THESIS COVER

HATE SPEECH: THE NEGATIVE LANGUAGE PHENOMENON IN THE COMMENTS ON DONALD TRUMP'S INSTAGRAM

THESIS

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2020

HATE SPEECH: THE NEGATIVE LANGUAGE PHENOMENON IN THE COMMENTS ON DONALD TRUMP'S INSTAGRAM

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fullfilment of the Requirements for the Degree of *Sarjana Sastra* (S.S.)

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2020

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I state that the thesis entitled **"Hate Speech: The Negative Language Phenomenon in The Comments on Donald Trump's Instagram"** is my original work. I do not include any material previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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MOTTO

Keep believing and keep trying and you will find your way

DEDICATION

This thesis is proudly dedicated to:

My self will still struggle behind this study and never stop trusting if I will finish my thesis

My beloved parents who always be my supporter

My father Mistoko and My mother Jamilah

My beloved sisters Nia, Lilik and Mila

My friends who helped and motivated me to finish my thesis

Thanks for carrying, supporting and praying me

ACKNOWLEDGEMENT

Alhamdulillah, thank you for the grace of God who always guided me to complete my thesis entitled Hate speech: The phenomenon of negative Language in The comments on Donald Trump's Instagram. The author realizes that the writing of this thesis cannot be completed properly without the help of various parties. Therefore, the researcher would like to extend the highest appreciation to:

1. Mundi Rahayu M.Hum as my academic advisor who always helped and support my study since first semester.
2. Nur Latifah, M.A. TESL as my thesis advisor who always guides me to finish my thesis
3. My beloved parents who always support and pray for the best of my life;
4. My second parents in Mahad Darul hikmah Al-hasani, Abah Junaidi M.Pd and ustadzah Mamluatul Hasanah M.Pd;
5. All of my friends in KSR-PMI UNIT UIN MALANG:
6. My new family in TK Kartika Nawa
7. My friend who always support me to do the best, Eltsa, Lely, Jodhie and Santi
8. My partner in finishing this thesis siqo, audy, cepin, agam, amiril,ella and santi
9. My roommate, Alfa, Runia and Rizma who always care to me
10. My best senior in campus, Cindy Ayu pujarwati S.S, Dias Mira S.E who never tired motivated and help me to solve my problem study.
11. All friends from English Literature Department 2016, thank you for the togetherness and memories.

ABSTRACT

Farida, Luluk Nur. 2021. Hate speeh: The Phenomenon of Negative Language in The Commments on Donald Trump's Instagram. Thesis (skripsi). Linguistic. Malang: English Letters Department, Facultt of Humanities,Universitas Islam Negeri Maulana Malik Ibrahm Malang.

Advisor : Nur Latifah M.A TESL

Key Term: hate speech, speech act, Instagram

Hate speech is speech that has a negative meaning which aims to demean, incite or provoke so that it can cause division. This study discusses hate speech used in Instagram. There are two reseach questions in this study. First, what types of illocutionary acts are found in the comments containing hate speech on Donald Trump's Instagram account? Second, what is the function of illocutionary acts in the comments on Donald Trump's Instagram account? The purpose of this study is to describe the forms of hate speech, types of illocutionary acts and the function of illocutionary acts in comments containing hate speech on Donald Trump's Instagram account.

To get the desired research results, this study uses a qualitative descriptive analysis, namely an analysis by describing something that is found based on facts or phenomena. The data is in the form of netizen utterances in English comments that contains hate speech. The technique of data collection is documentation. The results of this study indicate that the types of illocutionary speech acts found include assertive, directive, commissive, expressive and declarative illocutionary speech acts.

The conclusion of the study is that the first form of hate speech on Donald Trump's Instagram account comments is categorized into three parts, namely hate speech in the form of words, phrases and sentences. Second, the speech acts that are mostly found in hate speech comments are assertive with the function of conveying. Furthermore, representative speech acts were not found in this study, because in expressing hate speech it does not represent anything or anyone.

ABSTRAK

Farida, Luluk Nur. 2021. Hate speeh: The Phenomenon of Negative Language in The Commments on Donald Trump's Instagram. Thesis (skripsi). Linguistic. Malang: English Letters Department, Facultt of Humanities,Univrsits Isam Negeri Maulana Malik Ibrahm Malang.

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Ujaran kebencian merupakan ucapan yang memiliki makna negatif yang bertujuan untuk merendahkan, menghasut atau meprovokasi sehingga dapat menimbulkan perpecahan. Penelitian ini membahas ujaran kebencian yang digunakan dalam media sosial instagram. Terdapat dua rumusan masalah dalam penelitian ini. Pertama, apa saja jenis tindak tutur ilokusi yang terdapat pada komentar yang mengandung ujaran kebencian pada akun instagram Donald Trump. Yang kedua, apa fungsi tindak tutur ilokusi pada komentar akun instagram Donald Trump. Tujuan penelitian ini untuk mendeskripsikan bentuk ujaran kebencian, jenis tindak tutur ilokusi serta fungsi tindak tutur ilokusi pada komentar yang mengandung ujaran kebencian pada akun instagram Donald Trump.

Untuk mendapatkan hasil penelitian yang diinginkan, penelitian ini mengunakan teknik analisis deskriptif kualitatif yaitu suatu analisis dengan mendeskripsikan sesuatu yang ditemukan berdasarkan fakta atau fenomena. Data berupa tuturan netizen pada kolom komentar yang menggunakan bahasa inggris dan mengandung ujaran kebencian. Teknik pengumpulan datanya adalah dokumentasi. Hasil penelitian ini menunjukan jenis tindak tutur ilokusi yang ditemukan pada antara lain adalah tindak tutur ilokusi assertif, direktif, komisif, ekspressif dan deklaratif.

Kesimpulan dari penelitian yaitu pertama bentuk ujaran kebencian pada komentar akun instagram Donald Trump dikategorikan menjadi tiga bagian yaitu ujaran kebencian dalam bentuk kata, frasa dan kalimat. Kedua, tindak tutur yang paling banyak ditemukan pada komentar yang mengandung ujaran kebencian adalah tindak tutur asertif dengan fungsi menyampaikan. selanjutnya, tindak tutur representatif tidak ditemukan pada penelitian ini, karena dalam mengungkapkan suatu ujaran kebencian tidak merepresentasikan apapun atau siapapun.

مستخلص البحث

فريدا، لولوك نور. 2021. خطاب الكراهية: ظاهرة اللغة السلبية في التعليقات لانستغرام دونالد ترامب. البحث الجامعي. اللغوية. مالانج: قسم الآداب الإنجليزية، كلية العلوم الإنسانية جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

مشرفة : نور لطيفة، الماجستير.

الكلمات الرئيسية : خطاب الكراهية، الأفعال الكلامية، انستغرام.

خطاب الكراهية هو قول له معنى سلبي يهدف إلى التخفيض، والإثارة أو التحريش حيث يؤدي إلى التفرّق. يبحث هذا البحث في خطاب الكراهية المستخدم في وسائل التواصل الاجتماعي انستغرام. في هذا البحث أسئلتان. الأولى، ما أنواع الفعل الإنجازي من الأفعال الكلامية في التعليقات التي تحتوي على خطاب الكراهية في حساب انستغرام دونالد ترامب. الثانية، ما وظيفة الفعل الإنجازي من الأفعال الكلامية في التعليقات لحساب انستغرام دونالد ترامب. الهدف من هذا البحث هو وصف أشكال خطاب الكراهية، وأنواع الفعل الإنجازي ووظيفته في التعليقات التي تحتوي على خطاب الكراهية في حساب انستغرام دونالد ترامب.

للحصول على نتيجة البحث المرجوة، استخدم هذا البحث طريقة التحليل الوصفي الكيفي وهي التحليل بوصف الأشياء الموجودة على أساس الحقيقة أو الظاهرة. تأتي البيانات من خطاب متصحفي الإنترنت في التعليقات الإنجليزية وتحتوي على خطاب الكراهية. طريقة جمع البيانات لهذا البحث هي التوثيق. تمّ تحليل البيانات الموجودة باستخدام نظرية الأفعال الكلامية سيرلي. توضّح نتيجة هذا البحث إلى أنوع الفعل الإنجازي من الأفعال الكلامية ومنها جازم، وتوجيهي، ومفوض، ومعبر، وتصريحي. أما بالنسبة إلى استنتاج هذا البحث فأولا، ينقسم شكل خطاب الكراهية الكلامية في التعليقات لحساب انستغرام دونالد ترامب إلى ثلاثة أقسام وهي خطاب الكراهية في شكل الكلمة، والعبارة، والجملة. ثانيا، أكثر خطابات الكراهية الموجودة في التعليقات لحساب انستغرام دونالد ترامب هو جازم بوظيفة التبليغ. وبالتالي، لا توجد الأفعال الكلامية التمثيلية في هذا البحث، لأن في تعبير خطاب الكراهية لا يمثل أي شيء أو أي شخص.

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CHAPTER I

INTRODUCTION

This chapter discusses the process of this reseach. This part consist of several points including; bakcground of the study, problem of the study, objectives of the study, significance of the study, scope and limitation, definition of key terms, previous study, and reseach method

A. Background of The Study

The current digital era and increasingly sophisticated technological developments allow humans to obtain information and communicate. Because communication is an activity that cannot be separated from humans. This is supported by the emergence of various social media sites that are currently popular among the public, one of which is Instagram. Technological developments have had a significant impact, both positive and negative. The positive impact is that it is easier for humans to get information or communicate anywhere and anytime. At the same time, the negative impact is the emergence of various crimes and violations. The violation that we often encounter on social media is hate speech.

Hate speech as speech that slanders, disturbs, intimidates, or incites hatred against individuals or groups. These aspects can be ethnicity, religion, belief,

race, ethnicity, skin color, gender, and sexual orientation (Brison, 2013). In Indonesia, hate speech is an offense because it has been regulated in law. Hate speech is also considered a crime based on hatred, according to Circular No. SE /6 / IX / 2015 contains about Hate Speech Handling. Hate speech can be conveyed in various media; one media that includes the most hate speech is social media. The social media that is most in demand by all groups, namely Instagram. Based on research, "we are social 2020," Instagram has more than one billion active users every month.

Instagram is an interesting social media and is different from other social media such as Facebook and Twitter. Instagram aims to share photos or videos with other Instagram users. In addition to sharing photos or videos, Instagram also provides a comment column, so that everyone who sees the uploaded image or video can comment easily. Comments submitted by Instagram users vary. Some words respond positively, negatively, or neutrally to the actions of individuals and institutions in the photo or video. A useful commentary follows the principle of politeness and is certainly not against the direction of politeness. When viewed from the form of hate speech, in the readers' statements that are not good, there are some comments that are disrespectful but in hate speech there are harsh words. So not all negative comments include hate speech but the essence of hate speech is specifically for its target.

An Instagram account that has a lot of hate speech is an account of a public figure who has many followers and is always in the public spotlight. Therefore, the authors chose the Instagram account of the United States president, namely

Donald Trump. Donald Trump is the most controversial president, Trump is also the president who is rude and outspoken, and this is evident in the campaign carried out by Trump, which contains a lot of curses or curses. Besides, most Americans don't like Donald Trump. According to a survey by the ABC News / Washington Post conducted by Langer Research Associates, 32 percent of Americans like him while the remaining 59 percent don't like Trump. Most of them do not trust the president at all. This is what underlies the writer choosing Donald Trump's Instagram account as the object of this research.

A report entitled “Countering Online Hate Speech” (2015) by UNESCO noted that hate speech was on the rise and caused various countries' various problems. Online hate speech was one of the most significant phenomena of the previous year. This report also concludes that hate speech through online media is overgrowing and allows it to spread even further. Hate speech also has a significant negative impact, affecting others, provoking, and even causing division among the community. All forms of hate speech spread on social media, whether intentionally or unintentionally, can harm oneself and others. Hate speech can be explored with discourse analysis or speech act theory because both discuss the context that underlies the understanding of a speech. The author chooses to study hate speech from a pragmatic aspect, namely regarding readers' utterances in comments on Donald Trump's Instagram account. So it can be interpreted as the context or situation in which the discourse is made. This is in the form of the place, time, setting, intention, speech participants who have an

essential role in a speech. Apart from this understanding, the speaker's background or experience is also taken into consideration.

Thus, speech acts function as a means of acting upon the speaker's intention in making a speech. All spoken sentences uttered by speakers contain a specific communication function. Of course, speech from speakers is not merely its origin but includes a particular purpose (Mulyana, 2010). So hate speech examined in this study is part of speech acts. Speech act theory is a theory that focuses on how language is used in communicating intent and purpose to listeners or readers.

However, research that is related to hate speech has been conducted, researched and discussed previously by Linawati (2017) who examined hate speech in the newspaper media. The results of his research explain the form of hate speech and the illocutionary function of hate speech found in the comments of readers of the online newspaper Tribunnews.com. In addition, Mawarti (2018) examines hate speech. The results of his research are the impact of hate speech, not only spreading to the wider community, in school teenagers are also affected by the process of spreading hatred. Ningrum (2018) researched hate speech on social media which discussed hate speech, the function of illocutionary speech acts, and Facebook (FB) comments. This new linguistic phenomenon is exciting to study because it can add insight into science, especially in pragmatics. This demands researchers to conduct a study that discusses forms of hate speech and the illocutionary function of hate speech. Therefore, the author provides the title in this research, based on the appropriate object, namely "hate speech: a

phenomenon of negative language in the comment on Donald Trump's Instagram account."

B. Research Question

1. What are the kind of illocutionary act performed by the Public's comments on Donald Trump’s Instagram?
2. What are the functions of illocutionary acts in the hate speech comments?

C. Research Objective

1. To find out kind of illocutionary act performed by Public in the comments on Donald Trump Instagram's account
2. To find out the function of the illocutionary act in the comments performed by Public

D. Research Significant

Research provides two benefits, both practical and theoretical. The results given through the theory are about the analysis of public's language utilized by public's comments that they use to protest and clarify a problem. The study improves the implication to get the information of hate speech are realized in social media, and for those who would conduct further research about linguistics hate speech in social media, which remains a compelling and fruitful line of academic inquiry in other discourses.

Practical benefits result from this research helping to understand how the language is used to express opinions to the public. Know the types of illocutionary acts in hate speech. It is expected that the people convey the

statement to be polite even though in a comment, someone in social media to build good communication for the other. This research can also be useful for lecturers or language learners supported by examples and analysis speech acts. Therefore model of speech act analysis can be used as a source of linguistic learning.

E. Scope and Limitation

This study aims to study hate speech in the pragmatic field. This study focuses on the types and functions of illocutionary acts. The scope and limitation of this study is based on comments containing hate speech on Donald Trump's Instagram account. In conducting this research, the researcher chose hate speech comments only on in English. To understand the phenomenon, researchers used Searle's theory to analyze data.

F. Definition of Key Terms

- **Hate speech:** Hate speech is utterance that have a negative meaning and can disturb comfort, offend and incite others with certain characteristics such as religion, race, ethnicity and gender.
- **Illocutionarry act:** the act of saying something.
- **Instagram:** An application for sharing photos and videos that allow users to give comments in each photo or video.

G. Previous studies

Previous research that discussed speech acts has been completed by several researchers. Nurjanah et al (2015) entitled “Illocutionary Speech Actions on Status and Comments on Facebook Students of Indonesian Language and Literature Education Semester VIII 2014/2015 Academic Year” in their research they found illocutionary speech acts used by netizens in comments and status on Facebook were representative speech acts, declarative, expressive, and commissive. Nurjanah et al also found illocutionary functions used by netizens in Facebook comments, namely teaching, stating, and reporting. In their research, Nurjanah et al used the speech act theory by Austin.

Ningrum, et al (2018) entitled "Study of Hate Speech on Social Media" in their study, discussed forms of hate speech on social media. In their research, they found forms of hate speech on social media including insults, incitement, political provocation, defamation, and blasphemy. They also found the types of speech acts found on social media, including assertive, directive, commissive, expressive, and also declarative. Ningrum et al used Searle's theory to analyze the data obtained.

Handayani (2019) also examines hate speech on social media. His research is entitled "analysis of language hate speech in social media". Handayani discusses the form of hate speech in language, then the conceptual meaning and contextual meaning of hate speech in language on social media. The social media used are Facebook and Instagram. In his research,

Handayani found forms of hate speech on social media, including blasphemy, defamation, provocation, and the spread of hoax news. Handayani also concluded that the meaning of words, phrases, clauses, and sentences would be different if the context was different.

Furthermore, Linawati's (2017) research is related to the analysis of hate speech entitled "Acts of Hate Speech in Readers' Comments on Online Newspaper Tribunnews.Com". The data in this study were taken from some readers' comments on the news in the available comments column. The results of research conducted by Linawati describe the form of hate speech in readers' comments on the online newspaper Tribunnews.com and describe the illocutionary function of hate speech in the comments of readers of the online newspaper Tribunnews.com. In her research, Linawati found forms of hate speech including insult, defamation, insult, unpleasant actions, provoking, and inciting. Second, the illocutionary function is found in the form of hate speech in the comments of readers of the Tribunnews.com online newspaper in the form of assertive functions, directive functions, commissive functions, and expressive functions. The function of assertive illocution can be found in the comments of readers of the online newspaper Tribunnews.com.

Another researcher who discusses hate speech is Salutfiyanti (2018). His research is entitled "analysis of hate speech in netizen comments on political chat Instagram accounts". Salutfiyanti discusses forms of hate speech in netizen comments and the function of hate speech in netizen comments. Salutfiyanti found forms of hate speech in netizen comments, namely

insulting, provoking, and inciting hatred. While the functions of hate speech include the function of declaring, the function of order, and the function of praying for bad things.

In some of the previous studies that have been mentioned above, there are some similarities and differences. Research conducted by Handayani (2019), Ningrum (2018), Linawati, and Salutyanti (2018) have something in common, namely a focus on forms of hate speech that occur on social media. They also use comments or status on Facebook or Instagram as objects the research. However, some of them use a different theory. The difference between this research and previous researchers is in the theory and objects used. The researcher on this research only focuses on hate speech found in social media comments on Instagram as the object of their research. Previous research has discussed a lot about forms of hate speech on social media, while this research only focuses on the types of illocutionary speech acts and also the illocutionary function of hate speech in Donald Trump's Instagram account through the comments.

H. Research Methodology

This section discuss how the method and techniques to collect and analyze the data.

1. Research Design

Referring to the formulation of the problem in this study, the authors use a qualitative descriptive approach. According to Sugiyono (2005)

states that the descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions, whereas according to Whitney (1960), the descriptive method is fact-finding with the correct interpretation.

This study uses a pragmatic approach, especially speech act. Speech act is divided into three, one of which is illocutionary act. Illocutioanary, namely speech acts that are usually identified with explicit performative sentences. This study uses Searle's theory to analyze hate speech on Donald Trump's Instagram comments.

2. Research Instrument

In each study, research instruments are essential in collecting data to make the research process done quickly, systematically, and completely. In this case, the research instrument in this study is the researcher herself because of the researcher herself who obtaining and analyzing the data. The researcher explained in qualitative research, investigators are becoming the primary instrument for collecting and analyzing the data.

3. Data Source

The data in the study chose Instagram comments as the object of research. The data source in this study are comments containing hate speech on Donald Trump's Instagram account. The data were selected based on hate speech in English.

4. Data Collection

There are several steps for collecting the data. Firstly, researchers see and choose comments containing hate speech on the Donald Trump official account. The second, researcher capture or copy the comments that contain hate spech. The data taken in October and November 2020, during the presidential election, vote count and winner announcement in the 2020 American presidential election.

5. Data Analysis

When researchers collect data, researchers take several steps. First, identify and analyzed the comments that contain hate speech. Second, classified the types and function of illocutionary act in each comments.

The reseacher used Searle's Theory to clasisify the types and the fungtion of illocutionary act in the hate speech comments. Finally, researchers make conclusions from the data that has been analyzed.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, there are two parts; theoretical frameworks and previous studies. The theoretical framework will discuss and explain the speech act, Instagram, and hate speech. Meanwhile, previous studies consisting of related research and have been researched by others that discuss the similarities and differences of this research with previous research.

A. Pragmatic Approach

Of all branches of linguistics, pragmatics is the most possible study to analyze hate speech because it is related to speech acts. Pragmatics is a speech analyzer that studies science and discusses the meaning of speech in its context, then the acquisition of its parts is analyzed so that it can affect how to communicate not only socio-psychological factors but also where and when the utterance is written or spoken. It can be interpreted that pragmatics is the study of the relationship between context and language or meaning with the condition (Tarigan, 2009).

Pragmatics is a study of languages that are directly connected to the function of language as a means of communication. According to Levinson (Rahardi, 2009), pragmatics is the study of linguistics that addresses the relationships and contexts of language. The intended context is, in this case, a grammatical context, so that it cannot be separated from the structure of the language. Parker (in Rahardi, 2009), on

the other hand, states that pragmatics is a science that discusses and studies outside-language structures or can be called external structures.

Pragmatics according to (Yusri, 2016) is a science that discusses the structure of language from the external side, namely about the unity of the language used in the communication process. The external study in question is a study that discusses factors or things that are outside the language, factors and this is related to the use of language by speakers in a particular society. Externally, this study will find formulas related to the use and use of the language in all life activities for humans in society. In this case, not only using linguistic theory, but also pragmatic theory.

In pragmatics, it is necessary to have the same information or understanding of knowledge or speech context, because there will be ambiguity or multiple meanings in an utterance. Therefore, the meaning of an utterance and the meaning that is captured by the speaker or the intent of the speaker can occur differently in pragmatics. By the explanation above, pragmatic is a study used in communication and focuses on analyzing speech and the meaning of an utterance. This is related to speech acts that show expressions of various meanings.

1. Speech act

In 1956, J.Austin was a scientist who first put forward the theory of speech acts written in an essay with the title "How to do Thing with words?". John (Searle, 1969), a student who developed speech act theory, wrote the book "Speech Acts: An Essay in the Philosophy of language", and explained that communication is not only

limited to words, sentences, or symbols but produces speech symbols whose form behaves in response to speech acts.

The opinion of (Chaer, 1995) explains that a speech act is the meaning of a sentence that is distinguished by locus, illocution, perlocution, and combines conditions in determining the meaning of language. Speech act theory embodies the purpose of communication in the use of language and the goals of spoken speech. Speech is a speech from the speaker to the interlocutor in communicating. Speech or utterance in pragmatics is concluded as spoken speech (verbal product) (Leech, 1993). Meanwhile, the opinion of (Tarigan, 2009) speech act is any utterance that contains a specific purpose or meaning. So that it can be interpreted that speech acts are the smallest unit of language communication or sentence results under certain conditions.

Austin (in Cummings, 2007) describes if the speaker's intention in saying something is not just a specific reference but can contribute to certain types of interactional movements to communicate and produce sentences that have meaning and purpose. According to (Austin, 1962) in the book Teaching Pragmatics (Tarigan, 2009) speech acts consist of 3 types, namely local speech acts, illocutionary speech acts and perlocution speech acts. The following will explain the three kinds of speech acts.

a. The Kind of Speech Act

According Austin's (1985) Speech act should be separated from its locutionary act, illocutionary act, and perlocutionary act. It can be said that the three acts occur in every utterance.

1. Locutionary act

Locutionary act is referred to as the production of speech that has meaning. Austin in How to do things with words (1962: 100) explains that the act of locus is "The act of saying something" which means locus action is the utterance uttered by the speaker according to actual conditions and has no other purpose.

2. Illocutionary act

Illocutionary acts are speakers convey the purpose or intent of their utterances in communicating. It includes things such as making promises, apologizing, predicting, declaring, threatening, asking, ordering, and others.

3. Perlocutionary act

Austin (1962: 114) explained that the perlocutionary act is "the achieving of certain effect by saying something" which means that the speech acts are defined as influencing the hearer such as intimidating, embarrassing, and so on.

b. The Types of Speech Act

Searle (1975; 52-56) divided the illocutionary acts into 5 categories, based on Austin's theory (1969), which consists of declarative, representative, expressive, directive, and commisive. These categories are elaborated in Yule (1996) as follows:

1. **Declarative**

Declarative is where the speaker intends to get the hearer to do something. In this type of speech act, a speaker wants to change the world via his or her utterance. To perform declarations correctly, the speaker has to have a special institutional role in a specific context that can be used to express it. The example of this speech act is as follows. Jury Foreman: "We find the defendant guilty." The utterance above is a declaration of speech act that is uttered by a jury foreman. He declares that the accused is guilty (Yule, 1996: 53).

2. **Representatives**

By performing representative acts, the speaker makes the words fir the world or belief (Yule 1996:53). The purpose of a speaker in performing representatives is to commit him or herself to the belief that the propositional content of the utterance is true. Statements of fact, assertions, conclusions, and descriptions, are examples of this type of speech act. The application of the type can be seen in the following example:

a) The earth is flat.

b) Chomsky did not write about peanuts.

These two examples above are facts that are believed by people in the world. The earth is indeed flat and Chomsky did not write about peanuts (Yule 1996: 53).

3. **Expressives**

Expressives are speech acts that state what the speaker feels. It can be caused by something the speaker does or the hearer does. They express psychological states and can be statements of pleasure, pain, likes, dislikes, joy, or sorrow (Yule, 1996: 53). These expressive acts can be produced by effect from the speaker. The speaker expresses their feelings (disapproval, unsatisfied, anger, etc.) through this speech act classification. The examples of this speech act can be seen below.

a) I'm really sorry!

This sentence is an expression to show sympathy or guilty to someone while the second

b) Congratulations!

This sentence is used to congratulate someone (Yule, 1996: 53).

4. Directives

In directives, a speaker tries to get the hearer to commit him or herself to do something. Directives express what the speaker wants. Commands, orders, requests, suggestions are the forms of directives. The following sentences are examples of directives.

a) You may ask

The sentence is a suggestion that has a function to get the hearer to do something as what the speaker suggests.

b) Would you make me a cup of tea? Don't touch that.

The speaker uses an interrogative sentence to ask the hearer to make a cup of tea. In this case, the speaker does not expect the hearer to answer the

question with yes or no. The last example is a command to make the hearer acts as what the speaker wants (Yule, 1996: 54).

5. Commissives

When a speaker uses commissives, one can assume that the speaker will do an action in the future. It can be in the form of promises, threats, refusals, and pledges. Those actions can be performed by the speaker alone, or by the speaker as a member of a group. This speech act is illustrated in the following example.

a) I'll be back.

b) I'm going to get it right next time.

c) We will not do that.

From the three examples above, it can be concluded that the content of the commissive has something to do with the future and possible action of the speaker. The modal "will" or "to be going to" in certain rules, contexts, and situations signify a promise in which it is considered as a commisive (Yule, 1996: 54).

c. The function of illocutionary act

To understand more about hate speech in illocutionary speech acts. Then, will be explained about the illocutionary function. The illocutionary function is divided into several parts, namely assertive, directive, commissive, expressive, and declarative. Within each section has several more categories. First, assertiveness has

categories (stating, showing, reporting, mentioning, demanding to admit, giving testimony, and speculating. While the directive illocutionary function has categories (asking, asking, ordering, ordering, advising, recommending).

Furthermore, the commissive illocutionary function has a category (promise, swear, threaten, offer, say the prayer, oppose). Then the expressive illocutionary function is divided into several categories, namely (congratulating, blaming, expressing feelings, insulting, cursing, insinuating, and defending). Finally, the declarative illocutionary function is categorized into (allowing, prohibit, punish, and authorize).

Thus, the speech act functions as a means of acting on the intentions of speakers in speech. All speech sentences uttered by speakers contain certain communication functions. The speech certainly contains a specific purpose (Mulyana, 2010: 80). So that speech acts with hate speech that is studied in this study are part of speech act events. Speech act theory is a theory that focuses on the way language is used in communicating a speaker's intent and purpose.

B. Hate speech

Hate speech contrasts with the concept of language as an indicator of linguistic intelligence, as well as the ethics of communicating. Ethics is awareness and knowledge of the good and bad of human behavior or actions (Ministry of Trade, 2014).

Hate speech is a degrading speech that conveys hatred and derogatory attitudes towards the target group and its members to belittle, dehumanize, demean, intimidate or subjugate them (based on ethnicity, sexual preference, sex, religion, or any other arbitrary categorization) He said that linguistic community members perceive hate speech as expressing hate towards the group he or she is targeting, and there is an appropriate way to refer to the target group without expressing hate (Hornsby, 2003).

Schulzke (2016) said that hate speech, which means offending, excluding, threatening, or discriminating against members of a group based on the race, religion, gender, sexual orientation, nationality, or ethnicity of members of a group, is one form of speech that may theoretically justify censorship because it is harmful. When it leads to low self-esteem and feelings of subordination among members of the targeted community, it triggers fear, shame, anxiety, and other negative emotions or, in a combined sense.

According to a report entitled Unesco's "Countering Online Hate Speech" (2015), the online epidemic of Hate speech is on the rise and creates some problems both within and outside Europe. Hate speech online is one of the major phenomena of the previous year. The report also concludes that hate speech through digital media is highly intense and has the potential to reach a larger audience (Gagliardone et al, 2015 in Juditha, 2017).

Aspects of hate speech as intended has the aim of inciting hatred for other people or community groups in the form of a community that is distinguished from

aspects including ethnicity, religious sect, religion, race, belief, skin color, gender, ethnicity, sexual orientation, people with disabilities, gender expression.

Hate speech can occur in various media, including:

1. Orations or campaign activities

   The oration is a communication that is delivered in front of many people which is usually carried out by students, workers, or a community as orators.

2. Banners or banner

   Information media that are usually large and stretched. This promotional media is installed to provide information indirectly to road users. This is because banners are usually installed in several places, and one of them is on the main road.

3. Social media networks

   Social media is a communication medium that uses the internet. Social media users communicate by sending messages in the form of text, images, or videos.

4. Demonstration

   A demonstration is an act of conveying an opinion by a group of people in public to reject a policy or oppose something to promote a particular group.

5. Print or electronic mass media

   Mass media is a tool in conveying messages or information to the general public by using communication tools such as TV, newspaper radio, etc.

1. Hate Speech Function

In essence, the sentences used in communicating are based on the function of the language itself. The functions of the language we use are based on our goals in the communication process (Hasan, 2008: 32) classifies language functions into five functions, namely: personal, directive, interpersonal, referential, and imaginative functions.

This function is the speaker's ability. Meanwhile, the interpersonal function is about our ability to establish social relationships with other people. Besides, the directive function itself involves us as a speaker submitting a request to be done by the other person. Referential functions are related to the speaker's ability to the environment. The imaginative function is a capability in composing rhymes, rhythms, and so on related to imagination. Based on this explanation, if it is oriented towards the speaker, then the function of language in hate speech is personal. The personal function is related to a speaker's ability to express emotions through language.

C. Definition of Instagram

Instagram is a form of internet advancement and is classified as one of the social media that is quite loved by today's audience. This can be proven by the increasing number of Instagram users every year. As of April 2017, Instagram announced that its monthly active users have reached around 800 million accounts and that number is more than the previous year (Yusuf, 2017).

Unlike other social media, Instagram focuses on posting photos and videos from its users. This uniqueness is what makes Instagram different from other social media. In addition, Instagram also has several interesting features, namely the availability of a comment column on every image or video uploaded, so that netizens can comment on the image or video. But we also cannot limit the things that netizens will comment on later. So this is what makes hate speeches a lot happening on social media Instagram.

CHAPTER III

FINDING AND DISCUSSION

This chapter discusses two things, namely finding and discussion. The first discusses data as well as analysis and the second is discussion.

A. Finding and Discussion

The researcher has taken the data from netizens' comments on Donald Trump's Instagram account, which focuses on hate speech in the comments column. The researcher analyzed the data according to the context behind the occurrence of words containing hate speech. The analysis will begin by identifying the illocutionary act included in the comments containing hate speech. Each comment analyzed using Searle's theory, namely, the type of illocutionary act consisting of the directive, commissive, representative, expressive, and declarative. This study also analyzes the function of the illocutionary act.

The form of hate speech found in netizen comments on Donald Trump's Instagram account is a form of linguistic units in the form of words, phrases, or sentences that contain speech degrading, cornering, inciting, and inciting hatred against individuals or groups of people. The hate speech records in comments will be divided into three aspects: words, phrases, and sentences containing hate speech.

1. Forms of Hate Speech

Words are linguistic units that have meaning and can stand alone. The words included in hate speech have a negative sense, are harsh, and have a low value. However, every word that has a negative meaning also depends on the context.

1. Comment : “worst president in the world!”

(context) : this speech appeared as a result of responding to Donald Trump's post, which will continue to follow the presidential candidate debate, while Donald Trump was in a state of contracting the coronavirus.

Data (1) the utterance is a form of hate speech marked by the word “worst”. The term “worst,” according to the dictionary, is something that has a very low or terrible value, “worst” followed by the phrase “in the world” shows that netizens dislike Trump, judging him to be the worst president in the world. This speech also violates the value of politeness because Trump is currently serving as president, and indirectly this sentence can demean someone's dignity.

2. Comment : “how are you? Clown president?”

(Context) : When Trump uploaded a photo containing information from the American presidential candidates, namely Biden and Trump himself, about the debate. In the next term, there were many comments about Trump running for president again.

Data (2) the utterance is a comment marked by the word "clown," which contains hate speech. According to the dictionary, an entertainer who polishes his face with heavy make-up and dresses strangely in stupid ways is the word. The statement indicated that Americans did not like many things they thought were ridiculous during his tenure as president. Equating Trump with a clown is a form of self-esteem that is demeaning. Because clowns with their stupid behavior work as comedians, Trump as president should be fair and wise. It violates the value of politeness in language to compare a president's profession with a clown.

3. Comments : “vote for mickey mouse. He is even better than Donald Trump”

(context):When Trump uploaded a photo with a caption, he could make America's economy better and make America the country with the best economy in the world.

Data (3) comments above are included in hate speech because they are indicated using the word “mickey mouse” to make comparisons with a president. Mickey mouse is a fictional cartoon character in the shape of a mouse who became an icon for The Walt Disney Company, created by Ub Iwerks in the 1920s. Mickey Mouse evolved from just an animated character to become one of the most famous symbols in the world. Mickey Mouse evolved from just an animated character to become one of the world's most recognized symbols. For the country of his birth, the United States (US), he has become a symbol in the spread of culture to various parts of the world and has become a symbol of joy. US President Jimmy Carter once said, “Mickey

Mouse is a symbol of goodness" beyond all languages and cultures. When someone sees Miki, he gets happiness (elearn. id). This comment includes putting others down. Comparing the position of a president is lower and not better than the cartoon character Mickey Mouse.

4. Comments : "stupid, false, and foolish"

(Context) : ahead of the 2020 American presidential election, Trump uploaded a photo with the caption that Trump would improve the American economy, because during his leadership, the economy had increased by 30%, so he wrote that if he were elected president, America would become the country with the best economy in the world.

Data (4) the comment above containing hate speech. Because it uses negative words, namely "stupid" which means silly or unwise; showing poor judgment or little intelligence, meanwhile, "false" means not real, but made to look or seem real, for "foolish" means unwise, stupid, or not showing good judgment. These three words have negative meanings so that they can lower a person's degree of honor. The words with negative connotations can call defamation because Trump is a false person, while there is no evidence that Trump is a wrong, stupid, or foolish person.

5. Comment : "2 goats one photo (emoticon goats)"

Context : Trump uploaded a picture of himself with Brittney hillier playing golf. Meanwhile, at that time, it was still in a pandemic period, which required everyone to continue to use health

protocols in their activities, whereas in the photo, Trump was not wearing a mask. He should have set an example as a leader who obeys health regulations.

Data (5) the comment above containing hate speech because of the word "goat," which equates President Trump with an animal. Netizens also gave goat-shaped emoticons to depict the two people in the photo. In their comments, netizens say that Trump and Brittney Hillier are like goats being photographed simultaneously.

6. Comment : “you need to go on a diet or something. I would hate to be a tailor, what with that protruding gut pile and all”.

Context : Trump uploaded a photo of himself with Brittney hillier playing golf. Meanwhile, at that time, he was still in a pandemic period, which required everyone to apply health protocols in their activities. In contrast, in the photo, Trump was not wearing a mask. At that time, Trump was wearing a shirt that was not too big to show his body shape, especially Trump's large stomach. So that many netizens have commented on Trump's appearance in the photo

Data (6) the comment above is included hate speech due to the sentence "what with protruding gut pile and all." The sentence meant to insult Trump's appearance, who said that all his intestines were visible from the outside. This comment includes hate speech to drop the honor of others through body shaming. These statements can make other people uncomfortable.

7. Comments : “pack your poop and get fucking out”

Context : the comments came when Trump uploaded a video about his defeat in the presidential election this year. Many netizens commented on the photo, especially Biden supporters, because Biden won this year's election.

Data (7) the comments included hate speech due to the use of the words “pack your poop” and “get fucking out,” which means that Trump must leave the White house immediately and don't let anyone be left, including his poop. The word fucking out can also demean other people because Trump will still leave the white house even without being ordered by netizens. The sentence is also a sentence that means harshly or does not apply politeness in language, so it is not appropriate to admonish, remind, or talk to other people.

8. Comment : “stop being a babby man!”

context : when Trump uploaded a video about the news of his defeat in the US presidential election this time. Many netizens give negative comments because they thought Trump was too childish in response and responded to the news of his defeat by saying that this election was a lot of fraud.

Data (8) the comment is included hate speech as evidenced by the presence of the phrase “baby man,” which means that Trump is an adult but still a child because he has not been able to accept his defeat in this presidential election. The use of the word “baby man” can belittle others' honor because it equates the trait of a leader who should be mature and wise with a child with a childish nature.

9. Comments : “Monster Granpa”

context : when Trump uploads a photo with his grandson. Because Trump is a public figure, so many netizens have commented on the photo.

Data (9) the comment above is included hate speech due to the use of the word “monster.” Monster means a person who is very deviant from the norm or an enormous and frightening creature. The use of the word monster, which has a negative meaning, can demean others because it equates humans with animals that have unusual and terrible shapes. The use of the word terror followed by the phrase grandpa shows that Trump is a scary grandfather and should not be respected even though we know that Trump is a president.

10. Comment : “your face looks like a pig, fuck”

context : when Trump's magnificent photo was sitting with his grandson. Many commented on the picture because Trump is a public figure besides Trump's many followers from various countries.

Data (10) the comment above contains hate speech because the sentence “your face is like a pig” is a sentence with a negative meaning because it equates the human body shape with a pig. This sentence can demean other people's honor because pigs are senseless animals and like dirty and muddy places. Equating body shapes with animals is an insult that can cause other people to be uncomfortable and, even worse, can cause division.

11. Comment : “Time to die.”

Context : When Trump uploaded his photo with his grandson, many netizens commented on the picture. Besides that, Trump is also a public figure, so it is only natural for netizens to comment on everything he does.

Data (11) is included in comments that contain hate speech because the sentence "time to die" has a negative meaning, namely stating that a person's life will not belong because it is time to die; this sentence is a lousy hope because he prays for others to die soon. This sentence contains hate speech, which indirectly provides comfort to the individual who impaled with wrong prayers or expectations. This comment will lead to personal conflict if the cornered individual feels annoyed at the statements of netizens.

12. Comment : "nobody likes you bunker you."

context : this comment appeared when Trump uploaded a photo about his defeat's news so that many Americans commented on the post.

Data (12) the comment is included hate speech, which is marked by the sentence "nobody likes you," which means that no one likes himself. Where Trump is an elected president, this shows many people who want Trump's election as president. The nickname "bunker boy" given by Americans to Trump is because when Americans rallied, Trump hid and didn't show himself. This comment will cause discomfort and annoyance at the statements of netizens.

13. Comment : "how can you keep planning to destroy America?"

Context : when the vote count in the presidential election has not yet been out, Trump posted a post stating that Michigan supports Trump as the next president. From these posts, many netizens do not like Trump to be

elected president, So that many comments on the photos uploaded by him.

Data (13) the comment includes hateful speech marked with the sentence “planning to destroy America.” Trump is an American president who runs himself to be president again in the next period. The word “destroy” is a word used to describe that Trump's leadership can destroy or even damage America. The sentence indeed contains hate speech that indirectly insults or denigrates Trump's honor as president by stating that if Trump remains president, he will destroy America.

14. Comment : “the funny president of the year.”

Context : when Trump posted a photo showing that he still can't accept that he lost this election. Many netizens are getting fed up with Trump's attitude in responding to his defeat in this year's election.

Data (14) are utterances that contain hate speech and are marked by the use of an insulting statement, namely “the funny president of the year.” The president is the highest leader in the government. The use of the word "funny" implies that Trump's leadership during his presidency was not right and makes Americans laugh at Trump's decisions. This sentence indeed contains hate speech that indirectly insults and denigrates President Trump's honor by stating that Trump did not carry out his duties properly during his tenure as president.

15. Comment : “corrupt, crooked, fraud and criminal.”

(context) : when Trump uploaded a photo of himself walking in front of the plane located in the white house with the caption "America first."

Meanwhile, at that time, Trump had acted as president again. This picture invites netizens to comment negatively on Donald Trump's Instagram account.

Data (15) the comment contains hate speech, which is using words in conveying a comment. “Corrupt” in the Merriam Webster dictionary means changing from good to bad in morals, manners, or actions. Meanwhile, “fraud,” according to Merriam's web staff dictionary, is an intentional perversion of truth to induce another to part with something of value or to surrender a legal right. Then the word “criminal” means relating to, involving, or being a crime. All of these words are adjectives with negative meanings that are incompatible with the nature of a president. The terms used indeed contain hate speech, which directly says that Trump is a lousy president with these qualities being corrupt, crooked, fraud, or criminal.

16. Comment : “Trump is a joke, but still, millions of America believe in him. What does he say?”

context : when Trump uploads a photo of the election results and not himself being the elected president, Trump still has not accepted his defeat, so he says that his defeat or Biden's victory has been projected. This picture invites netizens to comment, let alone Biden supporters in this election.

Data (16) are comments containing marked hate speech using the phrase “Trump is a joke.” According to the Merriam Webster dictionary, the word “joke” is to invite laughter. In contrast, usually, the thing that is just a joke that is not

necessarily true or something that cannot be trusted. Because it implies that Trump is a lot boasting leader, and his words cannot authorize. This sentence indeed contains hateful speech that can insult or demean Trump's honor as a president.

17. Comment : “your sound so stupid! Just get out of this white house and hopefully this country go to China.”

    Context : when Trump posted a photo stating that the election of Biden already projected. Trump did not accept his defeat, so those who do not like Trump's attitude, many American people, and comment on his Instagram account.

    Data (17) the comments are categorized as comments that contain hate speech, which is indicated by the use of statements that have a negative meaning, namely “your sound so stupid”. According to the Merriam Webster dictionary, the word “stupid” is that it does not know (education, experience). The term “stupid” is a word used to describe the situation of people who do stupid things. This sentence indeed contains hate speech that indirectly insults and denigrates Trump's honor as a president.

18. Comment : “go home, you motherfucker”

    context : when Trump posted a photo stating that Biden's election was already projected.

    Data (18) the comment is categorized as hate speech, which is indicated by using the word “motherfucker” which is insulting, which has a negative meaning, namely, swear words usually used to express annoyance. Meanwhile, according

to the dictionary, “motherfucker” means formidable, obnoxious, or offensive — traditionally used as a generalized term of abuse. This sentence indeed contains hate speech and violates the principle of politeness in language that indirectly insults and undermines Trump's honor as a president.

19. Comment : “why your neck built like an octopus? Why are you still alive?”

Context : Trump uploaded a photo with Brittney Hillier playing golf and showing the whole body. Because Trump is a public figure so that everything Trump does invites netizens to comment, including his appearance.

Data (19) the comment categorized as statements containing hate speech marked by the sentence body shaming or insulting the body shape, namely “neck like an octopus”. Using animals as a comparison or equality of one's body shape is disrespectful and can lower others' honor. The word "why you still alive?" is an impolite question because you are disappointed or sorry that Trump is still alive. This sentence contains hate speech, which will indirectly provide comfort to individuals who are impaled with wrong prayers or hopes, namely, praying for Trump to die soon.

2. The Functions of Illocutionary Acts in Hate Speech

The primary feature of speech is the function of announcing, the process of questioning, the part of saying, including the prohibition function, the apologizing function, and the criticizing function. When viewed from these speakers, some of the above functions are consistent with the role of hate speech in Netizen comments. The

hate speech functions found in this research can be a function of saying, ordering, and praying in a process. In Netizen comments on American President Donald Trump's Instagram account, the following is an explanation related to the role of hate speech.

1. Comment : “the worst president in the world!”

   (Context) : This speech emerged as a result of responding to the post of Donald Trump that will continue to follow the debate of the presidential candidate, while Donald Trump is in an unwell condition due to the coronavirus being positive.

   Data (1) the speech is included in the assertive illocutionary act, which has the function of declaring. Because the speech involved speakers, namely netizens and a speech partner, namely Donald Trump, in this speech, the netizen stated in the form of an opinion statement degrading the said partner's honor. In this case the speaker expressed his opinion, which said that Trump is the worst president globally. In this speech, netizens stated a statement that was not necessarily true in opinion statements that had negative meanings.

2. Comment : “how are you? Clown president?”

   (Context) : This speech occurred when Trump uploaded a photo containing information on the debate carried out by the US presidential candidates, namely Biden and Trump himself. Netizens have commented a lot about Trump running for president in the next period.

   Data (2) The above speech is included in the illocutionary act form as assertive, with asserting function. Speakers state that President Donald Trump is a president who has a behavior or attitude like a clown. Speakers claim this without any proof.

The point of the comment is to demean Trump's honor by saying Trump is like a clown.

3. Comments : “vote for mickey mouse. He is even better than Donald Trump”

(context) : When Trump uploaded a photo with a caption if he could make America the only country with the best economy in the world.

Data (3) the comment above categorized as directive illocutionary acts, which is intended to cause several effects through these utterances. The directive speech function contained in words is to instruct or recommend. In this speech the speakers designed to guide Americans not to elect Trump as president in the next period. This speech is not directly conveyed because speakers use the word “vote mickey mouse”. This comment also aims to inform or imply that Trump is a lousy leader, this indicated by the phrase “he is better than Trump”, the pronoun “he” which refers to the mickey mouse.

4. Comments : “stupid, false and foolish.”

(Context) : ahead of the 2020 American presidential election, Trump uploads a photo with a caption that Trump will improve the American economic system, because during his leadership, the economy increased by 30%, so he wrote that if he were elected president America would become the country with the best economy in the world.

Data (4) the comments above are categorized as assertive illocutionary acts, and are used to state or tell something even though it is not yet sure the truth. In the comments "stupid, false and foolish", the utterance suggests or states that Trump is

a stupid president and failed to lead his country. This comment has a negative meaning because it can lower the honor of others.

5. Comment : “2 goats one photo” (emoticon goats)

(Context) : Trump uploaded a photo of himself with Brittney hillier playing golf. Meanwhile, it was still in a pandemic period that required everyone to continue to use health protocols in their activities, whereas in the photo Trump was not wearing a mask. Meanwhile, he is a leader who should set an example to all his people.

Data (5) the comments above are categorized as an assertive form of the illocutionary act and has a function of asserting. The statement intends to state that the two people in the photo look like goats. This comment has a negative meaning and also shows that the speaker doesn't like Trump and Hillier. Such speech can demean someone else by saying that Trump and Hillier are like animals.

6. Comment : “you need to go on a diet or something. Would hate to be a tailor what with that protruding gut pile and all”

(Context) : Trump uploaded a photo of himself with Brittney hillrer playing golf. Meanwhile, at that time, he was still in a pandemic period which required everyone to continue to use health protocols in their activities, whereas in the photo, Trump was not wearing a mask at that time Trump wore a shirt that was not too big so that it showed Trump's ample stomach. So that many netizens have commented on Trump's appearance in the photo uploaded by him.

Data (6) the comments above categorize as a form of directive illocutionary acts intended to cause several effects in the future. The function of the directive illocutionary act of this utterance is to command or order. In this speech, netizens told Trump to go on a diet because Trump looks very fat in the photo. Netizens also added the phrase “Would hate to be a tailor what with that protruding gut pile and all”, which shows that netizens or even tailors will not like Trump with such an appearance. These utterances have a negative meaning because they can demean the respect of others with body-shaming expressions.

7. Comments : “pack your poop and get fucking out”

   (Context) : these comments emerged when Trump uploaded a video about his defeat in the American presidential election. This time, many netizens commented on the uploaded photo, especially Biden supporters, because Biden won this year's election. Netizens asked Trump to leave the white house country palace immediately.

   The data (7) above comments categorize in the form of directive illocutionary acts with an ordered function. The command function is a speech that contains the speaker's intention in asking the speech partner to do something the speaker wants. This comment is marked by a speech that expresses netizens' desire to request Trump to immediately pack all his things from the white house, including his dirt. Of course, this speech contains hate speech through a targeted offer for American president Trump to immediately pack his poop from the white house. The use of the word "poop" is an impolite word.

8. Comment : "stop being a baby man!”

(Context) : the comments came when Trump posted a video about his defeat in the American presidential election. Many netizens give negative comments because they thought Trump was too childish in responding to the news of his loss by saying that this election was a lot of fraud. Trump often uploads photos depicting that he still does not accept his defeat.

Data (8) the comments above categorize into directive illocutionary acts, with the function of ordering. The command function is a speech that contains the speaker's intention in asking the speech partner to do something the speaker wants. Netizens tell Trump to stop acting like a child because speakers feel that Trump's attitude toward defeat in the election is not quite right. Trump should be able to be fair and mature in accepting whatever results from the election. Of course, this speech contained hate speech through his request aimed at Trump to become an adult leader and stop acting like a child.

9. Comments : “monster grandpa”

(Context) : when Trump posted a photo with his young grandson. Because Trump is a public figure, many netizens have commented on the picture. Of all the images Trump has uploaded, comments have negative meanings and go against politeness in language.

Data (9) the comments above categorized into assertive illocutionary acts, with the function of asserting. The function of state is a speech in the form of a news sentence which contains the speaker's intention in saying something to his speech partner of an event he wants to convey which is a disclosure of an event. The

speech involved speakers, namely netizens and the intended speech partner, namely Donald Trump. In this case, netizens expressed their opinion that Trump is like a grandfather who looks like a monster. This comment of course, contains hate speech if the intended individual feels harmed because of degrading statements.

10. Comment : “your face look like a pig, fuck”

    (context) : when Trump's magnificent photo was sitting with his grandson. Because Trump is a famous person so many netizens comment on the photo, not only American citizens but also citizens of other countries.

    Data (10) the comment categorized into assertive illocutionary acts, with the function of asserting. The state's function is a speech in the form of a news sentence that contains the speaker's intention in saying something to his speech partner, regarding an incident in the form of information or news. The data above is hate speech involving speakers, namely netizens and the intended speech partner is Trump. In this speech, netizens gave statements in the form of opinions that could demean Trump's honor. In this case the speaker expresses his opinion which according to Trump speakers has a face like a pig, this expression has a negative meaning because it equates a person's physical form with an animal, so this is a speech that contains hate speech if the intended individual feels harmed by the statement.

11. Comment : “time to die”

(Context) :Trump uploaded a photo of him with his grandson, but many citizens disliked Trump so many netizens commented on the picture with hateful speech.

Data (11) the comments above categorize as a form of a commissive illocutionary act with the function of praying. The function of praying is an utterance in the form of a sentence which contains the speaker's intention in expecting his request to God for an interest. The speech above, when viewed from its function is hate speech that functions to pray. In the speech, netizens prayed that the speech partner would die soon. In this case the speech partner meant is the American president, namely Trump. This comment indeed contains hate speech if the intended individual feels aggrieved because of an unpleasant act, disturbs others' comfort, and makes the person concerned feel offended.

12. Comment : “nobody likes you bunker you.”

(Context) : this comment appeared when Trump uploaded a photo about his defeat's news so that many Americans commented on the post. Moreover, Biden's supporters in this presidential election.

Data (12) the comments above categorize as assertive illocutionary acts, with asserting function. The function of the state is a speech in the form of information or news about an incident. The above speech involved speakers, namely netizens, and a speech partner, namely Trump. In this speech, netizens stated a statement that was not necessarily true in the form of an idea or opinion, saying that no one liked Trump. This comment indeed contains hate speech because the truth is not proven, considering that Trump at that time was still the

president of America, who should be elected. After all, Americans like him contain hate speech if the intended individual feels aggrieved because of a statement that he feels can defame him.

13. Comment : “how can you keep planning to destroy America”.

(Context) : when the vote count in the presidential election has not yet come out, Trump posted a post stating that many Americans support him, Michigan, who supports Trump as the next president.

Data (13) the comments above are categorized into expressive illocutionary acts, with the function of blaming. The blaming function is a speech in the form of a sentence which contains the speaker's intention in telling something or information that is disappointing or not following the speaker's wish for something. These speeches involve speakers, namely netizens, and a speech partner, namely Trump. In this speech, netizens expressed a statement in the form of an opinion to blame Trump as long as Trump becomes president, only the damage and destruction he will do. When Trump runs for president in the next period, netizens say that Trump plans to destroy America again. This comment indeed contains hate speech if the intended individual feels aggrieved because of an unpleasant act, disturbs the comfort, and provokes other people so that the person concerned feels offended.

14. Comment : “the funny president of the year”

(Context) : Trump posted a photo showing that he still can't accept that he lost this year's election. Many Americans think that Trump's attitude is excessive in responding to news of his defeat. He, who still hasn't

accepted, often posts that Biden (another candidate) is not an honest man but has projected.

Data (14) the comments above categorize as assertive illocutionary acts, with asserting function. A state's function is a speech in the form of a news sentence in which the speaker intends to say something to his speech partner regarding an incident or event that is not necessarily true. These speeches involve speakers, namely netizens and a speech partner, namely Trump. In this speech, netizens expressed their opinion that Trump was the funniest president of the year. The opinion is not necessarily valid, but this speech indeed contains hate speech if the intended individual feels aggrieved because of a defamation statement.

15. Comment : “corrupt crooked, fraud and criminal”.

(Context) : when Trump uploaded a photo of himself walking in front of the plane located in the white house with the caption "America first". Meanwhile, the results of the presidential election showed that Trump lost the election this time so that Trump and his family had to leave the White House.

Data (15) the comment above categorized into assertive illocutionary acts with the function of asserting. The state's function is a speech in the form of a news sentence in which the speaker intends to tell something to his speech partner about an incident he wants to convey, but the truth is not clear. The speech involved speakers and reader listener. In their speech, Netizens stated that Trump was a president with bad attitudes and traits, namely corrupt, crooked, fraud and also criminal. This comment indeed contains hate speech because the truth is not

proven. Considering that Trump is a public figure, this indeed contains hate speech if the intended individual feels harmed because of a statement that is considered defamatory.

16. Comment: “trump is joke, but still million of America believe in him, what he says”

(context) : when Trump uploaded a photo of the election results and not himself winning, he said that his defeat has projected, this invited netizens to comment, let alone Biden's supporters in this election.

Data (16) the comments above categorized into assertive illocutionary speech acts with asserting function. The state function is a speech in the form of a news sentence in which the speaker intends to tell something to his speech partner about an incident he wants to convey, but the truth is not clear. The speech involved netizens as speakers and Trump as speech partners. In these comments, the speakers expressed their opinion about Trump that he could not believe his words, but many Americans believed him. Speech can demean or defame others. Of course, this comment contains hate speech because there is no proof of the truth of the opinions expressed.

17. Comment : “your sound so stupid! Just get out of this white house and hopefully this country go to china”

(Context) : when Trump posted a photo stating that Biden's victory had projected.

Data (17) the comment above categorize as assertive, directive and commisive illocutionary acts with saying, command and praying. The state function is a

speech in the form of a news sentence, which contains the speaker's intention in saying something to his speech partner about an event that he wants to convey. The command fungtion is utterances containing command sentences “just get out of this white house” In this speech, netizens ordered the Trump to immediately leave the white house. Meanwhile, the function of praying is a speech that contains the speaker's intention in expecting his / her request for something. These utterances involve speakers and speech partners. In this speech, netizens expressed their opinion about Trump. The netizen said that Trump is a stupid president without any proof of truth. In the next speech, netizens hoped that their country America would move to China. This comment of course, contains hate speech if the intended individual feels aggrieved because of an unpleasant act, disturbing others' comfort.

18. Comment : “go home! you motherfucker”

(context) : this comment comes when Trump uploads a photo stating that Biden's victory has been projected or planned; this express because Trump still cannot accept his defeat in this election. Many Americans are starting to get angry with Trump's attitude that he cannot accept his defeat.

Data (18) the above comments are categorized into directive illocutionary acts, with the command function. The speech involved speakers, namely netizens and a speech partner, namely Trump. In this speech, netizens ordered the interlocutor to immediately leave the state palace because Trump had not become America's president. Speech and followed by a curse saying that Trump is a

"motherfucker”. Of course, this comment contains hate speech because the words used are impolite and have negative meanings. It can also irritate or feel uncomfortable for other people.

19. Comment : “why your neck built like an octopus? Why are you still alive?”

(Context) : Trump uploaded a photo showing his entire body with Brittney Hillier on the golf field. This comment invites Americans to comment on Trump's appearance in the photo.

Data (19) this comment is categorized as an assertive illocutionary act form with the function of asking to assert. The speech involved speakers, namely netizens and a speech partner, namely Trump. In this speech, netizens stated a statement in the form of a question. In this speech, netizens asked why Trump's neck was like an octopus. Netizens also asked why Trump was still alive. This speech has a negative meaning because it equates a person's body shape with an animal. The “why you still alive?” also has a negative meaning because it indirectly expects someone to die or feeling unhappy with someone else's life. This comment of course, contains hate speech if it can offend, demean, and harm others.

CHAPTER IV

CONCLUSION AND SUGGESTION

In this chapter, the researcher provides some conclusion and obtained suggestions from analysis in the previous chapter. Conclusions are expected to answer all reseach questions. Meanwhile, suggestions are useful for further research that is interested and wants to continue or develop research in the topic of hate speech.

A. Conclusion

The result of this study indicate that the types of illocutionary act mentioned by Searle appeared in the hate speech on Instagram comments. The forms of hate speech found in Donald Trump's account's netizen comments are categorized into three parts, namely the form of words, phrases or sentences that contain elements of insulting, provoking, and inciting hatred for others.

Based on data the form of the illocutionary act on hate speech in netizen comments on Donald Trump's Instagram account is assertive, directive, commissive, and expressive. Based on data, the researcher found that there were more assertive speech acts on comments containing hate speech. The researcher presented the following data as assertive 57%, directive 28%, commissive 9% and expressive 4%.

Based on its function, it can be categorized as follows, namely, Assertive, which includes stating or informing. The directive consists of order. Commissive includes praying or expecting. Furthermore, expressive has blame. Hate speech is all

utterances that can cause hatred and disturb other people's comfort, both individuals and groups.

In this study, the researcher did not find representative acts because in expressing hate speech there was no need to represent anything and anyone. The netizens just comments what they want to write although the comments contain hate speech.

B. Suggestions

The suggestions that the researcher wants to convey based on the research entitled "Hate Speech: The Negative Language Phenomenon in the Comments on Donald Trump's Instagram Account" can be described as follows:

1. For students, this study's results can be used by students who will carry out further research with the same research related to hate speech and pragmatic studies to create new, broader findings through references to this study.
2. For the community, this study's results can be used as learning in society related to hate speech. People can be wiser and more selective in speaking using language both orally and through social media, which creates a fair and correct communication life by upholding the value of politeness.

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APENDIX

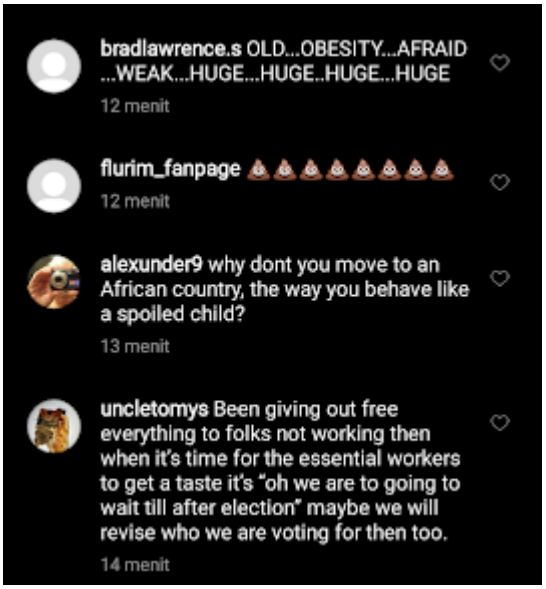
NO	Data	Types illocutionary act in the hate speech					Fungtion illocutionary act in the hate speech					
		T1	T2	T3	T4	T5	F1	F2	F3	F4	F5	F6
1.	“worst precident in the world!”		✓				✓					
2.	“how are you? Clown president?”		✓					✓				
3.	vote for mickey mouse, he is even better then Donald Trump	✓										✓
4.	stupid, false and foolish		✓									✓
5.	2 goats one photo (emoticon goats)		✓					✓				
6.	pack your poop and get fucking out	✓							✓			
7.	you need to go on a diet or something. Would hate to be a tailor what with that protruding gut pile and all	✓							✓			
8.	"stop being a babby man!"	✓							✓			
9.	"Monster Granpa"		✓					✓				
10.	"your face look like a pig, fuck)	✓						✓				
11.	"time to die"			✓							✓	
12.	"nobody likes you bunker you"		✓					✓				

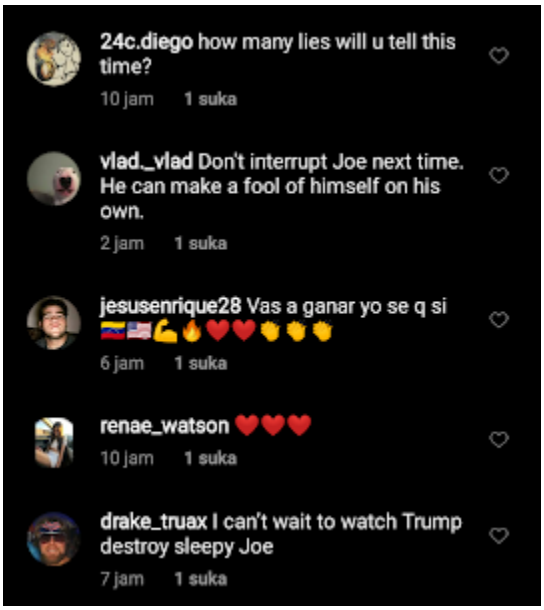
13.	"how can you keep planning to destroy America"				✓					✓		
14.	"the funy president of the year"		✓					✓				
15.	“corrupt crooked, fraud and criminal”		✓					✓				
16.	"trump is joke, but still million of America believe in him, what does he say"		✓					✓				
17.	“your sound so stupid! Just get out this white house and hopefully this country go to china "		✓	✓				✓			✓	
18.	"go home, you motherfucker"	✓							✓			
19.	“why your neck built like an octopus? Why are you still allife? "		✓						✓		✓	

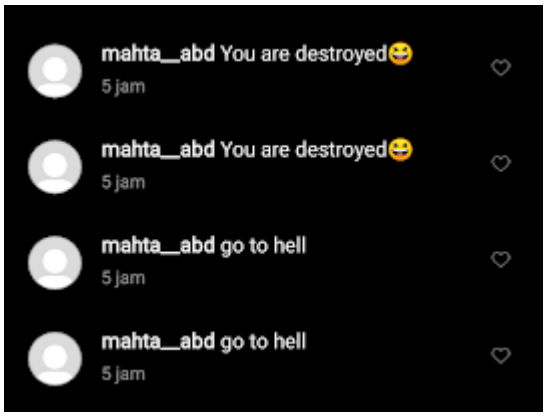
Notes:

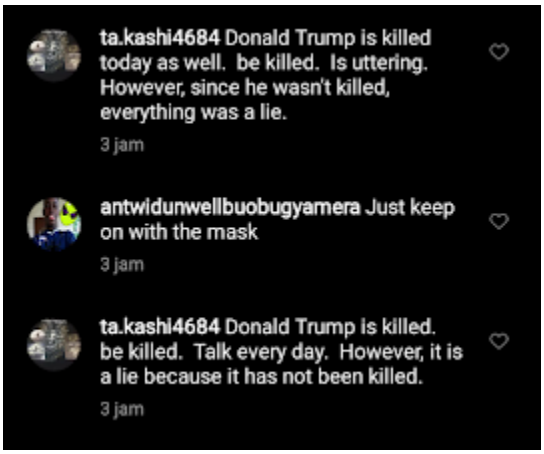
T1 : directive
T2 : assertive
T3 : commisive
T4 : expressive
T5 : declarative

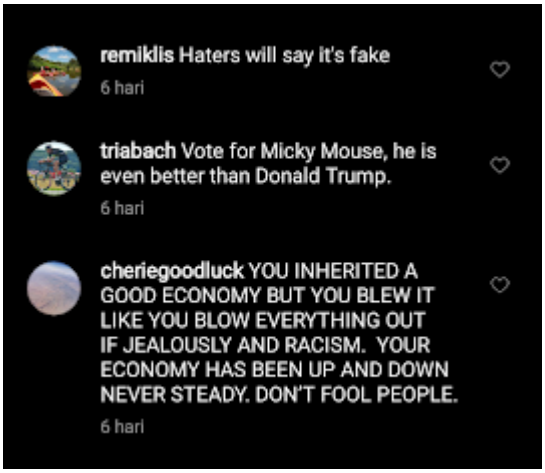
F1 : decelerating
F2 : asserting
F3 : ordering,, command, asking
F4 : blaming
F5 : praying
F6 : suggesting/recommend


bradlawrence.s OLD...OBESITY...AFRAID ...WEAK...HUGE...HUGE..HUGE...HUGE
12 menit
flurim_fanpage 💩💩💩💩💩💩💩💩💩
12 menit
alexunder9 why dont you move to an African country, the way you behave like a spoiled child?
13 menit
uncletomys Been giving out free everything to folks not working then when it's time for the essential workers to get a taste it's "oh we are to going to wait till after election" maybe we will revise who we are voting for then too.
14 menit

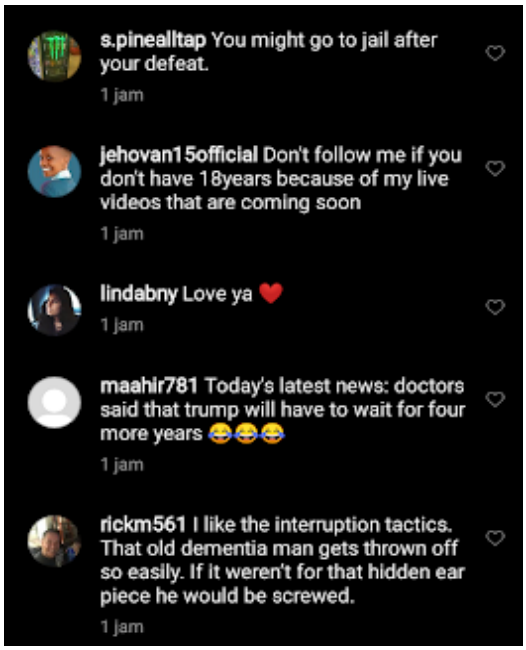

24c.diego how many lies will u tell this time?
10 jam 1 suka
vlad._vlad Don't interrupt Joe next time. He can make a fool of himself on his own.
2 jam 1 suka
jesusenrique28 Vas a ganar yo se q si 🇻🇪🇺🇸💪🔥❤️❤️👏👏👏
6 jam 1 suka
renae_watson ❤️❤️❤️
10 jam 1 suka
drake_truax I can't wait to watch Trump destroy sleepy Joe
7 jam 1 suka

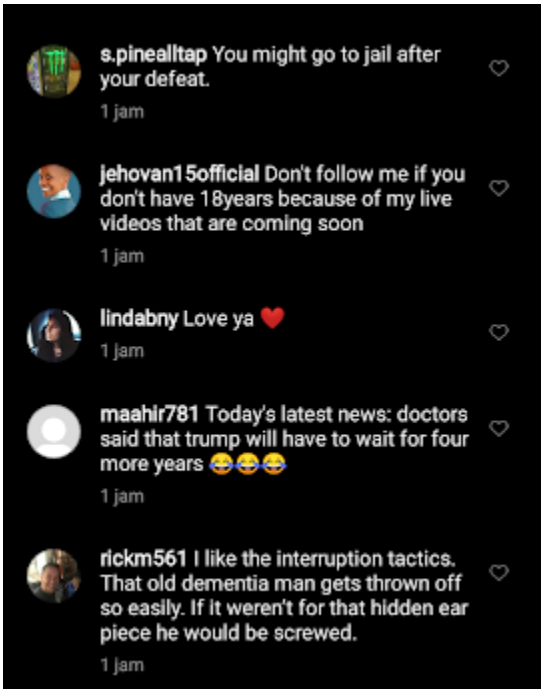

mahta__abd You are destroyed😀
5 jam
mahta__abd You are destroyed😀
5 jam
mahta__abd go to hell
5 jam
mahta__abd go to hell
5 jam

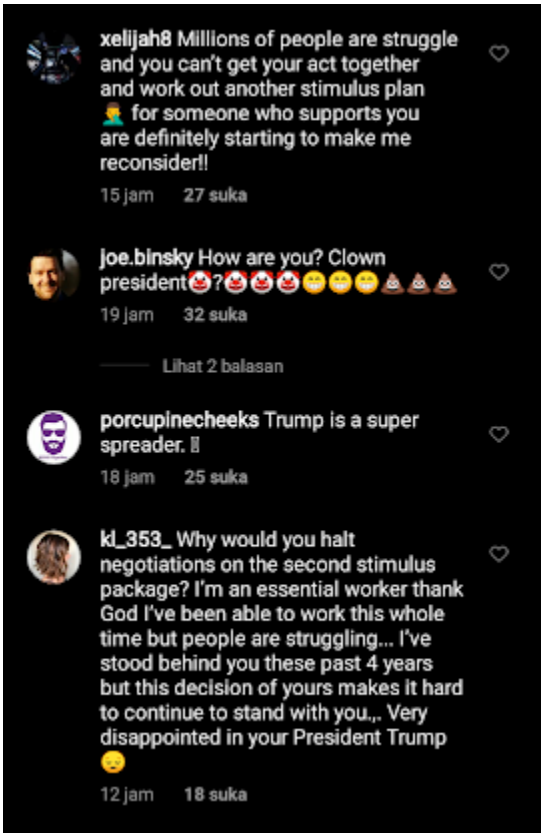

ta.kashi4684 Donald Trump is killed today as well. be killed. Is uttering. However, since he wasn't killed, everything was a lie.
3 jam
antwidunwellbuobugyamera Just keep on with the mask
3 jam
ta.kashi4684 Donald Trump is killed. be killed. Talk every day. However, it is a lie because it has not been killed.
3 jam


remiklis Haters will say it's fake
6 hari
triabach Vote for Micky Mouse, he is even better than Donald Trump.
6 hari
cheriegoodluck YOU INHERITED A GOOD ECONOMY BUT YOU BLEW IT LIKE YOU BLOW EVERYTHING OUT IF JEALOUSLY AND RACISM. YOUR ECONOMY HAS BEEN UP AND DOWN NEVER STEADY. DON'T FOOL PEOPLE.
6 hari

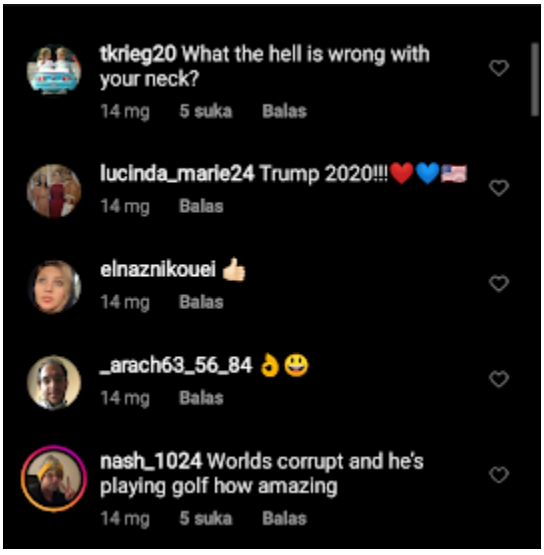
haitianking You'll still be contagious unless you lied about when you got the virus...
19 jam 17 suka
sweetbuds_ I think its really stupid that you limit comments. Only people who follow you can comment. Great way to oppress our freedom of speech. Just because you know people hate you. #anyonebutyou2020
19 jam 11 suka

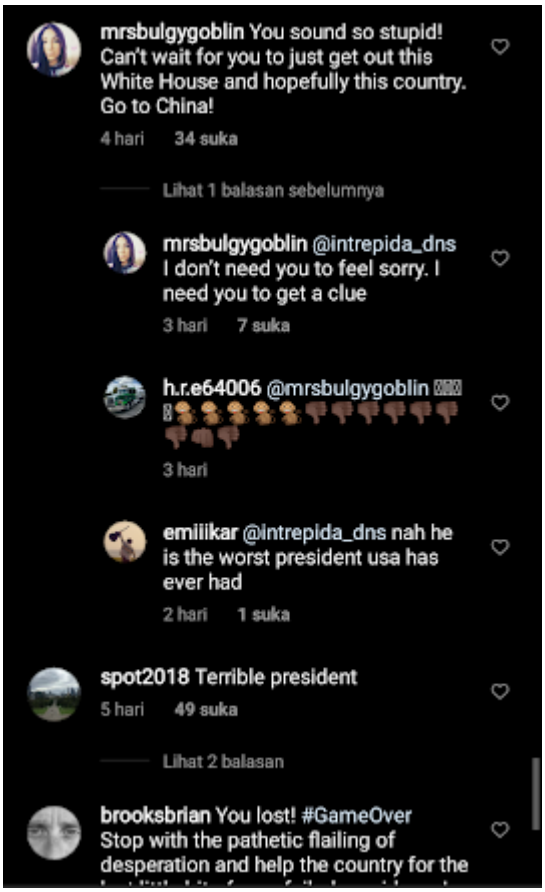

s.pinealltap You might go to jail after your defeat.
1 jam
jehovan15official Don't follow me if you don't have 18years because of my live videos that are coming soon
1 jam
lindabny Love ya ❤️
1 jam
maahir781 Today's latest news: doctors said that trump will have to wait for four more years 😂😂😂
1 jam
rickm561 I like the interruption tactics. That old dementia man gets thrown off so easily. If it weren't for that hidden ear piece he would be screwed.
1 jam

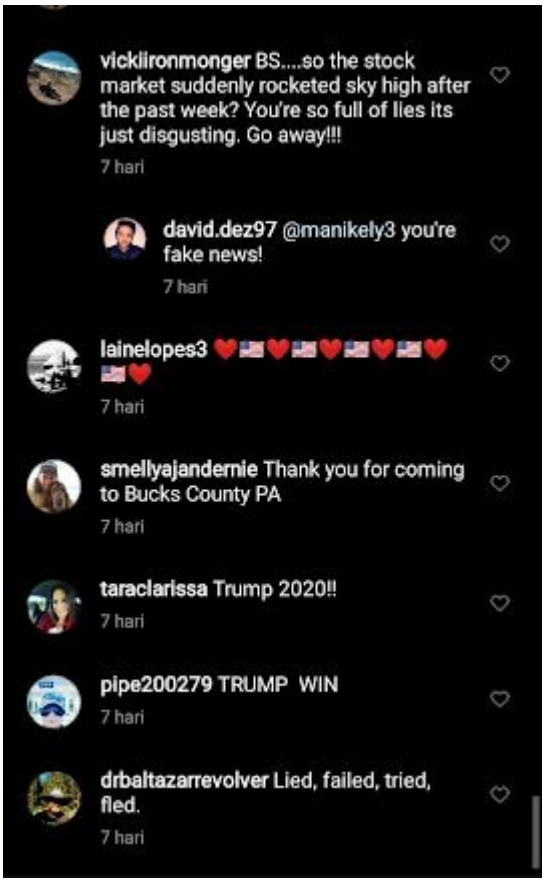

s.pinealltap You might go to jail after your defeat.
1 jam
jehovan15official Don't follow me if you don't have 18years because of my live videos that are coming soon
1 jam
lindabny Love ya ❤️
1 jam
maahir781 Today's latest news: doctors said that trump will have to wait for four more years 😂😂😂
1 jam
rickm561 I like the interruption tactics. That old dementia man gets thrown off so easily. If it weren't for that hidden ear piece he would be screwed.
1 jam

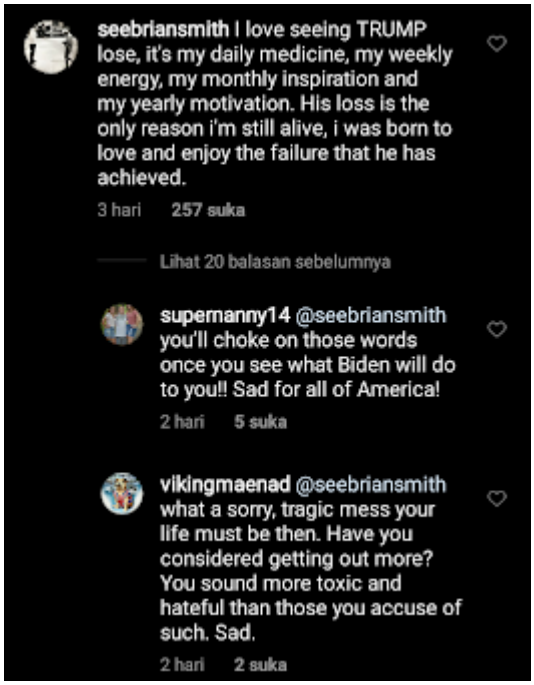

xelijah8 Millions of people are struggle and you can't get your act together and work out another stimulus plan 🤦 for someone who supports you are definitely starting to make me reconsider!!
15 jam 27 suka
joe.binsky How are you? Clown president🤡?🤡🤡🤡😁😁😁💩💩💩
19 jam 32 suka
Lihat 2 balasan
porcupinecheeks Trump is a super spreader.
18 jam 25 suka
kl_353_ Why would you halt negotiations on the second stimulus package? I'm an essential worker thank God I've been able to work this whole time but people are struggling... I've stood behind you these past 4 years but this decision of yours makes it hard to continue to stand with you.,. Very disappointed in your President Trump 😔
12 jam 18 suka

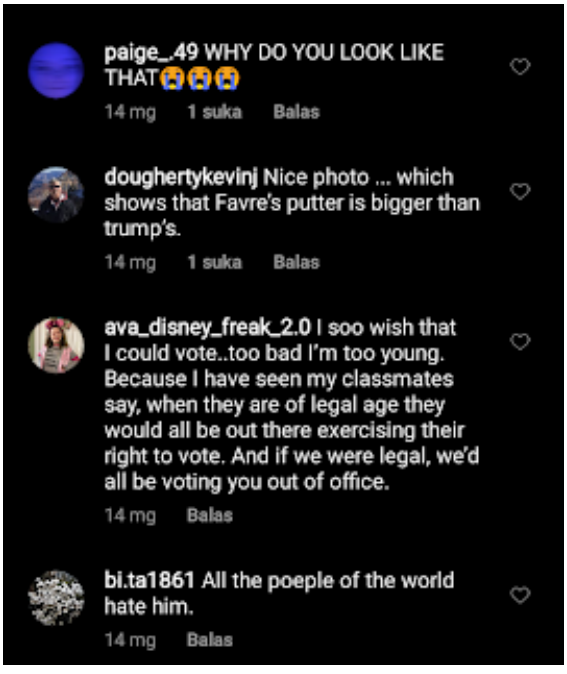
thielteam6 You will destroy just like last time! Go get him Donny!
19 jam 52 suka
rose7359mary @thielteam6 that's not possible
16 jam

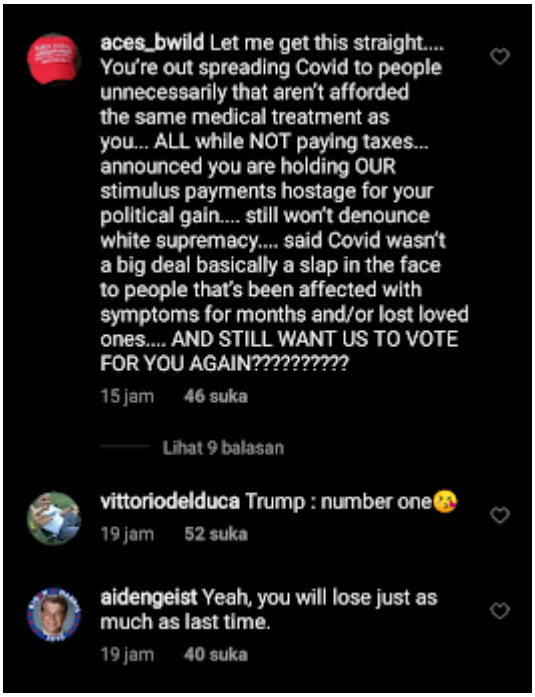

tkrieg20 What the hell is wrong with your neck?
14 mg 5 suka Balas
lucinda_marie24 Trump 2020!!!❤️💙🇺🇸
14 mg Balas
elnaznikouei 👍
14 mg Balas
_arach63_56_84 👌😀
14 mg Balas
nash_1024 Worlds corrupt and he's playing golf how amazing
14 mg 5 suka Balas

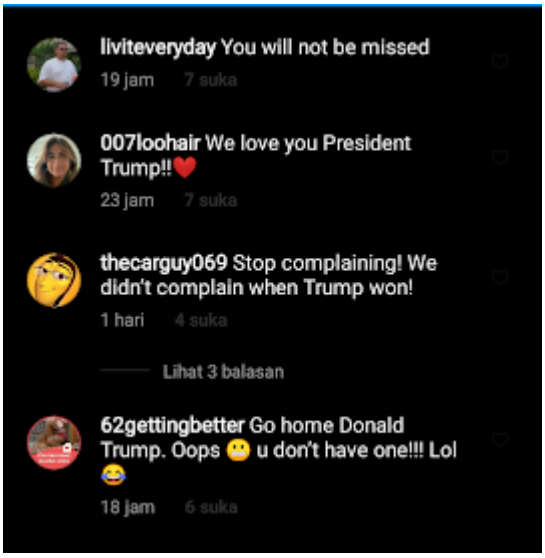

mrsbulgygoblin You sound so stupid! Can't wait for you to just get out this White House and hopefully this country. Go to China!
4 hari 34 suka
Lihat 1 balasan sebelumnya
mrsbulgygoblin @intrepida_dns I don't need you to feel sorry. I need you to get a clue
3 hari 7 suka
h.r.e64006 @mrsbulgygoblin
3 hari
emiiikar @intrepida_dns nah he is the worst president usa has ever had
2 hari 1 suka
spot2018 Terrible president
5 hari 49 suka
Lihat 2 balasan
brooksbrian You lost! #GameOver Stop with the pathetic flailing of desperation and help the country for the

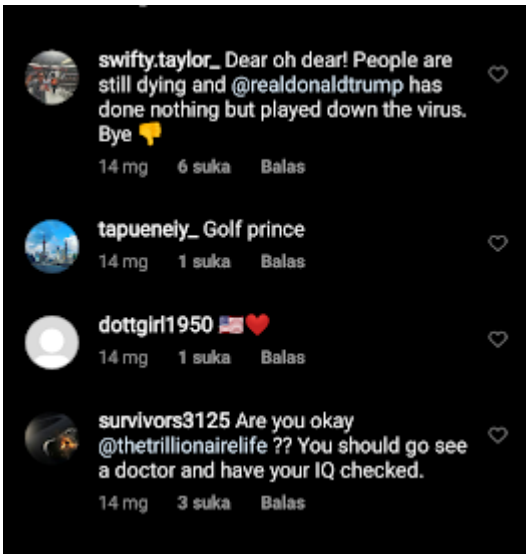

vicklironmonger BS....so the stock market suddenly rocketed sky high after the past week? You're so full of lies its just disgusting. Go away!!!
7 hari
david.dez97 @manikely3 you're fake news!
7 hari
lainelopes3
7 hari
smellyajandernie Thank you for coming to Bucks County PA
7 hari
taraclarissa Trump 2020!!
7 hari
pipe200279 TRUMP WIN
7 hari
drbaltazarrevolver Lied, failed, tried, fled.
7 hari

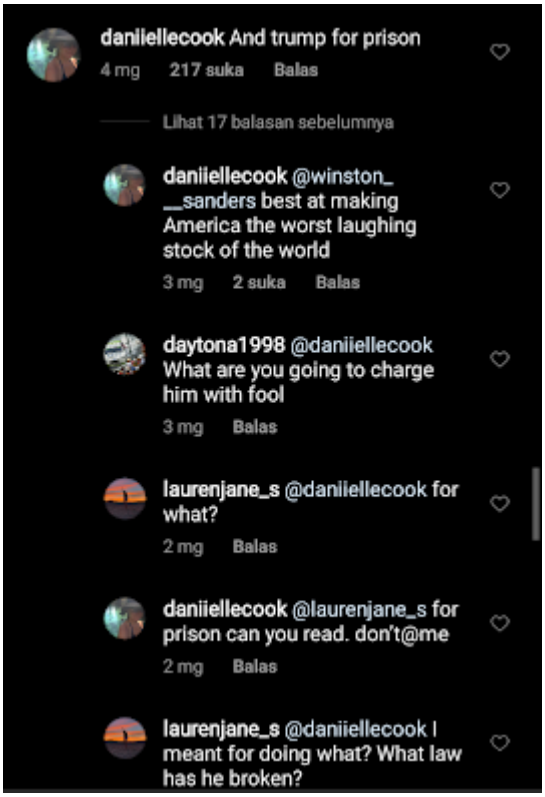

seebriansmith I love seeing TRUMP lose, it's my daily medicine, my weekly energy, my monthly inspiration and my yearly motivation. His loss is the only reason i'm still alive, i was born to love and enjoy the failure that he has achieved.
3 hari 257 suka
Lihat 20 balasan sebelumnya
supermanny14 @seebriansmith you'll choke on those words once you see what Biden will do to you!! Sad for all of America!
2 hari 5 suka
vikingmaenad @seebriansmith what a sorry, tragic mess your life must be then. Have you considered getting out more? You sound more toxic and hateful than those you accuse of such. Sad.
2 hari 2 suka

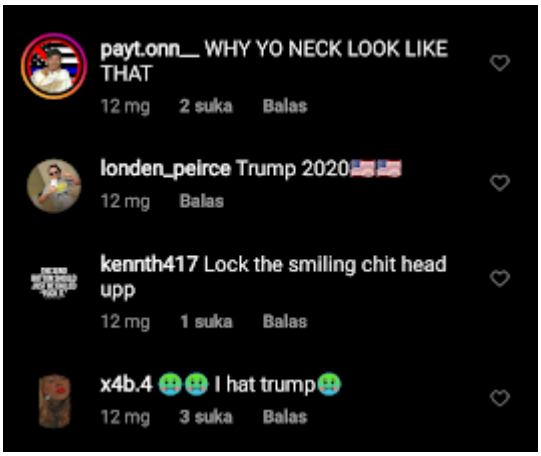

paige_.49 WHY DO YOU LOOK LIKE THAT
14 mg 1 suka Balas
doughertykevinj Nice photo ... which shows that Favre's putter is bigger than trump's.
14 mg 1 suka Balas
ava_disney_freak_2.0 I soo wish that I could vote..too bad I'm too young. Because I have seen my classmates say, when they are of legal age they would all be out there exercising their right to vote. And if we were legal, we'd all be voting you out of office.
14 mg Balas
bi.ta1861 All the poeple of the world hate him.
14 mg Balas


aces_bwild Let me get this straight.... You're out spreading Covid to people unnecessarily that aren't afforded the same medical treatment as you... ALL while NOT paying taxes... announced you are holding OUR stimulus payments hostage for your political gain.... still won't denounce white supremacy.... said Covid wasn't a big deal basically a slap in the face to people that's been affected with symptoms for months and/or lost loved ones.... AND STILL WANT US TO VOTE FOR YOU AGAIN??????????
15 jam 46 suka
Lihat 9 balasan
vittoriodelduca Trump : number one😍
19 jam 52 suka
aidengeist Yeah, you will lose just as much as last time.
19 jam 40 suka

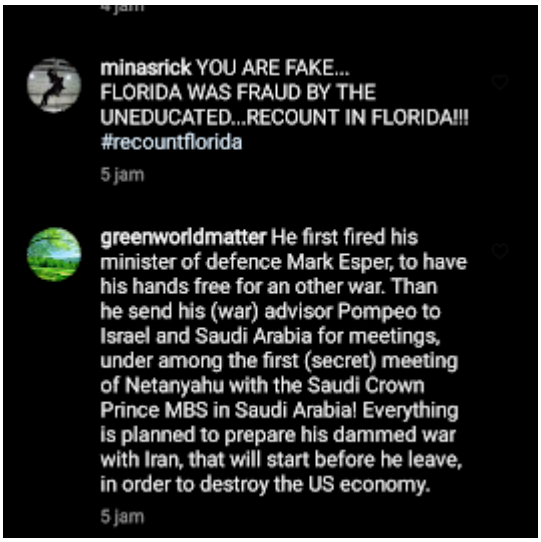

liviteveryday You will not be missed
19 jam 7 suka
007loohair We love you President Trump!!❤️
23 jam 7 suka
thecarguy069 Stop complaining! We didn't complain when Trump won!
1 hari 4 suka
Lihat 3 balasan
62gettingbetter Go home Donald Trump. Oops 😬 u don't have one!!! Lol 😂
18 jam 6 suka

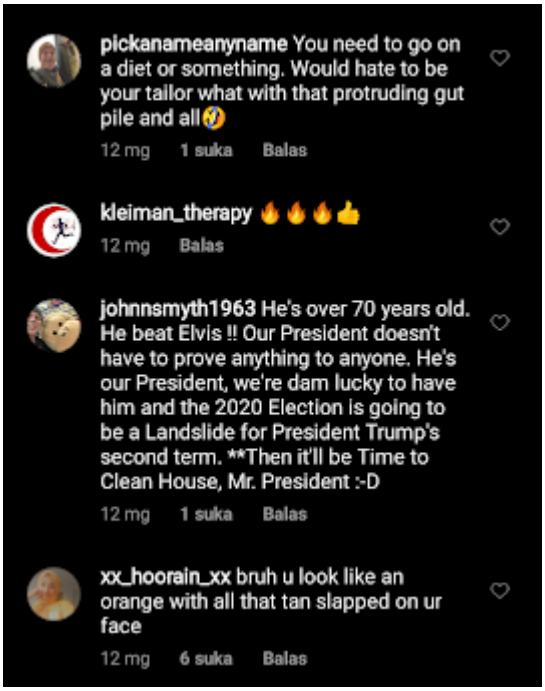

swifty.taylor_ Dear oh dear! People are still dying and @realdonaldtrump has done nothing but played down the virus. Bye 👎
14 mg 6 suka Balas
tapueneiy_ Golf prince
14 mg 1 suka Balas
dottgirl1950 🇺🇸❤️
14 mg 1 suka Balas
survivors3125 Are you okay @thetrillionairelife ?? You should go see a doctor and have your IQ checked.
14 mg 3 suka Balas

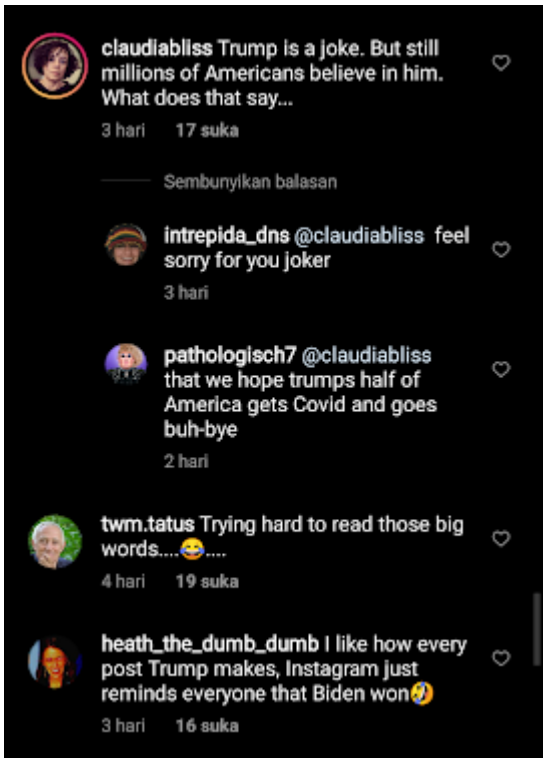

daniiellecook And trump for prison
4 mg 217 suka Balas
Lihat 17 balasan sebelumnya
daniiellecook @winston_ __sanders best at making America the worst laughing stock of the world
3 mg 2 suka Balas
daytona1998 @daniiellecook What are you going to charge him with fool
3 mg Balas
laurenjane_s @daniiellecook for what?
2 mg Balas
daniiellecook @laurenjane_s for prison can you read. don't@me
2 mg Balas
laurenjane_s @daniiellecook I meant for doing what? What law has he broken?

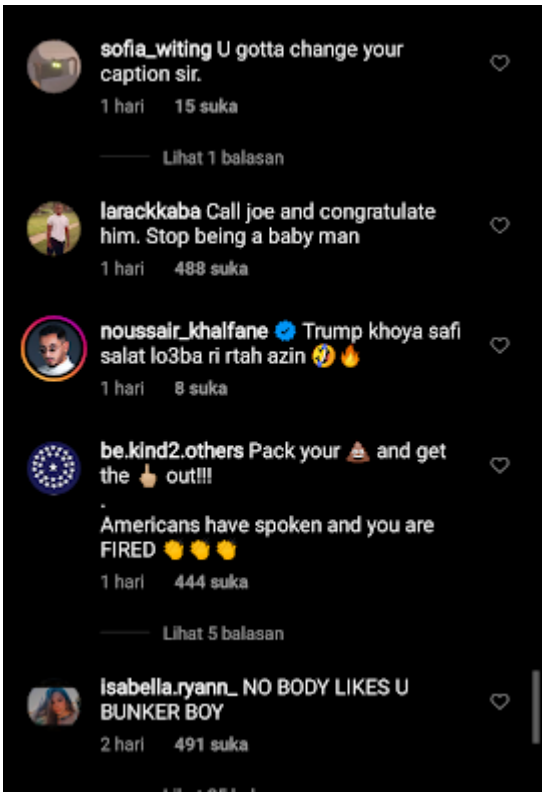

payt.onn__ WHY YO NECK LOOK LIKE THAT
12 mg 2 suka Balas
londen_peirce Trump 2020🇺🇸🇺🇸
12 mg Balas
kennth417 Lock the smiling chit head upp
12 mg 1 suka Balas
x4b.4 🤢🤢 I hat trump🤢
12 mg 3 suka Balas

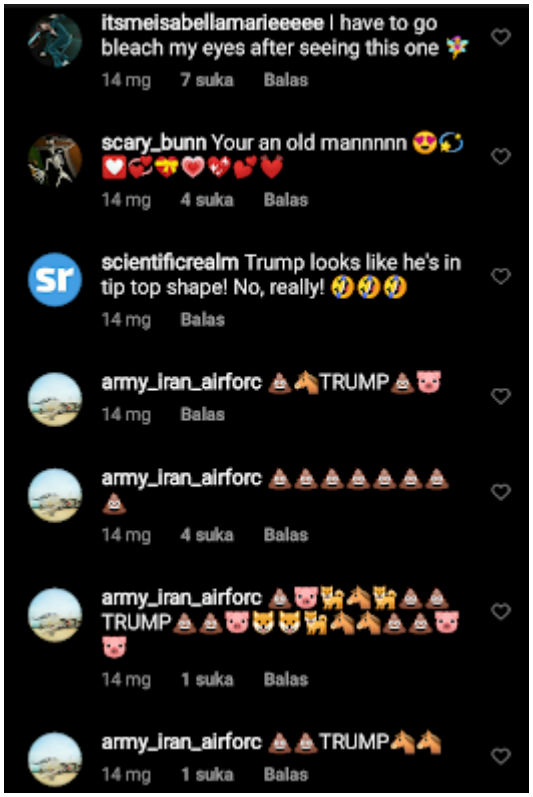
6 hari
weedfacekillah YOU ARE LYING AGAIN !!!!
6 hari
weedfacekillah TRUMP FOR PRISON 2020
6 hari


minasrick YOU ARE FAKE... FLORIDA WAS FRAUD BY THE UNEDUCATED...RECOUNT IN FLORIDA!!! #recountflorida
5 jam
greenworldmatter He first fired his minister of defence Mark Esper, to have his hands free for an other war. Than he send his (war) advisor Pompeo to Israel and Saudi Arabia for meetings, under among the first (secret) meeting of Netanyahu with the Saudi Crown Prince MBS in Saudi Arabia! Everything is planned to prepare his dammed war with Iran, that will start before he leave, in order to destroy the US economy.
5 jam


pickanameanyname You need to go on a diet or something. Would hate to be your tailor what with that protruding gut pile and all🤣
12 mg 1 suka Balas
kleiman_therapy 🔥🔥🔥👍
12 mg Balas
johnnsmyth1963 He's over 70 years old. He beat Elvis !! Our President doesn't have to prove anything to anyone. He's our President, we're dam lucky to have him and the 2020 Election is going to be a Landslide for President Trump's second term. **Then it'll be Time to Clean House, Mr. President :-D
12 mg 1 suka Balas
xx_hoorain_xx bruh u look like an orange with all that tan slapped on ur face
12 mg 6 suka Balas


claudiabliss Trump is a joke. But still millions of Americans believe in him. What does that say...
3 hari 17 suka
Sembunyikan balasan
intrepida_dns @claudiabliss feel sorry for you joker
3 hari
pathologisch7 @claudiabliss that we hope trumps half of America gets Covid and goes buh-bye
2 hari
twm.tatus Trying hard to read those big words....😂....
4 hari 19 suka
heath_the_dumb_dumb I like how every post Trump makes, Instagram just reminds everyone that Biden won🤣
3 hari 16 suka


sofia_witing U gotta change your caption sir.
1 hari 15 suka
Lihat 1 balasan
larackkaba Call joe and congratulate him. Stop being a baby man
1 hari 488 suka
noussair_khalfane Trump khoya safi salat lo3ba ri rtah azin 🤣🔥
1 hari 8 suka
be.kind2.others Pack your 💩 and get the 🖕 out!!!
.
Americans have spoken and you are FIRED 👋👋👋
1 hari 444 suka
Lihat 5 balasan
isabella.ryann_ NO BODY LIKES U BUNKER BOY
2 hari 491 suka


itsmeisabellamarieeeee I have to go bleach my eyes after seeing this one 🌟
14 mg 7 suka Balas
scary_bunn Your an old mannnnn 😍🥺 🥰🥰🥰💗💗💗💗
14 mg 4 suka Balas
scientificrealm Trump looks like he's in tip top shape! No, really! 🤣🤣🤣
14 mg Balas
army_iran_airforc 💩🔥TRUMP💩🐷
14 mg Balas
army_iran_airforc 💩💩💩💩💩💩💩
14 mg 4 suka Balas
army_iran_airforc 💩🐷🐕🔥🐕💩💩 TRUMP💩💩🐷🐷🐷🐷🐷🐷🐷🐷🐷
14 mg 1 suka Balas
army_iran_airforc 💩💩TRUMP🔥🔥
14 mg 1 suka Balas