Analysis of Hate Speech in Howard Stern Show

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ABSTRACT

The phenomenon of hate speech is increasingly widespread in the digital era, due to the increasing number of people expressing opinions, suggestions and criticisms through internet platforms. This study aims to elucidate the types of hate speech, to evaluate realization and explain the reason of hate speech in Howard Stern Show Instagram comments. This study used a descriptive qualitative method using the theory of types of hate speech by Mondal (2017) and realization or intentions by Kreidler (2002). The research data are in the form of comments from the Howard Stern Show Instagram account. This research shows that there were 71 data that have been found, from all the data there were 5 types of hate speech out of 10 types, namely 29 comments (40,8 %) for type of Behavior, 16 comments (22,5%) for type of Physical, 5 comments (7,0%) for type of Sexual Orientation, 2 comments (2,8%) for type of Class and 19 comments (26,7%) for type of other. However, for the realizations or intentions of hate speech, all comments contain all intentions that can be categorized. There were 24 comments (33.8%) with the intention of mocking, 4 comments (5.6%) with the intention of accusing, 2 comments (2.8%) with the intention of blaming, 34 comments (47.9%) with the intention of insulting and 7 comments (9.9%) for the intention of insinuating. In general, the reasons someone gives hate speech was due to three things namely in the commentator there is negative prejudice against certain people or groups, then hate speech can come from someone who has trolling behavior, and finally hate speech is also driven by conditions in the internet world. Therefore, it was concluded that there were many comments containing hate speech in the comments column in one of Howard Stern Show's Instagram posts.

Keywords:

Hate Speech, Howard Stern Show, Instagram

INTRODUCTION

The phenomenon of hate speech is increasingly widespread in the digital era, due to the increasing number of people expressing opinions, suggestions and criticisms through internet platforms. Hate speech also defined as negative speech directed at members of a group or class expression of the speaker's intense or extreme feelings, affection or hatred (Brown, 2017). Hate speech also designed to insult, exclude, threaten, or discriminate against members of a group based on a person's race, gender, religion, nationality, sexual orientation, national origin, resulting in negative and harmful oppression (Schulzke, 2016). Such as utterances in the comments column that are not good directed at a person or group. This hate speech arises because there is something bad related to the content of uploads on Instagram.

Knowing this phenomenon, this research aimed to finding the types, the realizations or intentions and the reasons why somone uttered hate speech in the Howard Stern Show Instagram account, especially in the comments column of one of the video posts. The video was uploaded on April 23, 2022. These comments were taken from 18 September 2022 to 24 September 2022. This post marks two others Instagram accounts, namely Adam Levine and Jesseroyal. This post contains a video where Adam and Jesse cover a song called "Don't Let Me Down" by The Beatles. Research on hate speech is very useful in preventing a person or social media user from conveying excessive speech, which is considered to have a negative impact on a person's physical or mental condition.

METHOD

This research is conducted using a qualitative descriptive method. This study use the theory of Mondal, et al (2017) to find out and determine the types of hate speech, and Kreidler (2002) to find out the realizations or intentions of the hate speech.

FINDINGS

1. The Types of Hate Speech in Howard Stern Show Instagram Posts

Table: 1 Types of Hate Speech in Howard Stern Show Instagram Posts

No	Types of Hate Speech	Frequency	Percentage (%)
1.	Behavior	29	40,8 %
2.	Physical	16	22,5 %
3.	Sexual Orientation	5	7, 0 %
4.	Class	2	2,8 %
5.	Other	19	26,7 %
Total		71	100%

There were 71 data found which were 29 comments (40,8 %) for type of Behavior, this type was more dominant than the other types because the thing that made Adam hated by many people was his behavior of having an affair. Furthermore 16 comments (22,5 %) for type of Physical, in this type many netizens commented on Adam's body, some blasphemed his voice, brain, and even his whole body which was considered absurd. There were 5 comments (7,0 %) for type of Sexual Orientation, in this type comments were found related to Adam who was considered a rapist, whore and others related to sexuality. And there were 2 comments (2,8 %) for type of Class, this type is the least type, because netizens do not discuss Adam's social status but discuss behavior and others. The last there were 19 comments (26,7 %) for type of Other, this type is the second type which was more dominant because there are many hate comments that were not classified as other types, so these comments were included in the Other type.

2. The Realizations of Hate Speech in Howard Stern Show Instagram Posts

Table 4.2 Realizations of Hate Speech in Howard Stern Show Instagram Posts

No	Realizations (Intentions) of Hate Speech	Frequency	Percentage (%)
1.	Mocking	24	33,8 %
2.	Accusing	4	5,6 %
3.	Blaming	2	2,8 %
4.	Insulting	34	47,9 %
5.	Insinuating	7	9,9 %
	Total	71	100%

There were 24 comments (33.8%) with the intention of mocking, comments with the intention of mocking were found in the comments column because many netizens hated Adam so they gave utterances that were considered funny but had negative meanings. And then there were 4 comments (5.6%) with the intention of accusing, this intention was not found much in the comments column because there were only a few netizens who poured out their emotions and suggestions for the mistakes Adam had made. There were 2 comments (2.8%) with the intention of blaming, comments with the intention of blaming referred to Adam who intended to name his child with the name of his mistress, so that netizens blamed this action. However, these comments did not dominate in the comments column so that researcher only found two comments with the intention of blaming. Then, there were 34 comments (47.9%) with the intention of insulting, comments with insulting intent were more dominant than the other intentions because many comments contained impolite words and could make Adam ashamed of these comments. The last there were 7 comments (9.9%) for the intention of insinuating, comments with intention of insinuating were not found much in the comments

column, only there were some comments that contained sentences that have bad meanings.

3. The Reasons of Hate Speech in Howard Stern Show Instagram Posts

Based on the research that had been done, it can be concluded that there were several reasons why someone makes hate speech, especially in the comments column on Howard Stern Show's Instagram posts related to Adam Levine. In general, the reasons someone gave hate speech were due to three things namely in the commentator there was negative prejudice against certain people or groups, then hate speech could come from someone who has trolling behavior, and finally hate speech is also driven by conditions in the internet world (Internet/world cyberspace allows someone to find anonymity, where someone will be more courageous and free to issue hate speech to convey their views and feelings).

DISCUSSION

Based on the findings, the most dominant type is Behavior (40.8%), while the most dominant intention is Insulting (47.9%). There was a relationship why the types of hate speech Behavior and Insulting were the most used by Instagram users. This is because commenters or Instagram users really don't like Adam's behavior, such as having an affair with Sumner, which could be categorized as a type of hate speech Behavior by Mondal (2017) and finally uttering bad words in the form of insulting as categorized as intentions of hate speech by Kreidler (2002).

In this research, the focus was more on developing previous research, not only by identifying the types of hate speech on Instagram but also the intention of hate speech and why someone might gave hate speech on social media. Commenters or Instagram users in this study mostly insulted Adam

Levine because of his behavior or attitude who had done bad things such as having an affair and being considered a cheater, loser and so on.

CONCLUSIONS

After analyzing the data, the conclusions from the results of this study are:

1. There were five types of hate speech in Instagram comments on Howard Stern Show posts related to Adam Levine. There were 71 data found which were 29 comments (40,8 %) for type of Behavior, 16 comments (22,5 %) for type of Physical, 5 comments (7,0 %) for type of Sexual Orientation, 2 comments (2,8 %) for type of Class, 19 comments (26,7 %) for type of Other.

2. There were five realizations or intentions of hate speech from 71 data found in Instagram comments on Howard Stern Show posts dealing with Adam Levine. There were 24 comments (33.8%) with the intention of mocking, 4

comments (5.6%) with the intention of accusing, 2 comments (2.8%) with the intention of blaming, 34 comments (47.9%) with the intention of insulting and 7 comments (9.9%) for the intention of insinuating.

3. There were several reasons why someone gave hate speech. First, hate speech could occur because in the person of the commentator there was negative prejudice towards a particular person or group. Second, hate speech could come from someone who has trolling behavior. Lastly, hate speech was also driven by conditions in the internet world.

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