# Analysis of the Use of Social Media as a Means of Spreading Hate Speech

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## ABSTRACT

**Keywords:** Hate speech; Regulation; Freedom of speech.

Hate speech in Indonesian is hate speech that cannot be precisely defined. In its definition, social media is a platform used freely without pay or binding regulations. This freedom allows individuals constrained by the rules to voice their opinions through social media. Hate speech can target anyone indiscriminately. Victims of hate speech not only experience defamation but also get psychological injuries that can lead to death. There must be a binding battle for individuals who express their opinions too freely on existing platforms and have no legal provisions. Cooperation between nations is needed in the suppression of hate speech.

## Introduction

In social society, individuals interact with each other, and one way is to talk; with the development of technology now, the way individuals interact is increasingly diverse, one of which is through social media (Christina & Widayatmoko, 2017).

Social media lets us get acquainted with new people in one city and even different countries. Interestingly, we can interact indirectly with individuals who may have been considered impossible in the past because of different countries. We can get acquainted using real names or pseudonyms (Rohmiyati, 2018).

When interacting with social media, using an individual pseudonym can be anyone, such as a man who introduces himself as a woman, whether older or younger, making it easy for him to express his opinion without knowing his true identity (Astuti, 2019).

Expressing opinions on what we want or believe is internationally and domestically protected by law. Sometimes, the right to freedom of expression is misused as self-protection against the justification for writing hate speech (Farwati et al., 2023).

Hate speech, if interpreted in Indonesian as hate speech, is a social phenomenon in cyberspace through social media. Hate speech can trigger social conflicts, such as violence caused by individuals exposed to and believing the hate speech (Mauliyah & Putri, 2023).

If social media is used wisely, it will be a place to pray and add new information. However, this beneficial media is used to spread hate speech, so a more profound study is needed about the protection of the right to express opinions through social media without causing provocation that leads to violence or even death (Putra, 2017).

Here, I will raise two examples of hate speech cases, the first in Indonesia and the second abroad, in South Korea (Anggraini & Hastuti, 2023). These two cases have something in common, namely that both subjects are targeted by hate speech, which can damage the good name and cause a psychological impact on the recipient of the hate speech. Hate speech and biases spread quickly through social media (Rahmat, 2018).

**Problem Statement**

1. How does social media become a means to communicate?
2. How can we use social media as a medium for spreading hate speech?
3. What impact does the subject receiving hate speech receive?

## Research Methods

I am using the assessment method, using articles from the internet and literature derived from or available on journal pages.

## Results and Discussion

**Social media is becoming a means to communicate.**

Based on its definition, social media is a communication medium that can be used in various fields.

In the business world, social media is used for product marketing, brand promotion, and communicating with buyers to get feedback and develop new businesses. Social media is also often used as a source of buyers, tendencies of buyer desires and market trends. Social media is usually used as a popular social media platform.

Many social media platforms can be used; below are examples of well-known social media platforms and the reasons why these platforms are famous (Hejase et al., 2020):

1. Facebook: Free social media, Facebook users can create profiles about themselves, upload photos and videos, send messages and keep in touch with friends, family, and co-workers
2. Twitter is a free microblogging service. Users can broadcast short messages by posting them on a Twitter page called Tweets and broadcasting their tweets to various platforms and devices.
3. Wikipedia: a free-based encyclopedia created by various groups called Wikipedians. Anyone can register on this platform and create articles for free. However, applicants are not required to edit articles on Wikipedia
4. LinkedIn is a social media platform formed specifically for the benefit of the business community. LinkedIn users can form and establish job networks of people who can be trusted professionally
5. Reddit: social media intended to obtain and share information. Reddit communities are referred to as "subreddits." Each subreddit has a specific topic, such as technology, politics or music. Known as "Redditors," Redditors write content chosen by other members. The purpose of Reddit is to provide stories that readers can rate well.

6. Pinterest is a curated social website for sharing and categorising images found online. Pinterest only requires a short description but can still focus on the image of interest by clicking on the desired image and then taking the user to the source where the image originated. For example, by clicking on a picture of a pair of shoes, the user will be directed to a page to purchase these shoes.

It can be seen that by using social media platforms that are easily accessible, it is easier for individuals to communicate with each other just by clicking on the platform, which then directly interacts with other individuals, such as meeting business needs or communicating with friends, family, and co-workers.

**Use of social media as a medium for spreading hate speech**

The development of technology allows many people to access social media networks quickly. As defined above, social media is one such tool in doing business. The well-known platforms mentioned above have in common the freedom to write down what is believed to be the individual's beliefs.

Policies used to curb hate speech minimise freedom of speech and often use violence (Laub, 2019).

It is no wonder that people turn to social media, where the original purpose was as a communication tool, becoming the place where hate speech is most commonly found because it is on these platforms that individuals can freely express their opinions, no matter who is affected. They are protected by the anonymity they use when doing hate speech.

**What impact does the subject receiving hate speech have?**

**Hate speech directed at President Jokowi**

Hate speech against the No. 1 person in Indonesia has been very frequent; attacks using foul language fill social media quickly. Hate speech directed at Mr Jokowi still occurs today; as an example of a case reported on March 19-March 2020, a 25-year-old MHP student became a suspect of hate speech against Indonesian President Jokowi through his social media. "Criminal suspects intentionally and without rights disseminate information to cause hatred or hostility of MHP's initials," said Head of Public Relations of Central Java Regional Police, Kombes Pol Iskandar Fitriana when confirmed CNNIndonesia.com, Thursday (19/3).

The case began when MHP, through its personal Instagram account, @_belummati, commented on President Joko Widodo's tweet about investment. Therefore, this @_belummati took a picture of Jokowi's tweet and reuploaded it to his personal Instagram account with the phrase, "I do not know what is the sin of the Indonesian people to have a cursed president like Jokowi".

**The impact of hate speech**

The large number of social media users who follow @_belummati's Instagram account can lead public opinion against Indonesian President Jokowi; this allows a wave of anger from the people consumed by these opinions and commit violence against the government led by Indonesian President Jokowi.

**Hate speech directed at one of South Korea's idols, Sulli**

Sulli, whose real name is Choi Jin Ri, is a former idol from one of the famous Korean groups, f(x). Sulli, who has been in the South Korean entertainment industry since childhood, often gets hate speech for not following the norms adopted by Korean people. In addition to hate speech, the pressure she received since she was young when she trained to become an idol

Sulli often gets hate speech because of her habit of not wearing a bra when wearing a shirt, her love scandal, or drinking with her friends.

Sulli's habits are, of course, supposed to be personal, but because she is an idol, it is impossible for her personal life not to be highlighted by the media and seen by the public.

After a long time as an idol, Sulli decided to quit the idol world and switch to becoming an actor, but the hate speech she received did not stop; the hate speech continued to flow through social media.

**The impact of hate speech**

Sulli, who has been under pressure to become an idol since she was young and receives hate speech constantly even though she has stopped being an idol, suffers from severe depression. So, in October 2019, Sulli decided to take her own life; Sulli was found in her apartment by her manager after being unable to be contacted.

**Prevention Efforts**

**By Government**

The Indonesian Ministry of Communication and Information Technology has activated a hoax crawling engine or harmful content on the internet. Director General of Information Applications of Communication and Information Samuel Abrijani Pangerapan said, "This machine effectively identifies negative content. It is said that negative content can be seen from most of the impact and the level of virality in the cyber world."

"Once scavenged, this engine can provide results in the form of URLs or links that can be millions and immediately classify. Workingly, this machine will be more effective and efficient in terms of time and volume to filter out negative content," Samuel said when testing AIS at the Kominfo War Room, Jakarta, recently.

This engine can crawl for 5-10 minutes at one time, generating millions of content, which is then reduced again based on the number of visits and the potential virality of the content. In its tests, a machine called AIS managed to find 120,000 porn sites from 1,200,000 crawled sites in Indonesia in just three days. "In fact, for several years, the government has only been able to eliminate 700,000 banned sites," Samuel explained.

AIS works if it finds harmful content that violates the rules. The verifier team marks the submission (screen capture) and then submits it to the executor team for follow-up.

Within reach of AIS speak, Komifo has collaborated with social media services such as Facebook, WhatsApp, Twitter, Line, Bigo and Google. "But it is different; if harmful content is posted on a news portal, then according to press law, the portal's owner can clarify the news first.

AIS is not only used by Kominfo but can also be used by several other related agencies, such as BNPT to carry out terrorist activities, OJK for fraudulent investment activities, BNN to track drug activities, BPOM to track illegal drug trade activities, the Police, and any party mandated to maintain state unity (Kominfo, 2018).

**By other organisational bodies**
1. United Nations (UN)
2. Stepping up UN efforts to find the root causes of hate speech
3. Open the possibility of an effective UN response so the community can accept it.

By using the means:
1. Monitor and analyse hate speech
2. Looking for root causes, actors/individuals who perform hate speech activities
3. Providing support to victims of hate speech
4. Meeting with individuals who perform hate speech
5. Using new media (social media) and traditional media
6. Using technology to record and detect hate speech on the internet
7. Educate you on how to be protected from hate speech and not to do hate speech
8. Advocating for exciting ways to speak nicely to avoid using hate speech

## Conclusion

One of the problems that occurs in the organisation of Kodam XVII / Cenderawasih in human resources today is the competency gap between OAP and non-OAP Soldiers. This problem is the impact of implementing affirmative action policies in soldier recruitment over the past three years. Recruitment system reforms are a suitable solution to the root of this problem. However, the affirmation policy has its own story, so those recruited to be part of Kodam XVII/Cenderawasih soldiers need to be the focus of attention. The fate of OAP Soldiers has become uncertain with the development of the personnel system that demands adequate competence and is increasingly dynamic. Efforts to develop the competence of OAP Soldiers have not been effective enough to eliminate the competency gap, so reforms to this sub-system need to be carried out immediately within Kodam XVII/Cenderawasih.

This OAP soldier competency development reform strategy uses a comprehensive approach that considers timeliness and the existence of solid leadership character within Kodam XVII/Cenderawasih itself. The strategy adopts an integrated competency development model combined with a career development model that involves individuals planning their personal and career development. This is necessary to increase the motivation of OAP Soldiers to continue to develop and improve their competence to compete fairly in the merit system, which will be a guideline for the country's civil service system in the future. Especially with the ASN Bill passed by the House of Representatives of the Republic of Indonesia, which provides openness for career mobility of both civil servants and TNI / Polri so that it demands adequate competence and can compete. Today's use of social media with advanced technology can no longer be prevented. The

problem with social media is freedom of opinion, which the community does not use wisely.

Hate speech against someone can not only damage the image of that person but can also cause riots, as Mr Jokowi, who is the head of the Indonesian government but is the target of hate speech, can lead public opinion to the President of the Republic of Indonesia as an individual who is not worthy of being a leader so that in the form of protests the community can riot so that their voices are heard. In addition to defamation, victims of hate speech targets can also become depressed, such as in the case of Sulli above, who felt that she was no longer able to accept endless hate speech, so she decided to commit suicide.

Prevention carried out nationally and internationally uses an approach that can prevent hate speech, both circulating in the community and not circulating, by approaching it through education.

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