# Verbal Violence by Candidates Supporters Community in the Political Discourse on the 2019 Presidential Election on Instagram Social Media

**Hasnah Faizah[1], Tria Putri Mustika[2], Surya Eko Prasetyo[3]**
Universitas Riau
hasnahfaizah68@gmail.com

**Abstract** This research is a qualitative approach with descriptive method. The data of this study are speeches that contain verbal violence in the political discourse of the 2019 Presidential Election taken from community's accounts on Instagram social media, starting from September 2018 until March 2019. This research aims to describe the forms of verbal violence used by the candidate's supporter in political discourse about 2019 presidential election on social media Instagram. The results showed that the most dominant form of verbal violence that appeared in the comments of the candidate's supporterin the 2019 Presidential Election was expressive speeches, especially in the form of cencure, criticizing, and mocking. This proves that, the use of language in the political context in Indonesia today, is more directed to the goal of demeaning, overthrowing, and even attacking political opponents rather than to influence and build people's paradigms about the goodness and strengths of political understanding.

Keywords: verbal violence, political discourse, speech

## 1. Preliminary

In 2019, Indonesia has just held their biggest democratic party, namely the presidential and vice presidential elections. However, the political context which is triggered by highly sensitive issues such as ethnicity, religion, race, inter-group relations, human rights, and so on causes the political flow in Indonesia become more heated and out of control. This also affects the use of language as a political tool.

The results of observations of several candidate supporter'saccounts on social media Instagram showed that the language used in the political context in Indonesia is no longer compatible with the ways of communicating. In fact, not a few of them use inappropriate diction, that can be classified into the form of hate speech that leads to verbal violence. Like one of the comments below on the account of @reaksirakyat.

*"You spread hoaxes to divide our people, claiming to be an Asian tiger in front of Jokowi, but you're a catvillage, lost in everything, lost in debate, lost in religion, vision and mission are not good, achievement is not there, you have a broken family .. only idiots choose you"*

The use of the term "*cat village*", "*broken family*", and"*idiots*" is a form of harsh insults which will certainly offend and hurt the mind of the person referred to in the speech. Moreover, the insult is carried out in public forums such as social media. When it is considered normal even done by many people, of course this is a phenomenon that should not be ignored.

Research results such as those in Liberia (Anderson et al., 2011); in France (Barnes et al., 2011); in Spain (Bermudez, 2014); in the USA (Dus et al, 2011); and in Pakistan (Yasmeen et al., 2014), also shows that the use of language in the political world may be unfavorable, and most of it occurs in the

realm of mass communication on social media. In fact, communicating on social media must abide by the Social Media Code of Ethics, one of which is a bully-free post that is not spreading hate speech. This is also regulated in the Law on Information and Electronic Transactions (ITE).

Based on those descriptions, the problem of using language in a political context becomes an interesting phenomenon that is important to be investigated. The purpose of this study is to describe how the forms of verbal violence that appear in the candidate supporter's accounts about the political discourse of the 2019 Presidential Election on Instagram social media.

(Astuti, 2013) emphasized that whatever the definition of violence, both the participatory dimension (involving the relation of the perpetrator or victim), and the single dimension (not involving the relation of the perpetrator and the victim), the violence impacts both physically and mentally). One form of violence that does not involve physical violence is verbal violence. Verbal violence is violence that uses words, sentences, and other elements of language. Arista (2017) in his research explained that forms of violence can be expressed in verbal form both in oral and written form. Baryadi (2012) also explains that verbal violence is violence that uses language, that is violence that uses words, sentences and other language elements.

This was clarified again by Astuti (2013), verbal violence is violence that is done by using words that are spoken and written, such as cursing, insinuating, curses, threatening, and issuing harsh words. From the explanations of some of the experts above, it can be concluded that verbal violence is violence that affects the inner wound that is manifested in the use of words, sentences, and other language elements. In addition, Arsih (2010) said that all forms of speech acts that have the nature to insult, shout, curse, scold, and frighten, by issuing inappropriate words.

Furthermore, Olweus (in Magfirah et al., 2003) who in his research used the term verbal bullying, stated that verbal bullying is saying something that means to hurt or laugh at someone (making it a joke) by saying or greeting him with a name that hurts him, telling him lie or spread false rumors about someone. This is also reinforced by Sari (2018) explaining the forms of verbal violence that are insulting, denouncing, ridiculing, slandering, and giving a disliked nickname.

Based on the description of the understanding and types of verbal violence, it was concluded that the study of verbal violence cannot be separated from pragmatic studies. This is because, verbal violence analysis focuses on the illocutionary form of speech such as cursing, insinuating, criticizing, and so on. Levinson (1983), states that pragmatics is the study of language that connects language with context, and Leech (1986) also states that pragmatics is the study of meaning connected with word situations. Based on these two opinions it is concluded that, pragmatics is a linguistic science that studies or examines the purpose or meaning of a speech based on context (word situations). The context referred to in this study is the political issues of the 2019 Presidential Election and Instagram social media as its communication media. Based on this research data, the pragmatic study focuses on the study of speech acts in the form of writing.

Speech act is one of the pragmatic concepts that results in social action. Austin (Ibrahim, 1993) argues that in fact some utterances are not acts of statement or questions about certain information, but they are actions. In line with this opinion, Yule (2006) revealed that speech act is an act that is displayed through utterances in the communication process. This was also explained by Sherry, Agustina, and Juita (2012) who explained that speech acts are something that is said while acting in accordance with what is said.

Furthermore, Tarigan (1990) states that in relation to speech acts, each particular utterance or statement contains certain purposes and objectives. In other words, speech acts focus on the use of

language in communicating the purpose and objectives of the speaker. The meaning that is communicated is not only understood based on language in speaking, but is also determined by aspects of communication in a comprehensive manner, including situational aspects of communication. The media that has an advantage in comprehending the conceptual material in an integrated manner as referred in constructivism learning theory was the 'mind mapping', as the central focus of this study (Kartikowati, 2018)

Furthermore Searle in Syahrul (2008), based on the intention of the speaker (illocution), speech acts are classified into five types, namely; 1) Representative, namely the speech act that binds the speaker to the truth about what he is speaking. Like, *mention*, *declare*, *report*, and so forth. 2) Directive, which is the act of speech with the intention that the speaker performs the actions mentioned in the speech. Like, *ordering*, *commanding*, *begging*, *demanding*, *challenging*, and so forth. 3) Expressive, namely speech acts with the intention that the speech is interpreted as an evaluation of the things mentioned in the speech. Like, *praise*, *criticize*, *complain*, and so forth. 4) Commissive, namely the speech act that binds the speaker to carry out what is stated in the speech. Like, *promise*, *swear*, *threaten*, and so forth. 5) Declarative, namely speech acts with a view to creating new things or situations. Like, *decide*, *cancel*, *allow*, *forgive*.

## 2. Methodology

This research use qualitative approach, by using a descriptive method. This research uses the content analysis method because it emphasizes the interpretation or analysis of data. Mayring (2000) explains that content analysis is not only the manifest content of the material-as its name my suggest. The data of this study are speeches that contain verbal violence by the supporting community of candidates in the 2019 Presidential Election political discourse, starting from September 2018-March 2019. This was done because during this period political discourses that developed were still highly related and influenced by the context of the elections. DKI Jakarta 2017. The source of the data in this study is a community account of candidate supporters on social media especially Instagram. The data source criteria chosen in this study are as follows. First, community accounts are those that have followers of more than tens of thousands. Second, community accounts are the representatives of each candidate's supporters, namely first candidate ("@indonesiapolitik", "@memepolitikindonesiaofficial", "@mata_garuda_1", "@satuindonesia.id") and second candidate ("@mediapembebas", "@potretpolitik" "@mediaoposisi", and "@reaksirakyat"). The data analysis of this research is guided by Miles and Huberman (Sugiyono, 2012 p. 246), which formulates three stages of data analysis, namely data reduction, data presentation, and drawing conclusions. In the data reduction stage, the data is read and understood in advance to determine indications or markers of verbal violence. At the data presentation stage, the data will be identified and documented based on the types of verbal violence. Finally, at the stage of drawing conclusions, the conclusions are drawn based on analysis and interpretation of data in order to see the relationship of data with the theory that been used.

## 3. Result and Discussion

Forms of verbal violence by the community supporting candidates in the political discourse on the 2019 Presidential Election were found to be representative, directive and expressive. Meanwhile, verbal violence in the form of commissive and declarative not found. The explanation is as follows.

### 3.1. Verbal Violence in Representative Form

The forms of representative verbal violence found include stating and mentioning. The following is a form of verbal violence found.

(1)  Context     : Comments in the @indonesiapolitik community account about posts riot videos allegedly supporters of candidate 02.
   Speech      : 02 always manipulate supporters to be victimized upon they are greedy.

(2) Context       : Comments in the @memepolitikindonesiaofficial community account which in the post explicitly postdrawing of presidential candidate 02.
   Speech       : AMBITION HISTORY OF THE KING OF HOAX
   2004 FAILED GOLKAR PARTY CONVENTION
   2009 FAILED AS A VICE PRESIDENT CANDIDATE WITH MEGAWATI
   2014 FAILED CANDIDATE PRESIDENT AGAINTS JOKOWI
   2019 RETRYING AGAINTS JOKOWI

Representative speech are the speech that bind the speaker to the truth about what he is speaking. In data (1), the truth of the statement "02 manipulating their supporters" must be accounted for by the @indoensiapoktik community account. Likewise in data (2), the truth of the things mentioned regarding the "ambition history of the king of hoaxes" must be accounted for by the @memepolitikindonesia community account. Although representative speech tends to be neutral in the absence of face threatening burdens, the use of very crude words or terms makes data (1) and (2) included in the form of verbal violence. Data (1) is marked by *diction*, *victimizing*, and *greedy*. Data (2) is marked by the use of the term *king of hoax*.

### 3.2. Verbal Violence in Directive Forms

Forms of directive verbal violence found include *prosecuting*, *warning*, *appealing*, and *influencing*. The following is a form of verbal violence that were found.

(3) context       : Comments in the @indonesiapolitik account regarding the demonstration video which looks chaotic.
   speech        : FPI, HTI, AND PKS ALL SHOULD DIE, HOPE PRESIDENT JOKOWI FOR THE SECOND PERIOD COULD BE HARDERTOWARDS THIS STUPID GARBAGE, REMOVE STUPID GARBAGE FROM THIS COUNTRY.
   context        : @Mediaoposition account comments about the post that is considered insulting the holy book of the Qur'an.
   speech        :My religion is my strength, do not blame my book

(4) context       : The posting of the @mediaopsisi community account that was posted in the post talking about Wiranto who is considered not brave when challengedforth by Kivlan Zein for public debate.

(5) speech       : One shows stupidity, one shows courage and authority. which one? please value by your own!!.

(6) context       : The posting of the @memepolitikindonesiaofficial community account displaying photos of Buni Yani, Ratna Sarumpaet, Ahmad Dani, and Andi

<div style="margin-left:2em">

Arief  equipped with a description of each case.

speech    : BEGINS FROM THE YANI, RATNA SARUMPAET, AHMAD  DHANI TO ANDI ARIEF.WHY SO SUSPICIOUS? WHAT IS THIS PRABOWO-SANDI TACTICS TO TAKE A PRIVATE VOICE IN PRISONFOR PRESIDENTIAL ELECTION?

</div>

The directive speech are the speech with the intention that the speaker performs the actions mentioned in the speech. In data (3), the @indonesiapolitik community account requires President Jokowi to crack down on FPI, HTI, and PKS. In data (4), the @mediaoposition account warns those who blame the Holy Qur'an, not to blame the Holy Quran which is considered as a identity or guide for the Muslims. In data (5), the @mediaoposisis community account appeals to the public (readers) to judge Wiranto's own attitude, who is considered not to have the courage to address Kivlan Zein for public debate. In data (6), the @memepolitikindonesia community account influences or leads public opinion on their beliefs or perceptions about Prabowo-Sandi's tactics to gain prisoners' voices.

### 3.3. Verbal Violence in Expressive Forms

Forms of expressive verbal violence found include ridiculing, insinuating, criticizing, criticizing, and insulting. The following is a form of verbal violence found.

<div style="margin-left:2em">

(7)  Context    : @Memepolitikindonesiaofficial community account posting aboutPrabowo attitude at the Presidential Election debate which was considered provoked whendiscuss about the onwership of land which is quite extensive.

      Speech    : DEAR PRABOWO SUBIANTO WITH THE SUCCESS TEAM AND ITS SUPPORT "BEING A PROSPECTIVE MAYOR OF THE MAYOR, TOTAL PROPERTY RIGHTS MUST BE REPORTED FOR TRANSPARENCY. IS IT A PRESIDENT'S PROSPECTIVE PRESIDENT? HAVE A VERY LAND MAKE YOU CONFUSE, DON'T YOU REPORT?

(8)    context    : The comments of the @memepolitikindonesiaofficial community account equipped with pictures of Prabowo with information that he haslost the previous presidential election.

      speech    : CONTINUOUSLY PROSPEROUS, WITHREPEATEDLY LOSE, IS NOT PERSISTENT BUT IT IS GREEDY

(9)    context    : Comment on one account about the posting of the @reportsi community accountshows a video when police put tear gas on 411 action crowd.

      speech    : I was amazed and very, very much welcome to Mr. @jokowi, but    now, this regime is so broken, the law is weak, don't be thirsty in power, so that your fear is replaced, this is a democratic countryDude, you are sick of this broken regime.

(10)  context    : Community account @ mata_garuda_1's response to aboutthinking of supporters of candidate 02 who consider the police notneutral because they displayed Jokowi's photo at the National Police anniversary.

      speech    : **IF THE BRAIN IS FULL WITH TASTE OF ENVY, IT IS ONLY HATRED. In the video, President Jokowi plays asThe Head of State and**

</div>

> **not as a presidential candidate. whether to install Prabowo's face, so that the police be neutral?**

(11)   context   : Comments on one account about the community account post @reaksirakyat which shows a video when police sprayed tear gas on411 action crowd.

　　　  speech   : You spread the hoax to divide the people, claiming to be an Asian tiger but in front of jokowi you are a native cat, you lose everything,      you lose your debate totally,religion is defeated, vision and mission are not better, achievements are absent, family it's a mess ... a natural fool  would choose you.

Expressive speech acts are speech acts with the intention that the speech is interpreted as an evaluation of the things mentioned in the speech. In finding (7), the @memepolitikindonesiaofficial community account derided prabowo's emotional attitude and did not have a big heart during the Presidential Election debate. The plea is marked with a sentence "BEING A PROSPECTIVE MAYOR OF THE MAYOR, TOTAL PROPERTY RIGHTS MUST BE REPORTED FOR TRANSPARENCY. IS IT A PRESIDENT'S PROSPECTIVE   PRESIDENT?  HAVE A VERY LAND MAKE YOU CONFUSE, DON'T YOU REPORT?. In finding (8), the @memepolitikindonesiaofficial community account satirized the attitude of Prabowo who was considered too ambitious to become President. The satire is marked by a sentence "CONTINUOUSLY PROSPEROUS, WITH REPEATEDLY LOSE, IS NOT PERSISTENT BUT IT IS GREEDY". In finding (9), the @reaksirakyat community account condemns the Jokowi regime which is considered hungry of power and many injustices from a legal standpoint. The criticism is indicated by the sentence"this regime is so broken, the law is weak, don't be thirsty in power, so that your fear is replaced, this is a democratic country Dude, you are sick of this broken regime". In findings (10), community account@mata_garuda_1criticize thoughts that assume police alignments to candidate 01. This interpretation is marked by a sentence "**IF THE BRAIN IS FULL WITH TASTE OF ENVY, IT IS ONLYHATRED**.In the video, President Jokowi plays as The Head of State and not as a presidential candidate". In finding (11), the community account @reaksirakyat insulted presidential candidate Prabowo by stating "native cat".

**Table 1**. Forms of Verbal Violence by Supporting Communities for 2019 Presidential Election

| Representative | | Directive | | Expressive | |
|---|---|---|---|---|---|
| *stated* | 10 | *sue* | 4 | *scoffed* | 8 |
| *to mention* | 6 | *warn* | 6 | *satirize* | 10 |
| | | *appeal* | 12 | *censure* | 25 |
| | | *influence* | 10 | *criticize* | 18 |
| | | | | *blaspheme* | 24 |
| | **16** | | **32** | | **89** |

Based on the results of the study, it appears that the most dominant form of verbal violence is in the form of Expressive especially criticizing and blaspheming. Leech (1986) associated with Searle's classification of illocutionary acts, expressive speech actually intrinsically tends to be "pleasant", except of course expressive illocutionary expressions condemn, swear, insult, criticize, ridicule, as is generally found in this study. This is also in line with the opinion of Arsih (2010) regarding forms of verbal violence which include criticizing, blaspheming, insulting, and so on.

Furthermore, the findings of verbal violence in the form of a directive demand and warn prove that the directive speech acts are indeed more vulnerable to offend or hurt the feelings of others. As Leech (1986) also related to Searle's classification of illocutionary acts, directive speech can often be

included in the competitive category. Violence can be defined as the principle of action that bases itself on the power to coerce others without consent (Lardellier in Haryatmoko, 2007).

The many forms of verbal violence that emerge in political discourse prove that the use of language in the current political context is no longer a tool to invite and build paradigms about the goodness of the ideology adopted but rather is used to bring down, demean, and even denigrate the understanding or paradigm that becomes political opponent. This is also in accordance with what Agustina (2017) explained, language as a political tool can become worthless and fall into a means to attack, bring down, swear, even almost without limits in a variety of ways, styles, and slogans so as to result in verbal violence.

## 4. Conclusion

This study aims to describe the forms of verbal violence that have been arisen in the accounts of candidate's supporter about the political discourse of the 2019 Presidential Election on Instagram social media. The results showed that the most dominant form of verbal violence that appeared in the comments of the candidate's supporterregarding the political context of the 2019 Presidential Election was expressive speech especially in the form of criticizing and blaspheming. This proves that, the use of language in the political context in Indonesia today, is more directed to the goal of demeaning, overthrowing, and even attacking political opponents rather than to influence and build people's paradigms about the goodness and strengths of political understanding. In addition, the uniqueness found in this study from previous studies is that some forms of illocution are basically not illocutionary threats such as stating and mentioning, but due to the use of harsh words or negative nuances, these illocutionary forms can also be included in the form verbal abuse.

## References
Agustina, 2017, Kekerasan Verbal dalam Pilkada DKI: Mengungkap Tingkat Kesantunan Masyarakat Berwacana Politik. Prosiding Bahasa dan Sastra Indonesia dalam Gamitan Masyarakat Multikultural. Padang Jurusan Bahasa dan Sastra Indonesia FBS Universitas Negeri Padang.

Anderson, J.A., Diabah, G., Mensa, P.A. 2011, Powerful Woman in Powerless Language: Media Mispresentation of African Women in Politics (the Case of Liberia). ELSEVIER: Journal of Pragmatics. 43(10), 2509-2518.

Arista, Auliya. 2017, Kekerasan Verbal Berbasis Gender dalam Novel *Nayla*        Karya        Djenar Maesa Ayu. Jurnal Keilmuan Bahasa, Sastra, dan         Pengajarannya. 3 (2): 123-134.

Arsih, farida Yuni, 2010, Studi Fenomenologis: Kekerasan Kata-kata (Verbal Abuse) pada Remaja. Skripsi. Semarang. Undip.

Astuti, S. I., 2013, Patologi Kekerasan dalam Berita Televisi: antara Kontroversi dan Regulasi. MIMBAR. *29*(1), 41-48.

Barnes, J., Larrivee, P., 2011. Alette Laguiller: Does the Mainstay of the French Political Far-Left Enjoy Linguistic Parity with Her Male Counterparts. ELSEVIER: Journal of Pragmatics. 43(10), 2501-2508.

Baryadi, I. P., 2012, Bahasa, kekuasaan, dan kekerasan. Yogyakarta. Universitas Sanata Dharma.

Bermudez, N., 2014. Las Emociones en el Discurso Político. "Pathograma" Del Kirchnerismo. ELSEVIER: Journal of Pragmatics. 35(1), 11-43.

Dus, N.L., Blitvich, P.G.C., Franch, P.B., 2011, Online Polylogues nn Impoitness: The Case of Postings Sent in Responses to the Obama Reggaeton Youtube Video. ELSEVIER: Journal of Pragmatics. 43(10), 2578-2593.

Haryatmoko., 2007, Etika komunikasi: manipulasi media, kekerasan, dan pornografi. Jogja. Kansius.

Ibrahim, A. S., 1993, Kajian tindak tutur. Surabaya. Penerbit Usaha Nasional.

Kartikowati RRS, Gimin and Sakdanur (2018) Mind-mapping for conceptual material of introduction to management. *Journal of Educational Sciences. Vol. 2, No. 1, 2018, 83-90 83*

Leech, G., 1986, Prinsip-prinsip pragmatik. Jakarta. Universitas Indonesia.

Levinson, S. C., 1983, Pragmatic. Cambridge, Cambridge University Press.

Mayring, Philip, 2000, Qualitative Content Analysis. Forum Qualitative Sozialforschung/ Forum. Qualitative Social Research. 1(2), 1-20.

Sherry, H,Q., Agustina, Juita, N., 2012, Tindak Tutur Ilokusi dalam Buku Humor Membongkar Gurita Cikeas Karya Jaim Wong Gendeng dan Implikasinya dalam Pembelajaran Bahasa Indonesia. Jurnal Pendidikan Bahasa Dan Sastra Indonesia. 1(1), 62-70.

Sugiyono. 2012, Memahami penelitian kualitatif. Bandung. Alfabeta.

Syahrul, R., 2008, Pragmatik kesantunan berbahasa menyibak fenomena bahasa indonesia guru dan siswa. Padang. UNP Press.

Tarigan, H.G., 1990, Pengajaran pragmatik. Bandung. Angkasa.

Yasmeen, R., Jabeen, M., Akram, A., 2014, Politeness nn the Language of Pakistani Politicians. SAVAP Internasional. 3(5), 245-253.

Yule, G., 2015, Pragmatik (translet by Indah Fajar Wahyuni). Yogyakarta. Pustakan Pelajar.