

**AN ANALYSIS OF SARCASM ON HATE SPEECH UTTERANCES ON
INSTAGRAM ACCOUNT "JUST JARED"**



THESIS

**Submitted as Partial Fulfilment of the Requirement for Bachelor Degree in
English Department Faculty of Teacher Training and Education University
of Mataram**

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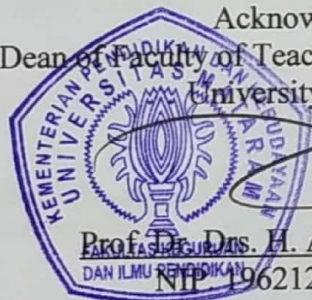
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ABSTRACT

This research focused on how sarcasm on hate speech used by the followers of “Just Jared” account on one of the social media platforms, Instagram. The purposes of this study are to define what maxims are violated in the comments of the “Just Jared” account and to describe the factors that caused the hate speech in that account. Descriptive qualitative method was used in conducting this research. The comments were analysed from October 2019 to May 2020. All the comments in that account were used as the data of this research. The theory of Grice's maxim is used to analyze this data which classified the rule of conversation into 4; quality, quantity, manner, and relevance. There were 50 comments taken as the primary source of data. It is found that there are 17 data violating the maxim of manner, 11 data violation in maxim of quality, 8 data violation in maxim of relevance and 4 data violation in maxim of quantity. The most violated maxim was the maxim of manner. The violation in maxim of manner is where one does not tries to give information briefly, clear, orderly, and his/her utterances is not perspicuous. This shows that people mostly write the comments based on their own perception.

Keywords: Sarcasm, hate speech, Instagram, Gricean maxims.

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