

Dynamics of Hate Speech in Media Politics Social: Analysis of Fufufafa's Case Footprint on Facebook

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Article Info	ABSTRACT
Keywords: Hate Speech, Social Media, Facebook, Social Polarization, Content Analysis.	Social media has become a platform that facilitates global interaction instantly. However, with this ease of access, the phenomenon of hate speech has emerged that affects political and social dynamics. The study analyzed the trail of "Fufufafa" cases on Facebook, focusing on the impact of hate speech in political discourse on social media. The study aims to understand how hate speech is spread and received by Facebook users, as well as its impact on social polarization. Using a content analysis approach, this study identifies communication patterns related to hate speech in the case, as well as how social media reinforces those narratives. The findings suggest that hate speech is often used as a political tool to mobilize support, incite hatred, and exacerbate social polarization. The study also highlights the role of social media algorithms in accelerating the spread of negative content and increasing exposure to certain groups. Thus, the results of this study are expected to provide insight for policymakers in dealing with the problem of hate speech in the digital space, especially in the political context on social media.
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INTRODUCTION

Social media has become an important part of the life of modern society. The role of social media allows everyone to participate in the global conversation instantly because it is easily accessible and interactive. One of the social media sites that was once famous in its time was Facebook. Facebook was first introduced by Mark Zuckerberg, in February, 2004. Facebook is a social networking site that allows its members to share information, opinions, and personal media. As the old traditional social communication nets began to fade, Facebook ushered the "world of privacy" back into the middle of our "world of community". So it's no wonder that Facebook is a place to pour out your heart and at the same time a place to steal attention.

However, behind this advantage, various social problems began to emerge, one of which was the spread of hate speech. Hate speech can mean an act of communication carried out by an individual or group in the form of provocation, incitement, or insult to another individual or group. Hate speech usually concerns aspects, race, skin color, gender, disability, sexual orientation, nationality, religion, and others. Hate speech can occur due to a lack of understanding for a group of people, including negative thoughts attached to a certain group, when the group of people does not understand cultural differences and others, the group of people reacts with hatred.

In response to this, ethics in the use of social media is very necessary. Although communication takes place in the virtual world and the medium of communication is represented by text, there is still a need for standard rules based on the rules of communication and/or inter-individual relationships as it does in the real world.

In this case study, it discusses the groped kaskus platform account belonging to the vice president of the Republic of Indonesia, Gibran Rakabuming Raka, which went viral again on the Twitter application. However, over time this news spread to all digital platforms such as Facebook, Tiktok, Instagram, and others. The kaskus account belonging to "Gibran", or commonly referred to as "Fufufafa" went viral because he criticized and hurled harsh words at prominent Indonesian figures, including the 6th President of the Republic of Indonesia Susilo Bambang Yudhoyono (SBY) to the 2024 president-elect, namely Prabowo Subianto. In fact, the account owner blatantly threw rude and indecent words in his post.

METHOD

In the social paradigm, society is seen as a stand-alone reality or fact, regardless of whether individuals like it or not. This case is analyzed through social media interactions, such as Facebook which is a platform where social media interaction, such as Facebook which is a platform where interactions between users have a certain meaning. In the case of Fufufafa and Prabowo, Fufufafa's statement became a political meaning in the form of satire or criticism that was conveyed and caused various kinds of negative perceptions and even hatred.

This paradigm also views that hate speech often occurs due to power conflicts between groups or individuals, in this case between supporters of Gibran (the suspected owner of the fufufafa account) and Prabowo. This social media allows for political conflicts, and involves hate speech that has an impact on social and political tensions.

In the world of politics, conflicts often occur because politics is an arena of interests. Unfortunately, the current reality shows that political ideology in Indonesia is no longer in harmony

with the noble values stated in Pancasila and other ideologies. Politics that loses direction and substance due to the absence of ideology will give birth to politics of nature or behavior that focuses on results. As a result, the paradigm of society views politics solely as measured by money, which ultimately damages the image of democracy and destroys its essence. In this context, hate speech politics is often considered an expression of ideological differences between two opposing camps. These differences are often not managed in a healthy manner, triggering differences in views. In this case, social media serves as a tool to communicate and reinforce the attitude.

The approach that is in accordance with the theme "Dynamics of Hate Speech in Social Media Politics: An Analysis of the Footprint of the Fufufafa Case on Facebook" is to use a qualitative approach. This research is descriptive and tends to use analysis. This approach focuses on a deep understanding of hate speech phenomena in a broader social context. This approach seeks to understand how hate speech emerging on the Facebook platform reflects dissatisfaction with issues of social injustice. Using analysis and content, the author will examine in depth various hate speech to identify patterns, narratives, or themes related to social injustice. In addition, this approach also involves exploring the experiences, views, and perspectives of Facebook users, whether they are victims, perpetrators, or observers of hate speech. Through in-depth interviews and observations, the author was able to explore the subjective meaning contained in hate speech on social media.

The subject of the research for the "fufufafa" case in the context of hate speech is Facebook users or netizens, this research focuses on how Facebook users interact with this content, especially in the case of the "Fufufafa" account that comments on Prabowo. Analytics are viewed and participation, comments, reactions and political views influence the way we communicate on social media. In addition, it also focuses on in-depth interviews with Facebook users who follow the case. Then by analyzing discourse, and participatory observation of how the phenomenon of hate speech occurs and is perceived by the actors or actors involved.

The object of this research is in the form of an article on Facebook discussing the case of insults given by the Fufufafa account which was then thrown at several well-known Indonesian figures, one of which is the 8th president of the Republic of Indonesia, namely Prabowo Subianto. As well as public reactions expressed through hate speech on Facebook media related to the case.

The source of this research includes articles accessed through the Facebook page. By utilizing this platform, researchers can easily collect data related to hate speech issues and issues. In addition, this research is also based on other sources such as books, national journals, and international journals that are relevant to the case. The combination of these various data sources provides a more comprehensive perspective, assisting researchers in analyzing how these articles interact with public opinion as well as how hate speech is well addressed.

The data collection techniques in this study include analysis of the content of articles from the Facebook page, observation of comments, and interviews with digital media users who know about the case. In addition, data is also collected from various sources such as books and journals related to this topic. This method aims to obtain diverse data.

The data analysis in this study uses a qualitative approach. The research focuses on an in-depth understanding of the social, legal, and communication phenomena that occur in such cases. The qualitative approach allows researchers to explore a variety of perspectives and experiences of individuals, especially related to the perception of hate speech and the social impact arising from these cases.

Data verification is carried out by evaluating and re-examining the data that has been collected to ensure the accuracy of the analysis. Researchers also involve several colleagues as part of the feedback process, where their opinions provide additional perspectives that are useful for enriching the case analysis.

This research was carried out from October 5 to November 7, 2024, with a focus on data collection and verification. This process is carried out systematically so that the data can be analyzed and summarized thoroughly

RESULTS AND DISCUSSION

Data findings on the dynamics of the spread of hate speech in the Fufufafa case on Facebook and its influence on public opinion in politics.

Currently, the existence of the phenomenon of hate speech on social media has become a significant subject of attention. The media has an important role in complicating political challenges. The presence of social media affects trust and perception of certain identity groups. Social media such as Facebook, WhatsApp, Twitter, Instagram, and so on are often used as a forum for someone to pour out their feelings until they forget their emotions. The excessive use of social media and the lack of awareness of ethics in interacting on social media have raised various problems, including an increase in hate speech. *Language crime* includes hate speech, hoaxes, conspiracies, false statements made based on oaths, threats, bribes, and other crimes involving language. Hate speech is defined as writing or conversation that is discriminatory so that it can incite others to commit inappropriate actions against certain individuals or groups. Hate speech is understood as any word, deed, or writing that a person or group uses to provoke, insult, or incite a person or group with the aim of cornering them.

Based on this, in this study, the author highlights the phenomenon of hate speech that occurs on social media, especially the news spread on the Facebook platform, focusing on the "Fufufafa" kaskus account which is predicted to belong to the vice president of the Republic of Indonesia, Gibran Rakabuming Raka. The crowded discussion related to the issue of the account which insulted several well-known Indonesian figures, made netizens aggressively provoke and corner it.

The case of Fufufafa on Facebook is a reflection of how hate speech on social media can influence public opinion in the political context in Indonesia. This anonymous account uploads a lot of content that contains sharp and often unethical criticism of various political figures, thus provoking emotional responses from other users.

Fufufafa's account has caused various reactions in the community. The public assumes diversity. Some assume that it is a form of political satire, while others consider the post as a form of hatred and personal attacks on political opponents. Some political observers consider that the account illustrates poor communication ethics on social media and low digital literacy among the public.

Fufufafa's account is also considered to damage the image of Indonesian democracy, because it shows a discriminatory attitude and demeans certain parties. This not only increases polarization in society but also creates the perception that politicians who may be associated with these accounts lack credibility. As a result, the public tends to negatively assess political figures or groups that are considered to spread hate speech, undermine trust in the political process, and disrupt a healthy democratic climate.

Forms of hate speech that emerged in the case of Fufufafa on Facebook in a political context.

In the case of "Fufufafa" which refers to hate speech on Facebook in a political context, the forms of hate speech that often appear include several main patterns: Personal Attacks on Political Figures: Hate speech often focuses on negative characterizations or personal insults towards specific political figures. Comments like these often include physical, intellectual, or moral ridicule that targets individuals, not the ideas or policies they are upholding.

Spread of Hoaxes and Disinformation: In a political context, hoaxes that corner figures or groups are often used to cause hatred. Incorrect or distorted information is often disseminated with the aim of causing anger or fear against other groups.

Use of Provocative Language and Conflict Triggers: Comments or statuses that are deliberately created to provoke emotion or provoke, for example by using abusive, hyperbolic, or derogatory language that could invite debate and hostility.

Here are examples of hate speech forms of the Fufufafa account that went viral on Facebook:



Images of hate speech on Fufufafa's kaskus account that went viral on Facebook

DISCUSSION

Patterns of the spread of hate speech in influencing public opinion towards politics

In the pattern of the spread of hate speech in the fufufafa case, it illustrates how this speech spreads quickly and widely through social media. Social media, especially facebook provides an interactive *platform* that allows individuals or groups to share information, communicate, and engage in a variety of ways. The hate speech spread by this account is not only criticism of the government but also includes discriminatory and personal elements.

Through the analysis of *the hate speech theory of the impact of hate speech* spread through the Fufufafa account against the 8th president of the Republic of Indonesia, Prabowo Subianto, which has spread to the Facebook platform, can strengthen the division between supporters and opponents of political figures, creating a deep chasm that divides society with political goals. The case sparked a conflict between pro-Gibran and anti-Gibran (suspected by the owner of the Fufufafa account), and muddled a political atmosphere that made it difficult for a healthy dialogue.

Hate speech against political figures also has an impact on public credibility and trust in the political system. The public can see figures like Gibran (who is suspected of being the owner of the Fufufafa account) as untrustworthy, which lowers trust in the democratic process as a whole.

The use of provocative language on social media triggers an emotional reaction, both from those who support and oppose. This creates opposites in the public space, exacerbating social divisions between different groups.

Behaviors or ideas that are constantly repeated form a general perception. Personal attacks, hoaxes, and provocative language that constantly reinforce the negative view of the political figure being attacked. According to the results of the interviews we obtained, criticism containing hate speech on Fufufafa's account can reinforce negative public sentiment towards him. This is in line with *hate speech theory*, which explains that hate speech not only harms the target personally, but also has a wide social impact. For example, negative remarks or satire related to Fufufafa's account shared on social media can form stigma and negative perceptions, both on the person and his role in politics. The harsh public reaction on Facebook also shows how hate speech on social media can move public opinion, potentially even affecting Gibran's relationship (who is suspected of being the owner of the Fufufafa account) with Prabowo's supporters who may feel offended.

According to Nur Faradilah as a speaker, the community has considered this hate speech to be unrest, to be divided. Through the theory presented, the hate speech theory illustrates how hate speech can be an effective tool to manipulate public opinion in a political context. Through social media such as Facebook, hate speech spreads quickly and widely, allowing the formation of a systematic negative perception of certain political figures.

According to Anisya Septiawati Purnomo as a speaker, the hate speech uploaded on the Fufufafa account has caused an uproar in the community. Regarding the owner of the account that is not yet clearly known, but there has been a lot of evidence that has been revealed about the original owner of the Fufufafa account. The spread of this hatred greatly affects public opinion on public trust, especially in the government.

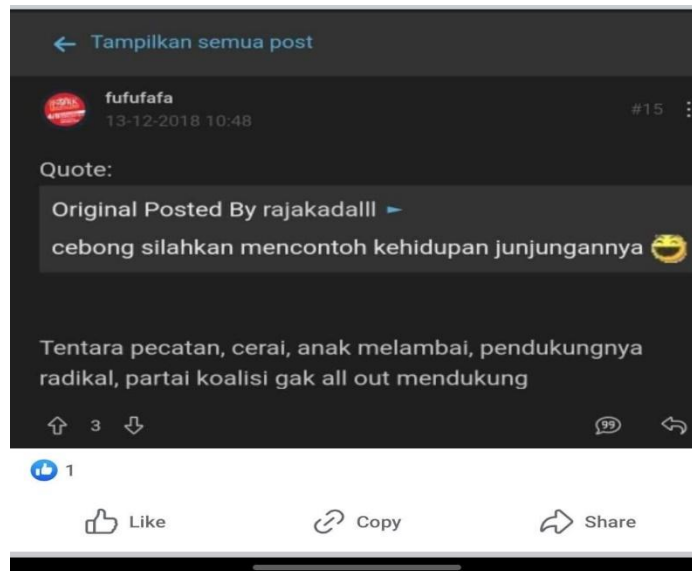
Analysis of forms of hate speech in the case of Fufufafa

In a political context, hate speech is often used to attack certain groups or political opponents with the aim of discrediting, stigmatizing or degrading them, which can ultimately lead to social

polarization or even violence. In this result, several uploads were found that contained types of hate speech, such as insults, defamation, spreading fake news, and incitement.

Humiliation

According to the Great Dictionary of the Indonesian Language (KBBI) Edition V of 2016, the word "contempt" has a low meaning in position, rank, or dignity. Meanwhile, "insult" is defined as a process, method, or action that aims to demean or insult someone or something. Based on this understanding, indicators of insults in hate speech include acts that hurt the feelings of a person or institution and actions that degrade the dignity of the party.



Examples of insults in Fufufafa kaskus accounts

An indicator of insult is offending and degrading others. From the description of the image above, it can be seen that the Fufufafa account offended with disrespectful words.

Defamation



Example of defamation in the account of the Fufufafa case

An indicator of defamation hate speech is to defame with things that are not in accordance with reality. It can be seen that Fufufafa threw an upload by mentioning Prabowo's name with a very inappropriate sentence.

In reality, the problem of defamation is complex, but the public should respect and understand the rights of individuals and be responsible for exercising freedom of speech. Juridically, law plays an important role in human social life, permeating all aspects of human interaction.

The act of defamation through electronic media is regulated in Article 27 Paragraph (3) of Law Number 11 of 2008 which has been revised to Law Number 19 of 2016 concerning Information and Electronic Transactions (UU ITE). The article states that any individual who intentionally and without rights disseminates, sends, or becomes accessible electronic documents or electronic information that contains insults or defamation, can be subject to criminal sanctions.

In this context, perpetrators who deliberately write or say words that insult or defame others through electronic media can be criminally punished. The fine sanctions that can be given are regulated in Article 45 Paragraph (1) of the ITE Law, which states that perpetrators who meet the elements of violation as regulated in Article 27 Paragraph (1), Paragraph (2), Paragraph (3), or Paragraph (4) of the ITE Law can be sentenced to imprisonment with a maximum duration of six years

Spreading fake news

The spread of fake news or hoaxes is the act of disseminating information that is not in accordance with reality or actual facts. Indicators of this act include the delivery of false information to individuals or groups, either about people, institutions, or events, as well as actions that can cause harm to other parties.



Examples of insults in Fufufafa kaskus accounts

An indicator of the type of fake news or *hoax* is untrue or false information that is disseminated. *Hoaxes* aim to create public opinion, lead public opinion, shape perceptions as well as having fun which tests the intelligence and meticulousness of internet and social media users. The purpose of spreading hoaxes is varied, but in general, hoaxes are spread as jokes or just a prank, bringing down competitors (*black campaigns*), promoting with fraud, or invitations to do good deeds that actually have no clear evidence in them.

The post from Fufufafa's account is considered a hoax because there is no clear evidence regarding the truth of the claim that President Prabowo's son has a sexual disorder, as mentioned in the upload.

Sedition

This incitement aims to bring down the good name of the legal subject and the legal entity or business entity so that the parties concerned feel disadvantaged in terms of morals and material. The hate speech of defamation found from the results of this analysis is related to legal subjects such as the fufufafa case.



Examples of insults in Fufufafa kaskus accounts

An indicator of incitement is to arouse a person's heart to be angry and take action according to the speaker's expectations.

According to Nur Faradilah as a speaker, hate speech, such as the one found in the case of Fufufafa's account, shows how derogatory or defamatory statements can damage social relations and exacerbate polarization in society. When a piece of content is disseminated without ethical considerations, it not only creates a disadvantage for the insulted individual, but also damages the image of the social media platform itself. Therefore, it is important to increase awareness of digital literacy and legal knowledge among internet users, so that they can be more responsible in using freedom of speech.

In addition, although there are regulations governing hate speech in Indonesia through the ITE Law, its implementation and enforcement often face major challenges, especially due to the identity of the perpetrators who are often hidden behind online anonymity. Therefore, it is necessary to strengthen supervision and stricter sanctions to prevent the abuse of freedom of expression that harms many parties.

According to Anisya septiawati purnomo as a speaker, in the case of Fufufafa, there needs to be an effort to strengthen public awareness about the importance of communication ethics on social media. Although freedom of expression is protected, this freedom must also be balanced with the responsibility not to harm others. Social media users should be given a better understanding of the long-term impact of hate speech on individuals, groups, or even countries as a whole.

Developing policies that support education about digital literacy, as well as encouraging the active role of social media platforms in monitoring and addressing hate speech, is also very important. Platforms such as Facebook, Twitter, and Instagram have reporting mechanisms in place, but they still often face difficulties in cracking down on perpetrators of widespread hate speech. In addition, collaboration between the government, non-governmental organizations, and the general public is essential to create a healthier and more productive social media environment

CONCLUSION

Based on the phenomenon studied, it can be concluded that hate speech on social media, as happened in the case of the "Fufufafa" account on Facebook, has a significant impact on public opinion and the political atmosphere in Indonesia. This case shows how social media can be a place for individuals or groups to express criticism or even personal attacks on certain figures, which are often unethical. This indicates the low awareness of ethics and digital literacy among the public in interacting in the digital space.

Hate speech spread on social media not only results in polarization, but also damages the image of Indonesian democracy by showing a discriminatory attitude and lowering the credibility of figures who are considered to be involved. Negative perceptions of political actors associated with such accounts can undermine public trust in a healthy political process and potentially disrupt democratic stability. Therefore, it is important for the public and political actors to improve digital literacy, understand communication ethics on social media, and take responsibility for every content uploaded or commented on in order to create a healthier and more harmonious environment in the digital public space.

In the case of the "Fufufafa" account on Facebook, hate speech in a political context can be identified through certain patterns that exacerbate the democratic climate on social media. The main forms of hate speech that often appear include personal attacks on political figures, the spread of hoaxes and disinformation, and the use of provocative language that triggers conflict. Personal attacks target political figures directly, including physical, intellectual, or moral taunts, distancing the discussion from the essence of policy. Hoaxes and disinformation are used to create unfounded negative sentiments, thereby increasing polarization in society. The use of provocative language further muddies the atmosphere by provoking emotions and inviting hostility among social media users.

Overall, these patterns of hate speech not only degrade the quality of public discourse, but also threaten social cohesion and trust in a healthy political process. Overcoming this phenomenon

requires increasing digital literacy and ethical awareness among the public so that social media can become a more constructive space for political discussion and mutual understanding.

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