new platform to spread hate speech or write negative comments on social media and the Internet, whose popularity and widespread use allow some content to reach the largest possible audience. Thus, it is clear that social media is widely misused to trivialize diversity and spread bigotry and intolerance.

Because of the freedom of speech on social media, people do not hesitate to express hate speech in a post or news article on social media because there is freedom of speech or commenting there. Due to the anonymity of social media, many users feel comfortable saying anything- even profanity and insults-without worrying about others knowing who they are. In addition, the targets of their defamation are individuals they do not know well, which reduces the intensity of their guilt. A historian named Timothy Garton Ash (2016) examines freedom of speech in a broad global context, (Garton Ash, 2016) argues that "freedom of speech on social media is part of a fundamental human right, but also highlights the challenge of maintaining a balance between individual freedom and protection against the spread of false or harmful information". Because of the freedom of speech and comments on social media, language indirectly plays an important role in conveying hate speech, which is often expressed through the use of words or expressions that discriminate, demean, threaten and insult a group or individual.

This demeaning use of language creates an intolerant environment and has serious negative impacts on the group or individual targeted by hate speech. Therefore, understanding and addressing hate speech involves a careful assessment and understanding of how language is used and how it can have an impact.

Freedom of speech and language on social media indirectly leads social media users to spread hate speech against individuals or groups. Hate speech involves vilification of individuals or groups based on their race, ethnicity, religion, gender, sexual orientation, or other significant aspects of their identity. It includes any communication that has the potential to harm the social standing or psychological well-being of members of these groups (Jeremy Waldron, 2012) Hate speech is defined as any communication activity, both individual and collective, that takes the form of insults, or defamation, libel, unpleasant actions, provocation, incitement, or dissemination of false information. All of the aforementioned actions aim to incite or potentially incite acts of violence, discrimination, and violence resulting in death, or social conflict. on social media today it has become commonplace for many people to insult others while pretending to criticize. They claim that they are trying to correct whatever the person receiving the criticism feels is not right. Unfortunately, this so-called criticism is no longer constructive and sometimes turns into insults. Moreover, insults and other harsh comments can quickly influence the opinions of others who read them. As a result, there is a tendency to "jump on the bandwagon" which leads some internet users to post critical comments just to look good, get a

lot of support, or follow a trend without understanding the core of the issues and problems.

The impact of hate speech on victims is very influential for victims who receive hate speech. This is because social media is a public forum where hate speech posted there can be seen by many people, especially social media users. This results in social pressure, stress, trauma, and even suicide. Hate speech is speech that demonizes, harasses, intimidates, or incites hatred against a person or group based on characteristics such as race, ethnicity, religion, gender, or sexual orientation (Brison, 2018) Hate speech hurts a person's psychology, resulting in low self-esteem, sadness, and depression. In addition, the victim experiences social anxiety which is included in the impact of hate speech. As a result, the victim will decide to withdraw from the social environment, swear at home, and stop communicating. similar to what happened to the previous f(x) member, Choi Sulli. Therefore, internet users should pay more attention to the words they want to express and be careful when voicing opinions in the comment section.

Choi Jinri, better known as Sulli, is a former member of f(x) formed by SM Entertainment, one of the largest agencies in South Korea. Apart from being an idol, Sulli is also an actress, she often plays Korean movies or dramas because she has very good acting so it's no wonder that she often plays movies and dramas compared to her groupmates in f(x). Then she is also an amazing model, she has an ideal body and a beautiful face so she is very suitable to be a model, she can be said to be perfect but that perfection does not make her happy. She often gets hate speech on social media which makes her feel insecure and depressed. then On

October 14, 2019, Korean media announced the death of Sulli by releasing news on television and in articles. CNN is one of the articles that released the news of his death with the title "Sulli, 25-year-old K-pop star, found dead at home in Seongnam, South Korea" (J Kwon, 2019) according to the article he was found dead at his residence in the Seongnam area, Gyeonggi Province, South Seoul. Her body was found by her manager at around 3:21 pm local time. South Korean police stated that this was a suicide case.

Often the target of hate comments on social media, Sulli f(x) received hate speech, many people insulted her body and career, and quite a few comments told her to commit suicide. This was made clear by several Korean media and international media which wrote articles in the form of news about Sulli's suicide case because of the hate speech she received, such as the international media CNA (Steven Borowiec, 2019) wrote a news article with the title "Who really killed South Korean celebrity Sulli?". The news article stated that Sulli was the Target of Online Vitriol, according to the news article "It's no secret that Sulli has suffered from depression. For years, she has been the target of hateful slander and malicious comments on social media from netizens who disapprove of her public personality". The comments that appear are one of the researchers' interests to record and analyze linguistic phenomena in each interaction and identify them based on the point of view or theory to be used. The researcher focuses more on comment columns that contain hate speech and brings up various meanings and types of linguistic discourse expressed by account users in the comment column on this social media. on social media, many social media account users write

comments with various kinds of language that are intertwined as a communication. The discourse discussed here is a series of language, words or speech acts that convey ideas in a structured manner using Appraisal theory.

According to a study (Aisah et al., 2023) about hate speech in ITE LAW the research conducted using the Appraisal analysis Framework Martin and White concluded that Hate Speech is mostly used through the composition of Appraisal on Attitude. This research shows that the dominant attitude in the appraisal system of evidence is appreciation, with mostly negative attitudes. Other elements of hate speech are mostly appreciated through the Appraisal of Attitude and Impact compositions. The object of assessment does not only apply to human behavior but also to entities or processes. This can be seen from the appraised and appraiser items which consist of parts of the elements of hate speech such as intent, information, and comments of the accused.

By using the Appraisal approach of Martin and White (2005), the researcher hopes to find out and identify the attitude of interaction and comments that appear on forum sites on social media. Appraisal theory is a development of Systemic Functional Linguistics (SFL) theory in the realm of interpersonal meaning, where a text or a conversation can be analyzed by identifying the "meaning" or "message" that the author or speaker wants to convey. By looking at this phenomenon, the research that will be conducted by the author will be directed to identify the form of clauses or phrases that indicate the evaluation of the three devices mentioned earlier, namely Affect, Judgement, and Appreciation.

Appraisal theory was developed by (J. R. Martin, 2005) to examine how language is used to convey evaluation or judgment of an event, object, or person. This appraisal theory involves analyzing language to understand how speakers express feelings, attitudes, or judgments toward something. It also analyzes the meanings used by texts to convey positive or negative judgments. Appraisal theory is a set of theories that state that it is the understanding or evaluation of situations by individuals that determine the emotions they feel. In this theory, emotions are considered to be the result of the appraisal process, which is the process of assigning value to several appraisal factors such as goal relevance, goal congruence, unpredictability, control, and other influences. This theory provides an understanding of how emotions are formed and given, which enables the use of this theory in the analysis of human emotions and communication. Appraisal theory influences human emotions in a way that a person's evaluation or appraisal of a situation will determine the type of emotion they feel in response. The theory emphasizes that a person's emotions are triggered and differentiated based on the individual's subjective evaluation of the situation. As such, appraisal theory provides an understanding of how individuals respond and feel emotions based on their cognitive appraisal of a situation or event.

This research aims to examine hate speech directed at Choi Sulli in social media comments which led to depression and suicide. This research uses the Appraisal theory (2005) proposes that every time someone speaks a language, there is an assessment of something conveyed either orally or in writing, which will be used as an assessment approach in this research. In addition to opening

new vistas for interpersonal understanding, appraisal theory offers analytical tools to help readers better understand problems with evaluative resources and the negotiation of intersubjective positions. By using appraisal theory in this research, analyzing comments can understand how speakers evaluate something, as well as how they articulate, negotiate, and naturalize the language resources they use.

In this research, the researcher only limits the research object to the Attitude aspect. As a brief overview, Attitude is an evaluation of an object/value of an item (Appreciation), a person's character (Judgement), and feelings (Affect). The research that will be carried out by the researcher aims to identify forms of attitude that appear in comments on social media. This research uses the theory of J.R Martin and White regarding the System of Appraisal. Using this theory helps the researcher to better understand how language is used to convey subjective values in various communication contexts. It can also help identify how people's comments convey hatred, condescension, or prejudice through word choice and sentence structure. This can provide in-depth information regarding the motives and impacts of hate speech.

A.2 Problem of the Research

- 1) What are the forms of appraisal found on the comments?
- 2) What is the impact of hate speech on social media on Sulli as a K-Idol?

A.3 Objective of the Research

- 1) To identify the form of appraisal in comments on social media
- 2) To explain the impact of hate speech on Sulli as a K-Idol and the community in the social media environment

A.4 Significance of the Research

To find out and identify the language used in hate speech in comments on social media. With this research which uses the appraisal theory developed by Martin and White (2005), the researcher can evaluate and assess certain entities or events that may trigger hate speech. This can help in a deeper understanding of the Attitude characteristics of hate speech. Appraisal theory emphasizes emotional assessments and attitudes towards an event or object. This research aims to identify the type of emotional assessment that drives hate speech, such as anger, dissatisfaction, or fear. This understanding is important to detail the emotional factors that may be the main driver in the production of hate speech.

A.5 Limitation of the Research

In this research, the researcher only limited the research object to the Attitude aspect. At a glance, Attitude is an assessment of an object/value of an object (Appreciation), a person's character (Judgement), and feelings (Affect). The research that the author will carry out aims to identify forms of attitudes that appear in comments on social media, and this research uses the theory Martin and White (2005).

A.6 Definition of the Key Terms

A.6.1 Hate Speech

Hate speech is written speech or actions aimed at hurting, degrading, or inciting hatred against individuals or groups. Hate speech can appear in various forms including harsh words, negative stereotypes, threats, and even verbal violence. Hate speech is considered a detrimental action because it can make

people feel hurt, insecure, and disadvantaged and can cause people to treat other people unfairly or even hurt them. Hate speech involves communication that discriminates, insults, or mocks individuals or groups based on race, ethnicity, religion, or sexual orientation (J. Richard Stevens).

A.6.2 Media Social

Social media is a digital platform that provides facilities for carrying out social activities for each user. Some activities that can be carried out on social media include communication or interaction, as well as providing information or content in the form of writing, photos, and videos. Social media plays an important role in all levels of society, from sending messages to friends, and sharing information, to searching for information that is currently viral in society. The existence of social media in today's society has provided enormous benefits. However, something that has a high positive impact does not rule out the possibility of having a high negative impact as well. Therefore, it is important to use social media wisely.

A.6.3 Choi Sulli

Choi Jin Ri better known as Choi Sulli is a singer, actress, and model from South Korea. She first started her career as an 11-year-old child actress who starred in dramas in 2005. Her career as a singer started with her debut with the group f(x) which is under the management of the SM Entertainment agency. Sulli is one of those female K-pop idols who rebelled against the K-pop world. What makes her stand out is her outspokenness - a trait that is not common among K-pop stars, who are often very private about their lives and thoughts. The K-pop

industry is also known for the pressure it puts on its idols to maintain a good image. Female K-pop stars are expected to be cute and pretty while conforming to public acceptance. Sulli does not fit this mold. She is someone who deliberately raises her voice and wants to be heard," (Yvette Tan and Wonsang Kim, n.d.). In 2015, she officially left the group that had made her name. Initially, the agency announced that she was leaving f(x) due to mental and physical health reasons plus the malicious comments she continued to receive. Sulli often received hate speech on social media which made her feel insecure and depressed and eventually decided to commit suicide in 2019.

A.6.4 Appraisal

According to (J. R. Martin, 2005) appraisal is a set of resources used by writers to indicate their voice concerning the viewpoints presented and possible reactions to those views. Appraisal theory focuses on the linguistic resources used in expressing, negotiating, and internalizing certain inter-subjective positions and ultimately ideological positions. This theory is more specifically concerned with the language of evaluation, attitudes, emotions, and resources that explicitly position text proposals and propositions interpersonally. Thus, appraisal theory helps in understanding how writers or speakers express their evaluations, attitudes, and emotions through their texts or utterances. (J. R. Martin, 2005) research on appraisal focuses on the appraisal system used to express, negotiate, and internalize certain inter-subjective positions and ultimately ideological positions. This appraisal system consists of three main aspects, namely Engagement, Attitude, and Graduation.

A.6.5 Attitude

In Martin and White (2005), Attitude refers to a subsystem of evaluative meaning that positions message recipients to adopt a positive or negative view of an experimental phenomenon or a proposition about that phenomenon. The attitude is related to feelings, both from the emotional side, some character, and evaluation of something. These subsystems are divided into three main types:

- (1) positive/negative assessment presented as an emotional reaction (affect)
- (2) positive/negative assessment of human behavior and character by referring to ethics/morality and other conventionalized or institutionalized norms (judgment)
- (3) assessment of objects, artifacts, texts, situations, and processes in terms of how they are given social value (Appreciation). Thus, in terms of aesthetic quality, potential harm or benefit, value of benefits, social meaning, and so on. These three higher-level categories are then subdivided into finer subcategories.

A.7 Organization of the Research Report

This research consists of five chapters which are arranged systematically below:

Chapter I: INTRODUCTION

This chapter consists of the Background of the research, Problems of the research, Objective of the research, Significance of the research, Limitations of the research, Definition of the key terms, and the Organization of the research report.

Chapter II: REVIEW OF LITERATURE

This chapter consists of two sections, a theoretical framework and a review of related research. On theoretical framework contains the definition of the theories

used. The review of related research consists of the research that has similarities with this thesis.

Chapter III: RESEARCH METHOD

This chapter deals with research design, data and source of the data, the method of collecting the data, how the technique of collecting the data, and the method of analyzing the data.

Chapter IV: DATA ANALYSIS

This chapter is about the description of the data, data analysis, and the discussion. This chapter elaborates and discusses the topic of the research. The topic this data research that was analyzed is Analysis of Hate Speech Against K-Idol on social media: An Appraisal Approach on Netizen Talk's

Chapter V: CONCLUSION

This chapter is the final part of the analysis, which consists conclusion and suggestions. This final chapter aims to summarize the entire discussion and analysis. It consists of the conclusion of the whole research and few suggestions about the analysis.