

Analysis Of Hate Speech On Social Media (Twitter And Instagram) Against The 2024 Presidential Candidate Of The Republic Of Indonesia

Fauzi Wirahyuda¹⁾*, Nursapia Harahap²⁾

^{1,2)}Communication Sciences, Faculty of Social Sciences, State Islamic University of North Sumatra

*Corresponding Author

Email: fauzi0105191072@uinsu.ac.id

Abstract

The closer it gets to the 2024 presidential election, the more political activities will be spread solely on social media to be seen and attract people's voting power towards each candidate for the 2024 presidential election. supporters of each opposing presidential candidate pair. This research aims to describe how hate speech behaves on social media (Twitter and Instagram) towards the 2024 Presidential Candidates of the Republic of Indonesia (RI). The research method used is a descriptive-analytic qualitative approach. The data analysis technique uses content analysis. The objects of this research are the respective candidates for President of the Republic of Indonesia in 2024, namely, Prabowo Subianto, Anies Rasyid Baswedan and Ganjar Pranowo. The results of the research are that there are still many individuals who still convey words or sentences of hate speech towards opposing candidates as a form of dislike for the presidential candidate. Many people use social networks (social media) but only a few know the aspects and impacts on legal regulations. Of course, in a situation like this, people need to be wise and alert in using social media so as not to get caught up in negative things that happen through social media. This is the reason for conducting this research empirically.

Keywords: *Hate Speech, Social Media, Indonesian Presidential Candidates.*

INTRODUCTION

The era of globalization and modernization can be marked by advances in technology that are floating increasingly rapidly throughout the world. This can make it easier for every individual to each country to easily communicate. Indonesian society in general can welcome changes in technological progress. This technological advancement makes it easier for people to access information, information obtained by the community through technological advances can help facilitate every activity of their lives.

Indonesia is one of the most social media users. Many social media users are also unwise in using social media. Twitter and Instagram users are often used as a place to vent and even a place to insult or badmouth someone.

Social media should be used wisely by its users. Unwise use of social media can lead to various cybercrimes. Cybercrime can be in the form of banking crimes, online prostitution, online fraud, to cause hate speech

Social media can provide a lot of information, information or events that are beyond the reach of its users. But at this time there are still many social media users who use social media as a medium to attack each other or convey their hate speech to certain individuals.

One of the most widely used social media by people around the world is Twitter. According to research institute Statistika, in the third quarter of 2018, there were 326 million Twitter users. Indonesia has 24.34 million active Twitter users, the third largest number after the United States and India (Statista 2019). Besides being used as social media, Twitter is also used to establish relationships with other users. Twitter is often used as a medium for social movements in developed countries, such as the Egyptian revolution used to overthrow Iranian President Hosni Moebarak. Known as the action of a social movement protesting the results of

the 2009-2010 elections conducted in Iran. In Indonesia itself, Twitter is commonly used by both politicians and the public as a means of political communication.

In addition to Twitter, Instagram is also a digital platform that is also widely used by the public. Instagram is a type of image-based social media that provides photo and video sharing services. Instagram is a photo and video sharing app that allows users to take photos and videos, apply digital filters, and perform other network activities. Since its founding in 2010, Instagram has had 25,000 users and has grown to over 1 billion active users. Instagram is popular in all walks of life, from teenagers to adults, students to government officials.

Indonesia is known as a country with polite community characteristics. Before the reform period, people spoke in a euphemistic style as speech became an accepted pattern in society. This is in accordance with the nature of Indonesian people who are known to be friendly and polite. But in the current democratic era, this style seems to have begun to change and people tend to use a straightforward and transparent language style that makes language etiquette and morals seem neglected.

Hate speech is not new and has existed in traditional media even before today's rapid technological development. Speeches and statements that promote hatred and conceptually represent contemporary phenomena have often existed in traditional media texts for a long time and are easy to create and disseminate in new media with new histories. (Koncavar, 2013, p.675). Hate speech is a communication activity carried out by a person or a group against other individuals or groups in the form of provocation, incitement, or insults from various angles, such as: Skin color, race, ethnicity, religion, etc. (Syarif,2019,p,123)。

Hate speech is a despicable act as stated in the Word of God in QS. Al-Hujurat verse 11:
يَا أَيُّهَا الَّذِينَ آمَنُوا لَا يَسْخَرُ قَوْمٌ مِنْ قَوْمٍ عَسَىٰ أَنْ يَكُونُوا خَيْرًا مِنْهُمْ وَلَا نِسَاءٌ مِنْ نِسَاءٍ عَسَىٰ أَنْ يَكُنَّ خَيْرًا مِنْهُنَّ وَلَا تَلْمِزُوا أَنْفُسَكُمْ وَلَا تَنَابَزُوا بِالْألقَابِ بِئْسَ الإِسْمُ الفُسُوقَ بَعْدَ الإِيمَانِ وَمَنْ لَمْ يَتُبْ فَأُولَئِكَ هُمُ الظَّالِمُونَ

Meaning: O believers! Let not one people make fun of another, (because) they may be better than them, nor should women (mock) other women, (because) women may be better than women (who mock). Do not reproach one another, and do not call one another by bad titles. As bad as a vocation is a bad (wicked) (call) after having faith. And whoever does not repent is the unjust people.

Based on this verse, Allah has warned believers that none of them make fun (insult) one race with another because it may be that those who are ridiculed (insulted) are more noble and honorable than those who make fun (insult) in the side of Allah SWT. Also, make sure women don't flirt with other women, as women who are seduced may be better. In addition, there are some people who should not criticize others, and some should not call others by names (titles) that they do not like. His worst name and traits are malice, insult, humiliation, calling someone a bad name. A person who does not regret committing insults, dubbing others, is a person who commits tyranny by violating these prohibitions.

Hate speech is one of the phenomena that has been highlighted in the news in Indonesia in recent years. Freedom of expression is the basis of hate speech. Social media as a place for users to express themselves, attitudes, views on life to freedom of opinion and spill dislike for certain individuals.

Hate speech contains the meaning of words that are characterized by dangerous connotations and can pose a threat to the diversity (pluralism) of Indonesian society. The term hate speech refers to a disturbing expression of motivation consistent with identifying a particular goal with a particular social group.

On the other hand, the definition of hate speech issued by the Council of Europe in 2012 defines hate speech as the spread of racial hatred and hatred against those characterized by SARA, based on intolerance and discrimination, especially against minority groups, immigrants and the general public (public).

We can conclude that hate speech is a linguistic crime in the form of spreading opinions with the aim of getting support or support from someone who hates others aimlessly. Someone commits hate speech due to various factors, for example because of different views and does not side with the person attacked by hate speech. All forms of hate speech spread intentionally or unintentionally through social media, can cause harm to yourself and others.

Lestari's 2016 research in (Rinna A. Putri et al, 2024) entitled "The Expression of Hate that Appears in the Phenomenon of Islamophobia in the United Kingdom" revealed that the speech uttered by someone has an impact on the listener both explicitly and implicitly. Even an utterance will also make someone dragged to the green table because it is considered disturbing. For example, hate speech or often called hate speech that is rampant in Indonesia today is discussed in Indonesia today regarding the discourse on legal action for the perpetrators because they are considered to incite hatred. perpetrators because they are considered to incite hatred for certain groups.

Hate speech in human life today is in the form of expression, incitement, and provocation of hatred towards someone or another group, in terms of various aspects such as religion, disability, sexual orientation, gender, race, skin color, nationality, and others. If not handled effectively, efficiently and handled in accordance with applicable law, it can have an impact on social conflict that can trigger acts of discrimination, violence and or loss of life (Kardiyasa, Dewi, & Karma, 2020).

Hate speech contains the message that certain groups are low-class citizens and therefore not only dangerous but also do not deserve equal treatment by the state. This especially affects vulnerable minority groups, when they are continuously attacked with hate speech, their social space will be limited, their participation is hindered and almost certainly their rights as citizens cannot be fulfilled (Ahnaf & B., 2014). cannot be fulfilled (Ahnaf & Suhadi, 2014).

Presidential elections in any country, including Indonesia, always make people anxious or worried. One indicator of a country's success is the participation of its citizens. Not only playing an active role in supporting the next presidential candidate, the public also participated in every stage of the election. Because new media have become the main means of personal and free communication of all information and public opinions. It can be seen that the public has the power to make their own decisions about presidential candidates. and vice presidential candidates who go from casual supporters to militant supporters who continue to support presidential candidates and vice presidents who can be met through social media.

Due to the widespread use of social media in Indonesia, there is a lot of political content circulating on social media. In social media, communication can be disseminated by individuals or groups so that information can be quickly spread widely. This is what can encourage many politicians who use social media networking sites as a forum or platform to promote their name or commonly known as campaigns. In addition, most mass media use social media as a tool to disseminate news articles or content for consumers to enjoy. The easier it is to access social media, the easier it will be for all levels of society to access political content and it will have a direct impact on them.

Based on the study above, the purpose of this research is an effort to find out various kinds of responses from the public to each candidate for the 2024 President of the Republic of Indonesia. This research was conducted to see how the public expresses their opinions or opinions through social media, Twitter and Instagram for each candidate for the 2024 President of the Republic of Indonesia.

RESEARCH METHODS

This type of research is called qualitative research, which is a method of conducting research that produces descriptive data in the form of text or data that can be read or observed by humans. The form of this research is content analysis with media studies which aims to analyze a media contained in a statement, namely hate speech on social networks / social media, especially Twitter and Instagram against the candidate for President of the Republic of Indonesia in 2024.

The method used in this study is analysis with media studies. In this study, analysis was carried out with media studies, namely collecting news or information uploaded on social media, twitter and instagram from each Presidential Candidate of the Republic of Indonesia in 2024. Analysis of this research by looking at how hate speech comments are written from each supporter and buzzer of the 2024 Indonesian Presidential candidate couples. While secondary data obtained through written documents, books, scientific journals and literature quoted from authors or other researchers who have been published.

In this study, researchers conducted a direct observation method by looking at the social media media (Twitter and Instagram) of each 2024 presidential candidate or commonly referred to as content analysis. A type of content analysis (content) is the scientific method of interpreting text or content. Understanding qualitative content analysis, particularly the focus on manifest content and interpretation procedures, is an integral part of the text clarification process in this analysis. This content analysis is used to understand text by grouping words that have the same meaning into categories and ultimately forming a conceptual model or system (Suminto, Ahmad & Afif Al Farizi, 2020). The presidential candidates of the Republic of Indonesia who will be examined by researchers are @prabowo twitter and Instagram accounts, @aniesbaswedan and @ganjarpranowo as official accounts owned by Prabowo Subianto, Anies Rasyid Baswedan and Ganjar Pranowo. Twitter and Instagram social media were used as primary data sources and the sole data collection of the study.

RESULT AND DISCUSSION

a. Hate Speech

Hate speech is a verbal action that can disturb or even destroy peace between people. Therefore, Indonesia is now one of the countries that actively fights hate speech. Azhar & Soponyono (2020) stated that hate speech is defined as speech motivated by prejudice, hostility, or crime and directed at a person or group of people. Hate speech can happen at any time and in different regions.

Hate speech is a provocation, incitement, or provocation carried out by a person or group against other people or groups in relation to various aspects such as race, color, ethnicity, gender, disability, sexual orientation, national origin, etc. or an act. communication in the form of insults. Hate speech in the legal sense is any word, action, or writing that is prohibited because it has the potential to cause conflict or prejudice, either by speech actors, victims of acts of hate speech (Wahiddin, Bajari, Mulyana, & Suryana, 2022).

Hate speech includes not only emotional outbursts directed at a particular person conveyed through interpersonal channels, but also hate speech based on basic human characteristics such as race, ethnicity, religion, or national origin conveyed through public channels. Hate speech can cause enormous damage due to the availability of public forums and the nature of the communities inherent in them.

Conceptually, the Qur'an equates the term "speech" with a word or utterance, which is taken from the word qawl (قَوْل). The Qur'an has 270 singular commandments spread over 54 letters as appendices. There are also plural and both (Mutsanna). Almost everyone shows positive behavior. An example is the word "say" (qul = وَق) in sura al-An'am verse 162: "Say: Verily my worship, my life, and my death are only for Allah, the Lord of hosts" (Shakur, 2021).

In a study proposed by (Sa'idah. et al; 2021) there are several factors that cause a person to become a perpetrator of hate speech, namely:

1. Factors from within the individual himself

Factors in the individual itself, where the individual himself has a psychological factor that drives him to do something, namely motivation. Maslow's theory emphasizes the existence of a hierarchy of needs and motivations in human personality, in which internal factors such as a sense of belonging and desire to be cared for can be included in the grand theory. Hate speech itself is what makes people want to do something out of desire. For example, if you are dissatisfied with yourself and think others are happier, or have more things to be worth than your life.

2. Factors of people's ignorance about hate speech

Society's lack of understanding of hate speech, which includes offensive behavior obtained by individuals or groups, is based on the norms and fairness of social media. Lack of awareness or information to give more attention or awareness to the public about hate crimes or hate speech against others. It can be seen from the daily picture on several social media sites that continue to justify that the people who get the most attention are those who take "good" or "bad" pictures with body shaming, which is often done in the comments column that comes in and goes viral on social networks

3. Facilities and facilities factor

The convenience and convenience factor, which indirectly speaks of the impact of social networks, is now an important need for every individual to get information. In the current era of globalization, social networks have a great impact in accelerating the exchange of information and facilitating the dissemination of information. If the supporting instruments and institutions are not accompanied by supervision and policies related to the use of social media, then this can lead to freedom of speech as hate speech. For example, in 2021 on Instagram, several foreign artists committed suicide due to scathing (malicious) comments received from social networks. What's more, hearing from the country that some artists and influencers have decided to leave the entertainment world because they are not strong enough to deal with the hate speech that the public receives online.

4. Factors of lack of social control, both internal and external

Factors of lack of social control, both inside, especially family and outside, including the surrounding community, such as closest neighbors, friends or friends, and also work or college. Many people do not care about the incidence of cybercrime, or what we usually call cybercrime. This loss of control leads to the burial of existing social norms, causing conflict. The social control that we often miss is the attitude of indifference to others, which assumes that from the words both that we take out of the oral and those that we write or type by hand become unable to control and will be arbitrary under the pretext of problems, and there is an element of lack of communication and will be apathetic.

5. Factors of public interest

Factors of societal interest, this may not be related to the individual. However, it is important to be careful because in the era of globalization allows the emergence of false information or hoaxes, and also increases the amount of hate speech. In this case,

we can see when the presidential election has divided society into two camps that oppress each other.

b. Hate speech against presidential candidates

Rapid global technological progress is a hallmark of the era of globalization and modernization. The simplicity of using technology may not always have a beneficial impact, but if not used carefully, it has the potential to have adverse negative impacts. Similar to now, Indonesia is preparing to welcome the political year (election), especially the upcoming presidential election (pilpres). Indonesians are free to express their opinions in public to support the person elected to be the next president of the country.

In addition to expressing supporters' opinions directly to each presidential candidate, technological advances have also made it possible to convey supporters' wishes through posts on social media and other sources. These contributions are free to disclose. This can have a negative impact, especially by creating posts with unacceptable language. Excessive fanaticism towards politicians that are carried causes the emergence of hate speech (Anggraeni & Adrinoviarini, 2020).

Social networking sites can now be utilized for political communication, in addition to functioning as a social communication tool. It is often used as a political communication tool to express thoughts and support towards one of the leaders of a political party. Similar to informal campaigns, or campaigns run by each candidate's followers on social media. Social media users communicate in a variety of ways, including through comments, criticism, ideas, and possibly hate speech. The language used and the lexicon used both indicate hate speech.

Hate speech on Twitter, Instagram and other social media platforms can be classified as negative or "dark" campaigns. A dark campaign is an attempt by a political party to discredit its competitors by spreading rumors and untrue information that is deliberately mixed with lies rather than truth. The fact that there are more boasting is the most significant feature of hate speech. Even so, there will still be one or two facts, but those facts can be interpreted so negatively that they are ignored and have a negative impact on public opinion. Political actors often use hate speech, which falls under the category of black campaigns, as a way to discredit their rivals.

In 2024, the Indonesian people have 2 major political agendas including the Legislative Elections, Presidential and Vice Presidential Elections in February and Regional Head Elections in November which will be held simultaneously that year. The legal regulations are still guided by the law governing the implementation of elections, namely Law Number 7 of 2017 concerning General Elections. Article 1 of Law Number 7 of 2017 stipulates that general elections (hereinafter referred to as "elections") are instruments of people's sovereignty, and members of the National People's Representative Council, members of the Regional Representative Council, President and Vice President, and regional people. Elections for membership of the House of Representatives are conducted directly, openly, freely, confidentially, honestly and fairly within the unitary state of the Republic of Indonesia, based on Pancasila and the 1945 Constitution of the Republic of Indonesia (Gastrinanda, Rio, 2023).

Both developed and developing countries now highly value the right to vote. Elections are a democratically decided and sovereign method that also allows for a peaceful transfer of power. One of the principles of Pancasila is the use of voting and voting as a tool of democracy. Of course, for Pancasila to be practiced, it must also be done at all stages of elections. The election process is carried out in various ways, ranging from those carried out honestly and fairly, even to those carried out by cheating and violations. Election-related issues develop from various

phenomena that have become hot debates in society, and become of particular relevance for some parties.

c. Hate speech against the 2024 presidential candidate on social media Twitter and Instagram

In developing countries like Indonesia, having different political opinions has become commonplace. However, in this presidential election, the elites exerted considerable political pressure to advance their agenda. Every effort was made to open the door to power. It stands to reason that people who used to be friends suddenly turned against each other.

Through social media that allows people to connect and engage with each other, campaigns can be carried out not only limited to face-to-face or direct physical contact. Any kind of news and information can be accessed and shared easily thanks to social media. Politicians often take advantage of social media platforms like Twitter and Instagram, supported by supporters and buzzers, to disseminate political messages that attract attention and shape public opinion so that they go viral or famous.

Unpleasant behavior on social media that often occurs in society, including uploading hateful or insulting comments, is one of the weaknesses of social media. The problem of hate speech has recently attracted a lot of attention, especially on social media. Of course, the insults spread by hate speech spreaders will have a negative impact on society as a whole because many people will be misinformed and hatred will grow, which can trigger conflict. Hate speech refers to any kind of communication directed at another person or group with the aim of provoking, inciting or disparaging them in any way. Hate speech also emerges when the political moment heats up. This hate speech arises a lot when supporters of each candidate for President of the Republic of Indonesia try to bring down each other by spreading hate speech.

Based on the results of the analysis that researchers have conducted through the twitter account of the 2024 Presidential candidate of the Republic of Indonesia, the @prabowo are as follows:

"Shame on Indonesia, your peace proposal is 100% hallucinating. The U.N. peacekeepers can only attend if the U.N. Security Council approves, and Russia or the U.S. will obviously veto it. It shows that you don't understand the foreign situation. You deserve to be laughed at" Source : @prabowo, Post: June 03, 2023.

The content contains photos uploaded by Prabowo about Mr. Prabowo's opportunity to have a keynote speech during the IISS Shangri-La Dialogue 2023 forum in Singapore. Based on the tweet, there are many polite comments and there are also some who make comments such as hate speech. There were 118 retweets, 20 quotes and even 610 likes.

Based on the results of the analysis that researchers have conducted through the twitter account of the 2024 Presidential candidate of the Republic of Indonesia, the @aniesbaswedan are as follows:

"Leading Jakarta is even randomized let alone want to lead the country, what does this country want to become?" Source: @aniesbaswedan, Post August 12, 2023.*

The content contains photos uploaded by Anies Rasyid Baswedan about equalizing views and future missions with Gus Imin. Based on the tweet, there are many polite comments and there are also some who make comments such as hate speech. There were 507 retweets, 28 quotes and 2,435 likes.

Based on the results of the analysis that researchers have conducted through the twitter account of the 2024 Presidential candidate of the Republic of Indonesia, the @ganjarpranowo are as follows:

"Porn lovers want to clean up and are pretentious and pretentious to be popular. Ten years as governor has no achievements. Eeh want to be president, first" Source @ganjarpranowo, Post August 12, 2023.

The content contains photos uploaded by Anies Rasyid Baswedan about equalizing views and future missions with Gus Imin. Based on the tweet, there are many polite comments and there are also some who make comments such as hate speech. There were 507 retweets, 28 quotes and 2,435 likes.

The forms of hate speech comments that have been analyzed and obtained by researchers on Prabowo's Instagram account are:

"So militaristic, sir? Still can't move on from your alma mater?"

Words or comments containing hate speech against the Indonesian Presidential candidate Prabowo were obtained through his Instagram post upload, which was about the togetherness of Prabowo and TNI General (Ret.) A.M. Hendropriyono when visiting the Seroja Haliwen Heroes Cemetery, Atambua. This photo post was uploaded on September 3, 2023, with 181,753 likes and 513 comments.

The forms of hate speech comments that have been analyzed and obtained by researchers on Anies Baswedan's Instagram account are:

"If you vote for Anies Baswedan, you guys during the crazy vice president period, Anies has a corruption case, then Indonesia will be destroyed"

This comment can be in the form of hate speech that researchers have analyzed through the comment column on @official_nasdem posts that mark @aniesbaswedan and the content of the video in the form of 5 reasons why Anies Baswedan decided to choose Gus @cakiminow as vice president. The post received 8,562 likes and 405 comments.

The forms of hate speech comments that have been analyzed and obtained by researchers on Ganjar Pranowo's Instagram account are:

"At least if you want to image the right prayer, first this is prostration to kiss sejadah, not my brother if you like knowing the same imaging can't pray"

This hate speech comment was obtained by researchers from the @ganjar_pranowo Instagram account which contains a visit to the OMEGA Nursing Home on Jl. South Borobudur. The video on this post received 322,514 likes and 1,462 comments.

Hate speech that fuels conflict within or between groups is an important component of interaction because it fosters defense, unity, and stronger social structures. Hate speech is a form of negative campaign from various supporters of presidential candidates who carry out social interactions that are sometimes carried out anonymously and without using words. Conflicts that arise in negative campaigns such as hate speech that harms the target audience form the identity of the speaker. Hate speech directed at the candidates of each presidential candidate. This hate speech often occurs as a form of mutual comparison of each candidate they choose with the opposing candidate.

Hate speech is becoming increasingly prevalent on social media, especially Twitter and Instagram, as the 2024 presidential election approaches. On social media, people are exchanging slurs in an effort to fulfill their desire to support their preferred presidential candidate. Of course, this shows that disputes can occur as a result of interaction and communication, especially when such interaction and communication occurs through social media. The frequency of hate speech on social media, especially Twitter and Instagram, is becoming increasingly worrying as the 2024 presidential election approaches. It is easy to incite people on social media to post abusive comments in response to government initiatives or topics that are perceived to be against the beliefs of the general public and internet users. People on social media often use abusive words or what we know as hate speech to attempt to provoke those who disagree with their views or in other words provoke their opponents

There is no definitive word/term for hate speech in either the Criminal Code or the ITE Law, but there are terms such as insult, slander, defamation, false news and unpleasant acts. But in a broader sense by experts, these terms are all included in hate speech. According to the Chief of Police Circular Letter Number: SE/6/X/2015 of 2015 on Handling Hate Speech, it is explained that hate speech can be in the form of criminal offenses regulated in the Criminal Code and other criminal provisions outside the Criminal Code in the form of:

- a. Insult
- b. Defamation
- c. Defamation
- d. Objectionable conduct
- e. Provoking
- f. Inciting
- g. Spreading false news
- h. And all of the above actions have goals that can have an impact on acts of discrimination, violence, loss of life and or social conflict.

When entering 2019, which is a political year, many cases of hate speech and fake news (hoaxes) lead to political issues that are even more sensitive and hot. After the presidential election results were officially announced by the KPU, the atmosphere was still hot among the elites and their supporters, including in cyberspace. The situation eased after former presidential candidate Prabowo Subianto, who lost the 2019 presidential election battle, joined Mr. Jokowi's cabinet. However, the number of cases of hate speech and fake news (hoaxes) continues to occur in cyberspace.

Since April 21, 2008, hate speech committed on social media has been regulated in Article 45 paragraph (2) jo. Article 28 paragraph (2) of Law No. 11/2008 on Electronic Information and Transactions (ITE). However, the article has been amended to Article 45A paragraph (2) of Law No. 19 of 2016 concerning Amendments to Law No. 11 of 2008 concerning Electronic Transaction Information which reads as follows:

"Every person intentionally and without the right to disseminate information aimed at creating a sense of hatred or hostility of individuals and / or certain community groups based on ethnicity, religion, race and intergroup (SARA) as referred to in Article 28 paragraph (2) shall be sentenced to a maximum imprisonment of 6 (six) years and or a maximum fine of Rp1,000,000.00 (one billion rupiah)".

Hate speech against the 2024 Indonesian Presidential Candidate is included in the category of provoking which is characterized by the presence of elements, (1) intentional, (2) the matter is intended to be about a person or certain institutions or parties, (3) making accusations against certain things, (4) aiming to make noise, anger and cause negative thought effects. The most common provocation is political provocation. The purpose of this political provocation is to inflame political opponents, damage their image, and strengthen the support and image of the candidate who carries out the provocation. This usually happens ahead of elections.

Ignorance of the public about the use of social media that is good in sharing or posting words or sentences that lead to hate speech can cause a partner's electability to decrease. So based on the results above, in principle, hate speech that is not based on valid data, can even defame human honor and can become slander, this means that it can destroy the qualifications of presidential candidates who are conducting legitimate power struggles through elections.

CONCLUSION

Social media is a technology that allows communication and sharing of information online through message-based content. The ease and freedom of communication through social media has an impact on the way people speak and express themselves. The younger generation, who currently make up the majority of social media users, are urged to be careful in disseminating information, expressing thoughts and opinions, and expressing criticism. As a form of communication ethics, politeness in language is an attitude of wisdom mentioned above.

Many people are baffled by the drama surrounding the presidential election because of the varying percentage results reported by different polling agencies. While there was a lot of activity on social networks and other media before the presidential election, where supporters and opponents attacked and belittled each other, reporting on each other's events that seemed to scare everyone or at least confuse them, this nonetheless involved surveying the winners. influence the decisions taken by society as a whole, resulting in mutually beneficial relations between factions.

Most hate speech from the public is carried out by individuals who are too devoted to one of the candidates. When someone receives information through social media, they immediately share or send it without first checking the veracity. This is a type of overreaction carried out by those who have limited access to news or information.

Because there are still many people who express their opinions on social media with words or sentences that lead to forms of hate speech, it is hoped that there will be socialization about the use of good social media to the community. This is necessary in order to help people to be able to use social media as a good digital platform and provide positive support and affirmation to each other posts contained on social media.

So this makes researchers hope that future researchers can further explore this research on hate speech on social media (Twitter and Instagram) against the candidate for President of the Republic of Indonesia in 2024 and in the coming year, so that it can further refine the latest research.

REFERENCES

- Amrulloh, Wahyu Edy. (2024). Upaya Preventif dalam Menangani Kasus Ujaran Kebencian di Media Sosial. *Jurnal Pendidikan Tambusai*, 8(1).
<https://www.jptam.org/index.php/jptam/article/view/13061>
- Anggraeni, D., & Adrinoviarini, A. (2020). Strategi Pengawasan terhadap Ujaran Kebencian di Media Sosial pada Pemilu. *AL WASATH Jurnal Ilmu Hukum*, 1(2), 99–116.
<http://journal.unusia.ac.id/index.php/alwasath/article/view/60>
- Azhar, A. F., & Soponyono, E. (2020). Kebijakan Hukum Pidana dalam Pengaturan dan Penanggulangan Ujaran Kebencian (Hate Speech) di Media Sosial. *Jurnal Pembangunan Hukum Indonesia*, 2(2), 275–290.
<https://ejournal2.undip.ac.id/index.php/jphi/article/view/8470>
- F, Anni'mah Nurul. Dkk. (2020). Konflik dan Ujaran Kebencian di Twitter (Studi Tentang Hashtag #2019TetapJokowi and #2019GantiPresiden Periode Januari - Februari 2019). *Jurnal Pendidikan Ilmu-Ilmu Sosial*, 12(1), 132-142.
<https://jurnal.unimed.ac.id/2012/index.php/jupis/article/view/16083>

- Gustrinando, Rio. (2023). Pentingnya Kepercayaan Masyarakat Terhadap Pemilu. *Journal of Practice Learning and Educational Development*, 3(1). <https://www.gaes-edu.com/digitalpress/index.php/jpled/article/view/102>
- Gustrinanda, Rio & Titony Tanjung. (2023). Pengaruh Berita Hoax Terhadap Kepercayaan Masyarakat Dalam Pemilu di Indonesia. *Jurnal Multidiplin Ilmu*, 2(1). <https://journal.mediapublikasi.id/index.php/bullet/article/view/2219>
- Jamilah, Fitri & Primasari Wahyuni. (2020). Ujaran Kebencian Dalam Kolom Komentar Youtube Pada Tahun Politik Pemilihan Presiden 2019. *Jurnal Penelitian Pendidikan Bahasa Indonesia, Daerah dan Asing*, 3 (2). <https://ojs.stkippgri-lubuklinggau.ac.id/index.php/SIBISA/article/view/1109/498>
- Koncavar, A. (2013). Hate speech in new media. *Academic Journal of Interdisciplinary Studies*, 2(8).
- Maesurah, Sitti. (2022). Komunikasi Konflik Pada Pelaksanaan dan Pasca Pilpres 2019 di Media Sosial Twitter. *Jurnal Komunikasi Universal*, 4(2). <http://jurnal.plb.ac.id/index.php/komversal/article/view/1207>
- Pratiwi, Vega Lidya. (2023). Peran Sosiologi Hukum Pada Penegakan Hukum Pelaku Ujaran Kebencian di Media Sosial: Sebuah Literature Review. *Jurnal Ilmiah Nasional*, 5(1). <https://ejournal.goacademica.com/index.php/ja/article/view/675>
- S. Febry Ramadani. (2021). Ujaran Kebencian Netizen Indonesia dalam Kolom Komentar Instagram Selebgram Indonesia: Sebuah Kajian Linguistik Forensik. *Jurnal Bahasa dan Sastra*, 1-19. <https://www.neliti.com/publications/360785/ujaran-kebencian-netizen-indonesia-dalam-kolom-komentar-instagram-selebgram-indo>
- Sa'idah, F. L., Santi, D. E., & Suryanto, S. (2021). Faktor Produksi Ujaran Kebencian melalui Media Sosial. *Jurnal Psikologi Perseptual*, 6(1), 1-15. <https://scholar.archive.org/work/tye52uujxrbwrjpshati2b3eyq/access/wayback/https://jurnal.umk.ac.id/index.php/perseptual/article/download/5144/pdf>
- Sinaga, Lestari Victoria. (2019). Tinjauan Sosial Dalam Pencegahan Ujaran Kebencian Dalam Media Sosial Pada Pemilihan Presiden Tahun 2019. *Jurnal Rectum*, 1(1). <https://ejurnal.darmaagung.ac.id/index.php/jurnalrectum/article/view/103>
- Suminto, Ahmad & Afif Al Farizi. (2020). Analisis Pemanfaatan Media Sosial Twitter oleh Ganjar Pranowo dan Ridwan Kamil. *Journal of Islamic Communication*, 2(2). <https://core.ac.uk/download/pdf/327691085.pdf>
- Syakur, Mahlail. (2021). Ujaran Kebencian Dalam Al-Qur'an (Hate Speech in Al-Qur'an). *Jurnal Ilmu Al-Qur'an dan Tafsir*, 15(2). <https://journal.iainkudus.ac.id/index.php/Hermeneutik/article/view/8483/5546>
- Syarif, E. (2019). Pengaruh media sosial terhadap sikap dan pendapat pemuda mengenai ujaran kebencian. *Jurnal Common*, 3(2). <http://ojs.unikom.ac.id/index.php/common/article/view/2602>
- Ubaidillah & I Dewa Putu Wijana. (2021). Directive Speech Act Of Hate Speech On Indonesian Social Media. *LINGUA*, 16(1). <http://ejournal.uin-malang.ac.id/index.php/humbud/article/view/10190>
- Utami, Winda Wana. (2020). Hate Speech, Agama, dan Kontestasi Politik di Indonesia. *Indonesian Journal of Religion and Society* 2020, 02 (02). <https://journal.lasigo.org/index.php/IJRS/article/view/108>
- Wahyudin, U., Bajari, A., Mulyana, S., & Suryana, A. (2022). Ujaran Kebencian Melalui Simbol Identitas di Twitter Menjelang Pemilihan Presiden 2024. Ujaran Kebencian Melalui Simbol Identitas. Management Communication Doctoral Program, Universitas Padjadjaran .
- Widyatnyana, K.N. dkk. (2023). Analisis Jenis dan Makna Pragmatik Ujaran Kebencian di

Dalam Media Sosial Twitter. *Jurnal Pendidikan dan Pembelajaran Bahasa Indonesia*,
12(1). https://ejournal2.undiksha.ac.id/index.php/jurnal_bahasa/article/view/2216