

**ANALISIS PRAGMATIK KRITIS TERHADAP TINDAK TUTUR
UJARAN KEBENCIAN YANG BERDAMPAK HUKUM DI MEDIA SOSIAL**

TESIS

diajukan sebagai salah satu syarat untuk memperoleh gelar Magister Humaniora
dalam Studi Linguistik



oleh

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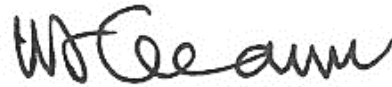
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ABSTRAK

Penelitian ini mengkaji data bahasa terkait ujaran kebencian yang didapatkan dari tuturan di media sosial yang dikategorikan memiliki dampak hukum. Tujuan penelitian ini untuk mendeskripsikan bentuk tindak tutur serta implikatur dalam ujaran kebencian di media sosial yang berdampak hukum. Metode dalam penelitian ini adalah kualitatif deskriptif. Data penelitian ini berupa tuturan yang mengandung ujaran kebencian di media sosial yang berdampak hukum. Teknik pengumpulan data dalam penelitian adalah teknik simak dan catat kemudian dianalisis menggunakan pendekatan pragmatik kritis untuk mengonseptualisasikan refleksi aspek-aspek kritis dalam penyalahgunaan bahasa. Temuan dalam penelitian ini antara lain (1) bentuk tindak tutur yang termasuk ke dalam ujaran kebencian adalah komisif, asertif, dan ekspresif, (2) implikatur dalam ujaran kebencian yang ditemukan dalam penelitian ini antara lain penghinaan, pencemaran nama baik, penistaan, dan provokasi, (3) konsep pragmatik kritis mengenai ujaran kebencian antara lain dipengaruhi oleh unsur kebangsaan/politik, agama, serta kelas sosial. Simpulan dari penelitian ini bahwa dari bentuk tuturan, implikatur, serta pragmatik kritis dalam ujaran kebencian menunjukkan adanya prasangka negatif terhadap kelompok atau pihak yang berbeda dari penutur yang berdampak pada kegaduhan pada masyarakat luas serta dapat merusak tatanan sosial.

Kata Kunci: Ujaran Kebencian, Tindak Tutur, Implikatur, Pragmatik Kritis

ABSTRACT

This research examines language data related to hate speech obtained from speech on social media which is categorized as having legal impacts. The aim of this research is to describe the forms of speech acts and implicatures in hate speech on social media which have legal impacts. The method in this research is descriptive qualitative. This research data is in the form of speech containing hate speech on social media which has legal impacts. The data collection technique in the research is a listening and note-taking technique which is then analyzed using a critical pragmatics approach to conceptualize the reflection of critical aspects in language misuse. The findings in this research include (1) the forms of speech acts included in hate speech are commissive, assertive and expressive, (2) the implicatures in hate speech found in this research include insults, defamation, blasphemy and provocation. , (3) critical pragmatic concept regarding hate speech are influenced, among other things, by national/political elements, religion and social class. The conclusion from this research is that the form of speech, implicatures, and critical pragmatic in hate speech show that there is negative prejudice towards groups or parties different from the speaker which has an impact on upheaval in the wider community and can damage the social order.

Keywords: Hate Speech, Speech Act, Implicature, Critical Pragmatics

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