

# ANALYZING THE POWER OF WORDS IN BEYONCÉ'S INSTAGRAM COMMENTS

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## **Abstract :**

*This study examines speech acts and hate speech in the comment sections of Beyoncé's Instagram. It focuses on the types of hate speech directed at her. Using a qualitative approach, the research explores how hate speech functions as speech acts, especially in shaping emotional and psychological impacts. Thirty comments were collected from Beyoncé's most commented posts over six months (September 2024–February 2025), particularly during negative public controversies. Data collection involved locating her account, selecting relevant posts, reviewing comments for hate speech, and capturing screenshots. The analysis followed several steps: compiling and identifying comments, categorizing hate speech types, analyzing them with hate speech theory, interpreting the results, and concluding the findings. The study identified four main types of hate speech: insults, provocations, defamation, and offensive behavior. Results show that hate speech produces real emotional and psychological harm. These findings highlight the serious impact of online hate and the importance of addressing harmful language in digital spaces.*

**Keywords:** Emotional; Hate Speech; Instagram; Psychological

## **Abstrak :**

*Studi ini mengkaji tindak tutur dan ujaran kebencian di kolom komentar Instagram Beyoncé. Fokusnya adalah pada jenis-jenis ujaran kebencian yang ditujukan kepadanya. Dengan pendekatan kualitatif, penelitian ini mengeksplorasi bagaimana ujaran kebencian berfungsi sebagai tindak tutur, terutama dalam membentuk dampak emosional dan psikologis. Tiga puluh komentar dikumpulkan dari unggahan Beyoncé yang paling banyak dikomentari selama enam bulan (September 2024–Februari 2025), terutama selama kontroversi publik yang negatif. Pengumpulan data meliputi pencarian akunnya, pemilihan unggahan yang relevan, peninjauan komentar untuk ujaran kebencian, dan pengambilan tangkapan layar. Analisis ini mengikuti beberapa langkah: mengkompilasi dan mengidentifikasi komentar, mengkategorikan jenis-jenis ujaran kebencian, menganalisisnya dengan teori ujaran kebencian, menginterpretasi hasil, dan menyimpulkan temuan. Studi ini mengidentifikasi empat jenis utama ujaran kebencian: penghinaan, provokasi, pencemaran nama baik, dan perilaku ofensif. Hasil penelitian menunjukkan bahwa ujaran kebencian menghasilkan kerugian emosional dan psikologis yang nyata. Temuan ini menyoroti dampak serius dari kebencian daring dan pentingnya mengatasi bahasa yang berbahaya di ruang digital.*

**Kata Kunci:** Emosional; Instagram; Psikologis; Ujaran Kebencian

## **INTRODUCTION**

### **Background**

Human communication is based on language, allowing us to share ideas, feelings, and thoughts. Human language is powerful and has been transformative to our species because it gives groups of people a way to network human brains together (Laras, Kuswahono, & Setyowati, 2024; Manning, 2022; Wahyuni, Setyowati, & Probowati, 2024). Communication depends not only on

recognizing the meaning of words in utterances but also recognizing what the speakers mean by their utterances (Santia & Kurniawan, 2019). The study of pragmatics focuses on how meaning is conveyed by a speaker or writer and communicated by a listener or reader (Mufiah & Nur Rahman, 2019; Sholikhah, Setyowati, & Astutik, 2025).

Pragmatics examines how language is used within specific contexts and manners, highlighting how individuals influence language to fulfill various functions and intentions, such as giving and requesting information or assistance, thereby performing actions through their utterances (Hilma safitri et al., 2023; Revia et al., 2024). One significant research finding in pragmatics is that it examines how the listeners differentiate between the spoken message and the grammatical structure of language within a specific context, which is essential for accurately interpreting the speaker's intended meaning (Manalu et al., 2023; Septiani, 2019). One of pragmatics aspect is a Speech Acts, that examines the meanings conveyed by speakers through their actions. This implies that whenever someone speaks, they have a specific intention, which is referred to as a speech act (Wahyuningsih & Nirmala, 2020). According to (Oktaviani et al., 2022) hate speech is a type of speech act. In recent years, hate speech has increasingly gained attention in various news reports across Indonesia (Wulandari S., 2022). Hate speech manifests in various forms, such as insults, defamation, unpleasant actions, provocation, incitement, and the spread of false information, with its rise and dissemination online becoming an increasingly prevalent phenomenon (Yulianto et al., 2018).

Technological advancements enable individuals to communicate with many people simultaneously, increasing their reliance on social media for quick access to information (Sarifuddin et al., 2021; Setyowati, 2019; Setyowati et al., 2024). Social media serves as a communication platform for conveying information and is also used by the public as a space to express opinions and emotions, whether joy, happiness, sadness, hatred, or criticism (Ibrahim & Yusof, 2020). Expressions on social media carry the same impact as spoken words in real life, whether they convey positive or negative messages (Puspitasari & Okitasari, 2021).

The presence of hate speech in the comment sections of Beyoncé's Instagram posts presents a compelling subject for analysis, as the language used often carries a strong emotional and psychological impact on its target. Given the widespread attention surrounding controversies involving Beyoncé, the flood of negative comments from netizens not only affects her personally but also reflects a wider audience. This study aims to explore how hate speech functions within digital communication, uncovering the intentions behind such language, its influence on public perception, and its potential harm to individuals and communities. By analyzing these interactions, the research seeks to shed light on the power of words in shaping online discourse and the social consequences that follow.

## **Literature Review**

Pragmatics is a subfield of linguistics that explores how the meaning of an utterance is influenced by the context in which it is delivered (Eragamreddy, 2024). According to Yule (1996), pragmatics explores how speakers convey messages and how listeners interpret them (Nurdiana, 2019). The benefit of studying language through pragmatics lies in its ability to reveal speakers' intended meanings, underlying assumptions, goals, and the specific actions they are carrying out through their speech (Juwita & Inayah, 2021).

A speech act is a component of pragmatics that focuses on the study of spoken expressions or utterances (Fitria, 2019). Searle argues that every instance of language use is not just about conveying information but also involves acting (Rahman, Kuswahono, & Duwila, 2023). Austin's foundational work on speech acts reveals that every utterance is not only a means of conveying information but also a form of action, emphasizing that saying something inherently involves doing something (Sadock, 2008). According to Yule, speech acts are actions carried out through utterances, and while they may take various forms, such as apologies or requests, the same words can express different acts, just as different words can convey the same act, depending on context (Masfa Maiza & Ulya

Himawati, 2022). Searle described speech act theory as an approach that analyzes the meaning of language through the relationship between speech and the actions performed by the speaker (I.A.P.A.D.P., D.P., & I W., 2019). The speech act theory was introduced by Austin, who identified three categories of speech acts: locutionary, illocutionary, and perlocutionary (Sejati, Ningrum, Ridwan, & Handayani, 2024).

Victims of hate speech may experience anxiety, distress, and fear that online threats could turn into real-life danger (Abdillah et al., 2023). Hate speech inflicts pain, fear, distress, embarrassment, and isolation on individuals, and when aimed at a group, it fuels inequality, deepens social exclusion, and discourages them from engaging in the community or expressing their views (Ezechimerem Ephraim, Celik, Jelilov, & Olali, 2019). Hate speech causes both short-term emotional distress, such as anxiety and fear, and long-term psychological effects, including stress, anxiety, depression, and unhealthy coping mechanisms, with consequences that mirror those of hate crimes and significantly harm victims' mental health (Ștefăniță & Buf, 2021).

Hate speech refers to efforts to attack an individual's integrity through actions such as cursing, insulting, accusing, spreading defamation, and similar expressions through words (Prahastuti, Ulandari, & Wahyuni, 2024). Legally, hate speech refers to spoken or written expressions, behaviors, or performances that are prohibited as they may incite violence or foster prejudice, whether from the speaker or the targeted victim (Afria, Maharja, Jambi, Kerinci, & Islam Syekh Yusuf, 2024). The ease of sending messages in social media interaction has grown rapidly and become hard to control, allowing irresponsible people to spread hate speech for personal or group satisfaction (Riska Novita Ria & Teguh Setiawan, 2023). According to the Kapolri Circular Number SE/6/X/2015 (Oktaviani, Surya, & Alam, 2022) on handling hate speech, there are seven identified forms: 1) insults, 2) defamation, 3) blasphemy, 4) offensive behavior, 5) provocation, 6) incitement, and 7) spreading of false information.

## **Research Purposes**

Based on the problem formulations outlined earlier, the study aimed to accomplish the following objectives To analyze the types of hate speech found in the comment sections of Beyoncé's Instagram. It is anticipated that this research will provide the reader with a detailed understanding of its subject matter. This study analyzed hate speech, specifically focusing on its types and limiting the analysis to perlocutionary acts using the theories. Secondly, this study focuses on identifying speech acts and hate speech within the comment sections of Beyoncé's Instagram account. The data was taken from Beyoncé's latest posts on Instagram over a six-month period, specifically from September 2024 to February 2025, and was selected based on the most commented posts.

## **RESEARCH METHODE**

This study used a qualitative method to examine hate speech in depth. A descriptive qualitative approach was applied to identify the types of hate speech and analyze how these expressions function as perlocutionary acts—utterances that create emotional or psychological effects on the target. Qualitative research provides descriptive data, often in the form of verbal expressions or observed behaviors (Dewanto, 2024; Dewanto & Probowati, 2022). In this study, the data came from Beyoncé's Instagram comment sections (<https://www.instagram.com/beyonce>). Thirty comments were selected from six of her most commented posts. The chosen comments were appropriate for analysis because they were posted during a period when Beyoncé was promoting her controversial new album and facing rumors about her family. This situation drew intense public attention and triggered criticism, leading to a surge of hate comments directed toward her. In this particular study, data were collected through a documentation technique. Documenting serves as a means of data collection in scientific inquiry, involving the compilation of provable evidence. In this specific study, the researcher analyzed the speech act and hate speech in the comment sections of Beyoncé's Instagram account.







This research shares both similarities and differences with previous studies. The similarity lies in its focus on pragmatics, specifically speech acts. They share similarities in analyzing comments on platforms like Instagram and YouTube, often highlighting perlocutionary acts, how people react emotionally or behaviorally to certain messages. This study stands out by focusing specifically on hate speech in the comments on Beyoncé's Instagram. Unlike other studies that analyze general online conversations, this research explores how hateful language is directed at a global celebrity and how her public status influences the form and intensity of the hate. This makes the study different from others that look at general or everyday online hate.

## RESULT AND DISCUSSION

### Result

The data for this study consisted of comments made by netizens on Beyoncé's Instagram account, gathered through documentation. Data was collected from the six Beyoncé posts with the most engagement through comments.




**Table 1.** Classification of the hate speech

No	Data	Types of hate speech						
		I	D	B	P	OB	INC	H
	Oct 4 <sup>th</sup> , 2024							
1	 <i>@x.o***: Boycott Beyonce 🙄🙄🙄</i>					✓		
	Oct 7 <sup>th</sup> , 2024							
2	 <i>@ha***: Stop following her</i>					✓		
	Oct 7 <sup>th</sup> , 2024							
3	 <i>@le***: Karma will make you pay for everything you've done</i>					✓		
	Oct 8 <sup>th</sup> , 2024							
4	 <i>@st***: You are going down sis. Plus you can't even sing</i>					✓		
	Oct 12 <sup>th</sup> , 2024							
5	 <i>@ma***: You will be never like Marilyn. She was a good person and she was a star</i>					✓		
	Oct 19 <sup>th</sup> , 2024							
6	 <i>@m***: You Will no longer be the 🏆 of music 🙄🙄🙄</i>					✓		
	Oct 28 <sup>th</sup> , 2024							
7							✓	

	<p>ye Where my bug spray? 22w 1 like Reply</p>	
	<p><b>@y***: Where my bug spray?</b></p> <p>Nov 2<sup>nd</sup>, 2024</p>	
8	<p>be She loves herself so much it makes me feel ill. 21w 1 like Reply</p>	✓
	<p><b>@be***: She loves herself so much it makes me feel ill</b></p> <p>Nov 6<sup>th</sup>, 2024</p>	
9	<p>sha The children's ritual is behind the door, you definitely ain't laundering clothes 21w Reply</p>	✓
	<p><b>@sh***: The children's ritual is behind the door, you definitely ain't laundering clothes</b></p> <p>Nov 30<sup>th</sup>, 2024</p>	
10	<p>lai Justice for all the victims 18w 951 likes Reply</p>	✓
	<p><b>@lai***: Justice for all the victims</b></p> <p>Dec 11<sup>th</sup>, 2024</p>	
11	<p>pu Her husband took advantage of of a 13 year old girl 16w 105 likes Reply</p>	✓
	<p><b>@pu***: Her husband took advantage of of a 13 year old girl</b></p> <p>Dec 13<sup>th</sup>, 2024</p>	
12	<p>d Can't wait to see you fall! 16w 45 likes Reply</p>	✓
	<p><b>@d***: Can't wait to see you fall!</b></p> <p>Dec 14<sup>th</sup>, 2024</p>	
13	<p>che Hope you get what your dad did lol 20w Reply</p>	✓
	<p><b>@ch***: Hope you get what your did dad lol.</b></p> <p>Dec 17<sup>th</sup>, 2024</p>	
14	<p>sp Poor girl! Satanic family 19w 3 likes Reply</p>	✓
	<p><b>@sp***: Poor girl! Satanic family</b></p> <p>Dec 19<sup>th</sup>, 2024</p>	
15	<p>by I don't like u anymore !!#I feel embarrassed with you 15w 25 likes Reply</p>	✓
	<p><b>@by***: I don't like u anymore!! I feel embarrassed with you</b></p> <p>Jan 6<sup>th</sup>, 2025</p>	
16	<p>bei Rihanna is better 12w 16 likes Reply</p>	✓
	<p><b>@bei***: Rihanna is better</b></p> <p>Jan 8<sup>th</sup>, 2025</p>	
17	<p>ag She is nothing special , normal girl like many of them 12w 1,156 likes Reply</p>	✓
	<p><b>@ag***: She is nothing special, normal girl like many of them</b></p> <p>Jan 16<sup>th</sup>, 2025</p>	✓

	<p>ka Trying to detract from the fact her husband graped several young girls 😏</p> <p>14w 1,287 likes Reply</p>		
	<p><i>@ka***: Trying to detract from the fact her husband graped several young girls 😏</i></p>		
	Jan 23 <sup>rd</sup> , 2025		
19	<p>th did they clear the tunnels? you know the ones that you transport kids through??</p> <p>13w 26 likes Reply ...</p>		✓
	<p><i>@th***: Did they clear the tunnels? You know the ones that you transport kids through??</i></p>		
	Jan 24 <sup>th</sup> , 2025		
20	<p>ni @beyonce you might aswell delete instagram 🤔🤔🤔 looks like your most hated now 🤔🤔</p> <p>13w 46 likes Reply</p>	✓	✓
	<p><i>@ni***: @beyonce you might aswell delete instagram 🤔🤔🤔 looks like your most hated now 🤔🤔</i></p>		
	Feb 3 <sup>rd</sup> , 2025		
21	<p>tr I just want to say...Taylor had one of the best records of all time...of all time! Definitely better than Beyonces!</p> <p>12w 6 likes Reply</p>		✓
	<p><i>@tr***: I just want to say... Taylor had one of the best records of all time... of all time! Definitely better than Beyonces!</i></p>		
	Feb 4 <sup>th</sup> , 2025		
22	<p>ce At least let your own minor have a childhood</p> <p>8w Reply</p>		✓
	<p><i>@ce***: At least let your own minor have a childhood</i></p>		
	Feb 4 <sup>th</sup> , 2025		
23	<p>zo Not her pretending to be a good person</p> <p>11w 860 likes Reply</p>		✓
	<p><i>@zo***: Not her pretending to be a good person</i></p>		
	Feb 4 <sup>th</sup> , 2025		
24	<p>do you didn't deserve that grammy, how much you pay for it?</p> <p>11w 7,162 likes Reply ...</p>	✓	✓
	<p><i>@do***: You didn't deserve that grammy, how much you pay for it?</i></p>		
	Feb 5 <sup>th</sup> , 2025		
25	<p>26 Do u let ur kid get to those white partys too?</p> <p>8w Reply</p>	✓	✓
	<p><i>@26***: Do you let ur kid go to those white party too?</i></p>		
	Feb 5 <sup>th</sup> , 2025		
26	<p>lu The world hates you!</p> <p>8w 1 like Reply</p>		✓
	<p><i>@lu***: The world hates you</i></p>		
	Feb 12 <sup>th</sup> , 2025		
27	<p>am She doesn't deserve to be in the top singers list</p> <p>10w 17 likes Reply ...</p>		✓
	<p><i>@am***: She doesn't deserve to be in the top singers list</i></p>		
28	Mar 4 <sup>th</sup> , 2025		
			✓

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		db, ■■■ You honor your color by stealing everything 7w 2 likes Reply	
	<i>@db***: You honor your color by stealing everything</i>		
	Mar 21 <sup>st</sup> , 2025		
29		by■■■■■■ Worst album 5w Reply	✓
	<i>@by***: Worst album</i>		
	Apr 6 <sup>th</sup> , 2025		
30		qu■■■■ Looking good, Satan worshipper.. not. 3w Reply ...	✓
	<i>@qu***: Looking good, Satan worshipper.. not.</i>		

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*Note: Insults (I), Defamation (D), Blasphemy (B), Provocation (P), Offensive Behavior (OB), Incitement (INC), Hoax (H).*

## Discussion

These comments were analyzed and categorized into seven types of hate speech: insults, defamation, blasphemy, provocation, offensive behavior, incitement, and the spreading of hoaxes. In examining the hate speech on Beyoncé's Instagram, the researcher identified thirty (30) relevant comments, which were selected from the most commented posts, six posts in total with time spanning a six-month period. They are as follows:

### Insults

a. @le\*\*\*: Karma will make you pay for everything you've done. (data 3)

In this case, the comment posted by @le\*\*\* directed at Beyoncé serves as an example of hate speech in the form of an insult. While it may seem indirect, the statement "Karma will make you pay for everything you've done" carries a strong sense of blame and hostility, suggesting that Beyoncé has done something wrong and deserves to suffer for it. In the context of public rumors and criticism about her relationship with her husband, the comment subtly accuses her of being guilty or complicit in his actions. By using the idea of karma, the commenter delivers an indirect threat meant to shame her and stir negative emotions.

b. @st\*\*\*: You are going down sis. Plus you can't even sing (data 4)

In this case, the comment posted by @st\*\*\* directed at Beyoncé represents a clear example of hate speech in the form of insult. These statements are not constructive criticisms but rather deliberate attempts to mock and humiliate her in a public space. The phrase "You can't even sing" accusing a globally recognized artist of lacking talent, undermines her professional achievements and disrespects her career. The phrase "You are going down" adds a threatening and hostile tone, implying a desire to see her fail. These remarks reflect verbal aggression meant to damage her reputation and confidence, contributing to a toxic online environment.

c. @ma\*\*\*: You will be never like Marilyn. She was a good person and she was a star. (data 5)

In this case, the comment posted by @ma\*\*\* directed at Beyoncé represents a clear example of hate speech in the form of an insult, specifically targeting her appearance and intent in an Instagram post resembling Marilyn Monroe. The statement "You will be never like Marilyn. She was a good person and she was a star" is a direct attempt to belittle Beyoncé by claiming she falls short of Marilyn's image, character, and legacy. By responding to a visual tribute or aesthetic nod to Monroe with this dismissive comparison, the commenter aims to strip Beyoncé of authenticity, suggesting her efforts are unworthy or inauthentic. This kind of remark not only puts down Beyoncé's creative choice but also sends the message that she is a worse person and less talented than Marilyn.

### Defamation

- a. @sh\*\*\*: The children's ritual is behind the door, you definitely ain't laundering clothes 🙄 (data 9)

In this case, the comment posted by @sh\*\*\* directed at Beyoncé serves as a clear example of hate speech in the form of a defamation rooted in conspiracy theories. The statement “The children's ritual is behind the door, you definitely ain't laundering clothes 🙄” falsely accuses her of being involved in child abuse or ritualistic practices, serious and damaging claims with no basis in fact. By implying that she is hiding criminal activity behind an ordinary action, the commenter spreads a harmful and untrue narrative that attacks her character and reputation. This kind of false statement, presented in a public forum, can mislead others and harm Beyoncé's public image, fulfilling the core elements of defamation. The use of the crying emoji (🙄) adds sarcasm and mock sympathy, reinforcing the accusatory tone. Such comments are not just offensive—they are dangerous, as they promote baseless allegations that can incite public distrust and personal harm, contributing to a hostile online environment fueled by misinformation and targeted slander.

- b. @pu\*\*\*: Her husband took advantage of of a 13 year old girl (data 11)

In this case, the comment posted by @pu\*\*\* directed at Beyoncé represents a clear example of hate speech in the form of defamation. The statement accuses her husband, Jay-Z, of taking advantage of a 13-year-old girl—an extremely serious and damaging allegation. While such a rumor has circulated in fringe online spaces, it remains unverified and lacks credible evidence. The comment “Her husband took advantage of a 13-year-old girl” is presented as fact in a public forum, aiming to not only discredit Jay-Z but also tarnish Beyoncé's reputation by association. This baseless accusation spreads a harmful narrative that can damage their public standing and personal lives. Using unsubstantiated claims to attack someone's character, especially with such serious criminal implications, clearly constitutes defamation. It contributes to a toxic digital environment where rumor is treated as truth and reputations are attacked without accountability.

- c. @sp\*\*\*: Poor girl! Satanic family (data 14)

The comment posted by @sp\*\*\* represents a clear example of defamation, particularly harmful because it targets a child. Referring to Beyoncé's daughter as the “poor girl” implies she is a victim of her own family, while the accusation of being part of a “Satanic family” is a baseless and extreme claim rooted in conspiracy theories. This comment spreads false and damaging information about the family's character, suggesting involvement in evil or immoral practices without any evidence. Such language not only attacks the reputation of Beyoncé and her family but also uses a child to reinforce a defamatory narrative. The use of “Poor girl” adds a layer of mock pity, further emphasizing the condescending and judgmental tone. By spreading such harmful and unfounded claims, the comment contributes to a toxic online environment built on fear-mongering, rumor, and character assassination.

### Provocation

- a. @x.o\*\*\*: Boycott Beyonce 🙏 🙏 🙏 (data 1)

In this case, the comment posted by @x.o\*\*\* directed at Beyoncé represents a clear example of provocation, aimed at encouraging public backlash and collective rejection. The call to “Boycott Beyoncé”, especially when emphasized with multiple 🙏 emojis, is not simply a personal opinion but a public incitement urging others to take action against her. While boycotts can be a form of protest, in this context, it functions as a provocative statement designed to stir negativity and rally others into hostility. As such, the comment contributes to the broader culture of online antagonism by encouraging division and public targeting of a specific individual.

- b. @ha\*\*\*: Stop following her (data 2)

In this case, the comment posted by @ha\*\*\* is a form of provocation. While brief, it encourages others to withdraw support from Beyoncé, likely in response to ongoing rumors or controversy. The tone implies disapproval, urging people to disengage without offering any context or justification. By

targeting Beyoncé's followers, the comment seeks to provoke a collective negative reaction and contribute to a divisive atmosphere, influencing others to join in the disapproval and create further hostility online.

c. @lai\*\*\*: Justice for all the victims (data 10)

In this case, the comment posted by @lai\*\*\* directed at Beyoncé represents a subtle form of provocation, using implication to associate her with alleged wrongdoing tied to public rumors. The phrase "Justice for all the victims" appears neutral on the surface, but within the context of online discussions around Beyoncé and Jay-Z, it subtly references unproven allegations and conspiracy theories suggesting involvement in abuse or exploitation, particularly those circulating about Jay-Z and, by association, Beyoncé. While the comment avoids making a direct accusation, it implies complicity or guilt, thereby provoking suspicion and encouraging others to view her through a lens of controversy.

### Offensive behavior

a. @y\*\*\*: Where my bug spray? 🐝🪰 (data 7)

The comment posted by @y\*\*\* directed at Beyoncé serves as a clear example of offensive behavior. While the bee emoji (🐝) could be referencing her "Queen B" persona, the overall tone of the comment suggests a derogatory comparison. The phrase "Where my bug spray?" implies that Beyoncé, symbolized by the bee, is something to be dealt with or "eliminated," reducing her from a powerful figure to a mere nuisance. The use of the bug spray emoji (🪰) intensifies this implication, suggesting that she is an unwanted presence in need of removal. Though the bee emoji may reference her status, the comment still carries an underlying intention to belittle and mock her, contributing to a negative and hostile environment online.

b. @be\*\*\*: She loves herself so much it makes me feel ill. (data 8)

The comment posted by @be\*\*\* is a clear example of offensive behavior. It attacks The comment criticizes Beyoncé's confidence, suggesting her self-love is too much and makes her look bad, turning her positivity into something negative. The phrase "makes me feel ill" adds an emotional layer of disgust, further undermining her character by associating her self-assurance with something unpleasant.

### CONCLUSION AND SUGGESTION

This study examined hate speech directed at Beyoncé on Instagram using hate speech theory and speech act theory. It analyzed 30 comments from her posts over a six-month period. Most of the comments were insults (17) and provocations (8), often targeting her identity, career, and personal life. These types were more common because they tend to attract attention and provoke strong emotional reactions. In contrast, defamation appeared in 6 comments and offensive behavior in only 2, likely because they are less direct or fail to generate as much impact. Three comments were double-categorized based on the theory, meaning they contained more than one type of hate speech. Some remarks were also based on conspiracy theories and false rumors intended to damage her reputation by linking her or her family to inappropriate or criminal behavior.

Language can deeply impact a person's emotions and mental health. In Beyoncé's case, especially after releasing *Cowboy Carter*, she became the target of hate speech often linked to her race and gender. These attacks turned her artistic choices into reasons for criticism, showing that hate speech is not just harmless words—it can damage both a person's mental well-being and public image. Her experience highlights how public figures, especially women of color, often face unfair treatment online. This study shows that hate speech has real emotional effects and should be taken seriously.

## ACKNOWLEDGEMENT

Thank you to the English Literature Study Program, Faculty of Language and Literature, Wijaya Putra University.

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