

ABSTRACT

Hate speech often occurs in the real and virtual world, one of which is hate speech between football fans in the Instagram social media comment column. According to Jubany and Roiha Cyber Hate Speech or Cyber Hate Speech is a term to describe the behavior of haters or haters in the cyber world which basically refers to online hate messages, where the use of information technology to spread messages against certain ethnicities, religions and races, which fanatical, extremist even leads to acts of terrorizing other individuals or groups. This research aims to find out how the form and impact of hate speech is obtained from the comment column of the @garudarevolution Instagram account so that it is expected to be a reference for understanding how the form and impact of hate speech while reducing the hate speech that is rife by supporters in the Instagram social media comment column.

This study uses the virtual ethnographic method and the results of this study prove that the contents of the comments in the @garudarevolution Instagram account comments column are included in the form of Hate Speech, comments expressed by supporters in the comments column are in the form of provocative harsh words that can provoke other supporters' emotions and reply with harsh comments so that the comment column on the @garudarevolution account is filled with Hate Speeches carried out between supporters. These comments are analyzed using two aspects of rhetorical theory in hate speech

Keywords: Social Media Instagram, Hate Speech, Garuda Revolution.