

## **ABSTRACT**

*Speeches of hatred that occurs on social media not only become normalization as a pretext to cover up lack of self-esteem but also ignite the utterances of hatred from other users because they are normal. Even though it is the same as talking face to face, in commenting also must be with good ethics. In the end, the utterance of hatred which was intended as a criticism did not affect the appearance of users of makeup physically, but had a traumatic impact on the user's psychology. Furthermore, if the utterance of hate is delivered publicly, the victim is not only the intended user but more other users see and participate in uttering the hate speech.*