

Prejudice on Indonesia Social Media

A. Yusdianti Tenriawali, M Chairul Basrun Umanailo

Universitas Iqra Buru, Maluku, Indonesia
tenriawali@gmail.com, chairulbasrun@gmail.com

Kaharuddin Kaharuddin

Cultural Sciences Faculty, Hasanuddin University, Indonesia
kaharuddintitiek@gmail.com

Johana Tandisalla, Electronita Duan

Polytechnic of Perdamaian Halmahera Tobelo, 97762, Indonesia
jtandisalla@gmail.com, sanro_tobelo@yahoo.com

Busyairi Ahmad, Hamja Bonso

Institut Ilmu Sosial dan Ilmu Politik Yapis Biak, Indonesia
Busyairiahmad90@gmail.com, bonsohamjah1712@gmail.com

Abstract

This research discusses the form and function of language on social media which is considered to contain the prejudice and racial intolerance. In social media, language is used as a way of expressing thoughts, so that the use of language on social media is full of emotive language. The use of language in social media also tends to be propaganda. Propaganda on social media can be positive and can also be negative by taking advantage of prejudice which serves as a support to influence people who read what is written on social media. This research will focus on analyzing the form and function of language which is considered to contain the prejudice and racial intolerance in social media. This research is a qualitative descriptive study. The data in this study are texts that are considered to contain negative prejudice on Facebook. The method used is the observation method with documentation techniques and note-taking techniques. The data analysis includes; identification, classification, analysis, and conclusion. The results showed that the form of discourse strategy used on Facebook was comparison, generalization, and appointment of minorities. The research results also show that all types of discourse strategies tend to be used to show negative prejudice. The language function used is the function of informing and showing goals.

Keywords: language, prejudice, social media.

1. Introduction

Social media is an integral part of modern human life. Social media is a forum for expressing opinions, expressing oneself, and as a place to show one's existence, so that with the variety of things that can be done with social media, social media such as Facebook, Twitter, Instagram, line, etc. to be things that affect society today. A language is a communication tool used by society to express ideas. The expression of this language describes the tendency of the community or individual speakers. In social media, language is used as a way of expressing thoughts, so that the use of language on social media is full of emotive language. Apart from being full of emotive language, the use of language in social media also tends to be propaganda. Propaganda on social media can be positive and can also be negative by taking advantage of prejudice which serves as a support to influence people who read what is written on social media.

Prejudice or prejudice is a negative or positive behavior that directs groups to individualists based on limitations or misinformation about the group. Prejudice can also be defined as something emotional in nature, which will easily become a motivator for social outbursts. Therefore, research on the language of prejudice is interesting to do, because by knowing the prejudices contained in the language used by society/individuals, especially on social media, it will be known how the community/individual affects readers with their prejudices.

Speeches that contain racial issues are the result of prejudice (We Are Social & Hootsuite). Prejudice is an assessment of a group or individual which is primarily based on the membership of the group, meaning that prejudice is aimed at people or groups of people who are different from them or their groups. Prejudice has the quality of liking and disliking the object that is prejudiced, and this condition will affect the actions or behavior of someone prejudiced (Ahyad; Romlah et al.). Prejudice or prejudice is negative or positive behavior based on limited or misinformed information about the group. Prejudice, which can also be defined as something emotional in nature, will easily become a motivation for social outbursts (Suwana and Lily; Rachman et al.). Prejudice is manifested by language expression. Language or speech that shows prejudice can be found in comics, literary works, textbooks, news in the mass media, political propaganda, and discourse (Bilewicz et al.).

In social media, language is used as a way of expressing thoughts, so that the use of language on social media is full of emotive language. The use of language in social media also tends to be propaganda. Propaganda on social media can be positive and can also be negative by taking advantage of prejudice which serves as a support to influence people who read what is written on social media. Therefore, research on prejudiced language is interesting to do, because by knowing the prejudices contained in the language used by society/individuals, especially on social media, it will be known how the community / individual influences readers with their prejudices. This research will try to answer how a measuring tool or language marker indicates whether a discourse contains SARA issues or not.

Research on the language of prejudice has been conducted by Research on language and prejudice conducted by Juditha (2015) with the title of research on Stereotypes and Prejudice in Ethnic Chinese and Bugis Makassar Conflict. The study concluded that differences in culture, religion, and language were the causes of stereotypes and prejudice between the two ethnicities (Scharrer and Ramasubramanian; Nawawi et al.). Aeni (2016) examined the relationship between stereotypes and the prejudices of indigenous people on immigrants in intercultural interactions, which shows that the interaction between indigenous people and immigrants is still weak, so there is a need for learning about both cultures (Molaei; Ervina et al.; Novitasari et al.). Adelina (2017) examined the relationship between social prejudice and the intention to discriminate against Javanese ethnic students against students from East Nusa Tenggara. The results of this study indicate that there is a relationship between social prejudice and the intention to discriminate against Javanese ethnic students against students who come from East Nusa Tenggara (Hendriyani et al.). Tenriawali (2019) examines language and prejudice in short stories. The results show that the literary language in short stories is not free from prejudice. The types of language strategies used are repetition, generalization, the designation of minorities, and mention of names of origin. From the research results, it can be seen that all types of language strategies, be it repetition, generalization, the designation of minorities, or mention of original names tend to be used to show negative prejudice (Widiyanto et al.). In contrast to the relevant research above, this study analyzes the form and function of language which is considered to contain prejudice, which is contained in Indonesian social media. This research is expected to contribute to research in the field of language and prejudice.

2. Literature Review

The notion of prejudice is limited as a negative trait that cannot be justified against a group and its members (Sujarwoto et al.). Prejudice is an assessment that is too hasty, based on too fast generalizations, is one-sided in nature, and is accompanied by actions that simplify a reality (Jung and Shim). Prejudice is an attitude (usually negative) aimed at members of several groups, which is based on their membership in the group (Bissell and Parrott; Lionardo et al.). Prejudice is defined as people's perceptions about someone or another group, and their attitudes and behavior towards them (Scharrer and Ramasubramanian). Prejudice is a social attitude of a person or group towards other people or groups in the form of negative judgments based on their membership in a group so that it is often not under actual reality (Bissell and Parrott).

As an attitude phenomenon, prejudice consists of three domains, namely cognitive (cognitive), affective (affective), and conative (conative). The three domains of attitude are closely related so that if it is known one's cognition (thoughts) and affection (feelings) towards an object, it will also be known conative (behavioral tendencies) (Frost-Arnold). In the definition of prejudice, there are several characteristics of prejudice, namely: (1) degrading cognitive beliefs, (2) expression of negative feelings, (3) acts of hostility, and (4) discriminatory actions (Syuhada and Gambett).

The division of types of prejudice is based on the targets that are the targets of prejudice. Several targets of prejudice have been identified in social psychology research, including; race and ethnicity, gender, homosexuality, and religion (Syuhada and Gambett). Meanwhile, according to Sarwono (2007), the types of prejudice consist of; (1) ethnic prejudice; (2) gender prejudice; (3) religious prejudice; (4) political prejudice and aggression; and (5) sexual prejudice (Scharrer and Ramasubramanian; Yusuf et al.). The basic assumption of critical discourse analysis is that language is used for various functions and has consequences. Able to command, influence, describe, pity, manipulate to move groups or persuade (Staerklé).

There are eight principles possessed by critical discourse analysis, namely; (1) discusses social problems. (2) The power relationship is discursive. (3) Discourse takes the form of society and culture. (4) Discourse has an ideology. (5) The discourse is historical. (6) AWK needs to use a sociocognitive approach to explain how the relationships between text and society are carried out in the process of production and understanding. (7) AWK is interpretive and explanative and uses a systematic methodology to build the concept. (8) AWK is a scientific paradigm that is constantly trying to dissolve and change what is happening in a context (Augoustinos and Every). According to Van Dijk (1984), the strategies undertaken by the speaker to express his prejudices include Rhetorical operations (rhetorical devices) and The expression of prejudice (expressions of prejudice) (Scharrer and Ramasubramanian; Bugis et al.). The expression of prejudice consists of; designation of the minority, mention of the original name, use of the demonstrative word distance, paternalistic diminutive, and the use of the word 'different' (difference). The Rhetorical operations consist of; contrast, generalization, exaggerating statements, litotes, repetitions, enumeration and climax, and comparisons.

In discourse analysis, language is seen to have a specific function. In this case, language is used for certain interests, be it ideological or political motives. The ideology of a mass media is usually determined by the background of the founder or owner, be it the religious background or the values it lives in (Bissell and Parrott). According to Berger (Bissell and Parrott) for the benefit of the speaker (communicator) signs in the form of words, terms, and images in the media, function: (a) to make the listener aware of something he states and then think about it; (b) to express feelings (feeling) or his attitude towards an object; (c) to convey (convey) the speaker's attitude towards the audience, and (d) to indicate the objective or outcome desired by the speaker or writer, whether consciously or unconsciously. Therefore, this study will focus on analyzing the forms and functions of language which are considered to contain the prejudice and racial intolerance in social media.

3. METHOD

This research is a qualitative descriptive study. Qualitative research with descriptive methods is research that identifies, clarifies, analyzes data that has been obtained. The description is in the form of describing the language as it is (Molaei). The research method is a way to obtain knowledge about a certain object and, therefore, it must be under the nature of the object's existence as stated by the theory (Hendriyani et al.). Therefore, the qualitative descriptive method is a method that is carried out by describing the material object to be studied qualitatively, then followed by analysis (Syuhada and Gambett; Lionardo et al.; Mu'adi et al.).

The data source in this study is the Facebook social media, while the type of data in this study is written data, namely text that is considered to contain negative prejudices contained in the Facebook social media, from February 2018 to April 2018.

The method used in the data collection process in this study is the observation method. The observation method is a method used to obtain data by observing the use of language (Molaei; Umanailo). Text on Facebook and Twitter status is listened to by reading. The data collection techniques used to complement the observation method included. 1) Documentation Techniques; The text in Facebook status that has been observed and listened to is downloaded in Html format or screenshot and documented. Then the Facebook status in Html format is copied into word format, while the data in the jpg format is retyped for analysis. 2) Note Technique; The note-taking technique is an advanced technique that is used when applying the listening method. The note-taking technique is done by recording the data that can be obtained. In this study, the data that had been marked in Facebook status was then copied into the data card for analysis.

At the data analysis stage, the data that has been grouped are then analyzed using critical discourse analysis techniques. Data analysis techniques are tailored to the research needs and research problems. The data analysis carried out in this study consisted of:

1. Data Identification

Words and sentences contained in the Facebook status are identified to find text or sentences that contain negative prejudice. These negative prejudices can be in the form of words or sentences that have negative meanings.

2. Data Classification

Data in the form of words and sentences that contain negative prejudice on Facebook status are then classified based on the forms of prejudice expressions and rhetorical practices used in Facebook status.

3. Data Analysis

The classified data were analyzed based on the theory of prejudice in Van Dijk's discourse to describe the form and function theory of Berger's media language to explain the language functions contained in the Facebook status text.

4. Conclusion of Analysis Results

At this stage, the data that has been analyzed are then interpreted and explained the form and function of the text. From the results of this interpretation, it is finally revealed that the characteristics of the form and function of the language of the text contain prejudice in social media.

4. Results and Discussion

Based on data collecting and identification of negative prejudice, it can be presented in table 1 as follows:

Table 1. Data that contain negative prejudice:

Data	Types of Discourse Strategies
Tentu sikapnya akan sama dengan Abu jahal dan Abu lahab	Comparison
Nanti kalo ditangkap beneran mewek, kayak anak kecil minta permen, katanya didzolimi, wkwkwk	Comparison
Daripada taqlid buta seperti serdadu ISIS kepada Baghdadi. Jadi malapetaka bagi sesame muslim dan seluruh umat manusia	Comparison
Inilah bedanya <i>Airsickness Bag</i> (kantung muntah) dengan pekerja professional. Kantung muntah tak akan pernah berisi barang yang bermanfaat kecuali sampah, muntah, atau (otak) kosong. Kantung muntah gerindra ini ga akan senang dengan capaian seterusnya.	Comparison
Buntelan kentut.	Comparison
Abunawas	Comparison
Tapi kalo gubernurnya model asu ini yang ga ngaruh	Comparison
Tomat gila dari wahabi yang mengaku NU.	Comparison
Itu perlawanan. Mana katanya salah tapi kok tidak bisa menangkap? Itu artinya penguasa dan petinggi saat ini kurang dipercaya sama dunia	Generalization
Sekarang ada pengadilan yang tidak mendengarkan saksi dan yang dituduh, untuk apa dipatuhi, wong pelaku pengadilannya tidak bisa netral beneran.	Generalization
Haduh 'Rdy', bisa kamu buktikan saya fanatic sama 'ahk'? ente juga bisa buktikan 'hr' sudah disidang kasus chat dengan 'frz'? kalau gak bisa buktikan makin jelas kesimpulan saya bahwa bodoh, bahlul, dungu, pander, bego, pekok, & koclok itu ternyata emang unlimited	Generalization
Ga usah berlingdung dibalik alas an umat akan terpecah jika belio berani berhujjah. Jangan piker semua umat islam itu seperti kaum 212	Generalization
Iya tau, ilmu situ cuma nyebar hoax, tanpa cek sumbernya	Generalization
Mulut nyinyiran emang ciri-ciri ustad ye? kaya gini disebut ustad? Gak ngaca nih sebelum ngebacot	Generalization
'hr' sudah beberapa kali menghadapi, tapi banyak tidak terbukti, sehingga selalu dicari dan dibuat-buat. Makanya jangan buta dan tuli broot.	Designation of minorities
Waduh aku yang tinggal di belantara Kalimantan Timur di tanah Dayak jadi tersungging	Designation of minorities
Enak aja pake bawa-bawa Kalimantan, aku di pelosok Kaltim lo 'adr'. Tapi aq ga se bego dy juga kalii.. ralat itu!	Designation of minorities
Skali lagi, pliiis jangan katakan Kalimantan ndeso, katrok, dan sekawanannya yg	Designation of minorities

lain yaaa.

The following is an explanation of the text which is considered to contain prejudiced language.

4.1 Comparison

Comparisons are included in the types of discourse strategies, rhetorical operations, or rhetorical tools. The language data showing the comparison strategy are in the following sentences:

1. Tentu sikapnya akan sama dengan Abu jahal dan Abu lahab (Sc. 61).
2. Nanti kalo ditangkap beneran mewek, kayak anak kecil minta permen, katanya didzolimi, wkwkwk (Sc. 61).
3. Daripada taqlid buta seperti serdadu ISIS kepada Baghdadi. Jadi malapetaka bagi sesama muslim dan seluruh umat manusia (Sc. 75).
4. Inilah bedanya *Airsickness Bag* (kantong muntah) dengan pekerja professional. Kantong muntah tak akan pernah berisi barang yang bermanfaat kecuali sampah, muntah, atau (otak) kosong. Kantong muntah gerindra ini ga akan senang dengan capaian seterunya. (Sc. 77)
5. Buntelan kentut. (Sc. 80)
6. Abunawas. (Sc. 84)
7. Tapi kalo gubernurnya model asu ini yang ga ngaruh. (Sc. 87)
8. Tomat gila dari wahabi yang mengaku NU. (Sc. 139)

In the first sentence, the context of the sentence tells about the comments of netizens about the current government's performance. The use of the words *Abu jahal* and *Abu lahab* to describe the current government's performance shows the negative prejudice of speakers against the government. Author status (hereinafter referred to as speaker) equates government with *Abu jahal* and *Abu lahab* who is generally known as a figure who hates Islam. Therefore, speakers have negative prejudice against the government by thinking that the government hates Islam. The comparison strategy marker in the sentence is indicated by the word *akan sama dengan*.

In the second sentence, the context on the status is about the negative prejudice of netizens who think that almost all ustad are timid. The ustad who are caught in certain cases is considered like children who when arrested will be afraid and cry. Speakers of this status compared the attitude of the ustad who were involved in certain cases with the attitude of small children who were afraid and would cry if they had been arrested. The word used by speakers to show the comparison strategy is the word *kayak*.

In the third sentence, the context of the situation in the emergence of this status is the negative prejudice of status owners who think that some Muslims are already doctrine such as cruel ISIS soldiers so that it can wreak havoc on other Muslims with the doctrine of violence that some Muslims adhere to. The speaker's negative prejudice in the third sentence is indicated by word usage *taqliq buta* and *serdadu ISIS*. The use of the comparative discourse strategy in the three sentences is marked with the words *seperti*.

In the fourth sentence, the context of the sentence is about the comments of netizens who compare the performance of a political figure with a minister. The political figure is likened to a vomiting bag (*airsickness bag*), while the minister is likened to a professional worker. In this sentence, the speaker appears to have negative prejudice against political figures who are flown like vomiting bags, who only accommodate useless things. The speaker's negative prejudice was further strengthened by the speaker's behavior comparing the political figure with a minister whom he considered a professional. The use of the comparative discourse strategy in the fourth sentence is indicated by the words *dengan*.

In the fifth sentence, the context of the sentence is about netizen comments equating a political figure with *buntelan kentut*. Word *buntelan kentut* shows the speaker's negative prejudice against a political figure in Indonesia who he deems useless as such *buntelan kentut*. In this sentence, the marker of the comparative discourse strategy is a nickname.

In the sixth sentence, the context of the sentence is about the performance of an official. The official is likened to something like *Abunawas* cunning and resourceful for his own sake. The use of words *abunawas* in this status shows the negative prejudice of speakers who consider the official to be sneaky and have lots of evil thoughts *abunawas*. The use of the comparative discourse strategy in this status uses nicknames.

The seventh sentence has a context about the performance of an official. The official is likened to an *asu* or an animal that doesn't know itself and doesn't know anything. Speakers have a negative prejudice against these officials which is expressed by the use of the words *Asu*. In this sentence, the comparative discourse strategy is embodied by nicknames.

In the eighth sentence, the context of the sentence is about a religious figure or an *ustad* who always makes controversial opinions. The status owner shows his negative prejudice against the *ustad* by calling him the word *Tomat Gila*. Word *Gila* shows that the speaker thinks the *ustad* is like a madman. In this sentence, the comparative discourse strategy is embodied by nicknames.

Of the eight sentences that show the comparative discourse strategy, four of them use the words *dengan*, *kayak*, and *seperti*. The next four sentences which mark the comparative discourse strategy are manifested in the words *buntelan kentut*, *abunawas*, *asu*, and *tomat gila*. Word *dengan*, *kayak* and *seperti* is a particle word, while a word *buntelan kentut*, *abunawas*, *asu*, and *tomat gila* can be classified as a metaphorical nickname. These nicknames tend to be mocking.

As for the tendency of the language function that is seen to be used is the function of notifying in sentences 1, 2, 3, and 4. This is because sentences 1, 2, 3, and 4 tend to provide information to readers of status or comments. For sentences 5, 6, 7, and 8, it can be seen that the use of functions indicates the use of negative nicknames so that the function of the sentence shows the hatred of the speaker or status maker.

4.2 Generalization

Generalization is one type of rhetorical device strategy. The use of generalizations to express good or bad judgments or assumptions is usually based on good or bad prejudice about ideas or general conclusions from events, things, and so on. Language data that contains generalizations are in the following sentences:

1. Itu perlawanan. Mana katanya salah tapi kok tidak bisa menangkap? Itu artinya penguasa dan petinggi saat ini kurang dipercaya sama dunia. (Sc. 59)
2. Sekarang ada pengadilan yang tidak mendengarkan saksi dan yang dituduh, untuk apa dipatuhi, wong pelaku pengadilannya tidak bisa netral beneran. (Sc. 65)
3. Haduh 'Rdy', bisa kamu buktikan saya fanatic sama 'ahk'? ente juga bisa buktikan 'hr' sudah disidang kasus chat dengan 'frz'? kalau gak bisa buktikan makin jelas kesimpulan saya bahwa bodoh, bahlul, dungu, pander, bego, pekok, & koclok itu ternyata emang unlimited. (Sc. 74)
4. Ga usah berlindung dibalik alasan umat akan terpecah jika belio berani berhujjah. Jangan pikir semua umat islam itu seperti kaum 212. (Sc. 76)
5. Iya tau, ilmu situ cuma nyebar hoax, tanpa cek sumbernya. (Sc. 139)
6. Mulut nyinyiran emang ciri-ciri ustad ye? kaya gini disebut ustad? Gak ngaca nih sebelum ngebacot. (Sc. 148)

The context in the first sentence is about a religious figure who is named a suspect in a case but has not returned to Indonesia until now. This first sentence is the status of netizens who support this religious figure. The speaker shows his negative prejudice against the government by saying '*penguasa dan petinggi saat ini kurang dipercaya sama dunia*'. The use of words *ini artinya*, *kurang dipercaya*, and *dunia* shows that speakers generalize the image of a government that is not trusted by the world so that until now the ulama case has not been resolved. The words that indicate the use of generalization strategies are the words *artinya*.

In the second sentence, the context of the sentence is the speaker's negative prejudice against an unfair court in adjudicating a case. The use of the words *pelaku pengadilan* which is generalized as *tidak bisa netral* shows the negative prejudice of speakers who consider all courts to be untrustworthy. In the third sentence, the context is the opinion of a netizen who considers and generalizes supporters of the government opposition as people *bodoh*, *bahlul*, *dungu*, *pander*, *bego*, *pekok*, & *koclok*. The generalization strategy in this sentence is characterized by the words *kesimpulan*.

In the fourth sentence, the context is a netizen's negative prejudice about nature *kaum 212* who is currently seen as supporters of the government's opposition. *Kaum 212* in the context of this sentence is generalized as ignorant. Hence the use of the word *kaum 212* in this sentence has a negative meaning.

In the fifth sentence, the context of the sentence is the negative prejudice of a netizen who considers and generalizes a group as a group that spreads hoaxes or fake news. The use of words *Cuma nyebar hoax* in the sentence shows negative perceptions and generalizations of speakers to a group. In the sixth sentence, the context is about the negative prejudice of a netizen who thinks some ustad has a habit of talking too much (*nyinyir*). The use of the words *nyinyir* which refers to the characteristics of ustad shows generalization and negative prejudice of speakers towards some ustad.

From the six examples of generalization strategies above, in the first and third sentences, the generalization strategy is realized in words *artinya* and *kesimpulan* which fall into the noun word category. As for sentences two, four, five, and six, there is a comparison and a comparable. The comparator referred to here is the subject which is generalized by the words comparable. This can be seen in table 2 as follows:

Table 2. Word comparable

Comparison	Incomparable
Pelaku pengadilan	Tidak bisa netral
Semua umat Islam	Kaum 212
Ilmu situ	Nyebar hoax
Mulut nyinyir	Ciri-ciri ustad

In table 2, it can be seen that the subjects who are in the comparison section are generalized to the comparison section. Therefore, the generalization discourse strategy is embodied with nouns, as well as comparative and comparable structures. In the generalization discourse strategy, it can be seen that the language function used is the informing function. In all examples of generalization strategies, it appears that sentences contain only information to inform the reader of the speaker's negative opinion.

4.3 Designation of Minorities

The appointment of the minority belongs to the expression of prejudice. Minority designations are usually indicated by a label that refers to something. The use of minority designations tends to contain negative prejudice. The designation of the minority is contained in the sentence;

1. 'hr' sudah beberapa kali menghadapi, tapi banyak tidak terbukti, sehingga selalu dicari dan dibuat-buat. Makanya jangan buta dan tuli broot. (Sc. 66)
2. Waduh aku yang tinggal di belantara Kalimantan Timur di tanah Dayak jadi tersungging. (Sc. 96)
3. Enak aja pake bawa-bawa Kalimantan, aku di pelosok Kaltim lo 'adr'. Tapi aq ga se bego dy juga kalii.. ralat itu!. (Sc. 97)
4. Skali lagi, pliiis jangan katakan Kalimantan ndeso, katrok, dan sekawanannya yg lain yaaa. (Sc. 101)

In the first sentence, the designation of the minority is indicated by the word *buta* and *tuli*. Despite the use of words *buta* and *tuli*, it does not refer to people who are blind and deaf in the true sense, but in the context of the first sentence, it still contains negative prejudices from speakers who think of government supporters as people who *buta* and *tuli*.

In the second, third, and fourth sentences, the designation of the minority is indicated by the word *Kalimantan Timur*, *kaltim*, and *Kalimantan ndeso dan katrok*. Speakers in sentences two, three, and four feel offended by the general public's perception of East Kalimantan as an underdeveloped area. Most of the people still have a negative prejudice that East Kalimantan is an underdeveloped and underdeveloped area. From the four examples of strategies for appointing minorities, it can be seen that strategies for appointing minorities can be realized with adjectives (*buta, tuli*) as well as by mentioning the name of the place or tribe (*Kalimantan Timur, Dayak*). In the strategy of appointing minorities, the language function used is the function of informing because the four sentences that are examples contain information that the speaker wants to tell the reader.

Based on the linguistic data that has been analyzed, the discourse strategy of comparison, generalization, and appointment of minorities shows that all the examples analyzed contain negative prejudice. The types of negative prejudice found were religious prejudice and political prejudice, so that religious and political prejudice became a

common theme on Indonesian social media, especially Facebook. The language function used is the function of informing and showing the purpose.

5. Conclusion

From the analysis, it can be concluded that the language contained in the status or comments of netizens on Facebook is inseparable from prejudice. The type of language strategy used is comparison, generalization, and designation of minorities. The research results also show that all types of discourse strategies, be it comparisons, generalizations, or designations of minorities, tend to be used to show negative opinions. Therefore, the strategy of comparison, generalization, and appointment of minorities in social media Facebook only shows negative prejudice. The language function used is the function of informing and showing goals.

Reference

- Ahyad, M. Ravii Marwan. "Analisa Penyebaran Berita Hoax Di Indonesia." *Jurnal*, 2017.
- Augoustinos, Martha, and Danielle Every. "The Language of 'Race' and Prejudice: A Discourse of Denial, Reason, and Liberal-Practical Politics." *Journal of Language and Social Psychology*, 2007, doi:10.1177/0261927X07300075.
- Bilewicz, Michal, et al. "When Authoritarians Confront Prejudice. Differential Effects of SDO and RWA on Support for Hate-Speech Prohibition." *Political Psychology*, 2017, doi:10.1111/pops.12313.
- Bin-Tahir, Saidna Zulfiqar, Muhammad Amri, Andi Mukarramah Nagauleng, Amirah Diniaty, and Ibnu Hajar. "The Social Media Use For Digital Natives: Parenting Model Of Muslim Cleric Families." *International Journal of Scientific & Technology Research* 8, no. 11 (2019): 2871-2874.
- Bissell, Kim, and Scott Parrott. "Prejudice: The Role of the Media in the Development of Social Bias." *Journalism and Communication Monographs*, 2013, doi:10.1177/1522637913504401.
- Bugis, Riki, et al. "Workers in the Namlea Market." *International Journal of Scientific & Technology Research*, vol. 8, no. 9, 2019, pp. 2044–47, <http://www.ijstr.org/final-print/sep2019/Workers-In-The-Namlea-Market.pdf>.
- Ervina, Anis, et al. "The Relationship of Patterns Use of Time and Income Family with Juvenile Delinquency in Junior High School Students at Lebak Distric." *International Journal of Scientific & Technology Research*, vol. 8, no. 10, 2019, <http://www.ijstr.org/final-print/oct2019/>.
- Frost-Arnold, Karen. "Social Media, Trust, and the Epistemology of Prejudice." *Social Epistemology*, 2016, doi:10.1080/02691728.2016.1213326.
- Hendriyani, et al. "Children's Media Use in Indonesia." *Asian Journal of Communication*, 2012, doi:10.1080/01292986.2012.662514.
- Jung, Sun, and Doobo Shim. "Social Distribution: K-Pop Fan Practices in Indonesia and the 'Gangnam Style' Phenomenon." *International Journal of Cultural Studies*, 2014, doi:10.1177/1367877913505173.
- Lionardo, Andries, et al. "An Effectiveness Model of Service Policy of Building Permit (IMB) Based on a Green Spatial Environment in Palembang City." *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 2020.
- Molaei, Hamideh. "Discursive Opportunity Structure and the Contribution of Social Media to the Success of Social Movements in Indonesia." *Information Communication and Society*, 2015, doi:10.1080/1369118X.2014.934388.
- Mu'adi, Sholih, et al. "Transfer of Function Agricultural Land." *Proceedings of the International Conference on Industrial Engineering and Operations Management*, vol. 0, no. March, 2020, pp. 2568–74.
- Nawawi, Mansyur, et al. "The Village Kalesang Program as a Poverty Alleviation Community." *International Journal of Scientific and Technology Research*, vol. 9, no. 3, 2020, pp. 3103–07.
- Novitasari, Rifni, et al. "The Existence of Waranggana in Tayub Ritual." *International Journal of Scientific & Technology Research*, vol. 8, no. 10, 2019, <http://www.ijstr.org/research-paper-publishing.php?month=oct2019>.
- Rachman, Syaiful, et al. "Semiotic Analysis of Indigenous Fashion in The Island of Buru." *International Journal of Scientific & Technology Research*, vol. 8, no. 8, 2019, pp. 1515–19, <http://www.ijstr.org/final-print/aug2019/Semiotic-Analysis-Of-Indigenous-Fashion-In-The-Island-Of-Buru.pdf>.
- Romlah, Siti Novy, et al. "Qualitative Study Factors Triggering Gay Characteristics in Gay Groups in Palmerah District West Jakarta." *Proceedings of the International Conference on Industrial Engineering and Operations Management*, vol. 0, no. March, 2020, pp. 2535–40.
- Scharrer, Erica, and Srividya Ramasubramanian. "Intervening in the Media's Influence on Stereotypes of Race and Ethnicity: The Role of Media Literacy Education." *Journal of Social Issues*, 2015, doi:10.1111/josi.12103.

- Staerklé, Christian. "Political Psychology." *International Encyclopedia of the Social & Behavioral Sciences: Second Edition*, 2015, doi:10.1016/B978-0-08-097086-8.24079-8.
- Sujarwoto, Sujarwoto, et al. "A Tool to Help or Harm? Online Social Media Use and Adult Mental Health in Indonesia." *International Journal of Mental Health and Addiction*, 2019, doi:10.1007/s11469-019-00069-2.
- Suwana, Fiona, and Lily. "Empowering Indonesian Women through Building Digital Media Literacy." *Kasetsart Journal of Social Sciences*, 2017, doi:10.1016/j.kjss.2016.10.004.
- Syuhada, Ahmad Anshorimuslim, and Windy Gambett. "Online Marketplace for Indonesian Micro Small and Medium Enterprises Based on Social Media." *Procedia Technology*, 2013, doi:10.1016/j.protcy.2013.12.214.
- Umanailo, M. Chairul Basrun. "Dominance of Economic Capital." *International Journal of Scientific and Technology Research*, 2020.
- We Are Social & Hootsuite. "Indonesia Digital Report 2020." *Global Digital Insights*, 2020.
- Widiyanto, Nur, et al. "Exploring Information Quality Dimensions of Government Agency's Information Services through Social Media: A Case of the Ministry of Education and Culture in Indonesia." *Electronic Government*, 2016, doi:10.1504/EG.2016.078421.
- Yusuf, Salma, et al. "Village Institution Relations in the Utilization of Village Funds in Namlea District." *International Journal of Scientific & Technology Research*, vol. 8, no. 8, 2019, <http://www.ijstr.org/research-paper-publishing.php?month=aug2019>.

Biography

M Chairul Basrun Umanailo has worked as a Lecturer at Iqra Buru University since 2011 until now he is still active in the University's academic activities. has served as head of the Centre for Planning and Community Development Studies (PSP2M) since 2018. Completed his master's program at Sebelas Maret University in 2016, is currently still completing research on the conversion of agricultural land functions.

A.Yusdianti Tenriawali is a lecturer at Indonesian Literature Department of Universitas Iqra Buru, Indonesia. His areas of interest and research include linguistics, Indonesian, and gender. He graduated from Universitas Negeri Makassar in Indonesian Linguistics and graduated her master degree from the State University of Hasanauddin Makassar in Indonesian Linguistics. SHE has published some articles in Linguistics and gender. He had become a member of ADRI.

Kaharuddin is a lecturer in Indonesian Literature who started serving on March 3, 1991, now. He teaches Indonesian Language, Indonesian Language Morphology, Indonesian Language Syntax, Indonesian Language Semantics, and Indonesian Language Problems. The research field that has been carried out is in the field of language with the Morphology and Dialectology approach. Among the research that has been carried out are "Makassar dialect as a marker of politeness in Indonesian" and "Rules for the Formation of Indonesian Verbs"

Johana Tandisalla is a lecturer in Horticultural Crop Production Technology at Polytechnic of Perdamaian Halmahera, Tobelo, North Halmahera, Indonesia. Her areas of interest and research include the agriculture, livelihood, and community development. She is actively teaching and researching in current issues concerning in sustainable agriculture, community development.

Electronita Duan is a lecturer in Business Management at Polytechnic of Perdamaian Halmahera, Tobelo, North Halmahera, Indonesia. Her areas of interest and research include the business management, agribusiness and community development. She is actively teaching and researching in current issues concerning in agribusiness, small enterprise and community development.

Busyairi Ahmad is a lecturer in the department of sociology at the faculty of social and political science, Yapis Biak Institute of Social and Political Sciences. The field of study is the sociology of education. The daily activities are teaching and researching social problems, especially sociology.

Hamja Bonso is a lecturer in the department of governmental science at the faculty of social and political science, Yapis Biak Institute of Social and Political Sciences. The field of study is the science of government. The daily activities are teaching and researching social problems, especially the science of government.