

INTISARI

Ujaran kebencian menurunkan harkat manusia menjadi sub-manusia karena menyerang karakteristik kemanusiaan mendasar, seperti agama, ras, atau asal negara. Penelitian ini bermaksud meneliti ujaran kebencian di media sosial di Indonesia dari perspektif penuturnya dengan pendekatan pragmatik. Penelitian ini bertujuan untuk mendeskripsikan jenis tindak tutur direktif, strategi realisasi tindak tutur direktif, fungsi tindak tutur direktif serta faktor yang mempengaruhi fungsi tindak tutur direktif ujaran kebencian di media sosial di Indonesia.

Data yang digunakan dalam penelitian ini adalah ujaran berbahasa Indonesia yang disampaikan melalui media sosial di Indonesia dan sudah diputus melanggar pasal 28 dan 45a UU No. 19 Tahun 2016 tentang Informasi dan Transaksi Elektronik. Data dikumpulkan dengan metode simak dan dianalisis dengan pendekatan pragmatik yang mengaitkan ujaran dengan faktor kontekstual ujaran tersebut.

Hasil penelitian ini dideskripsikan sebagai berikut. Pertama, jenis tindak tutur direktif ujaran kebencian di media sosial di Indonesia terbagi menjadi jenis tindak tutur direktif langsung, tindak tutur direktif tidak langsung, tindak tutur direktif literal, serta tindak tutur direktif tidak literal. Kedua, strategi yang digunakan untuk merealisasikan tindak tutur direktif ujaran kebencian di media sosial di Indonesia adalah kalimat bermodus imperatif, performatif eksplisit, performatif berpagar, diturunkan dari lokusi ujaran, pernyataan keinginan, isyarat kuat, dan isyarat halus. Ketiga, ujaran kebencian di media sosial di Indonesia menunjukkan fungsi komunikatif menghasut, membujuk, mengajak, menyuruh, melarang, mengkritik, serta memperingatkan. Fungsi-fungsi tersebut dipengaruhi oleh faktor tuturan, penutur dan tujuan penutur, mitra tutur, dan konteks tuturan.

Kata Kunci: ujaran kebencian, media sosial, UU ITE, tindak tutur direktif, pragmatik

ABSTRACT

Hate speech degrades human dignity to sub-human because it attacks the basic human characteristics, such as religion, race, or national origin. This study intends to examine hate speech in social media in Indonesia from the perspective of the speakers with pragmatic approach. This study aims to describe the types of directive speech acts, the realization strategy of directive speech act, the functions of directive speech acts, and factors affecting the function of directive speech acts of hate speech in social media in Indonesia.

The data used in this study is an Indonesian language utterance that is spoken in social media in Indonesia and has been sentenced to violate article 28 and 45 point a, Information and Electronic Transactions Law. The data were collected by the observation method and analyzed by pragmatic approach which related the utterance with contextual factor of the utterance.

The results of this study can be described as follows. First, the types of directive speech act of hate speech in social media in Indonesia are divided into types of direct speech acts, indirect speech acts, literal speech acts, and nonliteral speech acts. Second, the strategies of mood derivable, explicit performative, hedged performative, locution derivable, scope stating, strong and smooth hints are used to express the directive speech acts of hate speech in social media in Indonesia. Third, hate speech in social media in Indonesia shows the communicative function of inciting, persuading, inviting, ordering, prohibiting, criticizing, and warning. These functions are influenced by speech, speaker and speaker ends, addressee, and speech context.

Keywords: *hate speech, social media, Information and Electronic Transactions Law, directive speech act, pragmatic*