



## Identifying Hate Speech on Israeli Netizen TikTok

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Received: 2024-04-22 Accepted: 2025-09-09

DOI: 10.24256/ideas.v13i2.5081

### Abstract

The purpose of this study is to find out the impoliteness strategy of hate speech netizens use on TikTok accounts against the state of Israel and to find out the dominant types of impoliteness strategies of hate speech netizens use on TikTok accounts against the state of Israel. This study used the descriptive-qualitative method. In the results of the data analysis, the writer found four types of impoliteness strategies in comments on Israeli state accounts, namely Bald on on-record impoliteness. There are 14 (12%) comments of positive impoliteness, 8 (8%) comments of negative impoliteness, 59 (59%) comments of sarcasm, politeness, 19 (19%) comments of withhold politeness, and 0 (0%) comments. The writer finds that the most dominant type of strategy used is the impoliteness strategy or negative impoliteness. This type is more frequently used because of the high emotional dissatisfaction shown by the speaker against Israel. Sensitive topics such as political conflicts or controversial international situations often provoke strong emotions and discontent among social media users. Netizens believe that Israel violates human rights or treats certain groups unfairly, especially in the context of the Israeli-Palestinian conflict. This can cause a negative reaction, and some social media users may use negative disobedience to show support or solidarity to groups or parties involved in conflict with Israel.

**Keywords:** Hate Speech, Strategi Simpoliteness, Identifying Hate Speech on Israeli Netizen TikTok, Pragmatics;

### Introduction

In social life, humans can't get rid of technology, especially social media. Social media is an online-based medium that allows users to easily participate, share, and create platforms, including blogs, social networks, wikis, forums, and the virtual world. Forms such as blogs, social networks, and wikis are the most widely used forms of social media by people around the world, including in Indonesia. The

positive impact of the emergence of social media in people's lives is that it makes it easier to interact with many people, expands the network of friends, removes barriers to distance and time, makes it easy to express oneself, spreads information quickly, and costs less. The negative impact of a social media presence is distancing people from the people around them, drastically reducing face-to-face interaction, making social media users addicted to the internet, creating conflict between groups, creating personal problems, and making users vulnerable to the influence of other people's bad lifestyles. Media technology in the field of communication can enhance the process of searching for and transmitting information between one person and another. Costs and time can be reduced, while the results are more satisfying, like using fax, email, Facebook, and Twitter rather than mail.

Technology has a variety of powerful impacts and influences on people's lives, such as the functional effectiveness of technology as expected by society, the immediate change in society's response to technology, and the change in innovation that has been anticipated previously. Today's technological existence is not separate from the social and political interests that surround it. The presence and advancement of technology are often driven and sharpened by the support and participation of large investors in every transition and discovery of new technology. Such support is a form of economic and political system that moves interests in order to obtain the greatest profits. The next negative impact is that technology can lead to damage and moral and ethical degradation. People are becoming less sensitive to social life as a result of the presence of technology because it has reduced the intensity of face-to-face interaction that occurs within organizations or social gatherings.

Advances in communication technology are increasingly having a significant impact on social life. Distance and space, which used to be the main obstacles to communication, have now been reduced by the existence of communication technology. The use of social media is the main way of communication for most people. This then brings various good and bad impacts, one of which is hate speech. Cases of hate speech have often been in the media spotlight recently. Words or writings uttered on certain social media are usually evidence to report someone for this case. Hate speech itself is not caused by social media, but rather by the mentality of a small portion of society who do not yet appreciate tolerance and open discussion. The presence of social media is one of the platforms most often used to carry out hate speech. Before social media existed, hate speech was carried out directly from one person to another or from one group to another. In the past, this was rarely the case because, as mentioned earlier, authentic evidence was very difficult to obtain if there were not several eyewitnesses who experienced the incident.

The hate speech carried out through social media appears to be increasingly ferocious for several reasons. First, social media is a platform that can be used freely by anyone, for whatever purpose. Every message delivered there is completely free. It's very difficult to filter content that's nuanced by hate speech.

Secondly, hate speech is spreading on social media because of anonymity. If hate speech is done in the real world, it would be easy to know who first pronounced it if there were eyewitnesses or direct reporters. The perpetrator's identity is easy to identify because the perpetrator is someone who has an identity.

The writer chose hate speech to analyze on social media because there is a lot of hate speech in the current era. Hate speech is very popular among today's circles, including netizens, and is very easy to find on social media sites, especially TikTok social media. Many people will express what is on their minds, especially on the social accounts of celebrities, countries and events that are currently booming. The writer observes hate speech made by netizens on TikTok social media about the war taking place between Israel and Palestine. On social media, TikTok is discussed by many people who are rude in making comments, including insults and other things, about the state of Israel and will become a source of data that is often used as a data source. highlighted by the media.

It is prevalent in the current era. Hate speech is popular among today's internet users and is easily found on social media platforms, particularly TikTok. Many people express their thoughts on the social accounts of celebrities, countries, and trending events. The writer observes the hate speech made by users in connection with the ongoing Israeli-Palestinian conflict. Many TikTok users who post harsh comments, including insults, against the state of Israel have become sources of data that are frequently highlighted by the media.

Based on the explanation above, the writer will conduct this study on hate speech on TikTok accounts. To conduct this study, the writer will explain the types of hate speech used and impoliteness strategies based on Culpeper (1996).

## **Method**

This study will used a descriptive qualitative method. This study is a way to obtain new facts and additional information. This study also includes methodological approaches that can be used in the social sciences and other fields to understand actual phenomena without manipulating variables. The data in this study are comments; the data source for this research is the TikTok account of the Israeli state. In the TikTok account, there are posts uploaded by Israel, and in each post, there are comments made by netizens to Israel. <https://www.tiktok.com/@israel?t=8jP9iHwgrpg&r>. The following techniques are used by writers in collecting study data: Searching for Israel tiktok accounts; Reading netizen comments on posts; Selecting comments that demonstrate the impoliteness strategies of hate speech; Screenshots of netizen's comments including the impoliteness strategies of hate speech. To analyze data, the writer has several techniques, as follows; Classifying data on hate speech uttered by netizens towards Israel with the impoliteness strategy of Culpeper's theory; Calculating the types of impoliteness strategies and the most dominant in the comments; Making the conclusion.

## Findings and Discussion

### Findings

The author has collected and analyzed the data. After analyzing the data, the author finds the types of impoliteness and hate speech strategies carried out by netizens on Israeli posts on the Israeli state TikTok account. The author finds 100 data points, namely: on Bald on Record Impoliteness, positive impoliteness, negative impoliteness, sarcasm, politeness, and withhold, politeness.

Table 1. Percentage of impoliteness strategies of hate speech

| No.          | Impoliteness strategy              | %          | Frequency   |
|--------------|------------------------------------|------------|-------------|
| 1.           | <b>Bald on Record Impoliteness</b> | 14         | 14%         |
| 2.           | <b>positive impoliteness</b>       | 8          | 8%          |
| 3.           | <b>negative impoliteness</b>       | 59         | 59%         |
| 4.           | <b>sarcasm politeness</b>          | 19         | 19%         |
| 5.           | <b>withhold politeness</b>         | 0          | 0%          |
| <b>Total</b> |                                    | <b>100</b> | <b>100%</b> |

In the results of the data analysis, the writer found four types of impoliteness strategies in comments on Israeli state accounts, namely **Bald on Record Impoliteness, there are 14(12%) comments; positive impoliteness, 8 (8%) comments; negative impoliteness, 59 (59%) comments; sarcasm, politeness, 19 (19%) comments; and withhold, politeness, 0 (0%) comments.** The writer finds that the most dominant type of strategy used is the impoliteness strategy negative impoliteness.

### Discussion

The writer has discussed the analysis of impoliteness strategies on the TikTok account belonging to the state of Israel found in netizen comments to Israel. The author uses the types of impoliteness strategies in Culpeper's 1996 theory; these types of impoliteness are Bald on Record Impoliteness, positive impoliteness, negative impoliteness, sarcasm, politeness, and withhold, politeness. The writer conducts an analysis by searching for TikTok accounts belonging to the Israeli state, collecting comments that are included in the type of hate speech, and then analyzing the data. The writer found 100 comments of hate speech against Israel. In the discussion section of this research, it is found that the most dominant type of impoliteness strategy used is negative impoliteness, and the one that is not used at all is withhold politeness.

The reason for using more negative impoliteness is because negative impoliteness is a form of emotional expression. When someone feels frustrated, angry, or upset about a topic or situation, they tend to use more rude or impolite

language to express their dissatisfaction. This type of disrespect provides a channel to express negative emotions more strongly. The urge to show disagreement: impolite comments are usually used to show strong disagreement with a topic or opinion. Negative impoliteness can clearly show that the commenter strongly disagrees with the subject being discussed. Furthermore, due to the urge to show disagreement, negative impoliteness can be used in many cases to show strong disagreement with a topic or opinion. Negative impoliteness can clearly show that the commentator strongly disagrees with the subject discussed. In addition, the use of abusive or disrespectful language can have a provocative effect, encouraging others' responses or sparking more intense debates. Thus, some users may seek to attract the attention of others or trigger their reactions to Israel. After the author has analyzed the data and compared this research with previous research, there are significant differences and similarities.

The results of this study differ from those of Nasution et al. (2021). This study analyzes hate speech using Culpeper's (1996) theory, namely the strategy of impoliteness, using descriptive qualitative research methods. The results of this study are four types of impoliteness strategies in comments on Israeli state accounts, namely Bald on Record Impoliteness, with a total of 14 comments; positive impoliteness, 8 comments; negative impoliteness, 59 comments; sarcasm, politeness, 19 comments; and withhold, politeness, 0 comments. The author found that the most dominant type of strategy used was the negative impoliteness strategy.

Meanwhile, research conducted by Nasution et al. (2021) analyzed hate speech against K-pop idols on Instagram and Twitter accounts. The research used a pragmatic approach and a descriptive-qualitative method. The results of the study were 41 comments characterized by hate speech, including insults, 4 comments containing defamation, 6 comments containing blasphemy, and 2 comments containing provocation. In the illocutionary comments, there are 12 assertive utterances, 3 directive utterances, 3 expressive utterances, and 3 declarative utterances. Thus, although both have a focus on analyzing hate speech, this research and the research conducted by Nasution et al. differ in the object of the research, the theory used, and the results produced.

The difference between this study and Nasution et al.'s research is due to the difference in research objects. This study focuses on hate speech in comments on Israeli state accounts, while the second study focuses on hate speech against K-pop idols on Instagram and Twitter accounts. The difference in the object of this research can lead to differences in the characteristics of the hate speech found.

This study is different from the research of Ferdiansa et al. (2022), where the object of this research is hating speech directed at Israel and occurs on the official Israeli TikTok account. This study uses a qualitative descriptive method to analyze data from TikTok comments. The results show four types of impoliteness strategies used in hate speech. This research shows that negative impoliteness strategies are the most dominant. In the first study, one hundred data points were

collected and analyzed, with each type of impoliteness strategy distributed in different percentages. The study by Ferdiansa et al. (2022) concentrated on hate speech that appeared in Jokowi's Instagram comment section during PPKM in Indonesia.

The focus of the study was the type of hate speech that appeared in Jokowi's Instagram comment section during the PPKM. Ferdiansa et al. analyzed data from Jokowi's Instagram comments during the PPKM period using a mixed approach, which included qualitative and quantitative methods. Their research found that four types of hate speech were found in Jokowi's Instagram comments: insults, defamation, incentives, and threats. 50 data points were analyzed with different number distributions for each type of hate speech. The results of the two studies differ because this study has more data than the study of Ferdiansa et al.

Due to the nature of the platform and its content, TikTok may have a larger and more active number of comments than Instagram, especially with regards to political or sensitive content such as hate speech against Israel. Therefore, the first study may have more data that can be analyzed. In addition, due to the context and target population of the study, it may have been conducted in an environment where hate speech against Israel appears more frequently or in an environment where a larger number of netizens engage in such discussions.

The Ferdiansa et al. study was limited to comments on Jokowi's Instagram account during a certain period, for example. differences in the way the two studies collected data. The first study may have used more effective data collection methods or used a longer time span, which would have allowed it to collect more data. Similar to each other, both studies focused on hate speech occurring on social media. Although different contexts and platforms are used (TikTok for this study and Instagram for Ferdiansa et al.'s research), both address the same phenomenon, which is hate speech. Use of Data from Social Media. To analyze their data, both studies used data obtained from social media platforms. The first study used data from Israel's official account on TikTok, and the second study used data from Jokowi's Instagram comments.

The results of this study are different from the results of Pasaribu's research (2021). This study identifies hate speech using an impoliteness strategy in the Israeli state's TikTok account. This research uses qualitative research methods. In the results of this study, there are four of the five types of impoliteness strategies, namely bald on record, positive impoliteness, negative impoliteness, and sarcasm or mocking politeness. Of the 100 data points collected, there are 14 (14%) comments on baldness on record, 8 (8%) comments on negative impoliteness, 59 (59%) comments on negative impoliteness, and 19 (19%) comments on sarcasm or mocking politeness.

The most dominant type of impoliteness strategy used is negative impoliteness. Negative impoliteness is often used to express dissatisfaction or criticism of a subject or situation. This can include expressions of disapproval, dissatisfaction, or displeasure towards something that has been done or

represented by the subject being discussed. Reinforcing an Opinion or Position: The use of negative impoliteness can be used to reinforce an opinion or position expressed in a comment. By using abusive or disrespectful language, the author may try to assert his or her decision or make a stronger statement. In Pasaribu's research This is a study that aims to show how netizens of different genders use hate speech when they comment on the issue of the COVID-19 pandemic on President Joko Widodo's official Facebook account. This is a qualitative-descriptive study.

The research data consists of 100 netizen comments selected from Joko Widodo's Facebook fan page, which are divided into two categories: fifty male comments and fifty female comments. The impoliteness strategy developed by Culpeper was used to analyze the data. According to the results, male netizens are more likely to use bold record impoliteness strategies to express their anger towards Joko Widodo, while female netizens prefer to use positive, negative, sarcasm, and bald record impoliteness strategies. Thus, these results show that male and female netizens differ in the way they express their anger towards Joko Widodo. The difference in the dominant frequently used impoliteness strategies between the two studies could be due to a combination of different factors in context, methods, social media platforms, and research subjects.

This research is different from Apriliyani et al.'s research; this research analyzes hate on Israeli TikTok accounts using impoliteness strategies. The aim of this research is to find out what types of strategies are found in these comments and what types of strategies are most dominant in these comments. In the results of this research, there are four impoliteness strategies: baldness in notes, positive impoliteness, negative impoliteness, sarcasm, or mocking politeness. And in this research, the type that is most often used is negative impoliteness.

The impoliteness strategies in question are unclear impoliteness, positive impoliteness, negative impoliteness, sarcasm, or mocking politeness. Of the 100 data points collected, there were 14 (14%) comments about baldness, 8 (8%) comments about negative incivility, 59 (59%) comments about negative inmpoliteness, and 19 (19%) comments about sarcasm or mocking. The most dominant type of impoliteness strategy used is negative impoliteness. Apriliyani et al.'s research aims to find out the types of impolite strategies used by male and female haters towards Habib Rizieq and Felix Siauw in comments on Instagram. Apart from that, researchers also found differences in the impoliteness strategies used by male and female haters. This research is descriptive research. Data was taken from comments on Habib Rizieq and Felix Siauw's Instagram accounts.

The research results showed that male and female haters only used four of the five impoliteness strategies. These strategies are bare on record: positive impoliteness, negative impoliteness, and sarcasm or mockery. From a total of 100 male haters' comments, 253 impolite strategies and sub-strategies were found. However, from a total of 100 comments from female haters, 231 impolite strategies and impolite sub-strategies were found. The impolite strategy most often used by

male and female haters is sarcasm, or mocking politeness. Researchers found differences between male and female haters, but they were not significant. The difference between male and female haters is 10%.

These two studies are different because their contexts are different. The first study looked at hatred towards the state of Israel on Israeli TikTok accounts, while the second study looked at hatred towards certain people (Habib Rizieq and Felix Siau) on their Instagram accounts. The types and patterns of impoliteness strategies used by perpetrators may vary due to differences in research subjects. Differences in social media platforms the first study was conducted on TikTok, while the second study was on Instagram. Each platform has different features, content, and dynamics, which can influence the way people convey hate and impoliteness and the strategies they use.

**Different Subjects and Objects of Research.** The first research looks at criticism of the state of Israel as a whole, while the second research looks at criticism of certain people, such as Habib Rizieq and Felix Siau. The difference between the subject and object of research can influence the patterns, types, and techniques of impoliteness used. **Different Methodologies,** although both are descriptive studies, the use of different methods for data collection and analysis can influence the research results. For the first study, data from TikTok comments was used to analyze incivility. For the second study, data from Instagram comments was used to analyze impoliteness strategies.

The results of this study are based on research from Prihadi (2023). This study discusses hate speech using an impoliteness strategy carried out by netizens against the state of Israel on the official TikTok account of the state of Israel. Based on the data and analysis conducted, it can be concluded that there are four out of five types of impoliteness strategies found in netizen comments against the state of Israel. The impoliteness strategies in question are the impoliteness of pleasantries, positive impoliteness, negative impoliteness, sarcasm, or mocking politeness. Of the 100 data points collected, there were 14 (14%) comments about baldness recorded, 8 (8%) comments about negative impoliteness, 59 (59%) comments about negative impoliteness, and 19 (19%) comments about sarcasm or mocking politeness.

The most dominant type of impoliteness strategy used is negative impoliteness. This research is descriptive-qualitative research. The data collection method used is the method of listening and recording. The data analysis method in this research refers to the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. The result shows that there are 25 assertive utterances, 15 directive utterances, 50 expressive utterances, and 10 declarative utterances. The most common utterance is an expressive utterance. **Differences in Research Methods and Approaches** This research focuses on analyzing impoliteness strategies in TikTok comments, while Prihadi's research may use different approaches or methods, which may affect the findings and results. Research results may also be influenced by different research contexts, as



well as the social and social media environment in which the research was conducted. For example, variables in user demographics, culture, and politics on the social media platform under investigation may affect the type of hate speech found.

**Differences in Research Methods and Approaches** This study differs in data analysis. Although both are descriptive studies, differences in the data analysis techniques used, such as different qualitative analysis methods or different data grouping standards, can influence the research results and findings.

**Differences in Findings** Basic results, such as the types of impoliteness strategies found, may be the same, but specific results, such as the number and types of utterances or additional findings, may differ due to differences in methodology or research subjects. The combination of the factors above influences the differences in context, methods, subjects, and research data analysis between the two studies.

After the writer makes a comparison with previous research, the writer can conclude that the results of the study corroborate the findings that have been found previous, and can add a new understanding of this topic.

## Conclusion

This study discusses hate speech using the strategy of impoliteness committed by netizens against the state of Israel on the official TikTok account of the state of Israel. Based on the data and analysis, it can be concluded that there are four out of five types of impoliteness strategies found in netizen comments against the state of Israel. The impoliteness strategies in question are bald on record, positive impoliteness, negative impoliteness, sarcasm or mocking politeness. Of the 100 data points collected, there are 14 (14%) comments on baldness on record, 8 (8%) comments on negative impoliteness, 59 (59%) comments on negative impoliteness, and 19 (19%) comments on sarcasm or mocking.

The results showed that four of the five tactics used in the study were bald on record: positive impoliteness, negative impoliteness, sarcasm, or mocking politeness. This type is more frequently used because of the high emotional dissatisfaction shown by the speaker against Israel. Sensitive topics such as political conflicts or controversial international situations often provoke strong emotions and discontent among social media users. Netizens believe that Israel violates human rights or treats certain groups unfairly, especially in the context of the Israeli-Palestinian conflict. This can cause a negative reaction, and some social media users may use negative disobedience to show support or solidarity to groups or parties involved in conflict with Israel.

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