

INTISARI

Penelitian ini bertujuan untuk mengidentifikasi satuan kebahasaan, mengklasifikasikan jenis tindak tutur, dan menjelaskan cara ujaran kebencian diekspresikan terhadap Presiden Joko Widodo dalam media sosial X. Penelitian ini terdiri atas tiga tahapan, yakni pengumpulan data, analisis data, dan penyajian hasil analisis data. Pengumpulan data dilakukan dengan menyimak cuitan perihal Joko Widodo yang mengandung ekspresi kebencian dan bernilai rasa kasar. Tahapan analisis data dilaksanakan dengan memanfaatkan metode agih, padan, komparatif, dan reflektif introspektif. Data diperoleh dari media sosial X dalam kurun waktu Juni–Oktober 2023 dengan penyimakan terhadap beberapa cuitan @jokowi, berita yang membahas presiden Indonesia, dan akun yang membahas isu-isu politik di Indonesia. Hasil penelitian menunjukkan bahwa (1) satuan kebahasaan dalam media sosial X melingkupi frasa, kalimat, wacana, eufemia, disfemia, dan ragam bahasa, (2) jenis tindak tutur yang ditemukan berupa lokusi, ilokusi, perlokusi, representatif, direktif, komisif, ekspresif, interogatif, deklarasi, literal, tidak literal, langsung, tidak langsung eksplisit, implisit, tersurat, dan tersirat, (3) ujaran kebencian terhadap Presiden Joko Widodo diekspresikan secara ekspresif dan metaforis dengan ekspresi penghinaan, pelabelan, sindiran, penciptaan rumor, pelemparan kesalahan, pertanyaan, peringatan, dan makian.

Kata kunci: pragmatik, ujaran kebencian, Presiden Joko Widodo, media sosial

ABSTRACT

This study aims to identify linguistic units, classify types of speech acts, and explain how hate speech is expressed towards President Joko Widodo on the social media platform X. The research consists of three stages: data collection, data analysis, and the presentation of data analysis results. Data collection was carried out by observing tweets about Joko Widodo that contained expressions of hatred and coarse language. The data analysis stage was conducted using distributional, equivalent, comparative, and reflective introspective methods. Data were obtained from social media platform X during the period of June–October 2023 by observing several tweets from @jokowi, news discussing the President of Indonesia, and accounts discussing political issues in Indonesia. The results of the study indicate that (1) the linguistic units on social media X include phrases, sentences, discourse, euphemisms, dysphemisms, and language variations, (2) the types of speech acts found include locutionary, illocutionary, perlocutionary, representative, directive, commissive, expressive, interrogative, declarative, literal, non-literal, direct, indirect, explicit, implicit, stated, and implied speech acts, (3) hate speech against President Joko Widodo is expressed expressively and metaphorically through expressions of insult, labeling, sarcasm, rumor creation, blame-shifting, questioning, warning, and cursing.

Keywords: pragmatics, hate speech, President Joko Widodo, social media