ABSTRACT

X (Twitter) allows users to send and receive messages called tweets in the form of text, photos or videos. The @BLINKMF account is one of the autobases mentioned by X (Twitter) users in Indonesia as a forum for gaining recognition and openness, discussing opinions, exchanging information and as a place for entertainment, especially regarding Blackpink. This research aims to find out whether hate speech tweets on the Menfess X (Twitter) account @BLINKMF generate responses from followers or not. Researchers choose the type of research using quantitative methods. The research will be conducted through a survey in the form of a questionnaire. In testing the coefficient of determination, the R_square value was 97.3%. It can be interpreted that the variable exposure to hate speech against Blackpink on the Menfess X (Twitter) account (X) has an effect of 97.3% on the follower response variable (Y). In the hypothesis test, the t_count value was 119.621 and the t_table with a significance level of 0.05% was 1.965. So it can be concluded that t_count 119.621 > t_tabel 1.965, proving that the variable exposure to hate speech against Blackpink on the Menfess X account (Twitter) has a significant effect on followers' responses.

Keywords: Media Exposure; Hate Speech; Twitter; Media Social; Response