

ILLOCUTIONARY ACTS OF HATE SPEECH: ANALYZING SOCIAL MEDIA COMMENTARY TARGETING ANIES BASWEDAN

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Abstract: This study examines the illocutionary acts of hate speech found in social media comments targeting Anies Baswedan, a prominent Indonesian politician and public figure. Utilizing a qualitative content analysis method, the research identifies and categorizes the various forms of hate speech acts within the comments section of news articles, social media posts, and other online platforms discussing Anies Baswedan's political activities, policies, and personal life. The theoretical framework for this analysis is grounded in the principles of Speech Act Theory, focusing on the illocutionary force behind the hate speech acts – the intentional communication acts performed by the speaker towards the target. The findings reveal a complex array of illocutionary acts, including but not limited to, expressions of prejudice, derogatory language, threats, and incitement of discrimination. These acts are analyzed in the context of their potential impact on social cohesion, political discourse, and the personal safety of the target. Furthermore, the study explores the motivations behind such hate speech, considering the political, social, and cultural factors that may influence individuals to engage in aggressive online behavior. By highlighting the specific characteristics of illocutionary hate speech acts directed at Anies Baswedan, this research contributes to a deeper understanding of online hate speech dynamics in the Indonesian political landscape. It also offers insights into the challenges of regulating such speech while balancing the right to free expression. The study concludes with recommendations for policymakers, social media platforms, and civil society organizations to address and mitigate the effects of hate speech, promoting a more respectful and inclusive online discourse.

Keywords: *Anies Baswedan; digital civility; hate speech; illocutionary acts; Indonesian politics; online aggression; political discourse; prejudice; social media; speech act theory.*

INTRODUCTION

The proliferation of social media has significantly altered the dynamics of public discourse, particularly in the realm of politics. While it has democratized information dissemination and fostered civic engagement, it has also given rise to the phenomenon of hate speech, a concern that is increasingly prevalent in online political discussions. The case of Anies Baswedan, a prominent Indonesian political figure, serves as a

poignant example of how hate speech can permeate social media, influencing public opinion and potentially the political landscape. This study aims to explore the illocutionary hate speech acts within social media comments targeting Anies Baswedan, employing a speech act theoretical framework to understand the intentions, forms, and implications of such discourse.

Hate speech on social media is not merely about the offensive content but also about the

illocutionary force behind the statements - the purposeful actions performed through speaking (Assimakopoulos, 2020; Sholihatin, 2020). This research draws upon the foundational work of Austin (1962) and Searle (1969) on speech acts, further illuminated by contemporary analyses focusing on the performative nature of hate speech (Di Rosa, 2019; Marques, 2023). Oktaviani and Nur's (2022) examination of illocutionary speech acts on Twitter underscores the relevance of analyzing hate speech through the lens of speech act theory, particularly in the context of social media where the line between public and private discourse blurs.

Anies Baswedan's tenure as Governor of Jakarta has been a flashpoint for political debate, marked by significant public scrutiny and polarized opinions, often reflected in social media discourse (Manik, Ndraha, & Pasaribu, 2022). This research seeks to categorize and analyze the types of illocutionary acts manifested as hate speech in comments directed towards Baswedan, offering insights into the strategies employed by individuals to express dissent, prejudice, or support in the digital public sphere.

The study also contributes to the broader discourse on the regulation of hate speech within digital platforms, balancing the need for free expression with the imperative to protect individuals from harm (Fyfe, 2017; Mubarak, Sudana, & Gunawan, 2024). By identifying and understanding the nuanced ways in which hate speech is articulated, this research aims to provide empirical evidence to inform policy-making and platform governance strategies aimed at mitigating hate speech (Vilar-Lluch, 2023; Lewiński, Cepollaro, Oswald, & Witek, 2023).

In essence, this study not only investigates the specific phenomenon of illocutionary hate speech acts targeting Anies Baswedan but also reflects on the larger implications of such speech acts for democratic discourse, social cohesion, and the normative frameworks governing public argumentation in digital spaces (Parvaresh, 2023; Morgan, 2023; Kramadanu & Said, 2023).

Expanding on the introduction to the study of illocutionary hate speech acts within social media comments targeting Anies Baswedan, it is imperative to delve deeper into the theoretical and practical ramifications of such speech in the digital public sphere.

At the heart of this research lies Speech Act Theory, which categorizes speech into three acts: locutionary (the act of saying something), illocutionary (the implied intention behind the act),

and perlocutionary (the effect the speech has on the audience) (Austin, 1962; Searle, 1969). Illocutionary acts, particularly, serve as a critical lens through which the nuanced dynamics of hate speech can be analyzed, highlighting not just what is said but what is done through speech. The work of Di Rosa (2019) and Assimakopoulos (2020) on performative hate speech acts provides a foundation for understanding how hate speech functions as a performative illocutionary act that goes beyond mere expression to actively harm, marginalize, or silence individuals or groups.

Anies Baswedan's political career, especially his tenure as Governor of Jakarta, has been characterized by both significant support and vehement opposition, making him a focal point of digital discourse (Manik, Ndraha, & Pasaribu, 2022). The polarization surrounding Baswedan reflects broader socio-political divisions within Indonesian society, often exacerbated by the echo chambers and virality inherent to social media platforms. This study draws on the analysis by Mubarak, Sudana, and Gunawan (2024), which investigates the discourse dynamics in the comments section on Instagram, to understand how digital platforms can amplify hate speech.

This research employs a qualitative content analysis methodology, categorizing illocutionary acts of hate speech into themes based on their intention and effect, as outlined by Sholihatin (2020). By analyzing comments from various social media platforms, this study seeks to identify patterns in the hate speech targeting Baswedan, exploring factors such as political affiliation, religious identity, and socio-economic status that may influence the nature of the speech acts. Furthermore, the study considers the role of anonymity and group dynamics in emboldening individuals to engage in hate speech online.

Understanding the illocutionary acts of hate speech is crucial for developing effective strategies to combat online hate while preserving the right to free expression. This research aligns with the discussions on the incitement of discriminatory hatred (Fyfe, 2017; Vilar-Lluch, 2023) and the challenges of regulating speech without infringing on fundamental human rights. The findings aim to contribute to the ongoing dialogue on digital civility, platform governance, and the legal and ethical considerations in moderating online content (Lewiński, Cepollaro, Oswald, & Witek, 2023; Parvaresh, 2023).

The expanded research on illocutionary acts of hate speech across various platforms and contexts underscores the nuanced and pervasive nature of

hate speech in shaping public discourse. This corpus of work demonstrates the diverse methodologies and lenses through which hate speech is analyzed, from linguistic structures to the ethical implications of counterspeech.

Bianchi (2023) explores audience reception of hate speech, highlighting the importance of how messages are interpreted by audiences, which is crucial for understanding the spread and impact of hate speech. Valcore, Asquith, & Rodgers (2023) examine political figures' use of denigrating speech, offering insights into the strategic mobilization of hate speech for political gain and its societal ramifications. Khazaleh, Sapar, & Jan (2023) provide a pragmatic analysis of religious texts, contributing to a broader comprehension of illocutionary acts in sacred contexts, indirectly enriching the discourse on hate speech.

Further, studies by Ilham & Sajarwa (2023) on dehumanization in social media, and Butar-butur & Isman (2023) on body shaming and defamation, highlight the personal and social harm inflicted by hate speech. Cousens (2023) addresses the challenges of engaging with bad-faith interlocutors, emphasizing strategic non-engagement in certain debates as a form of counterspeech. Hofmann, Hubacher Haerle, & Maatz (2023), and Reigeluth (2023) delve into the meanings of delusional utterances and the role of AI in moderating hate speech, respectively, offering unique perspectives on the interpretation and technological dissemination of hate speech.

These additional studies enrich the understanding of hate speech's complexities, suggesting a multi-faceted approach to addressing and mitigating its effects. They highlight the critical role of interdisciplinary research in developing comprehensive strategies to combat hate speech and foster a more respectful and constructive public dialogue.

By examining illocutionary hate speech acts within the comments targeting Anies Baswedan, this study not only sheds light on the specific phenomenon of hate speech in the context of Indonesian politics but also offers broader insights into the complexities of digital discourse, the impact of hate speech on public figures, and the implications for social cohesion and democratic engagement in the digital age. This research underscores the need for a nuanced understanding of hate speech acts and their implications, paving the way for informed policy-making and platform governance strategies that balance the principles of free expression with the imperative to protect individuals and communities from harm.

METHOD

This study adopts a qualitative content analysis approach to examine illocutionary hate speech acts within social media comments targeting Anies Baswedan. Content analysis allows for the systematic coding and categorization of textual data to identify patterns, themes, and meanings within the dataset (Krippendorff, 2013; Schreier, 2012). This method is particularly suited to exploring the nuances of online discourse, where the intent and effect of speech acts can vary widely (Oktaviani & Nur, 2022).

The dataset comprises comments collected from various social media platforms, including Twitter, Facebook, and Instagram, where discussions about Anies Baswedan are prominent. A time frame of one year is selected to ensure a comprehensive collection of data, capturing different phases of political discourse surrounding Baswedan. The selection criteria for comments include direct mentions of Anies Baswedan, hashtags related to political campaigns or movements associated with him, and discussions in the comment sections of his official social media posts (Manik, Ndraha, & Pasaribu, 2022).

Given the vast amount of data available, a purposive sampling method is employed to select comments that are most relevant to the research objectives. This sampling strategy focuses on identifying and selecting instances of discourse that are likely to contain illocutionary acts of hate speech, based on predefined criteria such as the presence of aggressive language, derogatory terms, and expressions of prejudice (Palinkas et al., 2015).

The collected comments undergo a two-stage analysis process. Initially, a deductive coding scheme, based on existing literature on hate speech and illocutionary acts (Assimakopoulos, 2020; Di Rosa, 2019), is applied to categorize the comments. Subsequently, an inductive approach is taken to allow for the emergence of new themes and categories specific to the dataset (Flick, 2018). This combination of deductive and inductive coding ensures both theoretical coherence and sensitivity to the unique aspects of the data.

To ensure reliability and validity, the coding process is conducted by two independent researchers, with discrepancies resolved through discussion or consultation with a third researcher if necessary (Elo et al., 2014).

Given the sensitive nature of hate speech, ethical considerations are paramount. All data is anonymized to protect the identity of individuals, and the study focuses on the speech acts

the interpretative liberties taken by individuals in the digital public sphere, where comments can have a significant amplification effect (Morgan, 2023).

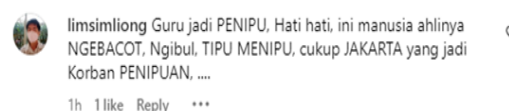
The example of SS's comment also brings to light issues surrounding digital civility and the quality of discourse within online political discussions. Assertive statements, especially those accusing dishonesty or misconduct, can contribute to an atmosphere of mistrust and antagonism, detracting from the potential for constructive debate (Lewiński, Cepollaro, Oswald, & Witek, 2023). The confidence with which such statements are made can further polarize discussions, especially when replicated across numerous comments and posts.

In responding to such assertive illocutionary acts, public figures and their communication teams must navigate carefully. Strategies might include direct engagement that addresses the underlying concerns, efforts to clarify misunderstandings, or broader campaigns aimed at reinforcing trust and transparency. Additionally, fostering environments that encourage respectful discourse and penalize baseless assertions can help mitigate the impact of assertive illocutionary acts aimed at discrediting or deceiving public perception.

Suwardi Samsung 14 alu
Tuan ngibil...
 1 Balas

The comment made by an individual identified as "SS" who used the term "Ngibil" in response to actions attributed to Anies Baswedan, provides a nuanced example of how illocutionary acts operate within the realm of online political discourse. "Ngibil," an Indonesian term implying deceit or lying, encapsulates more than a mere accusation; it embodies an assertive illocutionary speech act. This act is not just a conveyance of belief but a declaration of the speaker's confidence in the truth of their statement. In the sphere of political discourse, especially in a charged environment, such comments are illustrative of the broader dynamics at play. Assertive illocutionary acts, according to Searle's classification of speech acts, involve the speaker expressing a belief about the truth of a proposition (Searle, 1969). When SS declares "Ngibil," they are not merely sharing an observation but are asserting their belief in Baswedan's deceitfulness with a level of conviction that seeks to influence the perceptions of others in the discourse. This act goes beyond the expression of personal belief to actively participate in the shaping of public opinion.

The comment by SS using "Ngibul" exemplifies the assertive illocutionary speech acts prevalent in social media political discourse. These acts, characterized by the speaker's confidence in their assertions, play a significant role in shaping public narratives around political figures. Understanding the dynamics of such speech acts offers insights into the challenges of maintaining constructive and civil discourse in the digital age, emphasizing the need for strategies that promote accuracy, respect, and engagement in political discussions online.



The examination of the term "Ngibul" as used by a commentator identified as "SS" to describe Anies Baswedan's actions unfolds various layers of interaction within online political discourse. This particular instance of assertive illocutionary speech acts in social media comments is emblematic of the potent mix of personal belief, public assertion, and the intention to influence that characterizes much of digital political

engagement today. Through this lens, the intricate relationship between language, belief, and the construction of public persona in the digital age becomes apparent.

The use of "Ngibul" by SS transcends a simple accusation of lying, venturing into a territory where the speaker takes a stand, projecting their conviction onto the digital public sphere. This act, rooted in Searle's classification of illocutionary acts, signals a robust declaration that seeks to engage the audience's perception and influence the collective understanding of Baswedan's actions. The digital realm, with its inherent potential for virality, amplifies this effect, enabling individual statements to cascade through networks, gaining momentum and possibly altering public perception at a scale previously unattainable.

For public figures, navigating the complex web of digital discourse presents unique challenges. The case of Baswedan underscores the delicate balance required to maintain one's public image in the face of assertive illocutionary acts. Each comment, tweet, or post becomes a part of the narrative that surrounds a public figure, influencing public perception in ways that are often beyond the individual's control. The amplification effect highlighted by Morgan (2023) further complicates this dynamic, as comments can quickly transcend their original contexts, contributing to the shaping of a public persona that is crafted by both supporters and detractors.

The discourse surrounding the "Ngibul" comment also illuminates broader concerns about digital civility and the quality of political debate online. Assertive statements that challenge honesty or integrity can deteriorate into incivility, undermining the potential for meaningful dialogue (Lewiński, Cepollaro, Oswald, & Witek, 2023). This environment of mistrust and antagonism not only detracts from constructive debate but also polarizes discussion, fostering an echo chamber effect where dissenting voices are silenced or ignored. The role of digital platforms in moderating this discourse becomes crucial, as does the responsibility of users to engage respectfully and thoughtfully.

In responding to the challenges posed by assertive illocutionary acts, public figures and their communication teams are tasked with strategizing engagements that address underlying concerns while promoting a narrative of trust and transparency. This might involve direct responses that clarify misunderstandings, proactive

campaigns that highlight achievements and integrity, and efforts to foster environments that encourage respectful discourse. The goal is to mitigate the impact of potentially damaging assertions and to participate actively in the construction of one's digital persona.

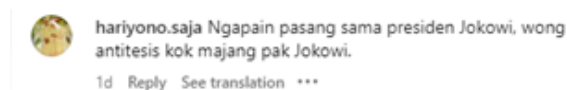


Figure 3. *Comment 3*

The comment "Antisynthetic" by a commentator identified as "H", suggesting Anies Baswedan contradicts President Jokowi, exemplifies assertive illocutionary acts in online political discourse. This specific term reveals a belief in the incompatibility between Anies and Jokowi, aiming to assertively influence public perception and discussion. Such assertive speech, particularly when categorized as a complaint, is significant in digital spaces, where it can shape narratives and sway opinions regarding political figures and potential alliances.

Assertive illocutionary acts, especially complaints in digital discourse, highlight the complex dynamics of political engagement online. They reflect participants' confidence in their viewpoints and their intention to mold public opinion. The term "Antisynthetic" is more than a personal stance; it is an attempt to frame the political relationship between Anies and Jokowi in a specific light, demonstrating how digital commentary can significantly impact perceptions and political narratives.

For public figures and analysts, understanding these dynamics is crucial for effectively navigating digital political landscapes. Engaging constructively with such assertive commentary can help mitigate polarization and encourage a more nuanced discourse. The "Antisynthetic" comment underscores the influential role of assertive speech in digital political discussions, emphasizing the importance of strategic engagement in shaping constructive online political dialogue.



Figure 4. *Comment 4*

The statement "Enough JKT is damaged, so that all of Indonesia is damaged," by a commentator on Anies Baswedan's leadership, illustrates the potency of assertive illocutionary

acts in online discourse. Categorized as a complaint, it reflects not merely a personal dissatisfaction but a broader condemnation of Anies's governance, projecting a belief in his unsuitability for leadership on a larger scale. This comment exemplifies how digital complaints can transcend individual grievances, influencing collective perceptions and potentially shaping political narratives.

Such assertive commentary underscores the challenges public figures face in the digital age, where assertive public opinions can significantly impact reputations and political futures. For leaders like Anies Baswedan, navigating these assertive digital terrains requires careful engagement and strategic communication to counteract narratives that could damage public perception. The example highlights the influential role of assertive speech acts in digital political discourse, emphasizing the need for nuanced responses to maintain positive public engagement.



Figure 5. *Comment 5*

The comment "sell politics, sell corpse verse" made by an online commentator identified as "HL" regarding Anies Baswedan's political journey provides a compelling case of assertive speech in digital political discourse. This assertive statement not only critiques Anies's pathway to becoming the governor, suggesting it was a result of political maneuvering ("political selling") but also casts a negative light on his supporters, describing them as groups lacking empathy and rationality. Such comments go beyond expressing a viewpoint; they assert a definitive stance on Anies Baswedan's political legitimacy and the nature of his support base, firmly grounding the speaker's belief in the truthfulness of their assertions.

Assertive speech acts, especially in the form of stating, involve the speaker committing to the truth of the expressed proposition (Searle, 1969). HL's comments do more than share an opinion; they assert a specific narrative about Anies Baswedan's political ascendancy and governance style, implying it lacks integrity and is supported by unempathetic groups. Such statements are potent in digital discourse, as they claim to offer an 'insightful truth' about political figures, potentially influencing public opinion and discourse.

For public figures like Anies Baswedan, comments that assert negative connotations about their political journey and support base present significant challenges. These assertions can shape public perceptions, potentially distorting the narrative around their political career and governance approach. In a digital age where information spreads rapidly, the impact of such assertive speech acts can be amplified, reaching wide audiences and solidifying certain perceptions in the public domain.

HL's assertion that Anies's supporters are groups "that did not empathize and made drastic changes without leaving common sense or humanity" introduces a critique not just of Anies but of the broader political culture and discourse. It reflects a concern over the perceived erosion of empathy and rationality in political decision-making and support. Such comments highlight the growing desire for political engagement and governance that prioritizes humanity and common sense, resonating with broader societal calls for more empathetic and rational political processes.

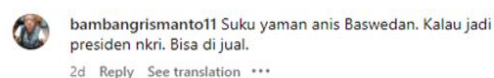


Figure 6. *Comment 6*

The comment by "BR" regarding Anies Baswedan, invoking his Yemeni heritage and predicting a dire outcome if he were to become the President of Indonesia, represents a complex instance of assertive speech within online political discourse. By stating, "The Yemeni tribe Anis Baswedan, if he becomes the president of the Republic of Indonesia, can be sold," BR not only asserts a belief about Anies's potential presidency but also introduces a narrative that links Anies's ethnic background to perceived geopolitical and socio-cultural issues. This comment transcends simple political critique, delving into assertions that intertwine ethnicity, governance, and national integrity.

Assertive speech acts, by their nature, express the speaker's confidence in the truth of their statements. In this case, BR's comment goes beyond expressing a political opinion; it asserts a causal relationship between Anies Baswedan's ethnic background and a hypothetical scenario of national decline. Such statements reflect a broader trend in digital political discourse where assertive claims often amalgamate personal attributes of political figures with complex national issues,

potentially influencing public perceptions through the lens of ethnicity and heritage.

The assertion that Anies Baswedan's presidency could lead to the country being "sold" taps into fears of national vulnerability and external influence, themes that are potent in political discourse. The reference to the "Yemeni tribe" and the implication of inherent conflict and crumbling state structures due to external interventions is a significant assertion that seeks to draw parallels between Anies's heritage and perceived risks to national stability. Such statements not only challenge the individual's suitability for leadership based on ethnic background but also risk reinforcing stereotypes and fostering division.

For public figures like Anies Baswedan, addressing assertive claims that intertwine personal attributes with broader geopolitical and socio-cultural critiques requires nuanced engagement. Strategies to counteract such narratives may involve highlighting the diversity of leadership qualities independent of ethnic background, emphasizing national unity and the inclusivity of governance approaches, and addressing underlying concerns about external influences and national integrity directly.

The role of digital platforms in moderating and guiding political discourse towards more inclusive and respectful engagements becomes crucial in light of assertive comments like BR's. Encouraging a political culture that evaluates leadership based on merit, vision, and governance capabilities, rather than ethnic or cultural background, is essential for fostering constructive political dialogue. This involves both platform governance mechanisms to deter hate speech and divisive narratives, and proactive efforts by public figures and their communities to promote values of diversity and inclusivity.

The assertive comment by "BR" illustrates the challenges posed by assertive speech acts in online political discourse, particularly when such acts draw on ethnic backgrounds to make broad assertions about leadership and national outcomes. Navigating these challenges requires a commitment to fostering a political dialogue that prioritizes inclusivity, respects diversity, and focuses on the substantive qualities and policies of leaders. Such an approach is essential for maintaining a healthy and constructive political discourse in the digital age, where the impact of assertive speech acts can be profound and far-reaching.



Figure 7. *Comment 7*

The comment "By saving this country, we simply don't choose Anies, we can become heroes, guys," offers a vivid illustration of how assertive illocutionary acts can manifest as suggestions within online political discourse. This statement not only reflects the commentator's personal stance regarding Anies Baswedan's potential leadership but also suggests a collective course of action—opting not to support Anies—as a means of national preservation. Such comments underscore the assertive nature of online political suggestions, where the speaker's confidence in their viewpoint aims to sway collective behavior or perceptions.

Assertive speech, when used to make suggestions, extends beyond merely stating beliefs or facts; it actively seeks to influence or direct the actions of others based on the speaker's conviction. In this context, the commentator not only expresses a belief that Anies Baswedan's leadership could be detrimental to the country but also suggests a specific action (not choosing Anies) as a remedy. This moves the comment from a simple expression of opinion into the realm of persuasive discourse, aiming to rally collective action towards a perceived common good.

The phrase "we can become heroes, guys" taps into collective identity and the power of communal action. By framing the decision not to support Anies as heroic, the commentator invokes a sense of collective responsibility and agency. This not only reinforces the speaker's assertive stance but also appeals to the audience's sense of patriotism and communal duty. The suggestion implies that the fate of the country is a shared concern and that collective action (or inaction, in this case) can significantly impact national outcomes.



Figure 8. *Comment 8*

The comment "Stop supporting Anis. He is only good at saying words but is not good at working" embodies an assertive and suggestive illocutionary act within online political discourse. This assertion does more than merely express a personal judgment about Anies Baswedan's

capabilities; it actively encourages others to reconsider their support based on the commentator's assessment of Anies's performance. By advising against voting for Anies for president, the commentator confidently suggests that Anies's eloquence does not translate into effective action or tangible results. This stance underscores a critical aspect of political commentary online: the move from personal belief to collective action suggestion.

Assertive suggestions in the context of political discourse serve a dual purpose. Firstly, they reflect the speaker's conviction in their assessment of a political figure's abilities. Secondly, and perhaps more significantly, they aim to influence the audience's future actions, in this case, their voting decisions. Such speech acts are assertive because they are presented with a degree of certainty about Anies's alleged shortcomings and suggestive because they recommend a course of action (not supporting Anies) based on those assertions.

Comments that critique a political figure's effectiveness, especially those that juxtapose perceived verbal skills with actual performance, can have a profound impact on voter behavior. They contribute to shaping political narratives that can either bolster or undermine a politician's image. The assertive suggestion that Anies is "only good at saying words but is not good at working" paints a narrative of ineffectiveness, potentially influencing undecided voters or those less familiar with his work.

For political figures like Anies Baswedan, addressing assertive suggestions requires a strategic approach that not only rebuts the specific criticisms but also showcases achievements and competencies. Engaging with such comments offers an opportunity to counteract negative narratives with evidence of successful initiatives or projects. However, the challenge lies in doing so in a manner that is both respectful and convincing, especially in the polarized environment of social media where sentiments can be strongly entrenched.

Encouraging a more constructive political discourse, where assertive suggestions are met with evidence-based responses, can help elevate the quality of political engagement online. Platforms and participants alike share responsibility for fostering an environment where critiques are informed and suggestions for collective action are based on substantive analysis rather than superficial assessments. Promoting informed discussions and critical thinking among

the electorate can mitigate the impact of assertive suggestions that may not fully capture a political figure's capabilities or achievements.

The assertive suggestion to "Stop supporting Anis" highlights the influential role such speech acts can play in online political discourse. These comments, characterized by confidence in the speaker's assessment and a call to collective action, underscore the dynamic interplay between personal opinion, public persuasion, and political engagement in the digital age. Navigating this landscape requires a commitment from all stakeholders to engage in respectful, informed, and constructive discourse that transcends simple assertions and fosters a deeper understanding of political realities.

Expressive



samsharies4 APA YG MAU DIRUBAH ..DASAR LO NIS..CARI KATA KATA YG TEPAT JANGAN ASBUN.

1w Reply See translation

Figure 9. *Comment 9*

In context this happens when SH commentators say "Asbun". According to him, Anis only speaks without considering the facts, clarity and impact caused by his words and for him the important thing is to comment first or answer first, true or not it is not important. Thus, the meaning of the commentator's sentence is included in the expressive (blame) category, because the form of speech that states or shows the speaker's attitude towards a situation. elaborate more

The term "Asbun," a colloquial Indonesian abbreviation for "asal bunyi" (literally translating to "sounding off without basis"), used by the commentator SH to describe Anies Baswedan's approach to public speaking, provides a poignant example of an expressive speech act within the realm of online political discourse. By labeling Anies as "Asbun," SH is not merely offering a personal opinion but is expressively blaming Anies for speaking without regard to facts, clarity, and the potential impact of his words. This categorization of the comment as an expressive act of blame highlights a critical dimension of online political interactions, where the expression of subjective feelings or attitudes toward a situation or individual can significantly influence public perception.

Expressive speech acts, according to Searle's taxonomy, involve the expression of the speaker's psychological state or attitude towards a proposition (Searle, 1979). In this context, SH's comment goes beyond simple criticism to

explicitly blame Anies for a perceived recklessness in his public statements. This act of blame carries with it implications not just for Anies's reputation but also for the broader discourse surrounding his political actions and statements. It suggests a disregard for the truth or factual accuracy, focusing instead on the act of being the first to comment or respond, irrespective of the veracity of those comments.

Comments like SH's, which express blame towards political figures for their communication style or approach, play a significant role in shaping the narrative around those figures. They contribute to a discourse that may question the integrity, responsibility, and suitability of these figures for public office. In a digital age where public opinion can be significantly swayed by online discourse, expressive acts of blame can compound to influence the broader public perception of a political figure's credibility and trustworthiness.

For public figures facing expressive criticism or blame, addressing the underlying concerns and perceptions becomes crucial. This may involve demonstrating a commitment to factual accuracy, transparency, and the consideration of the impact of one's words. Responding to expressive acts of blame with evidence-based clarifications or corrections can help mitigate negative perceptions and foster a more informed and respectful public discourse.

Promoting a digital environment where expressive speech acts contribute to constructive rather than divisive political discourse requires efforts from all stakeholders, including political figures, the media, and the public. Encouraging expressions of opinion that are informed, respectful, and based on a genuine engagement with facts and impacts can elevate the quality of political dialogue online. Platforms and communities play a role in moderating discourse to ensure it remains conducive to healthy democratic engagement.



Figure 10. *Comment 10*

The phrase "the face of the wall does not know shame," as used by a commentator to describe Anies Baswedan, vividly exemplifies the use of expressive speech acts within online political discourse, particularly those categorized under blame. Such a statement transcends mere

description or critique, delving into the realm of moral judgment. Here, the commentator not only accuses Anies of lacking guilt or remorse for actions perceived as harmful but also employs a metaphorical language to emphasize the depth of Anies's alleged indifference. By asserting that Anies has "the face of the wall," the speaker metaphorically suggests an impenetrable, unresponsive facade to criticism or the consequences of his actions, illustrating a profound disapproval and disappointment in Anies's conduct. This choice of words serves as an expressive act aimed at conveying the speaker's intense frustration and disapproval, highlighting the emotional and evaluative dimensions of political discourse online.

Expressive speech acts, particularly those laden with blame, play a significant role in shaping the tone and direction of political discussions in digital forums. They reflect not just individual opinions but also broader sentiments of dissatisfaction and disillusionment with political figures. When commentators resort to vivid imagery or metaphors to express their disapproval, it amplifies the emotional weight of the criticism, potentially influencing others' perceptions and contributing to a more charged and polarized discourse. Such expressions, while offering an outlet for the commentator's feelings, underscore the challenges political figures face in navigating public sentiment and the complex web of approval and disapproval that characterizes online political engagement. For public figures, understanding and addressing the underlying issues that prompt such expressive acts of blame can be crucial in mitigating negative perceptions and fostering a more constructive and empathetic dialogue with the public.

Declarations



Figure 11. *Comment 11*

When commentator I describes Anies Baswedan as "Sampah" (garbage), the statement transcends a mere insult to become a declaration with the intent to excommunicate or socially ostracize Anies from the political and social esteem of the community. This use of declarative speech act is significant; it not just expresses an opinion but actively seeks to influence the social standing of Anies by equating his contributions or presence in the political landscape to something worthless and disposable. Such a declaration

doesn't merely reflect the commentator's personal disdain but aims to reconfigure the public's perception, suggesting that Anies, like garbage, holds no value and should be discarded from political consideration. This act of declaring someone as "Sampah" within the charged arena of political discourse underscores the power of speech acts to bridge subjective belief and objective social consequence, actively participating in the shaping of political realities through the realm of public opinion.

The impact of such declarative speech acts in the digital space is profound, given the amplified and viral nature of online discourse. Statements made on social media platforms can quickly gain traction and influence widespread perceptions, making declarations like "Sampah" particularly potent in shaping narratives around public figures like Anies Baswedan. This dynamic illustrates the complex interplay between language, perception, and power within online communities, where words can construct, deconstruct, and reconstruct social and political realities. For public figures navigating the digital landscape, understanding the impact of such declarative acts becomes crucial in managing their public image and addressing the narratives that emerge from the digital public sphere. The declaration of "Sampah" is not just a reflection of individual sentiment but a manifestation of the broader discursive battle over reputation, value, and legitimacy in the realm of public opinion.



Figure 12. *Comment 12*

CONCLUSION

The comprehensive analysis of illocutionary speech acts in comments on social media targeting Anies Baswedan, particularly those derived from 55 utterances made by him, unveils a rich tapestry of linguistic strategies employed by commentators. This exploration reveals that assertive, expressive, and declarative speech acts not only constitute the backbone of online political discourse but also serve as a mirror reflecting public sentiment and engagement with Baswedan's political persona and rhetoric. The predominance of assertive speech acts, with a total of 32 quotations across boasting, complaining, stating, and suggesting, highlights a communicative environment where individuals

feel compelled to express opinions, judgments, and recommendations with confidence and conviction. This assertive nature suggests that commentators are not passive consumers of political discourse but active participants seeking to influence or contribute to the narrative surrounding Baswedan's political actions and decisions.

Assertive speech acts, characterized by their binding nature to the truth or falsity of the propositions they express, underscore a critical aspect of political communication on social media: the negotiation of truth and credibility. By boasting, complaining, stating, and suggesting, commentators engage directly with Baswedan's political narrative, either reinforcing it through positive assertions or undermining it through critique and counter-narrative suggestions. This dynamic interaction reveals the contested nature of political truth in the digital public sphere, where multiple narratives compete for legitimacy and influence.

Expressive speech acts, particularly those involving blame, which were identified in 17 quotations, delve into the emotional and evaluative dimensions of political discourse. Blaming Baswedan for various perceived failings or shortcomings, commentators utilize expressive speech acts to convey disappointment, frustration, or disapproval, highlighting the affective undercurrents that permeate political engagement online. These expressions of blame not only reflect individual sentiments but also contribute to shaping a collective emotional response to Baswedan's political tenure, potentially influencing public perception and sentiment more broadly.

Declarative speech acts, specifically those categorized as excommunicating, found in 6 quotations, reveal the power of language to enact social exclusion and marginalization within the realm of political discourse. By declaratively excommunicating Baswedan, commentators employ a potent linguistic tool to symbolically sever him from the community or the realm of respected political figures. This act of linguistic ostracization underscores the performative capacity of speech acts to affect social realities, marking Baswedan as an unwelcome or illegitimate participant in the political landscape.

The analysis of illocutionary speech acts in comments on social media directed at Anies Baswedan offers insightful perspectives on the multifaceted ways in which language functions in political discourse. The dominance of assertive

speech acts points to a vibrant, albeit contested, discursive space where truth, credibility, and influence are continuously negotiated. Meanwhile, expressive acts of blame and declarative acts of excommunication highlight the emotional depth and social implications of political communication online, reflecting the complex interplay between language, emotion, and power in shaping political narratives and realities.

The analysis of illocutionary speech acts targeting Anies Baswedan on social media underscores the need for a concerted effort to cultivate a more respectful and constructive online political discourse. Political figures and their teams should prioritize constructive engagement, leveraging digital platforms to clarify misconceptions and share positive narratives that counterbalance negative commentary. Enhancing digital literacy can empower these figures to navigate online discourse more effectively.

Social media platforms play a critical role in shaping the digital dialogue landscape and must enforce robust moderation policies that curb hate speech and misinformation while protecting free expression. Collaborating with fact-checking organizations and introducing features that promote respectful interaction can help mitigate the spread of misinformation and encourage healthier discussions.

The general public, equipped with critical thinking and digital literacy skills, can engage more responsibly in online political discussions. By verifying information before sharing and focusing on respectful, issue-based discourse, individuals can contribute to a more informative and less polarized online environment.

Educators and civil society organizations should advocate for digital civility and offer programs that enhance public understanding of digital and media literacy. This collective approach, involving all stakeholders, aims to transform the digital public sphere into a space that supports democratic engagement and fosters an informed, respectful political dialogue.

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