

ABSTRAK

Widyatnyana, Kadek Nara (2023), Ujaran Kebencian di Dalam *Twitter* #Sebelum2024JokowiLengser: Kajian *Cyberpragmatics*.

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Kata-kata kunci: *Cyberpragmatics*, Ujaran Kebencian, Bentuk Ujaran, Jenis Ujaran, Makna Ujaran.

Penelitian ini bertujuan untuk memaparkan bentuk, jenis, serta makna pragmatik ujaran kebencian dalam *Twitter* #Sebelum2024JokowiLengser menggunakan perspektif *cyberpragmatics*. Rancangan penelitian ini deskriptif kualitatif. Penelitian ini menggunakan metode simak dengan teknik lanjutan bebas libat cakap. Teknik analisis data penelitian ini yaitu, pengumpulan data, reduksi data, penyajian data, dan penarikan simpulan. Terdapat 36 data yang digolongkan ke dalam ujaran kebencian. Hasil penelitian terdapat bentuk ujaran frasa, klausa, dan kalimat. Jenis ujaran kebencian yang ditemukan adalah penghinaan, pencemaran nama baik, penistaan, perbuatan tidak menyenangkan, data penyebaran bohong, dan menghasut/memprovokasi. Terdapat 10 makna pragmatik ujaran kebencian, yaitu makna menyindir, menggambarkan sosok pemimpin, makna mempertanyakan, makna membandingkan, makna memerintah, makna tidak suka, makna kekesalan makna membual, makna mengajak, dan makna mengeluh. Dengan adanya penelitian ini diharapkan pembaca mampu mengetahui ujaran kebencian di media sosial serta makna di balik ujaran.

UNDIKSHA

ABSTRACT

Widyatnyana, Kadek Nara (2023), *Hate Speech on Twitter #Sebelum2024JokowiLengser: Cyberpragmatics Study*. Thesis, Indonesian Language Education, Postgraduate Program, Ganesha University of Education.

This thesis has been approved and examined by Supervisor I: Prof. Dr. Drs. I Wayan Rasna, M.Pd. and Supervisor II: Prof. Dr. Ida Bagus Putrayasa, M.Pd.

Key words: Cyberpragmatics, Hate Speech, Form of Speech, Speech Type, Meaning of Speech.

This study aims to describe the forms, types, and pragmatic meanings of hate speech on Twitter #Before2024JokowiLengser using a cyberpragmatics perspective. The research design is descriptive qualitative. This study used the listening method with the advanced technique of free engagement. The data analysis techniques of this research are data collection, data reduction, data presentation, and drawing conclusions. There are 36 data that are classified into hate speech. The results of the study are in the form of phrases, clauses, and sentences. The types of hate speech found were insults, defamation, defamation, unpleasant acts, data spreading lies, and inciting/provoking. There are 10 pragmatic meanings of hate speech, namely the meaning of satirizing, describing a leader, the meaning of questioning, the meaning of comparing, the meaning of commanding, the meaning of dislike, the meaning of annoyance, the meaning of boasting, the meaning of inviting, and the meaning of complaining. With this research, it is hoped that readers will be able to find out hate speech on social media and the meaning behind the utterances.

