



HATE SPEECH AGAINST ARTIST LESTY KEJORA'S SON NAMED LESLAR ON SOCIAL MEDIA INSTAGRAM: A FORENSIC LINGUISTIC STUDY

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ABSTRACT

Instagram is a social media platform commonly used to share messages in the form of text, images, audio, or video. The content shared varies depending on the purpose and intentions of the account owner. One such use is the expression of hate speech. This research focuses on hate speech found in the comments made by followers of the artist @lestykejora on a post featuring her newborn son. Many comments were made in text form that aimed to insult and defame the child, Leslar, particularly by mocking his appearance, which resembles his mother, Lesty Kejora. The aim of this study is to examine the forms of illocutionary and perlocutionary speech acts, the presence of taboo expressions, and manifestations of hate speech used by the followers of the @lestykejora account. This study employed a qualitative descriptive method, using data sourced directly from the Instagram account @lestykejora. The findings of the analysis reveal: (1) the dominant forms of hate speech found in the comments are insults and defamation; and (2) the utterances reflect a variety of contextual backgrounds, including physical, psychological, economic, and social aspects.

Keywords: *Hate Speech, Defamation, Forensic Linguistic.*

1. INTRODUCTION

In contemporary society, language us whether spoken or written constitutes an essential part of daily interaction, functioning as a tool for communication, self-expression, and social engagement (Searle, 2019; Khadafi, 2021). Spoken utterances typically occur in direct, face-to-face encounters or may manifest in self-directed speech such as muttering, often driven by particular intentions. Written expressions, on the other hand, allow individuals to convey thoughts and emotions through various textual media, including traditional print and digital platforms that enable asynchronous communication (Jones &

Flint, 2022; Mubarok et al., 2024). The advancement of communication technologies has further broadened the modes and reach of human expression, allowing individuals to speak in front of cameras or write messages that can be stored privately or disseminated publicly through social media platforms (Akram et al., 2022; Sherine et al., 2020; Jaya et al., 2025).

Social media, as a form of online public discourse, is embedded within the cyber realm, enabling individuals who are not personally acquainted to view, respond to, and interact with posted content (Ajani et al., 2024; Patty & Noija, 2023; Napoli, 2019). As Danesi (2018) explains, messages serve multiple

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communicative purposes, including control, motivation, information sharing, and emotional expression. Within these contexts, both senders and receivers exercise the freedom to articulate their thoughts and feelings. However, while face-to-face interactions are often regulated by emotional restraint to prevent conflict, online exchanges present different dynamics (Sherine et al., 2020; Ria & Setiawan, 2023; Lesiana et al., 2023). The potential anonymity of users can diminish self-regulation, leading to unfiltered expressions that may provoke tension or conflict.

Consequently, social media can become a conduit for both positive and negative discourse. Users may praise or support others but also engage in derogatory or defamatory speech, which may result in public backlash or legal repercussions. In extreme cases, online communication gives rise to hate speech deliberate acts of verbal aggression intended to harm others' reputations or dignity. Such expressions may constitute legal violations under Indonesia's Electronic Information and Transactions Law (UU ITE), particularly Article 27 Paragraph (3), which addresses defamation and insult in digital spaces (Ismail et al., 2024).

Forensic linguistics a discipline at the intersection of language and law offers valuable tools to analyze and interpret these forms of harmful speech. As Subyantoro (2013) and Cohn et al. (2022) outlines, forensic linguistics encompasses three domains: language as a legal product, language in judicial processes, and language as evidence. Crowley (2018) and Olsson & Luchjebroers (2013) further

emphasizes that forensic linguistics explores the nexus between language, crime, and legal systems, incorporating legislative texts, disputes, and legal proceedings where linguistic evidence may be central.

Each speaker or writer possesses a unique linguistic identity, marked by an idiolect shaped by personal vocabulary, social background, and communicative habits developed over time. This individuality allows forensic linguists to trace patterns and identify authorship based on linguistic "fingerprints" (Umiyati, 2020). Certain lexical choices especially those involving vulgar, insulting, or socially loaded expressions can be critical indicators in legal investigations concerning hate speech or defamation (Septianingtyas et al., 2024; Huang et al., 2024; Mubarak et al., 2024).

Prior research, such as that by Rahma (2023), has identified hate speech in social media as often targeting political, religious, and public figures. These utterances frequently involve attacks on physical appearance, behavior, or social status, and are influenced by cultural norms, cognitive ability, and socio-economic background. As Suprayogi et al. (2024) suggests, multiple branches of linguistics including sociolinguistics, pragmatics, semantics, and phonology can inform the analysis of such cases for judicial purposes.

This study aims to explore the linguistic nature of hate speech through a pragmatic lens, specifically analyzing utterances directed at the child of public figure @lestykejora via Instagram. The hate comments, which include derogatory remarks about physical appearance,

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are seen not only as attacks on the child but also indirectly on the mother. In the framework of pragmatics as defined by Morris (Leech, 2016; Blitvich & Sifianou, 2019; Santamaria-Gracia, 2017) and the International Pragmatics Association meaning is understood in relation to language use in context, reflecting both intention and situational appropriateness.

Therefore, this study adopts speech act theory, a foundational concept in pragmatics, which posits that language is not merely used to convey information but to perform actions (Afisi, 2020). In this framework, utterances can be categorized into locutionary, illocutionary, and perlocutionary acts, each reflecting different layers of communicative intention and effect. Searle's classification further distinguishes between assertive, directive, expressive, commissive, and declarative acts five categories through which speakers enact intentions and influence their interlocutors (Searle, 2019).

Through this theoretical and analytical lens, the study investigates forms of hate speech as directive and expressive illocutionary acts, particularly focusing on how linguistic expressions serve as vehicles for insult, offense, and social harm. This research not only contributes to the understanding of language use in digital spaces but also supports efforts in legal and social advocacy by identifying linguistic patterns that constitute verbal abuse in online interactions.

2. METHODS

The research method employed in this study is a descriptive qualitative approach

(Patton, 2020). The data source is derived from the Instagram social media account. This study aims to describe hate speech expressed by haters or Instagram users who follow the account @lestykejora. In addition to identifying hate speech, the validity of the data is reinforced by considering the situational context in which the utterances were posted. Data were collected through screenshots of Instagram comments that contained offensive remarks directed at the child of public figures Lesty Kejora and Risky Billar, posted on the mother's account, @lestykejora, and widely circulated across various social media platforms. The researcher employed a careful reading technique to extract linguistic data, identifying utterances that contain elements of hate speech. These utterances were then analyzed and classified based on sentence structures that aligned with the theoretical framework used in the study (Anufia, 2019; Susanto et al., 2023).

3. RESULTS AND DISCUSSION

On January 8, 2022, Lesty Kejora and Risky Billar officially announced the birth of their first child, Muhammad Leslar Al-Fatih Billar, through a post on Instagram. The announcement quickly drew criticism and harsh comments from netizens. Many of these comments contained offensive remarks from haters individuals who expressed their dislike for the couple and their newborn child. The negative treatment manifested in the form of hate speech, including physical, psychological, and social insults directed at the newborn, which were posted in the comment section of

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the photo shared by the mother via her Instagram account, @lestykejora.

This study focuses on identifying the forms, context, and meanings of hate speech expressed in the comments. The primary aim of such hate speech is to demean others, incite hostility, cause harm, and corner an individual or group. Therefore, this section presents the findings and analysis of illocutionary speech acts categorized as hate speech found in the Instagram comments on the photo post of baby Leslar, uploaded by Lesty Billar (@lestykejora).

Below are screenshots of Instagram accounts that posted derogatory and insulting comments targeting the child of Lesty Kejora and Risky Billar:



Figure 1. Screenshot of Lesty Kejora's Instagram post



Figure 2. Screenshot of Data 1



Figure 3. Screenshot of Data 2

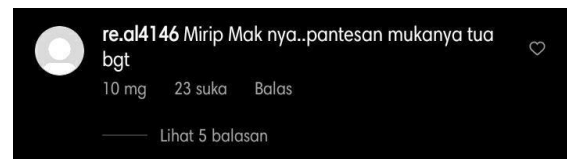


Figure 4. Screenshot of Data 3



Figure 5. Screenshot of Data 4

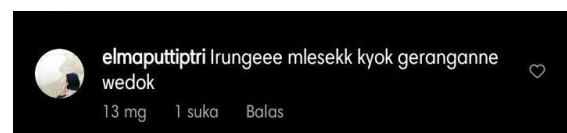


Figure 6. Screenshot of Data 5

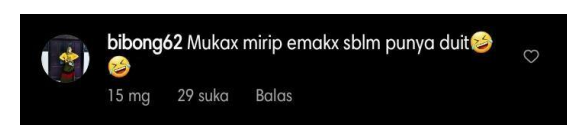


Figure 7. Screenshot of Data 6

Discussion

Most of the Instagram accounts that commented on the post contained hate speech and insults directed at the newborn child of Lesty Kejora and Risky Billar. In Figure 1, the photo of their baby attracted a flood of malicious comments from netizens, mostly targeting the child's physical appearance, particularly pointing out the resemblance to the mother, Lesty Kejora. These harsh comments stemmed from a controversy where Lesty previously stated her intention to "improve her lineage" by marrying Risky Billar. However, when the child was born with facial features resembling the mother, many netizens used this as a basis to launch offensive and degrading comments. The attacks extended beyond simple observations, delving into mockery of body parts that were perceived as imperfect or unattractive, often comparing them unfavorably with the mother. As a result of this online abuse, Lesty Kejora and Risky Billar filed a police report, expressing their willingness to pursue legal action against the perpetrators of these insults.

Despite some positive comments, the couple remained firm in their stance against the hate speech, especially considering the potential long-term psychological impact such remarks could have on the child. Hate speech, as defined by Gagliardone et al. (2019), includes "any kind of communication that attacks or uses pejorative or discriminatory language with reference to a person or a group on the basis of who they are, in other words, based on their religion, ethnicity, nationality, race, color, descent, gender or other identity factor." In the

context of this study, the comments fall under physical, psychological, and social abuse, reflecting Austin (2016) theory of illocutionary speech acts, particularly expressive speech acts which convey the speaker's feelings and judgments.

In Data 1, the expression "mirip pak ogah" ("looks like Pak Ogah") is categorized as character defamation, invoking a satirical comparison between the infant and a well-known puppet character with negative connotations. This form of ridicule suggests that the child looks unattractive due to resembling an aged, unattractive figure, thus demeaning both the child and indirectly, the mother. This illustrates how language functions not just to convey information but to perform actions, in this case, to shame (Searle, 2019).

Data 2 includes the comment "pantas lah jelek, anak haram" ("no wonder, ugly and illegitimate child"), which combines insults toward the child's physical appearance and moral slander toward the parents. Such derogatory language reflects hate speech that can damage both social reputation and mental health (Ria & Setiawan, 2023). This particular comment was influenced by a past rumor suggesting the child was conceived before marriage, despite the couple having shown evidence of a legal marriage before the pregnancy. Still, misinformation on social media often fuels public shaming and cyberbullying, as discussed by Heikka (2021) in her study on online misogyny.

In Data 3, the comment "mirip mak-nya, pantasan mukanya tua banget" ("looks like the mom, no wonder the face is so old") serves to

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belittle both the child and the mother, reinforcing negative body image and ageism. Similarly, Data 4 uses “bayinya mirip Lesty sebelum oplas” (“the baby looks like Lesty before plastic surgery”) to mock the mother's past appearance and suggest inferiority, demonstrating the toxic beauty standards perpetuated on social media (Tiggeman, 2018).

Data 5 comments on the child's nose: “irunge mlesekk kyok geranganne wedok” (Javanese for “the nose is flat like a big girl's”), which insults the physical shape of the baby's nose, again targeting facial features that don't conform to arbitrary beauty ideals. Finally, Data 6 uses economic status as a point of attack: “mukax mirip emakx sbml punya duit” (“the face looks like the mom's before she had money”), criticizing the mother's former appearance and linking financial status to beauty, thus reinforcing classist and materialist biases in public discourse (Nussbaum, 2018).

These findings reflect the urgent need to address hate speech in digital environments, especially when it targets vulnerable individuals such as children. According to the United Nations (2015), hate speech is not only a threat to dignity but also to social cohesion and public safety. As such, initiatives for digital literacy and legal enforcement are crucial in creating safer online spaces.

4. CONCLUSION

Based on the results and discussion of the research, several conclusions can be drawn. First, the study reveals that the hate speech used by speakers (netizens) in the comment section of the Instagram post featuring the child of

public figures Lesty Kejora and Risky Billar (@lestykejora) constitutes defamatory language and personal insults, which fall under hate speech and defamation. Second, the context underlying the utterances found in the comments involves physical, psychological, economic, and social aspects, reflecting the multidimensional nature of online verbal attacks. Third, the utterances analyzed in the data can be categorized as declarative illocutionary speech acts, as they aim to align the content of the speech with social reality—specifically by marginalizing, humiliating, and insulting the target through harsh and offensive statements. Finally, if these utterances were to be legally processed and examined in court, the speakers or netizens responsible for such hate speech would be considered as potentially guilty and subject to legal punishment under Indonesia's Electronic Information and Transactions Law (ITE Law), Article 27 paragraph 3, as well as the Criminal Code (KUHP) Chapter XVI, Articles 310–321. The potential punishment for the perpetrators includes a maximum sentence of four years in prison and/or a fine of up to IDR 750,000,000 (seven hundred and fifty million rupiah). Future research is recommended to explore the psychological impact of online hate speech on victims, as well as strategies for digital literacy and preventive measures to reduce verbal aggression in online communities

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