



# THE JOURNALISTS HAS BUILT SELF MEANING: SPREADING HATE SPEECH IN PRESIDENTIAL ELECTION 2019 IN BANTEN

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## ABSTRACT

The current mass media industry is not the only sovereign of the source of information. Based on technological advancements, social media exists as a blurring medium for space and time constraints in disseminating and exchanging information, but the minimal control mechanism which causes content on social media is not only positive but also can be negative such as the spread of hate speech. Hate speech also enlivening journalist's Facebook accounts in Banten, especially during the 2019 Presidential Election campaign which tends to be a "new weapon" of social movements. This research was conducted with qualitative research methods through a phenomenological research approach. By using Social Construction Theory as a frame of qualitative analysis, it was revealed that the journalists who spread hate speech through social media Facebook interpret themselves as agents of change who do

not want Indonesia to be led by the wrong leader.

## INTRODUCTION

The big change in human life during the 4.0 Era was the growth of the internet followed by the proliferation of social media. In line with the growth of the internet, the behaviour of communicating and interacting in human life is adapted to communications-mediated-computer.

The Internet in the current 4.0 period is running fast, both in terms of the number of users and products that are born. As reported by Kompas.com that half the world's population is familiar with and aware of internet technology, especially on social media. As it has become a necessity for society today, there is almost no human being who does not know the term of social media, not even a few people on this earth who have used and have a social media account. This is done solely to facilitate social interaction and communication with relatives, friends, and relationships in various places and spaces, where this removes geographical boundaries in communication. Through social media, everyone can relate rationally or emotionally.

Social media users in Indonesia continue to experience growth. Internet Service Providers Association Survey (Annur, 2019) states internet penetration in Indonesia reaches 64.8% in 2018. There is optimism that internet penetration in Indonesia will continue to increase along with the development of network infrastructure development in various regions in Indonesia. The survey results show that the penetration of internet users in Indonesia in 2018 increased by 10.12% from the previous year, APJII found that the majority of social media was used to share information (97.5%), religious propaganda (81.9%), and politics (75.6%). Two social media platforms that are most widely used and visited by Indonesian people, namely Facebook and Twitter.

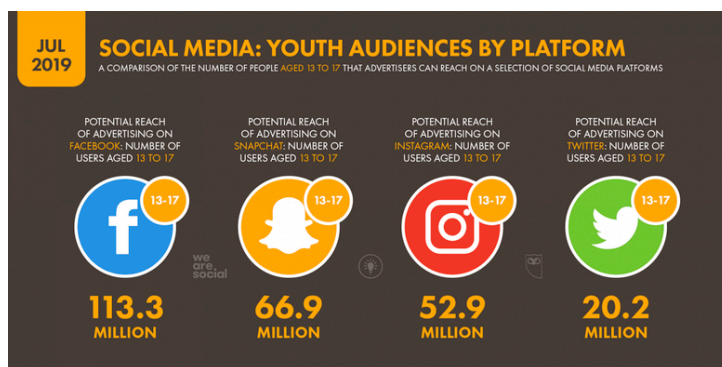
Figure 1. Server 10 Most Active Social Media in Indonesia 2019



(Source: <https://databoks.katadata.co.id/datapublish/2019/02/08/berapa-penguser-media-social-indonesia>, 2019)

The picture presented above shows a similar trend with APJII, Wearesocial Hootsuite (Wearesocial Hootsuite, 2019) released in January 2019, social media users in Indonesia reached 150 million or 56% of the total population. The number has increased by 20% from the previous survey. Facebook ranks the third most popular platform after WhatsApp (Pertiwi, 2019).

Figure 2. Data consumption of social media among adolescents aged 13-17 years in Indonesia 2019



(Source: <https://tekno.kompas.com/read/2019/07/20/16370017/hampir-setengah-penduduk-bumi-sudah-melek-media-sosial>, 2019)

The data in Wearesocial states that as many as 66% of social media users are aged 16-34 years. In Research aired Kompas.com displays consumption data at the minimum age to register in social media in the age range of 13-17 years. Facebook is still the king of global social media with 113.3 million active users in that age range. The number has risen by almost 5 percent in the last three months. Total Facebook users as of July 2019 reached 1.9 billion. While Snapchat became the second popular application with a total of 66.9 million users aged 13-17 years.

Based on the number of social media platforms, Facebook is still a popular media with 113.3 million users, with 60% gender ratio data is male and the largest age range of users is between 18-24 years.

Nowadays social media tends to be used as a "new weapon" in many fields. This is because of the rapid development of information that is considered supportive of achieving social movements. The purpose of social movements here is in the form of group or individual social activities that specifically focus on a social or political issue rather than for social change. As Brian Solis said that "Social Media is about sociology and psychology more than technology" (Solis, 2012).

As we know that in the 2014 presidential election the new euphoria appeared in the democratic party in Indonesia with the emergence of political messages scattered on social media as a maneuver of political communication from the presidential candidates. Research conducted by Charta Politika (Ameidyo, 2019) mentions information on social media influences respondents in determining their choices during the 2019 General Election. Data shared, there are 24.4% of respondents said social media is very influential on their choices and 37.8% said it was quite influential. Whereas 19.1% of respondents said social media information influenced their choices; 13.6% considered the social media information had no effect, and 5% did not know or did not answer.

In accordance with General Election Commission (KPU) regulations No. 7 and Presidential Decree (Keppres) of the Republic of Indonesia Number 10 of 2019, Indonesia will carry out a 5-year democratic event, 17 April 2019. Presidential Election. According to the KPU's new regulations, the implementation of the Presidential Election will be held in 101 regions in Indonesia simultaneously.

Banten Province as the youngest province in Indonesia will also hold a big event for the democratic party. The tumult of the presidential election is already very audible on social media, especially Facebook. Two pairs of candidates for President and Vice President have been determined by the KPU, namely the pair Joko Widodo - Ma'ruf Amin (Jokowi - Ma'ruf) and Prabowo - Sandiaga Uno (Prabowo - Sandi). The Jokowi - Ma'ruf pair is seeded as an incumbent couple because at the time the presidential election will take place, Jokowi still serves as President of the Republic of Indonesia. Whereas Prabowo - Sandi is also not a light opponent, considering that in the previous presidential election, Prabowo controlled almost 50% of the votes in Indonesia until now considered to be still strong and able to reap the voices rivaling Jokowi - Ma'ruf.

Social media provides the opportunity to be a "*prosumer*" (producers and consumers) who are none other than agents of making and consuming messages on social media. Even though social media ultimately encourages an egalitarian system, because it is not controlled by elite financiers, the minimal control mechanism causes content on social media to not only be positive but also negative, such as the spread of hate speech or hate speech.

Hate speech is a speech, behaviour, writing, or show that is prohibited because it can lead to acts of violence and prejudice either from the perpetrators of the statement or victims of the action (Legal Corner, 2016). Hate speech is allowed to develop to form public opinion.

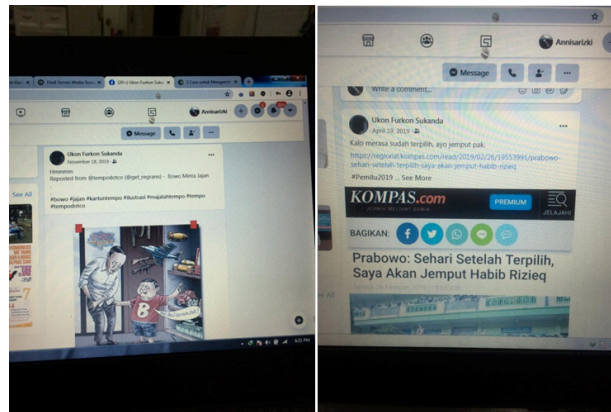
Competition messages related to hateful news have also started to enliven Facebook social media between the two camps of prospective pairs. The messages in the social media Facebook Banten residents included information about the candidate pair Jokowi - Ma'ruf. Information circulating was dominated on economic issues and democracy and human rights, and Prabowo - Sandi on human rights issues. The context of human rights by Prabowo in Indonesia has been in a dark and malicious position so that issues regarding it are considered to be injuring many parties.

Referring to the advantages of social media that are mass-self communication (Castells, 2009), where there are blurred boundaries between interpersonal communication and mass communication, then indirectly allows anyone to become a resident of social media by freely posting anything according to the user's wishes. This is following the concept of democracy which is predicted to have four main pillars, namely the executive, legislative, judiciary, and finally the press. In the current era, social media can also be called the press.

An interesting thing, based on the writer's observation that in the 2019 Presidential Election several hate speech actors work as journalists. Democratizing content on social media should be able to become a path to a better state democracy if the content posted in social media puts forward the neutrality side. From the posting of netizens who work as journalists, it can be seen that they come from various backgrounds and try to construct the perspectives and perceptions of netizens, especially in the area of Banten on the eve of the Presidential Election through negative news related to the candidate pair Jokowi - Ma'ruf and Prabowo - Sandi.

There are several examples of posts by citizens who work as journalists, these show how citizens who work as journalists contribute to expressing hatred. Even though they use personal accounts, researchers assume that they still seem to be obscuring the neutrality of the fourth pillar of democracy that influences the substance of the news in the mass media, because their profession as news writers has full freedom over news content, especially in their place of work.

Figure 3. Example of a Citizen's Feed as a Journalist in Banten



(Source: Researcher Facebook Page, 2019)

The act of posting status and hateful links will harm society at large. The more lively the conversation about hate speech in the Presidential Election between two camps supporting the candidate pair, it is feared that the attitudes and cognitions of other citizens can be affected, and the severity of citizens who have no interest in the issue of the Presidential Election will slowly be constructed. This can lead the Indonesian people to unhealthy politics so that it can lead to conflict between relatives, especially fellow citizens of Banten.

The ratio of influence generated in netizen hate posts can be seen from how many netizen's friends and how many comments on the posts, this indicates that the netizen's posts have captured the attention of other Facebook users. Naetizen's daily activities can also influence people in the real world, a post can quickly construct people's point of view and way of thinking.

Netizens certainly expect neutral information from journalists in election campaigns as a source of political information, but on the contrary, journalists make their framing through social media, journalists as individuals express their political attitudes and support openness. This shows that social media is influencing the search for political information and trust to participate in elections.



Based on the background explanation of the problem and the formulation of the problem, the researcher is interested in examining how journalists in Banten Province interpret themselves in the utterances of hatred that they spread through Facebook regarding the 2019 Presidential Election campaign?

## **METHODOLOGY**

### **Journalist**

Journalists are professions that are required to reveal the truth and inform the public as broadly as possible the findings of facts that have succeeded in digging, as is, without engineering and certain subjective goals, other than solely for the development and life of a more humanitarian civilization. good (Djarmika, 2004). Providing accurate news can help develop the perspectives and thoughts of readers. The news provided by journalists is expected to educate their readers. With accurate news, people don't feel fooled. The credibility of a journalist is considered good if the information presented can be assessed accurately. Often readers cannot determine which news is accurate or which is not accurate.

### **Mass Media**

The term "media" comes from Latin (singular: medium), which means "something that exists in-between" or "appears publicly" or "exists for the public." As such, the nature of the media cannot be separated from the connection between the public and private spheres. The media mediates these two areas to create or find the possibility (or impossibility) of creating a life together. According to KBBI, the industry is the activity of processing or processing goods using facilities and equipment. While media is a tool, a means, can be like newspapers, magazines, radio, television, films, posters, and banners. The media plays an important role in public life today. Even etymologically, the word "media" means locus public which can be interpreted as a public sphere, but as might also be the case in other



countries, the media in Indonesia seems increasingly driven by profit motives. (Kartz, 1994).

### **Social Media, Facebook, and Citizens**

The current mass media industry is not the only ruler of the current source of information. Instead of technological advances, there is now a media that can transcend the boundaries of space and time in disseminating and exchanging information, that media is social media. According to (Habiba Makarim et al., 2020) New media is an Internet based media using sophisticated computers and mobile phones. Simply put, the term media can be explained as a communication tool as we know it so far. However, the expression of the word "media" can also be understood as an intermediary for communication, because ideally, the process of communication requires three things namely objects, organs, and mediums (Meyrowitz, 1998). While the definition of "social" in the view of Tonnies (in Nasrullah, 2015) is referring to a community.

According to Dominick (Wimmer & Dominick, 2011), social media is a form of online communication that uses special techniques involving participation, conversation, sharing, and collaboration between participants. Whereas Mandibergh states that social media is media that facilitates cooperation among users that produce content (user-generated content) (Mandiberg, 2012). According to Van Dijk, social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaborations (Dijk, 2006).

### **Hate Speech**

Over the past 5 years, the study of hate speeches has become a topic of discussion among academics and non-academics. The Independent Journalism Center (2015) mentions hate speech must be understood as "all messages that include expressions of inciting, promoting or justifying racial hatred, xenophobia, antisemitism or other forms of hatred based on intolerance, including intolerance

expressed by aggressive nationalism and ethnocentrism, discrimination and hostility towards minority groups, migrants and migrants' origin (Sliusarenco, 2018).

In line with Brison who said, "Hate speech is speech that vilifies, harasses, intimidates, or incites hatred toward an individual or group based on a characteristic such as race, ethnicity, religion, gender, or sexual orientation" (Brison, 2013) According to him, hate speech is a speech that denigrates, harasses, intimidates, or triggers hatred towards an individual or group based on characteristics such as race, ethnicity, religion, gender, or sexual orientation. The word "utterance" here does not only refer to verbally, but also as a representation and pictorial symbol, a kind of swastika (religious symbol that has a complex historical and cultural background that is almost impossible to declare as the creation or property of a particular nation or belief) and expressive actions, such as destruction of places of worship.

### **Phenomenology and Social Construction Theory**

Social construction theory is a continuation of the phenomenological approach, which was born as a counter-theory to the theories that are in the paradigm of social facts, especially those initiated by Emile Durkheim. Initially, the social theory was developed by Max Webber, although initially, it was a philosophical theory expressed by Hegel, Husserl, then by Schutz, and through Webber's touch, phenomenology became a social theory that was reliable for use as an analysis of social phenomena. Functional structural theories that are in the paradigm of social facts overestimate the role of structures in influencing human behavior. The basic assumption is that each structure in a social system is functional against the other. On the other hand, the theory of action that falls within the paradigm of social definition overestimates the individual as an actor who can determine action, regardless of outside structure. Humans have their subjectivity. "Man is an agent for himself, which means there is an area of subjectivity in the individual when the individual takes action in the social world through his awareness" (Ritzer, 1985).

According to Webber, the meaning of an action is identical to the motive for an action or in-order to motive, meaning to understand an individual's actions must be seen from the motives that underlie the action, while Schutz adds with because-motive or the original motives that underlie the actions conducted by individuals (Kuswarno, 2009). The development of phenomenology as an interpretative science then influences the emergence and development of reality constructionism, one of the derivations between phenomenology approaches is the construction theory initiated by Berger and Luckmann.

Berger and Luckmann's efforts to understand social construction begin with defining what is meant by reality and knowledge. Social reality is interpreted as something implicit in social relationships that are expressed socially through communication through language, working together through forms of social organization, and so on. Social reality is found in intersubjective experiences (P. Berger & Luckmann, 2016). Whereas knowledge of social reality is interpreted as all matters relating to the appreciation of people's lives with all its aspects including cognitive, psychomotor, emotional, and intuitive. Then proceed to examine something that is considered intersubjective earlier, because Berger considers that there are subjectivity and objectivity in human life and society.

So researchers can draw conclusions that humans are agents of active construction of social reality, where the actions taken depend on understanding or giving meaning to their actions. Humans continually create the reality they have and experience together subjectively.

### **Berger and Luckmann's Social Construction Theory**

Humans as creators of objective social reality always go through 3 (three) simultaneous dialectical moments, namely (P. Berger & Luckmann, 2016):

The first process of social construction is internalization (P. L. T. L. Berger, 2012). Internalization as part of subjective reality is defined as Direct understanding or

interpretation of an objective event as the expression of meaning; that is, as a manifestation of the subjective processes of others that are thus subjectively meaningful to oneself. This does not mean that I understand the other person adequately, it could even be wrong. Unfortunately, the meaning is not in the word, but in the individual. After going through the process of internalization, humans enter the second process, namely objectification or the results of activities that have been achieved (both mental and physical from human internalization activities), in the form of objective reality that might face the producer himself who is present in a tangible form. At this stage, society is seen as objective reality or process of social interaction in the intersubjective world. The last dialectical moment is externalization, this is an attempt to pour or express themselves into the world, both in mental and physical activities. This process is a form of self-expression to strengthen the existence of individuals in society. It is at this stage that society is seen as a human product.

The process of giving meaning to a message can produce different meanings for the sender and recipient of the message. Shoemaker and Reese (1996) describe two things that influence the construction of meaning, namely (1) individual factors, related to professional background. The individual-level sees how the influence of personal aspects of the individual will affect how he constructs the meaning they experience. Individual background, such as gender, age, or religion, will greatly affect a person in interpreting an event; (2) ideology, is defined as a framework of thought or a particular frame of reference that is used by individuals to see reality and how they deal with it. This ideology is abstract, it is related to one's conception or position in interpreting reality. This will also affect someone in constructing the meaning of an event (Pamela, J. Shoemaker. & Stephen, 1996).

The theory of social construction (social construction) Berger and Lukmann is a theory of contemporary sociology that is grounded in the sociology of knowledge. In this theory, there is an understanding that reality is socially constructed, and reality

and knowledge are two key terms for understanding it. Reality is a quality contained in phenomena that are recognized as having their being so they are not dependent on human will, whereas knowledge is a certainty that the phenomena are real and have specific characteristics. Because social construction is sociology of knowledge, the implications must be to pursue knowledge in society and at the same time the processes that make every set of knowledge determined as reality. The sociology of knowledge must pursue what is considered knowledge in society (P. Berger & Luckmann, 2016).

The research approach is determined by the research question. Based on the research questions, this study uses a qualitative approach. Bogdan & Taylor (Lexy J. Moleong, 2019) define a qualitative approach as a research procedure that produces descriptive data in the form of written or oral words from people and observable behavior.

In a qualitative study to uncover a social reality such as the phenomenon of hate speech on social media, then a paradigm needs to be considered. According to Thomas Lindloff, research using phenomenological methods, ethnomethodology, ethnography, and cultural studies is often referred to as an interpretive paradigm (Kuswarno, 2007). This study uses an interpretive paradigm, where this paradigm is in line with what is wanted in research that wants to see social reality as a result of meaning created by individuals who are free humans so that individuals become determinants. Individuals become determinants in the social world that are constructed based on their will. However, the truth of social reality is relative, which applies according to specific contexts that are considered relevant by social actors.

The research method used in this research is the phenomenology method. Phenomenology is a tradition that is then used as a tool to answer a study in a qualitative study. The word Phenomenology comes from Greek, phainomenon and logos. Phainomenon means to appear and phainen means to show. While logos means words, words, ratios, considerations. Thus, phenomenology in general can be

interpreted as a study of phenomena or things that appear. The development of phenomenology was started by Edmund Husserl (1859 - 1938), who set an undeniable basis by using phenomenological methods.

Phenomenology is the most suitable strategy in finding subjective and objective causes of sensory experience (phenomena) (Kuswarno, 2009). The position of the researcher has little opportunity to control the events to be investigated, here the researcher will only be an observer based on the events that attract attention. Phenomenology aims to interpret our social actions and those of others as meaningful (interpreted), and can reconstruct the derivation of meaning (meaning used next) from meaningful actions in the intersubjective communication of individuals in the world of social life. Phenomenology research tries to explain or uncover the meaning of concepts or phenomena of experience based on the consciousness that occurs in some individuals. This research was conducted in a natural situation, so there were no limits in interpreting or understanding the phenomenon being studied.

There are two types of phenomenological methods, the first is the phenomenology method by Schutz, the second is the Transcendental phenomenology method by Husserl. In this study, researchers used the phenomenological method by Schutz. According to Schutz, an object of social research deals with interpretations of reality, so as researchers we must also make interpretations of observed realities.

According to Schutz, a habit that occurs in social research practice, researchers assume themselves as people outside the source observed, or in other words separate themselves and as if not interested in the topic. This gets the spotlight by Schutz, according to him when informants or informants are bound to one another in making interpretations, then this is where researchers are tasked with explaining these interpretations scientifically. That is, the researcher must be involved in constructing the same interpretation as the subject being observed so that the researcher can enter the world of interpretation of the person being investigated. In

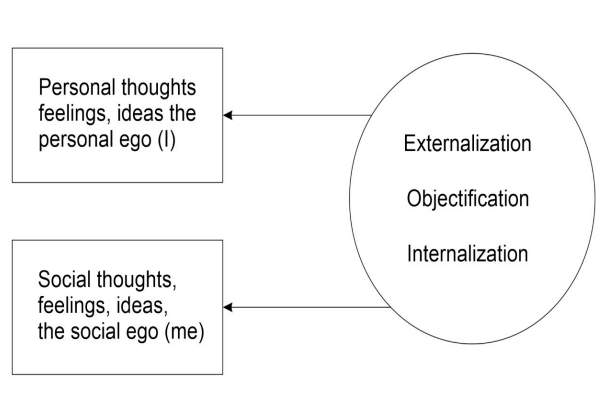
this method, the researcher must try to make the informant comfortable, the goal is that the informant can be himself and the results of the research are unbiased.

In contrast to Husserl's transcendental phenomenological method which uses the concept of epoche, which is a concept that distinguishes the data area (subject) from the interpreter's researchers. The epoche concept becomes the center where the researcher compiles and groups initial allegations about phenomena to understand what is said by respondents. In this method a model of human action is needed, this is often referred to as typification. Typification in principle is a management, the production of meaning that is organized is organized based on the relationship with the management of information or other experiences received by humans, by using typifications, the researcher will be assisted in the process of identifying, classifying, categorizing and comparing the actions and social interactions (Kuswarno, 2009). Type of typification is made based on research needs to know the type of actor, type of action, type of social personality, etc. Typifications are usually made based on common objectives but are relevant to the research question.

In understanding the Bergerian social construction theory, three important moments must be understood simultaneously. The three moments are externalization, objectification, and internalization, which for Berger, have a basic relationship and are understood as a dialectical process (interplay) with each other. Each of the three moments corresponds to an essential characterization of the social world. "Through externalization, society is a human product; through objectification, society becomes a reality that cannot be included in a broader, unique concept; and through internalization, humans are a product of society "(P. L. T. L. Berger, 2012).



Figure 4. Flow Chart of Social Construction Theory



(Source: Researcher, 2019)

There is a process of pulling out (externalizing) so that it seems as if it is outside (objectification), and there is a process of withdrawing back inside (internalization) so that what is outside seems to be inside. The relationship between humans (as producers) and the social world (as their products) remains a dialectical relationship. Humans and their social world interact with each other, and products in turn influence the producers. Externalization, objectification, and internalization are moments in a continuous dialectical process. Society is a human product (society is a human product); society is an objective reality (man is an objective reality), and humans are social products (man is a social product). If in this process there is one moment which is neglected, it will result in a distortion. The theory of social construction society, Bergerian, sees it from the three dialectical moments.

Hate Speech Behavior is in line with the background of moments of externalization, internalization, and objectification based on social construction theory. The behavior of hate speech can also give its meaning to the actor's profession as a journalist and the media that he manages the place where the actor takes shelter.

## FINDINGS & DISCUSSION

There are three stages of events in the social construction of self-meaning in this study. First, internalization, the process of internalization is the absorption of the objective world back into consciousness in such a way that individual subjectivity is influenced by the structure of the social world. Various elements of the objectified world will be captured as symptoms of reality outside of their consciousness, as well as internal symptoms to consciousness. Through human internalization, it becomes a result of society. For reality, the reality is not formed naturally, but also something sent down by God to be shaped and constructed. Self-internalization, there is a good factor of closeness in the form of extinctions, friendships, or professional relationships that have become the determining entity of informants in interpreting themselves. Besides, good experiences on the performance of the pairs of candidates for president and vice president, as well as the ideology brought by them also determine the internalization factor in the meaning of the informants themselves.

The second entity is objectification. Objectification is the result that has been achieved both mentally and physically from human externalization activities. Objectification produces objective reality that can be a facility that is outside and different from human beings. Through this process of objectivity, society becomes a reality that is uniquely different from one another (*sui generis*). as a result of cultural externalization, for example, humans create tools for the convenience of life or non-material culture - material in the form of language, both of which are the result of human activity.

Both objects or languages as externalization products become an objective reality, and can even face humans as producers of cultural products. A culture that has the status as an objective reality. Objective reality is different from individual subjective reality, it becomes an empirical reality that can be experienced by anyone. In this

phase, objectification is what they understand and are chosen based on the internalization phase that has been passed beforehand. Therefore, resistance to what is considered bad and the desire for change has led to an understanding of the experience of political engineering as an objectification held by informants.

The Third Entity is externalization, which is the effort of outpouring or human self-expression in the world, both in mental and physical activities. It is human nature to always devote themselves to the place where it is located. Humans cannot be understood as a closed secession from the outside world. Humans try to catch themselves, in the process of externalization produced a world in other words, humans find themselves in a world.

The phenomenon of this research case, the externalization factor was manifested by writing a form of support from the informant as a journalist to his favorite pair of candidates for President of the Republic of Indonesia, where the form of support indicated hate speech. With this kind of understanding, reality has a double or plural face. Every person who has certain experiences, preferences, education, and certain social or social environment will interpret social reality with their respective construction. Informants form self-externalization in the context of self-feeding of informants based on resistance to the previous government through efforts to withdraw, as well as contribute to and contribute to candidates who are considered ideal and have an ideology.

Internalization, Objectification, and Externalization factors influence the process of formation of social self-construction (individual journalists)

The social construction of self-meaning and profession contributes to shaping the construction of the meaning of individual informants (journalists) to the media (media industry), and all three entities are continuous and inseparable entities. Through self-meaning entities towards the media, the behavior of information dissemination through the web (social media) emerges, in this case, the social media

used is Facebook. In the end, the information (posting) conveyed through Facebook's social media contained expressions of hatred in expressing its support for one of the candidates for the President of the Republic of Indonesia, as well as to bring down the opponent's candidate pairs of support. This is done solely to persuade the public (netizens) so as not to choose opponents from the candidate pairs they support.

### **Meaning Process**

According to Berger and Luckmann (2012), it is said that social construction has strengths. First, the central role of language provides a concrete mechanism, where culture influences the thoughts and behavior of individuals. Second, social construction can represent complexity in one single culture. This does not assume uniformity. Third, this is consistent with society and time. It is said that social construction states that there is no true central fact (P. L. T. L. Berger, 2012).

Social construction according to Waters (Ngangi, 2011) is, "human beings construct social reality in which subjective processes can be objectified." Social construction is a concept that illustrates how social reality is formed and interpreted subjectively by community members. Social construction describes the process whereby through action and interaction, humans continually create a shared reality that is experienced in a factually objective and meaningful manner subjectively.

The research findings in the sub-chapter above illustrate a phenomenon, that what is behind the utterance of hatred committed by journalists on social media Facebook comes from the meaning of the profession, the media industry, and the environment. The profession of a journalist who demands individuals to go directly to the field makes him truly see and understand the situation that occurs in Indonesia, especially in Banten Province, as stated by one of the informants A below:

*"The center and the regions must be of one mind, moreover from one party. We have photos of documentation. Seeing the road that should have so many centimeters thick, it should use iron, but when it was demolished there was no iron. This is not just a budget mark up, not just a budget mark up but also public safety"* (Informant A).

Personal experience experienced by informant A in finding news sources has led to negative findings that existed during the administration took place.

The facts revealed in the field have formed an internalization entity in the process of forming the meaning of informant A. The internalization entity is then transformed into an objectification entity which can be seen from the statement as follows:

*"I don't play politics, I don't join the party. But this is all because of my ideology, I just want to change in Indonesia, especially my province"* (Informant A).

The objectification that formed from the social construction of informant A stated that he had to fight politics which was considered to afflict most people based on the internalization entity that he had already received.

Then this Objectification entity develops into an Externalizing entity as in the statement below:

*"If during that time I still had facts, yes we have to reveal, that's ridiculous, for example, facts, events should not be disclosed because our media get advertisements from him, then the facts must be covered up. I don't want it that way"* (Informant A).

Externalization is clear from the social construction of Informant A, he feels he must reveal the truth and the reality that is happening. This externalization then becomes the behavior for individual Informant A to take a stand and act. One of the Informant' actions is posting content on social media Facebook, but still with intellectual language and away from sarcasm. The hate speech that he did was

limited to satire by using a work such as the appearance of characters in his novel which was then delivered also through social media Facebook.

Researchers find that understanding social construction according to Waters as described above is a process where through action and interaction, human beings, in this case, Informant A has continuously created a shared reality that is experienced factually objectively and meaningfully subjectively as a process of forming meaning in him.

### **The Self-Meaning in Hate Speech**

Social construction is a concept that explains that social structure is not only outside of humans but also within humans or objectified in their subjective consciousness. Social construction shows that the community's knowledge system (socio-culture, social institutions, religion) in human consciousness is not something that is accepted mechanically but interpreted by humans as rational beings into subjective meanings (Zohar & Marshall, 2000).

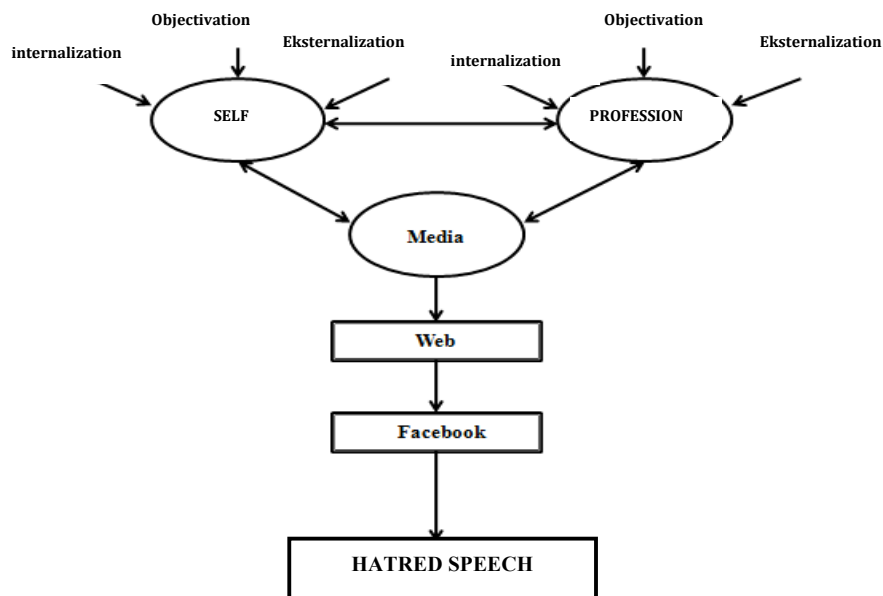
The self-meaning revealed from this research is that of the three journalists supporting informants Kubu Prabowo-Sandi is a personal ideal that is conveyed into writing on social media. Internalization that is formed from what was seen, heard, and felt during the Jokowi's administration formed an objectification in their minds to make and move a change. As journalists and practitioners and even owners of the media industry, they externalize by utilizing the capabilities and access they have, namely through social media channels.

The form of hate speech that they convey on social media is a form of criticism that is still conditioned with journalistic ethics and code of ethics, so the content of hate speech that they do is still in the stage of subtle allusions (euphemism) and has not yet reached the stage of sarcasm, even though they want to "hit" the opponent and his supporters.

Based on the analysis of the interview data, the researcher concludes that idealism has become a self-meaning that is formed and revealed by journalists who use subtle hate speech through social media.

After going through various stages of research and analysis of the research findings, the researcher can put the results of this research into a research results framework to facilitate the explanation and discussion of the results of this study.

Figure 7. Study Finding



The picture of the research results framework above explains that the process of interpreting oneself runs linearly with the process of interpreting the profession and the media it manages. The initial process of self-definition begins with internalization, objectification, and externalization factors which then influence the process of forming the social construction of oneself (individual journalists) and social construction of the journalist profession itself. Where then the social construction of the meaning of self and profession takes part in shaping the meaning construction of individual informants (journalists) towards the media (the media they manage), and the three of them are sustainable and inseparable entities. Through the self-



meaning entity towards the media, information dissemination behavior emerges through the online media it manages.

Some journalists whose online media are paid for smoothing the steps of candidates make journalists use their online media as a source or facilitator to produce news and then forward it to their personal social media, in this case, the social media used is Facebook. In the end, the information (posts) conveyed through Facebook social media contained hate speech in expressing their support for one of the candidate pairs for Governor and Deputy Governor of Banten, as well as to overthrow the opponent's candidate for support. This is done solely to persuade the public (netizens) not to choose an opponent from the candidate pair they support.

## CONCLUSION

Social construction that is formed from three entities internalization, objectification, and externalization is very influential on the formation of meaning in the individual behind the behavior. In this study, the hate speech behavior carried out by two camps of journalists on Facebook's social media related to the 2019 Presidential Election has made them separate from each other. The attitude of mutual satire, both in the real world and social media often occurs, even to the extent of isolating each other.

The different perspectives and ways of interpreting themselves, the profession, and the media industry are factors that influence the formation of the two camps. Where the Prabowo - Sandi camp interpreted itself as an idealistic individual who wanted to make a change through criticism and expressions of hatred carried out on Facebook's social media. Whereas the Jokowi - Ma'ruf camp defines itself as an opportunist individual who still expects profits from incumbent candidates and

illustrates his support with hate speech on Facebook's social media to bring down opponents of his support.

The researcher sees that the opposite meaning of the two camps of journalists, namely themselves, the profession, and the media industry has brought journalists in Banten Province into their ideological boxes and attitudes. The events of the campaign and the 2019 Presidential Election became the culmination of the interaction of conflicts that occurred between the two camps. Social media, in this case, Facebook has been used as a weapon to win each other's pairs and bring down opponents from the partners they support.

## LIMITATION AND STUDY FORWARD

The results obtained from this study are looking at the meaning of self-built by journalists in Banten Province in spreading hate speech during the 2019 presidential election. This study was analyzed using the social construction theory of Berger and Luckman. For the researchers, they can develop it by using content analysis research methods to see the meaning of hate speech in social media.

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