

Hate Speech on Social Media: An Exploration Problem, Consequences and Recommendation Solution

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Abstract

The purpose of this article is to explain some of the problems of hate speech carried out on social media; the author also tries to explain some recommendations that can potentially overcome hate speech carried out on social media. The data collection in this article was conducted through a literature study, and the result was that the current phenomenon is that social media users are more willing to express opinions or comment on other people who are not even known personally. The death of Sulli, a Korean idol, in October 2019 due to depression due to continuously receiving hate speech messages on her social media account became the most shocking case. In Indonesia, hate speech cases are dominated by defamation, harassment, slander, provocation, and threats against individuals and groups. There are at least four recommended solutions to this problem; the first is related to government regulations. Secondly, it is necessary to hold socialization, whether carried out by Digital Literacy activists, academics, or anyone who can influence the surrounding environment; socialization is not only carried out directly but is carried out on social media in the form of disseminating content. Third, the features of social media should be maximized because, currently, various types of social media have provided features to reduce negative comments, such as comment filters, spam reports, and several other features. And the last one is related to the ethics of interpersonal communication on social media.

Keywords: Hate Speech, Social Media, Recommendation to Hate Speech Solution

Introduction Section

Hate speech carried out on social media causes anxiety because, in social media, each user can meet more diverse people than in everyday life. Thus, social users must be more careful when providing comments or communicating interpersonally because of diversity. Often triggers misunderstandings. Quoted from Tirtoid Art Markman, a psychology professor from the University of Texas, said that currently, comment columns tend to be "extraordinarily aggressive."

In terms of hate speech, the existence of social media has changed the behavior of spreading hate speech. Because social media has no limit of reach and everyone can communicate with everyone, the practice of hate speech can be carried out by social media users against anyone. Even someone can throw insults at other people who are not known. In contrast to communication that is not mediated by social media, ideally, someone would not dare to convey insults or harsh words towards someone they do not know personally.

Proof of the courage of social media users in spreading hate speech is that there are many cases related to the problem of hate speech. One of the most shocking cases occurred in October 2019 when Sulli, a former member of the girl group f(x), ended her life by hanging herself due to the depression she was suffering from. According to information published on online media, Sulli's depression was because she too often received messages containing hate speech on her personal social media account. This is proven by a video made by Sulli herself during a live broadcast on her Instagram account before Sulli ended her life. In the video, Sulli begs netizens to stop making hate speech against herself.

Of course, Sulli is not the only person who experiences or experiences hate speech because there may be many victims of hate speech who are not exposed by the media. In Indonesia, cases of hate speech are also cases that often occur. Quoted from Asia News Monitor, cases of hate speech in Indonesia are very diverse, including defamation, harassment, slander, provocation and threats against individuals or groups, identity politics, etc. According to data presented by pusiknas.polri.go.id, there was an increase in reported cases of hate speech in the period January – May 2023. There were

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33 reports of acts of hate speech. Meanwhile, in the period January – May 2022, the National Police Criminal Investigation Unit only received two reports.

The purpose of this article is to explain some of the problems that occur due to hate speech behavior carried out on social media. The author also tries to explain several recommendations that have the potential to overcome hate speech carried out on social media from the literature study carried out by the author. More than simply defining the problem is needed; efforts need to be made to find out what things can at least minimize hate speech behavior on social media.

Methodology

The research method used in this article is a literature review. According to Rowley & Slack (2004) in Cahyono, A. et al. (2019), a literature review is a library study or scientific study that focuses on a particular topic. Literature reviews contain reviews, summaries, and the author's thoughts related to various library sources such as books, articles, graphics, the internet, etc. Of course, the literature source must contain data or information relevant to the topic of discussion. In practice, the literature review method is related to several things, such as collecting data and information that is relevant to the topic of discussion, evaluating data, information, and theory so that you know which library sources are needed and which are not needed, and finally, carrying out analysis of the existing library sources. They are obtained and related to the topic of the research discussion. (Cahyono, E. A, et al. 2019, p 2). In this article, the author will conduct a literature study from various sources on issues related to cases of hate speech and solutions to these problems.

The Problem of Hate Speech on Social Media

The presence of social media as a form of mediation in communication cannot be separated from its opposing sides. The problem with mediated communication is that social media users tend to feel that they know everyone on social media, and this can be a threat because then someone will be more courageous in conveying comments or opinions towards anyone on social media. Thus, it is feared that social media users will provide comments that could hurt the recipient's feelings or lead to hate speech.

Hate speech, according to Ring. C. E. (2013) is a term that includes all forms of expression related to spreading, inciting, promoting, or justifying racial hatred, anti-semitism, or forms of hatred based on intolerance, including intolerance related to aggressive, discriminatory, ethnocentrism, and nationalism. Triggers hostility towards minorities, migrants, and people of immigrant origin. (Ring. C. E. 2013, p. 14). In detail, Rumadi. R. (2018) states that there are several important points related to hate speech, namely, the first is the intention to hate and oppress someone, the second is that the object in hate speech is a person or group of people, the third is carrying out communication which refers to hatred and expressions of hostility carried out in media, the fourth is spreading forms of rejection towards a person or group of people for specific reasons, the fifth is related to violence, discrimination or hostility towards a particular person or group and the sixth is carrying out an action that has the potential to trigger division and violence against other people. (Rumadi. R. 2018, p. 163)

Hate speech, as defined in the ITE Law, refers to someone who deliberately spreads information that creates feelings of hatred for other individuals or groups or can trigger hostility based on ethnicity, religion, race, and inter-group (SARA). Meanwhile, in the Criminal Code Law, the benchmark for hate speech is when someone commits insults in various forms related to attacks on the honor and good name of other people or groups.

Social media is considered a suitable medium for those who want to spread hate speech because it indirectly offers an easy way to spread hate messages to millions of other users (Nemes, I. 2002, p. 1999). Quoted from *tirto.id* Art Markman, a Professor of Psychology at the University of Texas, said that social media users are currently considered very aggressive, especially in the comments column. Based on his analysis, Markman also stated that four factors make people willing to spend time spreading hate speech on social media.

The first is because every person on social media can hide their identity and become anonymous so that they can avoid and hide from their actions in carrying out hate speech against other users. The second is that people who carry out hate speech are far from their intended targets, so they immediately feel safe. The third is that someone is considered to find it easier to express feelings of hatred by writing compared to speaking. The last thing is that the comments column on social media does not occur in real-time so anyone can monologue with their extreme point of view.

Furthermore, the courage of social media users in conveying hate speech can affect the psychological condition of the victim. Research shows that the accumulation of negative messages over time can lead to fear of the self among the victims or targets of hate speech. Victims who receive hate speech may believe what is said, thereby lowering their self-confidence. For example, hate speech related to racial insults. Social scientists who study the effects of racism have noted that hate speech can give rise to feelings of inferiority in individuals or feelings of humiliation, considering that race tends to be considered inherent in a person. (Nemes, I. 2002, p, 29)

A study entitled "Countering Online Hate Speech" conducted by Unesco in 2015 stated that the phenomenon of hate speech carried out on social media is increasingly growing and worrying because it can cause various problems. The research also noted that hate speech on social media is increasing rapidly and has the potential to reach an even larger audience. (Mawarti, S. 2018, p. 91).

Hate speech conveyed by someone on social media in the form of insults is considered very damaging to the person or group being targeted. According to Delgado, insults based on unchangeable characteristics, such as race, gender, or ethnicity, can be especially harmful because these traits are fixed and cannot be changed. Empirical evidence suggests that racial slurs serve as a primary channel for the transmission of discriminatory attitudes. In the online environment, racial or gender insults become material for conveying hate speech, for example, in the comments column on Instagram social media.

This statement from psychologist researchers is undoubtedly not just a theory because there was a case that occurred in October 2019 regarding the effects of hate speech on a person's soul. This case happened to Korean idol Sulli, who is a former member of the girl group F(x). Sulli did end her life by hanging herself. Still, according to reports, this action was triggered by the depression she experienced as a result of hate speech on her social media, which she never stopped receiving. Quoted from Tirto.id, several examples of hate speech were conveyed to Sulli, such as "When she was at f(x) she looked very innocent, but now she has become wild", "You should have died sooner," and several other malicious comments.

Another convincing piece of evidence that the reason Sulli was depressed was because of hate speech on her social media was that before hanging herself, Sulli broadcast live on her personal Instagram account. Sulli kept biting the tip of her thumb with swollen eyes. Her face looked red, and her face was drooping, holding back tears while reading the evil comments directed at her. That's how Sulli was very depressed and hurt when she received hate speech. At the same time, Sulli asked netizens to stop making hate speech against herself.

"I'm not a bad person, why are you doing all this to me?" Just name one reason that makes me worthy of being treated like this," said Sulli during a live broadcast on her personal Instagram account.

The news of Sulli's death was quite shocking, and of course, the case resulting from hate speech is not the only one experienced by Sulli because there may be many victims of hate speech who are not exposed by the media. Cases of public figures like Sulli who were targets of hate speech also occurred in Indonesia. The author had time to observe the Instagram accounts of public figures in Indonesia, as a result, the author found that in every post uploaded, there were always negative comments in the form of insults conveyed by anonymous accounts to these public figures. The observations made by the author are directly proportional to the Kumparan.com report, namely "5 Artists Who Reported Netizens to the Police," quoted from the Kumparan.com online news. The five artists are Anjasmara, Ussy Sulistiawaty, Deddy Corbuzier, Ayu Ting-Ting, and Prilly Latuconsina.

These artists are already furious with the behavior of social media users who like to send negative messages, either in the comments column or sending them directly via direct message. These artists aim to report social media users who express hate speech, which is, of course, an effort to warn netizens to use social media wisely so as not to harm other social media users. The problem of hate speech received by public figures was not only felt by these five artists because researchers observed that several online media sites had many reports that mentioned other celebrities who also reported actions to the authorities regarding the hate speech they received, such as Nikita Mirzani, Shandy Aulia, and several other public figures.

The rise of social media users who choose to create anonymous accounts and also a large number of reports regarding the impact of hate speech carried out on social media, especially if the victim becomes depressed and chooses to end his life as was done by Sulli, former girl group f(x), is a warning that Efforts should be made to overcome hate speech on social media so that furthermore this will also have an impact on reducing victims who receive hate speech on social media. For this reason, the author will try to explain the results of the literature review that has been carried out in the form of recommendations for solutions to overcome hate speech on social media.

Recommended Solutions to Overcoming Hate Speech on Social Media

The large number of cases of hate speech on social media is a concern in itself, namely that there will be more victims of this activity. In this way, the author will explain several potential recommendations for solutions to overcome hate speech on social media. The author will divide it into four recommendations. The first is related to government regulations, secondly there is a need for outreach, whether carried out by Digital Literacy activists, academics, or anyone who can influence the surrounding environment. Third, by utilizing the sophistication of the social media features themselves, because currently, various types of social media have provided features to reduce negative comments such as comment filters, spam reports, and several other features. And the last one is related to the ethics of interpersonal communication on social media. Below, the author will explain these recommendations in more detail;

a. Government Regulations

Regarding hate speech regulations on social media, this creates a dilemma because this is contrary to freedom of opinion, which is in line with the concept of democracy. As a globalized, decentralized, and interactive computer network, the Internet was heralded by first-generation Internet critics for its ability to cross borders, destroy distances, and break down real-world barriers. Considered an egalitarian communications medium, many commentators advocate a technological landscape unfettered by government regulations. Such a libertarian ethos emphasizes the transnational and

borderless nature of the Internet, questioning the legitimacy and ability of states to regulate cyberspace. Cyber-libertarians also support the fundamental right of freedom of expression, opposing regulation and censorship of Internet content that could hinder the free flow of knowledge, ideas, and information. (Nemes, I. 2002, p, 199)

However, the large number of hate speech on social media continues to encourage the government to make laws regarding these actions. In (Rumadi. R. 2018, p. 166-167), There are differences in the efforts made to control hate speech in various countries. The first are countries that believe that hate speech should not be prohibited because if it is forbidden, it will conflict with freedom of expression. Regulations The United States is the only country that does not have a code of ethics regarding hate speech. However, this does not mean that hate speech cannot be considered hate. In this case, the government will investigate first if the chaos is a result of hate speech such as sexual harassment, religious blasphemy, and words that have the potential to destroy harmony and peace, then if so the United States government will immediately follow up on acts of hate speech.

Both countries strictly prohibit hate speech. European countries and Canada can be categorized into this group. The efforts made are by implementing strict laws and censorship related to hate speech. In Belgium, two laws regulate this, namely the 1981 anti-racism law and the 1995 holocaust denial law. Meanwhile, in the Netherlands, hate speech is regulated in the Criminal Code article 372 c, relating to expressions that insult a person or group of people because of religion, philosophy of life, sexual orientation, and physical and mental disabilities.

These three countries prohibit hate speech, but not harshly or excessively. This group is divided into two groups: the first group consists of countries that prohibit hate speech to protect human rights and minorities, and the second group consists of countries that prohibit hate speech to protect the majority and traditional values.

In Indonesia itself, there are several regulations regarding hate speech. The regulations adopted are similar to regulations in European countries. Hate speech is regulated in Article 156 a of the Criminal Code, namely:

"Targeting anyone who deliberately expresses feelings in public or commits acts that are hostile, abuse or defamation of a religion followed in Indonesia or to cause people not to adhere to any religion." The maximum penalty is 5 years in prison."

Furthermore, it is regulated in Article 157 of the Criminal Code which reads:

"Anyone who broadcasts, displays or displays writing or paintings in public whose contents contain statements of feelings of hostility, hatred or derogation between or against groups of the Indonesian people, to make the contents known to the public, is threatened with imprisonment for a maximum of two or six years. month"

Apart from that, hate speech is also regulated in Article 28, paragraph (2), which reads as follows:

"Every person intentionally and without right disseminates information aimed at creating feelings of hatred or enmity towards certain individuals and/or groups of people based on ethnicity, religion, race and inter-group (SARA)."

Apart from the Criminal Code Law, hate speech is also regulated in the Law of the Republic of Indonesia number 19 of 2019 Amendment to Law Number 11 of 2008 "Concerning Information and Electronic Transactions," namely in Article 45 paragraph 3, which reads;

"Any person who intentionally and without right distributes and/or transmits and/or makes accessible Electronic Information and/or Electronic Documents containing insulting and/or defamatory content as intended in Article 27 paragraph (3) shall be punished by imprisonment a maximum of 4 (four) years and/or a maximum fine of Rp. 750,000,000.00 (seven hundred and fifty million rupiah)."

Regulations may have a deterrent effect after someone commits hate speech, but what is needed now is certainly not just a deterrent effect; anticipatory efforts are also needed. For this reason, the government, as a regulator, must make other efforts, such as collaborating with digital literacy activists such as Siber Kreasi to carry out outreach regarding understanding of social media.

Quoted from the official website of the Ministry of Communication and Information (Kominfo) (kominfo.go.id) that so far the government, especially the Ministry of Communication and Information, has made further efforts to minimize hate speech on social media. The Ministry of Communication and Information is collaborating with Siber Kreasi and several digital literacy activists spread throughout Indonesia to conduct outreach regarding the dangers of hate speech carried out on social media. Regarding recommendations for efforts to overcome hate speech on social media by conducting outreach, the author will explain in more detail in the next point.

b. Socializing

The following recommendation that will be presented by the author is related to efforts in the form of socialization. Socialization is one of the essential things in efforts to overcome hate speech on social media. In general, socialization is considered a learning process because, basically, human nature is never satisfied with learning something that they don't know. (Djuyandi, Y. 2014, p. 1204) Furthermore, according to the concept, the aim of carrying out socialization is to

change cognitive, affective, and behavioral forms produced by individuals or specific groups. (Levine, J. M., & Moreland, R. L. 1994, p. 306)

Referring to the aim of the concept of socialization, the steps taken to carry out socialization as an effort to overcome hate speech are considered appropriate because, in this way, the output from the socialization carried out will be produced in the form of a level of knowledge to taking action that leads to avoiding actions in carrying out hate speech. Efforts to overcome hate speech on social media using outreach can be carried out by various parties such as the government, the digital literacy activist community, academics, and anyone who has the power to influence the surrounding environment, such as influencers or key opinion leaders.

Japelidi (network of digital literacy activists) is a community that focuses on activities for literacy digital media users. The Digital Literacy Activist Network (Japelidi) is a community consisting mostly of academics and digital literacy activists spread across various universities in Indonesia. The community, which started its activities in 2017, is concerned with multiple efforts to improve the digital literacy skills of the Indonesian people. Various digital literacy programs are carried out either collaboratively or at individual universities to overcome multiple problems of digital society. Japelidi stated that ten competencies can be used as a benchmark for someone literate in using digital media. The ten competencies are accessing, selecting, understanding, analyzing, verifying, evaluating, distributing, producing, participating, and finally collaborating.

In connection with overcoming hate speech on social media, digital literacy activists can carry out outreach regarding how to produce messages or information, more precisely, social media users must know that not all messages or information can be produced on social media, they must understand what kind of information is needed. It can trigger hatred. Next is related to competence in participating in other social media users' accounts, for example, participating in the comments column so that participation does not harm other parties, such as causing feelings of anger or hatred.

Socialization by providing understanding to overcome hate speech should not only be done directly but can utilize the power of social media itself. Socialization using social media can take the form of creating content containing messages calling on people to stop committing acts of hate speech. Creating and distributing content can be done by anyone, but ideally, it will be more effective if it is done by someone who can influence the surrounding environment (influencer) or a key opinion leader. Digital influencers can mediate messages and influence society in a digital environment where messages can be disseminated quickly and easily with potentially viral effects. Katz & Lazarsfeld (1955) define key opinion leaders as individuals who tend to influence other people in their immediate environment. Opinion leaders are characterized as individuals with a set of personal connections who play an important, influential role. (Katz & Lazarsfeld 1955, p. 3)

YouTube has made efforts to socialize content distributed on social media, namely content in the form of #CreatorForChange videos. #CreatorForChange is content that voices social issues. Regarding hate speech, there is video content entitled "The Hate You Give" involving Gita Savitri as a YouTuber and influencer. The video contains a message to stop carrying out hate speech on social media. The video also shows the phenomenon that it is easier for someone to give negative comments when they only see other people's posts on social media but do not dare to convey hate speech directly.

The content creator carries out a social experience by showing several photos of unknown people. Everyone involved in the social experience gives comments that tend to be negative by showing their dislike. Then, the people involved were met directly with the person being commented on, and the result was that they immediately fell silent and did not dare to make any comments. This social experience proves that someone tends to be braver in expressing opinions indirectly compared to face-to-face communication.

More similar content should be produced because the power of social media, which can reach a larger audience than direct outreach, can help disseminate information regarding the dangers of hate speech carried out on social media. Content creators can also inform about cases that have occurred, for example, the death of Sulli and the arrest of Ahmad Dhani as a result of speech.

c. Self-regulating by setting up social media

Maybe some people don't know that social media platforms such as YouTube, Facebook, and Twitter are taking responsibility for overcoming the problem of hate speech on social media by creating policies in the form of features that can be set by each user of the platform (Ring, C. E. 2013, p. 113).

Software in the form of filters used by social media users to block unwanted harmful content is called censorship. Commercial software programs such as Cybersitter, N2H2, NetNanny, Surfwatch, and Wise Choice are designed to limit a person's ability to send or receive certain types of information, such as sexual or other obscene content. (Ring, C. E. 2013, p. 116). Social media users can even take advantage of the blocking feature on the social media platform they use. Instagram, for example, has features to filter comments, report spam, deactivate the comments column, delete comments, and even block accounts that bother users.

For example, from the results of observations made by the author on Instagram social media in more detail, there is a "block comment from" feature. Instagram social media users can choose which accounts are not allowed to post comments on their accounts. Next, users can activate the "Hide Offensive Comment" feature, so comments that lead to attacks and insults will automatically be hidden or cannot be seen in the comments column by the policies created by the platform.

Next, there is a "Manual filter" feature. With this feature, Instagram social media users can write any words that cannot be included in the comments column, for example, "gay," "lesbian," "black," "ugly," and "fat" when someone writing a comment containing these words will not be included in the comments column so that Instagram social media users can be a little calmer by avoiding words they don't want to receive in the comments column.

Furthermore, if hate speech is sent via direct message, social media users can block the account so that the account that has been blocked can no longer send unwanted messages. The availability of features to deal with hate speech on various social media platforms should be put to good use by users. Social media users can start by reading the application description when downloading it so they can get the most out of the features provided by each social media platform.

d. Pay attention to Communication Ethics in Using Social Media.

According to linguistic terms, ethics are customs or habits, inner feelings, and inclinations in acting. Ethics is part of the science of the principles of behavior, relating to the following:

1. Knowledge about what and how good and bad things are, as well as about rights and obligations.
2. A collection of principles or values related to human behavior and behavior.
3. Values regarding right and wrong, halal and haram, valid and void, good and bad, and the habits adopted by a group of people. (Abdullah. M. Y. 2006, p. 5)

There are ethical guidelines in social media according to Brakeman's The Ten Commandments of Etiquette, that is:

- a. Users must realize that other users are also humans, this is important so that users can respect each other.
- b. Write comments briefly and precisely. Social media users should comment only according to their interests so that other users do not feel disturbed by the comments submitted.
- c. Respect other people's messages or comments as long as the comments do not refer to hate speech.
- d. Use non-deceptive titles in posts/messages.
- e. Understand who the audience is for the uploaded content posts so as not to cause unrest.
- f. Avoid sarcastic humor
- g. Always review the comments you are about to convey so that users can determine whether they refer to hate speech.
- h. Socialize (get back to real society).
- i. Don't keep repeating what has been said
- j. Include appropriate references. (Brakeman. L. 1995, p. 50)

Considering the interactive characteristics of social media and the ability to connect with other users in various areas, the people you meet on social media certainly have different habits or cultures. For this reason, as an effort to avoid submitting comments that have the potential to be hate speech, Virginia Shea (1994) in Wardhani N. K. (2015) states that there are ethical guidelines that can be used to communicate on social media, namely:

- a. Think first when submitting comments on social media so that the comments do not offend other people. It would be better if social media users avoided submitting comments that, in the real world, are not appropriate to convey directly to someone or a group of people because of the characteristics of the writing in the text. Digital media can be copied and forwarded easily; what's more, smartphones have a screenshot feature.
- b. Social media users should write comments in upper- and lowercase letters. They should avoid using all capital letters (uppercase) because this can give the impression of being "shouting" or "angry."
- c. Avoid abbreviations, such as "Pls, fwd, smoke," because not all social media users can understand them.
- d. Write comments briefly and according to context so that other users can easily understand them.
- e. If you feel it is not necessary, you should avoid using emoticons or smileys because not all users perceive certain emoticons the same way, and not everyone understands their meaning.
- f. Avoid flaming. In this case, flaming means rude comments conveyed to other people. This is an important point because when someone sends rude comments, especially if they are degrading, such as mocking, provocation, or insults that offend other users and are related to SARA, then this already refers to hate speech.
- g. Avoid words that seem patronizing because if other users don't accept this, it will trigger a dispute.
- h. Users should recognize the audience. By recognizing the audience, users can post or comment according to the characteristics of their audience.

Every user should understand communication ethics on social media because it can raise awareness that when communicating on social media, we must have the same manners as when we communicate face to face. Understanding ethics will indirectly foster mutual respect and sympathy for each other among social media users. In this way, hate speech can be slowly controlled.

Conclusion

The emergence of social media is one of the influences on changes in people's behavioral patterns in communicating. Media exists as a means for individuals and groups to communicate and search for information. However, the convenience offered by social media as a communication tool cannot be avoided from negative impacts, one of which is the large number of hate speeches carried out on social media.

Furthermore, the phenomenon of hate speech on social media gives rise to various kinds of problems, namely the increasing number of targets who feel disadvantaged, and the most fatal is that there are fatalities caused by the hate speech they receive on social media. The death of a former member of the girl group f(x) Sulli in October 2019 is proof of how dangerous the impact of receiving hate speech on social media can be. Sulli committed suicide as a result of the depression she was suffering from. According to data obtained from online media, it is stated that Sulli's depression was caused by evil netizens who continuously sent hate speech to Sulli's social media accounts.

Another problem, especially in Indonesia, is the large number of public figures who report to the police the hate speech they receive. Cases of hate speech that occurred by public figures in Indonesia could be a small part of the large number of hate speeches carried out on social media. For this reason, seeing the increasingly widespread problems that arise from hate speech carried out on social media encourages efforts to overcome or at least minimize this.

The recommended solutions for dealing with hate speech presented by the author in this article are the first relating to government regulations. The existence of laws and regulations that regulate hate speech is at least an effort to provide a deterrent effect to the perpetrators. Second, it is necessary to hold outreach, whether carried out by Digital Literacy activists, academics, or anyone who can influence the surrounding environment. Socialization should be carried out more than directly. Still, it can also be carried out on social media by creating content containing messages inviting people to stop carrying out hate speech on social media. The unlimited reach of social media can help spread this information so that more social media users know the impact of hate speech behavior.

Third, by utilizing the sophistication of the social media features themselves, because currently, various types of social media have provided features to reduce negative comments such as comment filters, spam reports, and several other features. And the last one is related to communication ethics on social media. Every user should understand communication ethics on social media because it can raise awareness that when communicating on social media, we must have the same manners as when we communicate face to face.

Acknowledgment

This journal article was only completed with the collaboration between the authors and, of course, the full support of the Communication Science Study Program. We would also like to thank the organizers of ICCEE for the opportunity so that we can participate in the international conference held at the Muhammadiyah University of Surakarta. We hope that this article can benefit both academics and the general public.

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