



Analysis of Hate Speech for the 2024 Election on Instagram Account @Bengkuluinfo

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Abstract

General elections (elections) are one of the political events that affect a country's social and political dynamics. In Indonesia, social media has a vital role in shaping perceptions and providing information to the public regarding issues related to elections. This study aims to investigate the influence of mass media elections on the issue of the 2024 Election in Bengkulu City. The research method used is qualitative, and interviews and observations of informants about using social media in the 2024 election on the @bengkuluinfo Instagram account were conducted. The results of this study show a variety of opinions on this social media, from strong support for specific candidates to skepticism about the integrity of the election process. This study explains views on political issues, including the use of social media, especially in the context of the 2024 election. In addition, the results of this study also provide input for related parties, including social media users and election institutions

Keywords: Strategy, Journalists, Tras.id, News

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INTRODUCTION

Social media is an application that functions as a communication intermediary between speakers and speaking partners that can be done anytime and anywhere. Social media can also be connected to the internet. According to the Great Dictionary of the Indonesian Language (KBBI), social media is a page or application that allows users to create and share

content or get involved in social networks. Online media is a tool that changes the pattern of information dissemination from previously broadcast *media monologue* (one to many audiences) to social *media dialogue* (many audiences to many audiences) (Elshendy et al., 2018). The presence of social media such as Facebook, Instagram, Twitter, YouTube, WhatsApp, and others indicates the need for the public to obtain fast and accurate information and establish virtual remote communication (Manca et al., 2021). Currently, it is undeniable that many people at large have used social media (Rainbow et al., 2024). Even so, not a few also use social media to do harmful things or harm many people, such as, for example, spreading untrue news or hoaxes and spreading videos of acts of violence and immorality. What is also worth noting is that there are still many social media users who always comment arbitrarily without paying attention to the situation and the delivery of words that are thrown using words that are not polite and even inappropriate in language, and that will hurt other users, especially if they are seen and consumed by minors who have social media (Mohammadyari & Singh, 2015).

Social media has been used and utilized by various groups, such as children, teenagers, and adults, such as Instagram. Instagram is one of the most popular social media platforms today. Instagram is derived from the word "instant" or "install," and also "gram" is taken from the phrase "teleg."m". From the combination of the words, it can be interpreted that Instagram is an application to send information quickly, namely in the form of photos, managing pictures, editing photos, and sharing (Sharing) with other social networks. Instagram is a photography-based social networking service. This social media application was inaugurated on 6 October 2010 by Kevin Systrom and Mike Krieger and was recorded to reach 25 thousand users on the first day. Nowadays, Instagram has proliferated (Machin-Mastromatteo, 2021). The reason for the rapid growth of Instagram is that this application offers various features to its users. The advantages of the feature include ease of uploading photos. The uploaded photos can be obtained directly through the camera or mobile phone album. This feature makes it very easy for users to upload photos. In addition, Instagram also offers and provides various effects that can be used to adjust the coloring of the images you want to upload. The impact of Instagram is usually called a filter. Instagram itself is currently one of the most popular social media. Many people have used it to share photos, videos, and opinions on topics that are important now. In the current election, it is essential to understand how Instagram media users view candidates and issues related to the election. In this context, analyzing *hate speech* on Instagram social media can provide valuable insights into voter mindsets and preferences. It can allow us to understand the political dynamics developing in the digital realm (Modul 4 Pilar Literasi Digital – C.A.B.E. (Cakap Aman Budaya Etika) – SIBERKREASI, n.d.).

Hate speech can be defined as any form of speech, action, or behavior that degrades, hurts, or arouses hatred against a person or group based on personal matters such as racism, religion, ethnicity, gender, or sexual orientation. In social media, *hate speech* often appears in the form of comments, messages, images, videos, and memes that attack, harass, or degrade a particular group or individual (Eshet-Alkalai, 2012). This can happen on social media platforms like Facebook, Twitter, Instagram, and YouTube. One of the characteristics of *hate speech* on social media is anonymity. Many social media users use anonymous or fake accounts to spread hate speech because they feel they can carry out such actions without apparent consequences. This condition allows the spread of hate speech to become more expansive and challenging to track. In addition, the existence of algorithms on social media platforms that tend to display controversial and attention-grabbing content also strengthens

the spread of hate speech (*Status Literasi Digital Di Indonesia 2021*, n.d.). The impact of *hate speech* on social media cannot be taken lightly. First, *hate speech* can damage relationships between individuals and groups in society. When a person or a group is targeted by hate speech, it can cause psychological trauma, insecurity, and feeling unwelcome in society. Second, *hate speech* can also trigger conflicts between groups that can lead to acts of physical violence or discrimination. Third, *hate speech* can hinder the creation of a healthy, open, and inclusive public discussion space because it intimidates and restricts freedom of opinion. One way to avoid *hate speech* is that, as individuals, we must increase awareness and understanding of the importance of respecting differences and preventing discriminatory actions. Through education and socialization, we can form an attitude of tolerance, empathy, and respect for diversity in social media interactions.

General elections (Elections) are an essential milestone in the democratic process of a country, where citizens have the right to directly elect their leaders and representatives (Juni et al., 2021; Rianita et al., 2023). Along with information and communication technology development, social media plays an increasingly significant role in shaping public opinions and perceptions of the political process, including elections. There are also opinions in social media that are good, criticism to the worst, namely *hate speech* or hate speech. In Indonesia, elections are a long-awaited event every few years, where people actively participate in choosing candidates who represent their interests (Prasetyoningsih, 2014). Therefore, research on *Hate Speech* Analysis on Instagram Social Media Towards the 2024 Election must be conducted. This study aims to analyze in-depth how people use Instagram to express their opinions and views regarding the 2024 election. Thus, the results of this research are expected to significantly contribute to understanding the role of social media in the democratic and political process in the digital era.



Figure 1. News of the Re-Voting
Source: Instagram @bengkuluinfo

The picture above is news about holding a re-election in an area in Bengkulu City. The admin of Instagram social media @bengkuluinfo only said that the cause of the re-voting was that some residents voted not according to the provisions stipulated in Law Number 7 of 2017. Here, the admin @bengkuluinfo does not explain in detail what the residents violate and the provisions that are not by the law. From the post, the admin @bengkuluinfo informs

where the re-voting is. The areas where re-voting was held were TPS 6 Kel. Pekan Sat, Kec. Selebar, TPS 4 Kel. Cempaka Permai, Kec. Gading Cempaka, and TPS 16 Kel. As a result of the lack of clarity in the delivery of news provided by the @bengkuluinfo admin, opinions from netizens are also very diverse.

The comments on the @bengkuluinfo account's post are so diverse. Some comments are pro and con. For example, a comment from the account "@bayudahlia: Ngomong masalah curang, yakin lh klo emg ndk curang bukan hnya paslon 02.. pasti 01&03 jg ado.. jdi intinyo ko klo emg udh kalah ywdh legowo ajo..". From the comment, the @bayudahlia account argued that not only candidate 02 committed fraud but candidates 01 and 03 must also have committed fraud. Therefore, @bayudahlia argues that candidates 01 and 03 should accept the election decision with legowo and open arms. There was also a comment from the account "@nina_putri7: Nah min kami tps 16 jln gedang tu tmpt kami, tapi sampai kni belum ado dapek undangan. Kalo di selebar la dapek galo". The account said there had been no invitation to conduct re-election at the polling station where he lived, namely TPS 16 Kel. Jalan Gudang, Gading Cempaka District, and at other polling stations, invitations were distributed to conduct a re-election. The owner of the account is confused as to why he has not been notified to conduct re-election in the area where he lives, while in other places, it has.

Some accounts comment negatively on the post @bengkulu the info. As the words "@sembakomurahofficial: besok" dak ushlh lagi abah tu capres balikan ke yaman bae. Pendukungnya fanatik sumpah ribet mengerikan". This comment is one of the hate *speech comments*. @sembakomurahofficial account has committed a racist act by saying that Abah, also known as Anies, was just turned back to Yemen. There were also negative comments from "@ikmakarima: Maklum lahh duitlah habis nak blikaan tuu sush, gila tu orng, kalah ya kalah aja napa sihh". The account commented that candidates with small votes, such as 01 and 03, had spent a lot of money to campaign, so the account said that candidates 01 and 03 did not accept their defeat because, with the defeat, the losing candidate could not return the money that had been spent on his candidacy or what is commonly called not pay-back.



Figure 2. News of Prabowo-Gibran's Victory in Bengkulu Province
Source: Instagram @bengkuluinfo

The post posted by the @bengkuluinfo account above shows that Prabowo-Gibran won a landslide victory in Bengkulu Province. According to the @bengkuluinfo account, the three districts with the most votes contributors are Rejang Lebong Regency, with a total of 120,190 votes (70.88%), Seluma, with 92,190 votes (73.93%), and finally Bengkulu City with 99,967 votes (60.78%). With Prabowo-Gibran's dominance, of course, public opinion is increasingly varied. The community has various kinds of views. Public opinion itself is very diverse and is both positive and negative. Many Bengkulu people supported one of the candidates in the comment column. As a comment from the account "@rizki_minangmotorsport: Aku memilih 01 Bismillah banyak yg nanya mana pendukung 01 saya ada disini... beda pilihan biasa kok di olok2 beda visi misi bos... aku lebih milih koruptor dimiskinkan bukan ditambah lagi gajinya... apa kabar rakyat jelata..." The account openly said that he chose Candidate 01 over other candidates. From the comments of the account, it can be seen that the @rizki_minangmotorsport account also noted that the 01 candidate will impoverish corruptors, unlike other candidates who increase the salary of corruptors. The opinion of the account is included in *hate speech* because he indirectly makes hate speech against other candidates. Contoh salah satu komentar yang sangat mengandung *hate speech* ialah komentar dari "@opan_jay7: Anis pasti menang bila tidak ada kecurangan, abah pasti menang, jangan bangga kalian yang menang hasil curang". The comment is evident that it contains *hate speech*. The account said that candidate 01, namely Anis-Imin, would win if there was no fraud. The comment led netizens who read to believe it was the 01 candidate who won if the election was held reasonably. In Bengkulu itself, the election has been carried out as fairly as possible, and if only one polling station commits fraud, a re-election will be held.

RESEARCH METHODOLOGY

This study uses a qualitative approach to deepen the understanding of *Hate Speech* Analysis on Instagram @bengkuluinfo Social Media about the 2024 Election. This research is a type of qualitative research that uses a descriptive approach. According to Maleong, the qualitative method is scientific research that aims to naturally understand a phenomenon in social contact by prioritizing the process of in-depth interaction between the researcher and the phenomenon to be discussed (Setiawan, 2012). According to Sukmadinata (2011), Qualitative descriptive research aims to describe existing phenomena, both natural and man-made, which pay more attention to the characteristics, quality, and relationship between activities. The data analysis in this study uses Miles and Huberman's interactive analysis (Rofiah & Burhan Bungin, 2024). In this study, the researcher analyzed the data in several stages, including data collection on Instagram @bengkuluinfo, data reduction, data presentation, and data analysis. Thus, the researcher presents various facts to the reader and interprets the phenomenon being researched. In this study, there are two data sources, namely primary and secondary data sources (Rijali, 2019). The primary data source in this study is Instagram social media, which all parties can access through text taken through online searches in the Instagram comment column @bengkuluinfo. Meanwhile, the secondary data sources in this study are various books and journal articles related to the research theme. The focus of the discussion in this study is the comments of netizens who contain *hate speech* in the comment column of Instagram @bengkuluinfo related to the election.

RESULTS AND DISCUSSION

Implications of Netizens' Remarks in the Comment Column of @bengkuluinfo Instagram Accounts Related to the 2024 Election Insults

An insult is a form of hate *speech* that aims to knock down, denounce, blaspheme, or harass someone. Usually, insults are carried out by degrading physicality, skin color, ethnicity, race, religion, equating a person with an animal, and so on. In addition, insults can also take the form of accusations to someone that they have committed an act that has not been proven true. Insult by accusing someone of committing an act is included in Articles 310 and 311 of the Criminal Code. Meanwhile, minor insults in the form of swear are contained in Article 315 of the Criminal Code. The following is a table of analysis of netizens' comments in the comment column of @bengkuluinfo Instagram accounts that are detected to contain hate speech and insults:

Table 1 Analysis of the Implications of Insults in the Instagram Comment Column @bengkuluinfo related to the election

No	Account Name	Commentary	Implications Analysis
1	@putra_diansa	Jadi presiden hasil curang aja kok bangga, ingat Anis atau Ganjar lebih pantas jadi Presiden!	The sentence "So the president is the result of cheating, why are you proud, remember that Anis or Ganjar deserve to be President!" is included as hate speech and insult because it contains elements that demean, attack, and humiliate someone unworthily. In this sentence, Prabowo, the winning candidate, was accused of fraud that degraded his dignity and integrity. The sentence also accused Candidate 02 of becoming president because of fraudulent results without clear evidence, causing slander.
2	@sembakomur ahofficial	dak ushlh lagi abah tu capres balikan ke yaman bae. Pendukungnya fanatic sumpah ribet mengerikan.	The Sentence "dak ushlh lagi abah tu capres balikan ke yaman bae. Pendukungnya fanatic sumpah ribet mengerikan" It falls under the category of insult because it includes elements of insult to an individual, as well as accusing him of committing an unwanted or improper act (conducting a re-election abroad), and mentioning that his supporters (who are classified as a group) are disturbing and terrible fanatics. These expressions degrade the dignity of specific individuals and groups and can hurt them. One must communicate in polite and respectful language and not commit

			insulting acts that could harm the individual or group.
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Accusation

False accusations or defamation are actions that aim to damage a person's or group's reputation without a clear basis. Accusations not based on solid facts or evidence can trigger negative sentiment and hostility towards the individual or group, so they fall into the category of hate speech (Anggraini et al., 2021). Thus, accusations made without a solid basis can be considered harmful hate speech. The following is a table of analysis of netizens' comments in the comment column of @bengkuluinfo Instagram accounts that are detected to contain hate speech allegations:

Table 2 Analysis of the Implications of Accusations in the Instagram Comment Column @bengkuluinfo Related to Elections

No	Nama Akun	Komentar	Analisis Implikatur
1	“@opan_jay7	Anis pasti menang bila tidak ada kecurangan, abah pasti menang, jangan bangga kalian yang menang hasil curang	The sentence "Anis pasti menang bila tidak ada kecurangan, abah pasti menang, jangan bangga kalian yang menang hasil curang" includes hate speech that is accusatory for cornering and degrading a person without clear evidence by associating them with negative actions such as cheating. By making assumptions without a firm basis, accounts that comment like that accuse others of winning based on cheating. This can damage the image and reputation of the person named without clear evidence and incite insecurity and tension among the parties involved. Therefore, the statement can be considered hate <i>speech</i> because it attacks personally and sharpens accusations without a firm basis.
2	@nakama_las	Kami menuntut kecurangan di pemilu 2024 soalnya pak Prabowo idk menang di sumbar samo aceh	The sentence "Kami menuntut kecurangan di pemilu 2024 soalnya pak Prabowo idk menang di sumbar samo aceh" Including hate speech, is an accusation because it contains a statement accusing someone of fraud without solid evidence. In this case, the sentence accuses Mr. Prabowo of involvement in fraud in the 2024 election without concrete evidence. Spreading accusations without a solid basis can create conflict, create distrust, and damage one's image without a clear truth. Therefore, it is essential to be careful about disseminating information, not spreading accusations

			without clear evidence, and always verify before distributing them.
	@suryahayati	Video kecurangan 02 dah beredar dimana-mana	The sentence "Video kecurangan 02 dah beredar dimana-mana" includes hate speech as an accusation because it mentions that there is a video claiming fraud committed by a particular group or individual, in this case, "Paslon 02". Without explicit or legitimate evidence, the accusation can cause slander and create a negative perception of the party mentioned. Hate speech spreads information or accusations that cannot be accounted for and aims to vilify or degrade the dignity of certain parties. Therefore, it is essential to be careful in disseminating information so as not to fall into hate speech and pay attention to the truth and accuracy of information before it is conveyed.

The Level of Validity of Netizens' Speech in the Instagram Comment Column @bengkuluinfo Related to the Election which is Suspected of Being Hate Speech

Communication is all about language because language is a means of communicating. The events of language communication are generally divided into the delivery of facts and ideas (Muzanni & Kartiani, 2024). Conveying facts conveys what is absorbed, what is seen, what is heard, what is smelled, what is said, and what is felt by the five senses. Meanwhile, the delivery of ideas conveys opinions, messages, comments, conclusions, problems, problem-solving, etc.

Austin explained that there are several validity conditions used to measure the level of validity of performative speech, including (1) Marked by the present verb (not the past), (2) The person who says he has a solid intention to do what he says, (3) The person who says has propriety or relevance to what he says. Austin's theory relates to this research in terms of the validity conditions used to measure and prove the validity of Instagram netizens' speech in comments suspected of being curses and hate speech. Austin's ideas are applied to all performative speech acts. This research focuses on hate speech. Therefore, this study is based on Austin's idea (felicity condition) to formulate conditions in the act of swearing or hate speech that must be met for the action through speech to be said to be valid.

Judging from the analysis of the implications of netizens' speech, expressing hate speech sincerely. Most Indonesian netizens said that hate speech was caused by wanting to express their emotions, either anger, annoyance, hatred, or other emotions over the actions of the speaking partner that had not been proven true. The comments of Indonesian netizens on @bengkuluinfo's Instagram column are motivated mainly by netizens' annoyance because of the defeat of their chosen candidate.

CONCLUSION

This study reveals that hate speech on social media, especially in the comment column of @bengkuluinfo Instagram, often arises from negative emotions of netizens, such as anger, annoyance, or hatred for the actions of speech partners that have not been proven to be true. An analysis of these comments shows that most netizens tend to use social media to express their dissatisfaction, especially regarding the election results. Detected hate speech includes insults and baseless accusations, which damage the image and integrity of the targeted individual or group. Therefore, it is essential for social media users to be more careful in expressing their opinions and always ensure the validity of information before disseminating it in order to prevent the spread of slander and further social damage

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