

Hate Speech Analysis in Documentary Film “Ice Cold: Murder, Coffee and Jessica Wongso”

Adib Kurnaiwan¹, Tiara Nanda Dewi², Febri Wijayanti³

¹²Department of Communication Science, Universitas Negeri Malang, Indonesia

³Ural Federal University, Yekaterinburg, Russia

Abstract

Hate speeches is a form of discrimination that can have a negative impact on victims. With the increasingly rapid development of technology, the media and the internet are often used as tools to carry out hate speech, one of which is represented in films. Several previous studies have shown that hate speeches through the media can harm society and strengthen negative stereotypes against certain groups. Most of the hate speeches comes from the language used. This research aims to analyze the frequency level of forms of verbal hate speech in the documentary film "Ice Cold: Murder, Coffee and Jessica Wongso". This research uses a quantitative content analysis method with the population in this study consisting of all verbal communication including dialogue and narratives containing hate speech, which appeared in the documentary film "Ice Cold: Murder, Coffee and Jessica Wongso".

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Corresponding Author

adibkurnaiwan01@gmail.com

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Introduction

Film is a form of representation that depicts the process in which meaning is created through language and shared by community members in a culture. This representation plays a role in connecting the concepts that exist in our thinking with the use of language that allows us to understand objects, individuals, or events that exist in everyday reality, as well as in the imaginative world related to things that are imaginary (fiction) (Hall, 2003). As for the types of films, one of them is a documentary film.

Different types of films offer diverse visual experiences and cater to different audiences' tastes. one of which is a documentary film. A documentary film is a film that presents reality in various ways for a specific purpose (Effendy, 2005: 12) while remaining based on reality as real as possible (Ni Putu Emilika, 2019).

The documentary film *Ice Cold : Murder , Coffee and Jessica Wongso* , directed by Rob Sixsmith and premiered on September 28 2023 on Netflix , examines various unanswered questions surrounding the trial of Jessica Kumala Wongso_for years after the death of her best friend, Wayan Mirna Salihin. This documentary film tries to provide an overview of the trial process in dissecting murder cases and presents various unanswered questions during the trial with defendant Jessica Kumala Wongso.

This case gave many responses from the community, one of which was verbal hate speech. Several scenes in this film show how words that contain elements of hate speech are uttered. Many mass media and online media have

also highlighted this case, giving rise to various reactions, one of which is hate speech. Hate speech itself is an expression that contains the meaning of incitement, provocation or sentences that aim to harm targets identified with certain social or demographic groups. According to Sri Marwati (2018: 85-86) *Hate Speech* is a communication action carried out by an individual or group in the form of provocation, incitement or insults to other individuals or groups in terms of various aspects such as race, skin color, ethnicity, gender, disability, sexual orientation, nationality, religion and so on.

General Semantic Theory has strong relevance to the issue of hate speech because this theory underlines the importance of awareness of language and its use. The meaning of hate speech is not only determined by the meaning of the words used, but also by the context and intention of the speaker. Hate speech often utilizes language that denigrates or harms certain groups, and its impact can be profound in how people understand and interact with those groups. General semantic theory can be used to explain how hate speech can be used to spread prejudice and discrimination.

Based on information from the Ministry of Communication and Information (Kominfo), in the last period there were 3,640 pieces of content identified as content that incited hatred or hostility based on SARA. Strict action has been taken against the 54 contents by terminating access.

Content categorized as hate speech includes various forms, such as insults, incitement, political provocation, defamation, religious blasphemy, and the spread of fake news (Junita Ningrum & Dian Eka Chandra Wardhana).

The ease of accessing the media and the internet is often used as a medium for hate speech, one of which is represented in films. Several previous studies have shown that hate speech through the media can harm society and strengthen negative stereotypes against certain groups. Most of the hate speech uses impolite language or aims to have a negative effect on the public. The language used may come from social or situational factors. This is in line with Nababan's opinion (in Mislikhah, 2014: 285) who states that the language a person uses in communicating is influenced by two groups of factors, namely social factors and situational factors. Social factors include social status, gender, age, education level, economic conditions, and similar factors. Meanwhile, situational factors involve considerations such as the speaker's identity, the language used by the speaker, the intended audience, time, place, conversation context, topic, type of language, language variety, and the speaker's communication goals.

This research aims to determine the frequency of forms of hate speech in the film *ice cold: Murder, coffee, and Jessica Wongso*, which is in accordance with the National Police Chief's Circular Number: SE/6/X/2015, namely all behavior, words both spoken and written that are insulting or defamatory, defamatory, unpleasant actions, provoking, inciting and spreading false news. insults in the form of physical insults, insults with harsh words and provocation in the form of accusations. In accordance with the research objectives, the problem formulation is used as a reference for the results and discussion in this research, namely what is the frequency of the forms of categories of hate speech in the documentary film "*ice cold: Murder, coffee, and Jessica Wongso*."

Communication

According to Lasswell (1960), communication can be understood as a process that involves several elements, namely "who", "says what", "using what channels", "to whom", and "what effect". In other words, communication is not just the delivery of messages, but involves complex elements that include the source of the message, the content of the message, the communication channel, the recipient of the message, and the impact or results of the communication process. This process has certain goals which can vary from understanding, influencing, to changing behavior or views.

Effendy (2006:36) mentions several communication functions that involve broader dimensions. First, the function of conveying information (to inform) explains that communication is used to disseminate facts, news, or data to increase understanding. Second, the educational function (to educate) shows that communication can play a role in the educational process, transferring knowledge, and developing understanding of a topic. Third, the influencing function (to influence) reflects the ability of communication to shape or change the attitudes, opinions and behavior of a person or group. Lastly, the entertaining function (to entertain) illustrates that communication can also play a role in presenting content that is interesting, entertaining, and reduces pressure or boredom.

Communication is not only a tool for conveying messages, but also as a complex tool that plays an important role in shaping and influencing society. These communication functions create a broad framework for understanding the impact and important role of communication in everyday life and in shaping people's views and attitudes towards various issues.

Verbal Communication

Verbal communication is a form of communication conveyed by the communicator to the communicant in oral or written form (Kusumawati 2015:84). In oral communication, the use of words, intonation, and body language play a key role in conveying a message effectively. In contrast, written communication involves the use of written words, such as in letters, emails, or official documents.

Various modern media can be used as a forum for conveying verbal communication. The telephone, for example, provides a means to talk face to face without needing to be in the same location. Meanwhile, digital platforms such as text messaging, email and instant messaging applications provide the flexibility of written communication at high speed.

The role of media in verbal communication can also be seen through social media platforms. Twitter, Facebook, and other platforms allow individuals to communicate verbally with a wider audience. Through this media, verbal messages can be conveyed quickly, reaching people from various backgrounds and locations.

In films, verbal communication is often realized through dialogue between characters. This dialogue includes conversations between characters that play an important role in developing the plot and bringing the audience closer to the story.

Verbal Communication Language

Humans always use language in every activity. Language is a communication tool that plays an important role in human interaction and communication. Language as a communication tool is produced verbally, namely in the form of sound symbols and produced in written form.

Language can be defined as a verbal code system in the form of a set of symbols combined by following the rules used and understood by a community (Mulyana, 2010:69).

Language is the result of mutual agreement within a community in interpreting something. So there are different meanings from one community to another.

Development of Mass Media Communication

Progress in today's era cannot be separated from technological discoveries, one of which is communication technology. Almost all people in the world today use, consume and even enjoy mass media with various sophisticated features or different technologies. Mass media is used as a tool to convey messages or information to the public, such as television, radio, newspapers and films (Nadie. 2019). In fact, technological advances continue to develop rapidly and give birth to new media or social media.

In the book "Crisis Public Relations" by Firsan Nova (2009), McLuhan believes that mass media can be defined as an extension of the human senses. Mass media is able to provide information related to many things, even things that cannot be experienced directly by the audience. Mass communication means the process of conveying information, ideas, or ideas to the public through mass media such as television, newspapers/magazines, radio and films.

There are several characteristics of mass communication, namely that it is one-way in nature, creates simultaneity and simultaneousness, is institutional in nature, and the target communicant has a heterogeneous nature.

In the context of mass communication, a film is interpreted as a message conveyed in filmic communication that understands its nature, function and effects. Meanwhile, in social practice, films are seen not only as expressions of the art of making them, but also as interactions between supporting elements, the production process, distribution and exhibition. Even further than that, this perspective assumes the interaction between films and the ideology and culture in which films are produced and consumed (Stanley J, p. 235)

Film as a Communication Media

Films, as a form of communication media, play an important role in conveying messages to their audiences. By using a combination of moving images and sound, films have the ability to create immersive visual and auditory experiences. Messages conveyed through this medium are not only limited to words, but also involve sensory aspects that can influence the emotions and perceptions of the audience.

Narratively, films often follow a story structure consisting of character introduction, conflict development, a climax, and a satisfying ending. In this way, films not only convey information, but are also able to build and convey stories that can make the audience emotionally involved. Well-designed characters and an interesting storyline are important elements in establishing

effective communication.

The uniqueness of films also lies in their ability to express messages with high visual appeal. Cinematography, lighting, and production design all contribute to creating a strong visual aesthetic. These artistic choices not only act as supporting narratives, but also function as a language in itself that can communicate meaning in a deeper way.

Not only that, films also have great potential to influence people's opinions and views on various issues. By presenting a certain point of view, films can be a means of voicing certain ideologies, values and messages to their audiences. Therefore, films are not just mere entertainment, but are also a communication tool that can shape perceptions and world views.

Hate Speech

Hate phenomenon Speech or hate speech is very easy to find. Hate Speech or hate speech is an action that can give rise to acts of violence or prejudice due to insults, incitement, humiliation carried out by an individual or group against another individual or group in various aspects ranging from religion, race, skin color, ethnicity, sexual orientation, nationality, gender and others.

Hate speech or hatred Speech is an opinion expressed with the aim of inciting, intimidating, causing a commotion and even defaming or causing harm to a particular party. Hate Speech is speech or communication activity carried out by a person or group towards another person or group in the form of incitement, provocation or insults that condemn a particular thing, such as race, skin color, ethnicity, religion, etc. (Syarif, 2019, p. 123). Hate speech generally spreads very quickly through social media, giving rise to a lot of ambiguous, vague and erroneous information which then gives rise to wrong assumptions or perspectives on things (Bank, 2011, p. 239). Hate speech aims to create feelings of hatred towards an individual or group, in various forms such as racist, discriminatory, homophobic, transphobic, heterosexual , ethnic nationalist, awareness of social and economic status, and so on, openly or hidden. (Concavar, 2013: 675).

Table 1.1 Concept of Categories and Indicators of Hate Speech
(Circular Letter from the Chief of Police Number: SE/6/X/2015)

Variables	Indicator	Understanding
Hate Speech	Insult. There are several categories of insults in this research: 1. Physical insults 2. Words with harsh language	According to the KBBI, insult means the process, method, act of humiliation such as insulting and the form in which it is thrown at him is truly outrageous.
	Provocation	According to KBBI, provocation is an act to arouse

		anger, such as an act of incitement or provocation related to actions or sentences uttered by someone. In this research, provocation can arise because people make statements that cause anger.
	Defamation	Pollution comes from the word "polluted", according to the KBBI "polluted" means stained, dirty or despicable. Pollution is defined as the act of polluting or polluting. So, defamation is a series of actions that tarnish, tarnish someone's self-esteem or good name, and actions that are disgraceful because they are carried out against the law or violate ethics.
	Unpleasant acts. The categories of unpleasant acts in this research are: 1. Forcing someone to do something. 2. Threatening someone either physically or verbally.	An unpleasant act is forcing another person to do something accompanied by physical or verbal threats.
	Incitement	According to the KBBI, incitement is a process, method, act of inciting. Incitement means an action aimed at arousing someone's anger.
	Spread of Fake News	Spreading Fake News is the act of broadcasting false or unsourced information or news

Methodology

In this research, researchers used quantitative content analysis methods. The research method in this research is the content analysis method with a quantitative approach. Quantitative content analysis is carried out with the aim of finding out the content of a message or information by calculating or measuring according to existing facts. This method was used because it was in accordance with the research objective, namely to determine the frequency of hate speech in the documentary film "*Ice Cold: Murder, Coffee and Jessica Wongso*". There are techniques used to complement this method, namely documentation, listening and note-taking techniques.

The subject of this research is the frequency of forms of hate speech in the documentary film "*Ice Cold: Murder, Coffee and Jessica Wongso*". Meanwhile, the object of this research is all the words, both written and spoken, contained in the documentary film "*Ice Cold: Murder, Coffee and Jessica Wongso*" which has a duration of 1 hour 26 minutes 18 seconds.

The indicators used to measure the frequency of forms of hate speech in this film are in accordance with the National Police Chief's Circular Letter Number: SE/6/X/2015, namely overall behavior, verbal and written words that are insulting or defamatory, defame, or do not act. fun, provoking, inciting and spreading false news.

According to Eriyanto (2015), validity tests are carried out to see whether the measuring instruments used by researchers are able to measure what they want to measure. In this case, the researcher conducted training in filling out coding sheets for 2 selected coders and then checked the coding sheets between coder 1 and coder 2. The results from coder 1 and coder 2 were used as a comparison and then the results were agreed as a form of hate speech referring to forms of hate speech. in accordance with the National Police Chief's Circular Number: SE/6/X/2015.

To avoid bias in this research, researchers conducted a reliability test. The reliability test formula is used to measure whether a researcher's measuring instrument will produce the same findings or results when tested many times at different times. Reliability testing was carried out by adding two coders apart from the researcher. So there are three coders with coder 1 and coder 2 as a comparison of the data calculation results in accordance with the rules for filling out the coding sheet. The formula used by researchers to test reliability is:

$$CR = \frac{2M}{N1 + N2}$$

Figure 1.1 Holsty Formula

Information :

CR : Coefficient Reliability

M: Number of statements approved by the coder

N1: Total Frequency of Coder 1's Statements

N2: Total Frequency of Coder 2 Statements

In the Hoslty formula , research measuring instruments are considered reliable if the results of calculations between coders show a figure of 70% or more (Eriyanto, 2015).

The formula used by researchers to calculate the percentage of each indicator is in accordance with data analysis techniques.

$P = F/N \times 100\%$

Information :

P = Percentage

F = Frequency in one indicator

N = Total number of indicator frequencies

Reliability Test Results

Table 2.1 Reliability test results from the calculation results per indicator of the hate speech category

Hatch Category Spech	Coder		Frequency	Reliability (CR = $\frac{2M}{2M/N1+N2}$)
Indicator	Coder 1	Coder 2		
Insult	11	11	11	100%
Provocation	12	15	12	89%
Defamation	2	3	2	80%
Unpleasant acts.	4	4	4	100%
Spread of Fake News	1	1	1	100%

Table 2.2 Reliability test results from calculation results between coder 1 and coder 2.

Hatch Category Spech	Coder		Frequency	Percentage
Indicator	Coder 1	Coder 2		
Insult	11	11	11	37%
Provocation	12	15	12	40%
Defamation	2	3	2	7%
Unpleasant acts.	4	4	4	13%
Spread of Fake News	1	1	1	3%
Total	30	34	30	100%
Reliability	CR = $\frac{2M}{N1+N2}$		$\frac{2(30)}{30+34}$	93%

Table 2.3 Reliability test results from calculation results between coder 1 and coder 3

Hatch Category Spech	Coder		Frequency	Percentage
Indicator	Coder 1	Coder 3		
Insult	10	15	10	34%
Provocation	12	19	12	41%
Defamation	1	1	1	3%
Unpleasant acts.	4	3	3	10%
Spread of Fake News	3	4	3	10%

Total	30	42	29	100%
Reliability	CR = $2M/N_1+N_2$		2(29)/30+42	81%

Holsty formula , a measuring instrument is declared reliable if the calculation results show a figure of 0.7 or 70% or more. Based on the data agreed upon by coder 1 and coder 2, the researcher's measuring instrument can be said to be reliable as a measuring instrument in this research because the calculation results show more than 0.7 or 70%.

Results and Discussion

In accordance with the agreement between coder 1 and coder 2, the frequency data of hate speech contained in the documentary film *"Ice Cold : Murder , Coffee and Jessica Wongso."*, produced frequency data as in table 1.1 . In the insult category, the frequency was found to be 11 with a percentage of 37%, the provocation category with a frequency of 12 and a percentage of 40%, the defamation category was found to have a frequency of 2 with a frequency of 7%, the unpleasant act category with a frequency of 4 and a percentage of 13%, and the dissemination category. fake news with a frequency of 1 and a percentage of 3%.

This research proves that there is hate speech in the documentary film *"Ice Cold : Murder , Coffee and Jessica Wongso."* The most dominant category of hate speech in this film is the provocation category with a percentage of 40% and the category that rarely appears in this film is the category of spreading fake news with a percentage of 3%. From the research results, the documentary film *"Ice Cold : Murder , Coffee and Jessica Wongso."* it was proven that there was hate speech in accordance with the forms of hate speech according to determining three categories according to the National Police Chief's Circular Letter Number: SE/6/X/2015, namely all behavior, words both spoken and written that are insulting or insulting, defamatory, unpleasant actions , provoking , inciting and spreading false news.

In the category of provocation found in the documentary *" Ice Cold : Murder , Coffee and Jessica Wongso"* such as the sentence "Do n't let him do it", "That's the suspect. His own close friend." Similar sentences keep repeating themselves in this film. Provocation is the most dominant category because there are many sentences that cause feelings of anger due to the words spoken by the characters in this film.

Table. 3.1. Frequency of Hate Speech in the insult category

Insult Indicator	Frequency	Percentage
Physical insults	3	27%
Words with harsh language	8	73%
Total	11	100%

From table 2.1 above, it shows that the frequency of the insult category is 11% with a percentage of 37%. There are two indicators in the insult category that were tested by the researcher. The insult category is dominated by indicators of harsh language, while the frequency was found to be 8 times with a percentage of 73%. Followed by indicators of physical insults with a frequency of 3 times and a percentage of 27%. Some of the insulting sentences contained in this film are " Jessica is like Satan", "How come you are so stupid", " Jessica has a rather strange face".

Table 3.2 Frequency of Hate Speech Categories of Unpleasant Acts

Misconduct Indicators	Frequency	Percentage
Forcing someone to do something.	3	75%
Threatening someone either physically or verbally.	1	25%
Total	4	100%

Based on the results of table 2.2, the frequency of the unpleasant act category is 4 times with a percentage of 13%. In this case, the category of unpleasant acts is divided into two indicators. The category of unpleasant acts contained in this film is dominated by uttering sentences forcing someone to do something, namely 3 times with a percentage of 75%. Followed by the indicator of threatening someone physically or verbally with a frequency of 1 time and a percentage of 25%.

This film contains a lot of hate speech, the most dominant category of hate speech in this film is provocation. Provocation can cause feelings of threat and pressure for the victim, and even cause negative feelings such as feelings of anger, annoyance and so on for those who are provoked. Insults are also often uttered as a result of provocations and the role of the media in highlighting this case in films. In this film there are many rumors which cause a lot of hate speech to be expressed by many parties. In this film, the director tries to repackage the murder case that occurred in 2016. Insults, provocations, defamation, pressure, threats and other forms of hate speech are combined in this documentary, so that this film is relevant to the researcher's aim, namely to find out The frequency of forms of hate speech in the documentary film *"Ice Cold : Murder , Coffee and Jessica Wongso"* is in accordance with the National Police Chief's Circular Letter Number: SE/6/X/2015, namely all behavior, words both spoken and written that are insulting or defamatory, defame , unpleasant actions, provoking , inciting and spreading false news.

Conclusion

The documentary *"Ice Cold: Murder, Coffee and Jessica Wongso"* is a documentary that aims to examine various unanswered questions surrounding the trial regarding the murder case in 2016. Based on the research results previously explained, this film was proven to contain hate speech such as insults, provocation, defamation, unpleasant actions and the spread of fake

news. From the research results, it can be concluded that the most dominant category in this film is the provocation category with a frequency of 12 and a percentage of 40%. Then the insult category became the second dominant category after provocation, with a frequency of 11 and a percentage of 37%.

The insult category is dominated by indicators of harsh language with a frequency of 8 and a percentage of 73%. Followed by the category of unpleasant acts with a frequency of 4 and a percentage of 13%. The category of unpleasant acts is dominated by sentences forcing someone to do something with a frequency of 3 and a percentage of 27%. Then the category of defamation with a frequency of 2 with a percentage of 7% and the category of spreading fake news with a frequency of 1 and a percentage of 3%.

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