

**ANALYSIS OF DONALD J TRUMP'S HATE SPEECH
ON YOUTUBE**

(A Qualitative Study in Sociolinguistics Perspective)

THESIS

This thesis is submitted to fulfill the requirement
For 'Sarjana' Degree in English Study Program



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Assalamualaikum Warohmatullahi Wabarokatuh

Semoga bapak selalu dalam kesehatan dan lindungan dari Allah SWT. dalam setiap urusannya.

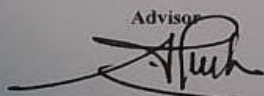
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Demikian permohonan ini kami ajukan, besar harapan kami agar bapak dapat menyetujui hal ini. Terima kasih.

Wassalamualaikum Warohmatullahi Wabarokatuh

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PREFACE

Bismillahirrahmanirrahim

Assalamu'alaikum Warahmatullahi Wabarakatuh

All praise and gratitude belong to Allah SWT, who has blessed the author with strength and guidance throughout the completion of this thesis. Shalawat and salam are conveyed to Prophet Muhammad SAW, who has guided humanity from darkness to enlightenment.

This thesis, entitled "**Analysis of Donald J. Trump's Hate Speech on YouTube,**" is submitted as a partial fulfillment of the requirements for obtaining a **Sarjana** degree in the English Tadris Study Program at IAIN Curup.

I hope that the findings presented in this thesis will be beneficial for students, educators, and researchers interested in language, ideology, and sociolinguistic analysis. I acknowledge that this work is far from perfect and welcome constructive feedback for improvement.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Curup, 23 Juli 2025

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MOTTO AND DEDICATION

MOTTO

Even when the soul trembles and the path is steep,

Remember: Allah is with the patient.

Step by step, in prayer and trust,

He makes a way through what you thought was impossible.

(Q.S. Al-Baqarah: 153)

“Word do not just express, they shape, they move, they wound and they Heal.”

(Sarina)

DEDICATION

I proudly dedicate this thesis to myself,
to my beloved family who stood by me through every storm,
to my advisor and co-advisor for their unwavering guidance,
to the English Tadris Study Program that shaped my academic path,
and to all my dear friends who never let me walk this journey alone.
Your prayers, support, and love have been the light that kept me going.
This achievement is as much yours as it is mine.

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This thesis, entitled “**Analysis of Donald J. Trump’s Hate Speech on YouTube**”, is submitted as one of the requirements for obtaining the *Sarjana* degree in the English Tadris Study Program at IAIN Curup. In the process of completing this research, the researcher received tremendous support, guidance, motivation, and assistance from many parties. Therefore, with heartfelt gratitude, the researcher would like to express sincere appreciation to:

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4. **Dr. Sakut Anshori, S.Pd.I, M.Hum**, as the main advisor, who kindly guided and supported me throughout the writing of this thesis. His thoughtful advice has been valuable in helping me complete this work.

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7. **To my late beloved mother**, who has returned to Allah SWT. Though you are no longer by my side, your love and prayers remain deeply rooted in my heart. May Allah grant you the highest place in Jannah. This work is also a tribute to your memory.
8. **To my dear father**, thank you for giving me life, even though I never had the chance to see your face. In your absence, I have learned to be strong. This thesis is also for you - a gift from the daughter who misses you so much and carries your name with pride. Wherever you are, I hope you are surrounded by peace and kindness. I love you.
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12. **To the parents of my brother-in-law**, who have become a meaningful part of my life, Thank you for welcoming me so warmly from the very beginning and treating me like a part of your own family. I am truly grateful to have felt your kindness and care, which made me feel genuinely accepted and appreciated. May Allah always reward your goodness with endless blessings and good health.

Finally, May all forms of kindness, prayers, and support that I receive be rewarded by Allah SWT with an abundance of grace and infinite blessings.

Aamiin ya Rabbal 'Alamiin.

Wassalamu'alaikum warahmatullahi wabarakatuh.

ABSTRACT

Title : Analysis of Donald J Trump's Hate Speech on Youtube
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Language is not merely a tool for communication, but also a means of power that can be used to shape public opinion and legitimize certain ideologies, particularly within political contexts. This study aims to analyze hate speech in Donald J. Trump's public speeches, focusing on the forms and types of hate speech employed. The research method used is descriptive qualitative, conducted by analyzing transcripts from thirteen purposively selected speeches. The analysis is based on the theory of hate speech forms and types developed by Alexander Brown and Adriana Sinclair. The findings indicate that the most dominant form of hate speech is verbal expression (words), while gestures appear only in very limited instances. Although the variation in forms is not extensive, the types of hate speech identified are quite diverse, including Hybrid Attacks, Selective Attacks, Reverse Attacks, Righteous Attacks, Indirect Attacks, Identity Denials, Existential Denials, Identity Miscategorisations, and Identity Appropriations. Each type involves specific strategies aimed at belittling, rejecting, or attacking the social or personal identity of particular individuals or groups. The study also reveals that hate speech does not always appear explicitly or aggressively, but is often presented through moral justification, public defense, or appeals to national interest, making it seem normal and acceptable. Trump's rhetorical style, which utilizes these strategies, demonstrates that hate speech can operate covertly within political discourse.

Keywords : Hate speech, political discourse, hate speech theory, sociolinguistics, Donald J. Trump

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CHAPTER I

INTRODUCTION

A. Research Background

Sociolinguistics is a branch of science that studies the relationship between language and society, including how language is used in various social contexts and the influence of factors such as culture, social class, ethnicity, and gender on language use.¹ In its study, sociolinguistics covers various aspects, such as language variation, language attitudes, language choice, and the relationship between language and power.² The aspect of language and power focuses on how language is used to shape domination, social control, and ideology through public discourse and institutions, including in political practice. One issue that is increasingly relevant in this context is hate speech.

Hate speech is a type of communication that includes insults, discrimination, or threats directed at individuals or groups because of their identity, such as race, religion, gender, or sexual orientation. More specifically, hate speech is defined as any form of communication that aims to demean, intimidate, or incite violence against a particular group.³ Forms of hate speech can take the form of words, signs and symbols, images and illustrations, memes and videos, GIFs, flags, logos, and uniforms. In addition,

¹ Holmes, Janet, and Nick Wilson. *An introduction to sociolinguistics*. Routledge, 2022.

² Huspek, Michael. Norman Fairclough, Language and power. London and New York: Longman, 1989, Pp. xii+ 259. *Language in Society* 20.1 (1991): 131-137.

³ Brown, Alexander. What is hate speech? Part 1: The myth of hate. *Law and philosophy* 36 (2017): 419-468.

hate speech can also appear in the form of public statues, monuments, artworks, gestures, habits, and nonverbal behavior. There are also types of hate speech, namely Hybrid Attacks, Selective Attacks, Reverse Attacks, Righteous Attacks, Indirect Attacks, Existential Denials, Identity Denials, Identity Miscategorisations, Identity Appropriations, and Identity Attacks.⁴ Hate speech is often found in social media or public discourse and can have negative impacts, such as reinforcing stereotypes, triggering social conflicts, or even encouraging acts of violence. Hate speech is more than just an expression; it has profound societal effects.⁵ It is often utilized by dominant groups as a means of suppressing marginalized communities, further exacerbating social inequality. This type of rhetoric can create a sense of insecurity and hinder the growth of minority populations in both economic and social aspects. As a result, implementing legal measures to regulate such harmful discourse is essential to prevent harm to vulnerable groups.

In the digital age, hate speech no longer occurs only in face-to-face interactions but has become increasingly widespread in online spaces such as social media and video-sharing platforms like YouTube. These platforms, while serving as tools for global communication, also reflect how language can be used to express prejudice, exclusion, and hostility whether through public speeches, interviews, vlogs, or comments. This highlights a pressing sociolinguistic issue: language is not merely a tool for expression, but also a means of asserting power and marginalizing identities. The rapid evolution of

⁴ Brown, Alexander, and Adriana Sinclair. *Hate Speech Frontiers: Exploring the Limits of the Ordinary and Legal Concepts*. Cambridge University Press, 2024.

⁵ Delgado, Richard. *Understanding words that wound*. Routledge, 2019.

communication technology has enabled opinions, including hate speech, to spread instantly and without boundaries. This becomes more concerning when such rhetoric comes from influential public figures, as their words not only reach wider audiences but also risk legitimizing discriminatory attitudes. One notable example is Donald J. Trump, whose digital speeches are often criticized for using provocative and divisive language that contributes to the normalization of hate speech in public discourse.

Donald J. Trump is a politician, businessman, and the 47th President of the United States (serving from 2017–2021 and returning to office in January 2025), known for his outspoken, provocative, and often controversial communication style. Unlike the majority of world leaders who tend to use diplomatic, cautious language and maintain their country's image on the international stage, Trump consistently employs rhetoric that can be categorized as hate speech, particularly against groups such as immigrants, Muslims, women, and his political opponents. His statements often provoke public outrage, political debate, and criticism from human rights organizations, making him a prominent figure for academic study. Trump represents a highly relevant case for analysis due to the intensity, recurrence, and global impact of his hate speech, which distinguishes him from most other presidents worldwide who generally avoid such confrontational discourse. This makes his communication especially appropriate to be examined through the framework of Sinclair's theory, which emphasizes that language functions not only as a means of communication but also as an instrument of power and

ideology. From this perspective, Trump's language can be understood as an attempt to construct a "*we*" versus "*them*" opposition, reinforce relations of domination, and legitimize exclusive political policies that contribute to the marginalization of certain groups.

Hate speech used by Donald Trump can be found in various videos on YouTube, including campaign rallies, interviews, and other public appearances that frequently contain divisive rhetoric and attacks on specific groups. For example, during a campaign rally in Waco, Texas, in March 2024, Trump compared undocumented immigrants to the fictional character Hannibal Lecter, labeling them as '*rough people*'⁶ who come from prisons and mental hospitals. This statement portrays immigrants as both a criminal and psychological threat to American society. Similarly, while campaigning in Milwaukee, Wisconsin, in November 2024, Trump referred to immigrants as '*animals*' and vowed to end what he described as a 'criminal invasion' by implementing 'the largest deportation program in American history.' He further depicted American cities as having been '*conquered*' by illegal immigrants, thereby reinforcing an extreme xenophobic and anti-immigrant narrative.⁷

From the examples above, it is clear that Donald Trump's hate speech affects not only the individuals he targets, but also public opinion, government policy and inter-group relations in society. In the context of language and power, hate speech from an influential figure like Trump can reinforce

⁶ <https://youtu.be/fh713aa7zMQ?si=qNHVjl-afh-fGWxf>

⁷ <https://www.youtube.com/live/0jflh9XgXzs?si=6FUsZwMAWU3hjP6T>

stereotypes, increase discrimination, and even lead to violence. Therefore, stricter regulations are needed, especially on digital platforms, to prevent hate speech from exacerbating social inequality and conflict.

Previous studies have examined hate speech on social media from various perspectives, such as its patterns of emergence, forms, and the roles of political actors and user interactions in its dissemination. Fonseca et al., in a study titled *Analyzing Hate Speech Dynamics on Twitter/X*, explored the dynamics of hate speech in conversations on the Twitter/X platform.⁸ Vasist et al., in their research *The Polarising Impact of Political Disinformation and Hate Speech*, discussed the relationship between hate speech, political disinformation, and social polarization across different countries.⁹ Meanwhile, Mubarak, Sudana, and Gunawan, through their study *Hate Speech in the Comments' Column Instagram*, investigated the forms of hate speech appearing in social media comment sections, particularly on Instagram.¹⁰ Collectively, these studies suggest that hate speech on online platforms is intricately shaped by communicative behavior, political discourse, and audience interaction. However, there is still a lack of research that specifically examines the forms and types of hate speech used by Donald J. Trump on YouTube. Therefore, this study aims to identify and analyze the forms and

⁸ Fonseca, V. B., Júnior, J. M. F., & Oliveira, J. L. (2024). *Analyzing hate speech dynamics on Twitter/X: Insights from conversational data and the impact of user interaction patterns*. *Heliyon*

⁹ Vasist, P. N., Chatterjee, D., & Krishnan, S. (2024). *The polarizing impact of political disinformation and hate speech: a cross-country configurational narrative*. *Information Systems Frontiers*, 26(2), 663-688

¹⁰ Mubarak, Y., Sudana, D., & Gunawan, W. (2024). *Hate Speech in the Comments' Column Instagram: A Discourse Analysis*. *Journal of Languages and Language Teaching*, 12(1), 439-450.

types of hate speech expressed by Donald J. Trump in his online communication.

Students at IAIN Curup also face challenges in understanding how language functions in various social contexts. One emerging phenomenon is the tendency to use English as a medium to express hate speech in subtle, sarcastic, or implicit ways, both in face-to-face interactions and through social media. In academic settings, English proficiency is sometimes misused to belittle, mock, or discriminate against fellow students based on their accent, regional background, gender, or sexual orientation. At IAIN Curup, this practice of hate speech often appears in the form of jokes or comments that may seem harmless but carry derogatory meanings, such as laughing at regional accents when speaking English, comparing students' English abilities, or using certain English terms to ridicule someone's appearance or identity. This phenomenon shows that hate speech is not always expressed explicitly, but can also be conveyed through word choices, intonation, humor, and gestures loaded with social and ideological meanings

This research is beneficial for English students in improving their understanding of how language is naturally used by native speakers, particularly in political discourse. Through YouTube videos, students can directly observe how language is used along with facial expressions, gestures, and intonation, thus providing a more comprehensive understanding of oral communication. By analyzing videos of Donald J. Trump communicating, they can learn pronunciation, diction, and sentence structure in a real-world

context. This exposure helps them distinguish between formal and informal language, interpret the meaning behind words, and enhance their analytical abilities in discourse studies and linguistics.

From the phenomenon identified by the researcher, this study aims to find out the form and types of hate speech used by Donald J during his speech. Therefore, the researcher conducted a study with the title: **Analysis Of Donald J Trump's Hate Speech On YouTube.**

B. Research Questions

Based on the phenomena above, the researcher can state the problems of the study, the problems formulated as follow:

- 1 What are the form of hate speech used by Donald J Trumps during a speech?
- 2 What are types of hate hate speech used by Donald J Trumps during a speech?

C. Objective of The Research

Based on the research question, there are the objectives of the research:

- 1 To identify the form of hate speech used by Donald J Trumps during his speech.
- 2 To identify the types of hate speech used by Donald J Trumps during his speech.

D. Delimitation of The Research

This research focuses on analyzing the form and the types of hate speech uttered by Donald J. Trump On YouTube videos. This research uses

Alexander Brown and Adriana Sinclair's theory in the classification of the form and the types of hate speech

E. Significance of The Research

This Research focus on Analysis of Donald J Trump Hate Speech On Youtube

a. For Lecturers

This research can be used as teaching material in understanding hate speech in politics. The results of this study can help lecturers explain how language is used strategically in political speeches, so that students can more easily understand the relationship between language, context, and communication goals.

b. For Students

This research helps students understand how hate speech appears in real situations, such as in political speeches. In addition, this research also trains students' skills in analysing and identifying how language is used to influence public opinion in social and political contexts.

F. Definitions of Key Terms

This part involves the definition of key terms. They are Hate Speech, Speech and YouTube

a. Speech

In sociolinguistic studies, speech is understood as a form of utterance that reflects the relationship between language and social context. Utterances are not only viewed from their linguistic structure, but also from their social function in conveying meaning, building social

relationships, and affirming the identity of the speaker.¹¹

b. Hate Speech

Hate speech is an utterance that attacks or denigrates individuals or groups based on social identities such as race, religion, or gender.¹² It is classified into two dimensions: forms and types. Forms include words, signs and symbols, images, and gestures. Types include Hybrid Attacks, Selective Attacks, Righteous Attacks, and Identity Denials. This classification helps analyze hate speech expressions both verbally and nonverbally.

c. YouTube

YouTube is a global video-sharing platform that allows users to create, share, and engage with content. According to Burgess and Green, YouTube is not only a media distribution platform but also a cultural forum where social interactions and public debates occur.¹³ In politics, it enables figures like Donald Trump to bypass traditional media, shape public opinion, and highlight issues such as hate speech and divisive rhetoric

¹¹ Holmes, Janet, and Nick Wilson. *An introduction to sociolinguistics*. Routledge, 2022.

¹² Brown, Alexander, and Adriana Sinclair. *Hate Speech Frontiers: Exploring the Limits of the Ordinary and Legal Concepts*. Cambridge University Press, 2024

¹³ Burgess, Jean, and Joshua Green. *YouTube: Online video and participatory culture*. John Wiley & Sons, 2018.

CHAPTER II

LITERATURE REVIEW

A. Review of Related Theories

1. Sociolinguistic

Sociolinguistics is a branch of linguistics that studies the relationship between language and society. Trudgill defines sociolinguistics as the study of language in relation to social factors such as social class, gender, and ethnic groups.¹⁴ He emphasises that language variation is not only a linguistic phenomenon but also a social phenomenon, where individuals speak in ways that reflect their social background and identity. In other words, language is a reflection of wider social structures.

Meanwhile, Holmes explains that sociolinguistics examines how social norms and cultural values influence the way individuals use language. He argues that language is a reflection of social dynamics, where differences in language use can indicate power relations, solidarity, or even differences in social status.¹⁵ Therefore, according to Holmes, understanding sociolinguistics means understanding how language functions in shaping and being influenced by society.

Furthermore, Wardhaugh argues that sociolinguistics also includes the study of how language change occurs in society. He explains that linguistic change can be triggered by various social factors, including

¹⁴ Trudgill, Peter. *Sociolinguistics: An Introduction to Language and Society*. Penguin Books, 2000.

¹⁵ Holmes, Janet, and Nick Wilson. *An Introduction to Sociolinguistics*. Routledge, 2022.

intergroup interactions, migration, and technological developments.¹⁶ From this perspective, sociolinguistics not only looks at how language is used in society but also how language itself changes over time in response to social change.

Language is not only a means of communication but also an instrument of power. Fairclough argues that language has a role in creating and maintaining existing social structures.¹⁷ He explains that in various contexts, such as politics, media, and education, language is often used to strengthen the dominance of certain groups over other groups. Bourdieu, introduced the concept of linguistic capital, which means that language has different social values depending on who uses it and in what situation.¹⁸ He explained that social groups who master languages that are considered more prestigious will find it easier to gain power and economic access.

In addition, Van Dijk asserts that language plays an important role in the formation of power discourse. He argues that language can be used to shape public opinion, create ideologies, and even manipulate people's perceptions of an issue.¹⁹ In this context, language is never neutral, but always has a significant social and political impact.

In politics, language serves as a primary tool for leaders to build an image, influence public opinion, and gain legitimacy. Fairclough

¹⁶ Wardhaugh, Ronald, and Janet M. Fuller. *An Introduction to Sociolinguistics*. John Wiley & Sons, 2021.

¹⁷ Fairclough, Norman. *Language and Power*. Routledge, 2013.

¹⁸ Bourdieu, Pierre. *Language and Symbolic Power*. Polity Press, 1991.

¹⁹ Van Dijk, Teun A. Discourse, Knowledge, Power and Politics. *Critical Discourse Studies in Context and Cognition*, vol. 43, 2011, pp. 27–65.

emphasizes that in political communication, language is often manipulated to convey messages in a way that is favorable to a particular party.²⁰ He points out that political rhetoric frequently employs strategies such as euphemism, metaphor, and repetition to shape public perception of a policy or political figure.

Moreover, Language is a key tool in shaping public opinion and influencing power relations in society. As Kurniawan et al. assert, *“Language is one of the most important tools or mediums for humans to interact and socialize with other humans... Through language, someone can judge whether a person is good or bad”*.²¹ In this context, the statements of a public figure are not merely ordinary communication, but are laden with ideological and social meaning, and can even serve as a means of spreading hate speech.

On the other hand, Lakoff emphasizes the value of framing in political communication. He claims that the way a problem is conveyed in language has a big impact on how people comprehend and respond to it. For example, depending on how the *term "tax reform"* is presented in a political context, it can have either good or negative implications. In other situations, such framing can go beyond persuasion and become hate speech, where language is purposely used to generate anger, reinforce

²⁰ Fairclough, Norman. Critical Discourse Analysis. *The Routledge Handbook of Discourse Analysis*, edited by James Paul Gee and Michael Handford, Routledge, 2013, pp. 9–20.

²¹ Kurniawan, Khaerudin, Amanda Maharani, and Dadang S. Anshori. "Language Politeness and Speech Function." *7th International Conference on Language, Literature, Culture, and Education (ICOLLITE 2023)*. Atlantis Press, 2024.

stereotypes, or exclude certain groups.²²

2. Hate Speech

Hate speech is defined as expressions that instigate violence, prejudice, or animosity toward individuals or groups based on characteristics such as race, religion, ethnicity, gender, sexual orientation, or political affiliation. Waldron defines hate speech as rhetoric that seeks to marginalize or denigrate specific groups, so reinforcing social divisions and justifying exclusion or violence.²³ Hate speech differs from casual insults or criticisms in that it is intended to cause harm and has the potential to have far-reaching societal implications.

Additionally, Richard Delgado, a fundamental scholar in Critical Race Theory, argues that hate speech is more than merely hurtful words; it also includes verbal acts that reinforce systemic discrimination and contribute to the subordination of marginalized groups.²⁴ According to Delgado, hate speech sustains racial and socioeconomic inequalities, making it more than just a matter of free expression; it is a tool for maintaining institutional inequity. He goes on to say that such discourse can have both psychological and practical consequences by discouraging participation in public life and limiting prospects for impacted individuals.

Furthermore, Alexander Brown and Adriana Sinclair define hate speech as any form of communication that is perceived by the speaker, the

²² Lakoff, George. *Don't Think of an Elephant: Know Your Values and Frame the Debate*. Chelsea Green Publishing, 2004.

²³ Waldron, Jeremy. *The Harm in Hate Speech*. Harvard University Press, 2012.

²⁴ Delgado, Richard. Words That Wound: A Tort Action for Racial Insults, Epithets, and Name-Calling. *Harvard Civil Rights-Civil Liberties Law Review*, vol. 17, 1982, pp. 133–181.

target, or the wider public as speech that attacks, demeans, or discredits someone based on their actual or perceived membership in a social group. These groups are typically defined by identities such as race, religion, gender, sexual orientation, nationality, disability, or other identity markers. This definition emphasizes that hate speech is not only about the speaker's intent or the literal content of the utterance, but also about perception, social context, and the psychological or structural harm it may cause.²⁵

Brown and Sinclair distinguish between two main concepts in understanding hate speech: *the ordinary concept* and *the legal concept*. The first refers to the public's everyday understanding of hate speech, which often includes forms and expressions not explicitly regulated by law, but still perceived as morally or socially harmful. The ordinary concept is descriptive and sociological in nature, grounded in lived experience and collective perceptions of speech that targets specific social identities. In contrast, the legal concept is normative and juridical, focusing on how hate speech is defined and regulated within national and international legal frameworks, and distinguishing it from other offenses such as hate crimes.²⁶

Within the framework of the ordinary concept, Brown and Sinclair identify several *forms* of hate speech, including: words, signs and symbols, images and illustrations, memes and videos, GIFs, flags, logos, and uniforms, public statues and artworks, and gestures and nonverbal

²⁵ Brown, A., & Sinclair, A. Hate speech frontiers: exploring the limits of the ordinary and legal concepts. Cambridge University Press, 2024. p. 50-53

²⁶ Ibid. p. 7-8, 331-332

behaviors. Furthermore, they map out various *types* of hate speech based on identity-targeted strategies, such as: Hybrid Attacks, Selective Attacks, Reverse Attacks, Righteous Attacks, Indirect Attacks, Existential Denials, Identity Denials, Identity Miscategorisations, and Identity Appropriations.

²⁷These categories demonstrate that hate speech can take highly complex, non-explicit forms and is often concealed within moral, political, or humorous discourse.

This research adopts *the ordinary concept of hate speech* as the basis for analysis, as this approach is more relevant for capturing forms of hate speech that circulate widely in public spaces and digital media but are often overlooked by legal regulation. This concept allows the researcher to examine hate speech that is embedded in cultural expression, visual symbols, or moral claims expressions that may not be criminalized, yet still hold the potential to reproduce inequality, marginalization, and discrimination against specific identity groups.²⁸

3. Form of Hate Speech

The following are the forms of hate speech according to Brown, Alexander, and Adriana Sinclair.²⁹

a. Words

Words are the most common form of hate speech, which are verbal or written utterances that contain elements of hatred,

²⁷ Ibid. p. 45–326

²⁸ Ibid. p. 49–51, 78–82

²⁹ Brown, Alexander, and Adriana Sinclair. *Hate Speech Frontiers: Exploring the Limits of the Ordinary and Legal Concepts*. Cambridge University Press, 2024

stereotyping, or contempt for a particular group. These words can include expletives, slurs, or insults that directly target the identity, origin, or characteristics of a particular group. For example, there are phrases like “*All Chinese are cheaters*”. These remarks spread negative stereotypes and generalize bad traits to an entire ethnic group, which can lead to discrimination and hatred. Such words are also often used verbally in public debates, or in comments on social media that offend the racial, religious, or gender identity of a person or group.

In addition, words that demean women, such as “*Women are weak and incapable*”, are also hate speech because they reinforce gender stereotypes that discredit and offend women's human rights. In the digital context, these words are often repeated and spread massively through social media platforms, reinforcing negative images and causing psychological distress to the target group.

b. Sign And Symbol

Symbols are visual representations used to convey a particular message, usually containing ideological, hateful, or powerful meanings that reinforce a particular group's image. Signs and symbols can be used to show group identity, intimidate opponents, or symbolically spread discriminatory messages. An example is the use of the Nazi cross (Swastika), known as a symbol of the Nazi regime's cruelty and power over Jews and other minorities during World War II. This symbol is often used in events, banners, or actions aimed at spreading

racial hatred and supremacy. Other symbols are symbols of white supremacist groups, such as certain colored flags with distinctive motifs that signify the identity of extremist groups. The open use of this symbol in public spaces or in demonstration events often appears as a form of intimidation and assertion of power over other groups.

Military uniforms identified as symbols of power or oppression also fall into this category. For example, the uniforms of supremacist groups express discriminatory ideologies and violence against minority groups.

c. Images and Illustrations (Images, Pictures, Cartoons)

Images and illustrations are visual representations that are capable of conveying messages of hatred, stereotyping and discrimination through provocative or derogatory images. These stereotypical cartoons and illustrations usually show certain groups in a negative light and are used to visually reinforce hateful messages. For example, cartoons depicting Jews as monkeys or snakes visually reinforce antisemitic stereotypes and dehumanize certain groups. Such cartoons are used in propaganda to visually induce fear, hatred or humiliation. Illustrations that depict minorities as dehumanized beings, for example, images of dark-skinned humans with hateful faces and frightening attributes, are also hate speech because they visually position the group as inferior and dangerous.

d. Meme and Videos

Memes and videos are forms of digital content that convey certain messages in visual and audio formats that quickly spread and influence a wide audience. Memes and videos that contain stereotypes, insults, or calls for hatred against certain groups are categorized as digital hate speech. An example of a meme that presents a picture of an Asian person with a funny expression accompanied by stereotypical text such as “Shame on your grandmother, Asians are lazy” is an example of digital hate speech. Such memes indirectly spread negative generalizations about a particular nation or ethnicity and instill prejudice.

Videos that show gestures or words that imply hatred or racial supremacy, such as holding up a certain finger that is interpreted as a symbol of hatred, are also hate speech. For example, a video showing a group of people performing the uni finger symbol associated with racial violence or discrimination.

e. GIFs (Graphics Interchange Format)

GIFs are moving images that can be used informally to express something in a short and usually repetitive format. GIFs can contain hidden meanings or hateful messages if used in certain contexts. For example, GIFs featuring certain hand gestures, such as three fingers interpreted as a symbol of racial supremacy, are used in the context of provocation and intimidation. These GIFs can symbolically imply a

hateful message without words, but still have the power to convey a discriminatory message against a particular group.

f. Flags, Logos, and Uniforms

Flags, logos, and uniforms are visual attributes that can symbolize a group's identity or ideology. If used to show hatred or violence, these attributes become part of symbolic hate speech. Flags of extremist groups that contain racial or violent symbols become a frightening visual identity and symbol of their power. An example is the flag of a neo-Nazi group that contains racial supremacist symbols and numbers. Certain uniforms worn by extremist paramilitary or military groups that display symbols of violence and hatred also include symbolic hate speech. They are used to assert power and frighten the public.

g. Public Statues, Monuments, and Artworks

Visual artworks in public spaces that symbolically convey hateful messages are also considered hate speech. This could be a statue, mural, or monument that glorifies violence or a particular supremacist. For example, a statue that venerates a figure known for violence against minorities, or a mural that depicts hatred towards a particular group, are forms of symbolic expression that spread messages of hatred and discrimination openly.

h. Gestures, Mannerisms, Behaviors

Nonverbal behaviors, such as body gestures, facial expressions,

or certain ways of behaving, can send indirect and symbolic messages of hatred. Examples include raising the middle finger (a vulgar gesture) as a symbol of hate, or making certain gestures that are interpreted as the supremacy of a particular race, such as raising the hands in certain positions that have been recognized as symbols of power or oppression. These behaviors can be used covertly within certain groups to show power and intent to frighten other groups without using direct words.

4. Types of Hate Speech

The following is an explanation the types of hate speech identified in the book “Hate Speech” by Brown, Alexander, and Adriana Sinclair base on Ordinary Concept of hate speech.³⁰

a. Hybrid Attacks

Hybrid attacks are forms of hate speech that combine different elements of an attack. For example, a speech or action that not only targets an individual personally, but also simultaneously attacks a particular identity or group that they represent. Obvious examples include making fun of an individual because of their ethnicity, while implying that the ethnic group as a whole is bad or inferior. These attacks are multiple and complex as they involve both personal and collective aspects, making their impact more widespread and painful.

It is considered a particularly damaging form as it combines both

³⁰ Brown, Alexander, and Adriana Sinclair. *Hate Speech Frontiers: Exploring the Limits of the Ordinary and Legal Concepts*. Cambridge University Press, 2024

personal and collective components, which can reinforce negative stereotypes and fuel hostility in society. In a legal and social context, hybrid attacks show how hate speech is not just limited to harsh words but can also be phrases or actions that have a double dimension, utilizing implications for identity while creating fear and insecurity.

b. Selective Attacks

Selective attacks are forms of hate speech that target specific and limited groups or individuals. Typically, these attacks sharpen discrimination against certain groups based on traits such as race, religion, gender, sexual orientation, or cultural identity. These attacks are targeted and focused, making certain groups feel excluded, intimidated, or bullied. An obvious example is a hate speech campaign that consistently and systematically targets Muslim, LGBTQ+, or other minority communities. These attacks can take the form of verbal slurs, the use of offensive symbols, or speech that contains racist and discriminatory stereotypes. In practice, selective attacks tend to reinforce social segregation and worsen intergroup relations by instilling a sense of hatred and fear from one group towards another.

At the social level, these attacks have considerable psychological effects as the targets feel isolated, judged, and lose their sense of security in their daily lives, even in public spaces and online. In the legal context, selective attacks are also often the basis for regulation of certain hate speech that endangers social harmony.

c. Reverse Attacks

Reverse attacks are a form of hate speech that intentionally retaliates, reverses, or contradicts a situation where the majority or dominant group is used as a target. For example, derogatory terms against a group that is usually considered superior, such as referring to white people with harsh words or negative stereotypes as a form of retaliation for a previous attack.

These attacks are provocative and often arise in the context of hate reciprocation, where pre-existing tensions and conflicts are amplified by derogatory words from both. Etymologically, “reverse” signifies that those who are usually the victims turn into perpetrators of hate speech against another group that is socially perceived as more powerful or dominant.

In the social and political context, reverse attacks are difficult to categorize as hate speech if only seen from the intention of the target and the content of the message, but when viewed from the impact and social implications, they still have the potential to provoke violence and polarization. These attacks can even trigger chain reactions and damage social harmony more broadly.

d. Righteous Attacks

Righteous attacks are a form of hate speech that can be viewed morally or ethically as a defense of an oppressed or discriminated group. However, in other ways, they are still acts that cause harm or

hatred based on certain reasons that some people consider legitimate. For example, strong criticism of the discriminatory actions of a particular group can be considered a 'righteous' attack if the aim is to demand justice and expose injustice. However, if the criticism is excessive, contains harsh words, stereotypes, or denigrates the identity of the group, then it can still be categorized as hate speech.

In this context, the main difference is the intention and moral context. These attacks pose a dilemma because they may be well-intentioned, but because of the content and manner of delivery, they can still cause harm and reinforce stereotypes and hatred.

e. Indirect Attacks

Indirect attacks are forms of hate speech that do not explicitly state the targeting of an individual or group, but through implications or hidden messages. Usually, this message comes across in an indirect way, for example through speculation, ambiguous conjecture, or conveying something implicitly. An example would be a statement *like* “*they always cause trouble*”, without mentioning who is being referred to, but in a certain context, it could be discriminatory towards a certain group. Or, a sentence that implies a certain stereotype without directly naming the group, but clearly refers to them.

Indirect attacks are usually more difficult to detect and regulate because they don't contain explicit harsh words or directly target anyone. But their impact is still serious because they can reinforce

stereotypes and create an atmosphere of hostility that is hidden in everyday discourse and on social media.

f. Existential Denials

Existential denials mean the denial of the existence of a particular identity or group. An example is stating that a certain group does not really exist, or that they are not important and do not deserve recognition. For example, “*Jews don't exist*” or “*LGBT people don't belong in society*”.

These attacks not only contain offensive remarks, but also try to erase the existence and right to life of a particular group. This is very dangerous because it threatens the existence of the group and can lead to violent reactions or persecution against them. These denials often appear in extreme rhetoric and fall under the category of hate speech because they attack a group's human rights and existence.

g. Identity Denials

Identity denial is the attempt to claim that a particular identity—such as race, religion, gender—is illegitimate, false, or invalid. Examples include claiming that “*Muslims are not really religious*” or “*Transgender is just a temporary fad*”. In practical terms, this denies rights and recognition to a particular personal or group identity. These attacks can take the form of statements that dismiss their identities as pretend, not genuine, or even harmful and should be eradicated. In the context of human rights and civil rights, identity denial is a serious

form of hate speech because it denies and obscures the identity and existence of others in society.

h. Identity Miscategorisations

This type involves mistakes in categorizing the identity or characteristics of people or groups. For example, referring to Arabs as automatically violent and untrustworthy, when the reality is different. This is a form of false and harmful stereotyping and generalization. These false categorizations reinforce unfounded stereotypes and prejudices, and create unfair social inequalities. In practice, this can take many forms, such as highly educated people being referred to as incompetent because of a particular identity, or accusing a group of being “*criminals*” in general.

i. Identity Appropriations

Identity appropriation is the act of unauthorizedly using or adopting a group's identity and denigrating or mocking that identity. Examples are non-Asians stereotypically imitating Asian cultural styles or white people using the language or symbols of a particular community for the purpose of demeaning, rather than as a form of respect. This appropriation often contains elements of cultural appropriation and devalues the meaning and significance of the symbol or identity. In the context of hate speech, this perpetuates stereotypes and disrespect, and devalues the identities of others that should be respected and recognized.

j. Identity Attacks

Identity attacks refer to statements that attack the property, identity, or characteristics of a person or group without directly attacking the individual personally. Examples are statements such as “*Homosexuality is disgusting*” or “*Transgenderality is a fraud*,” which do not literally mention a specific person, but implicitly contain an attack on their identity. Debate arises as to whether such statements can be categorized as hate speech, depending on the interpretation of whether they directly attack identity or only its nature, as well as how the implicit meaning and impact of such statements are understood in a social and legal context.

5. The difference between Hate speech dan Free Speech

Freedom of speech is a basic right that allows a person to express opinions, ideas, or information without fear of being penalised. John Stuart Mill in *On Liberty* states that freedom of speech is important for democracy because it encourages the exchange of ideas and prevents the abuse of power. This right ensures that no idea is immune from criticism and that public discourse remains dynamic and pluralistic. However, this freedom is not absolute, especially when it clashes with the rights and dignity of others. Hate speech, in contrast, is defined as speech that attacks, demeans, or incites hatred against a certain group because of their race, religion, ethnicity, gender, or sexual orientation.³¹ According to

³¹ Buckle, H. T. (1859). MILL ON LIBERTY. *Fraser's magazine*, 59(353), 509-542.

Jeremy Waldron in *The Harm in Hate Speech*, hate speech is more than just hurtful words; it can also instill hatred and fear in the group being attacked. He argues that hate speech undermines the public good of inclusivity by creating a social environment in which targeted groups feel dehumanised and unwelcome in the public sphere.³² Similarly, Mari Matsuda (1989), a prominent critical race theorist, suggests that hate speech functions as a tool of subordination and systemic inequality, reinforcing historical patterns of marginalisation. Thus, while freedom of expression is essential to a democratic society, it must be balanced with protections against speech that causes real and lasting harm to vulnerable communities.³³

In conclusion, the tension between freedom of speech and the regulation of hate speech requires a nuanced understanding. Safeguarding open expression must go hand in hand with recognizing and mitigating the social harms that certain speech acts can produce. A democratic society should not only protect the right to speak, but also ensure that every member has an equal right to participate in public life without fear, intimidation, or degradation.

6. The Impact of Hate Speech

a. The Impact of Hate Speech in Political and Social contexts

Hate speech has a significant impact on politics and social life.

Not only does it influence the way people think, but it also shapes

³² Waldron, J. (2012). *The harm in hate speech*. Harvard University Press.

³³ Matsuda, M. J. (1989). "Public Response to Racist Speech: Considering the Victim's Story." *Michigan Law Review*, 87(8), 2320–2381

policy, encourages discrimination, and in extreme cases, fuels violence. Jeremy Waldron argues that hate speech is not just offensive words, but also a threat to the dignity and security of certain groups.³⁴ He emphasises that hate speech creates a hostile environment, where the attacked group feels marginalised and unable to participate equally in social and political life.

b. The Impact of Hate Speech in Politics

Susan Benesch argues that hate speech increases the risk of violence by discriminating against or scapegoating certain groups.³⁵ Hate speech is often used in electoral contexts to build an “*us vs them*” narrative, which in turn exacerbates social tensions in society. Chilton states that political discourse that fuels conflict can undermine democracy.³⁶ In addition, in authoritarian regimes, hate speech is often used to suppress political opponents. The government uses hate speech to discredit the opposition by portraying them as a threat to the state or national culture. According to Schauer, hate speech can also be used as a tool to silence criticism while strengthening government control.³⁷

c. The Impact of Hate Speech in Social Life

Beyond politics, hate speech has a significant impact on social stability, public safety, and mental health. Hate speech exacerbates

³⁴ *Ibid.*

³⁵ Benesch, Susan. *Dangerous Speech: A Proposal to Prevent Group Violence*. Dangerous Speech Project, 2012.

³⁶ Chilton, Paul. *Analysing Political Discourse: Theory and Practice*. Routledge, 2004.

³⁷ Schauer, Frederick F. *Free Speech: A Philosophical Enquiry*. Cambridge University Press, 1982.

systematic prejudice by reinforcing negative stereotypes and limiting opportunities for targeted groups.³⁸ One of the most obvious social impacts of hate speech is the rise in hate crimes. Barbara Perry found that communities that are frequently exposed to harsh rhetoric experience an increase in violence against minority groups.³⁹ In addition to the physical impact, hate speech also has a psychological impact. Victims of hate speech often experience anxiety, depression, and feelings of isolation. Mari Matsuda emphasizes that hate speech can create an environment where individuals feel afraid to speak or perform in public spaces.⁴⁰

7. Donald J Trump

a. Donald Trump's background as a political figure

Donald Trump is a controversial political figure in the United States. Before entering politics, he was known as a billionaire, real estate businessman, and star of the reality show *The Apprentice*.⁴¹ He started his business under "*The Trump Organization*," which owns properties in various countries.⁴² Trump entered politics seriously in 2015 as a presidential candidate from the Republican Party and won

³⁸ Delgado, Richard. Words That Wound: A Tort Action for Racial Insults, Epithets, and Name-Calling. *Harvard Civil Rights-Civil Liberties Law Review*, vol. 17, 1982, pp. 133–181.

³⁹ Perry, Barbara. *In the Name of Hate: Understanding Hate Crimes*. Routledge, 2002.

⁴⁰ Matsuda, Mari J. *Words That Wound: Critical Race Theory, Assaultive Speech, and the First Amendment*. Routledge, 2018.

⁴¹ Britannica. (n.d.). *Donald Trump*. <https://www.britannica.com/biography/Donald-Trump>

⁴² Hoover Institution. (n.d.). The Trump Organization. <https://www.hoover.org/research/the-trump-organizatio>

the 2016 election against Hillary Clinton.⁴³ His campaign, known by the slogan “*Make America Great Again*,” focused on issues such as economic protectionism, immigration, and an aggressive foreign policy. Donald Trump served as the 45th President of the United States from 2017 to 2021 and was re-elected in 2024, becoming the second U.S. president to serve two non-consecutive terms.⁴⁴ In his second term, he continued his signature policies on immigration, the economy, and national security, and introduced “Project 2025” to reform the federal bureaucracy. His leadership reaffirmed his image as a powerful, controversial political figure committed to the “America First” agenda.⁴⁵

b. Language style and rhetoric in Trump's speech

Donald Trump’s speaking style has a strong and recognizable character. He uses simple, emotional language with short and direct sentences to appeal to a wide audience. A key rhetorical strategy he employs is repetition, often reinforcing his message through phrases like “*Build the wall*,”⁴⁶ “*Make America Great Again*,”⁴⁷ and “*Fake*

⁴³ Ballotpedia. (n.d.). Donald Trump presidential campaign, 2015. https://ballotpedia.org/Donald_Trump_presidential_campaign_2016.

⁴⁴ Politifact. (2024). *How big was Donald Trump's victory? 8 charts provide the answer*. <https://www.politifact.com/article/2024/nov/22/how-big-was-donald-trumps-victory-8-charts-provide>.

⁴⁵ The New Yorker. (2025). *A Hundred Days of Ineptitude*. <https://www.newyorker.com/magazine/2025/05/05/a-hundred-days-of-ineptitude>.

⁴⁶ Trump, Donald J. Donald Trump's Immigration Speech in Arizona. *Los Angeles Times*, 31 Aug. 2016, <https://www.latimes.com/politics/la-na-pol-donald-trump-immigration-speech-transcript-20160831-snap-htmlstory.html>

⁴⁷ Trump, Donald J. Remarks at the Conservative Political Action Conference (CPAC). *TIME*, 24 Feb. 2017, <https://time.com/4682023/cpac-donald-trump-speech-transcript/>.

News.”⁴⁸ He also uses the “*us vs them*” narrative to stir emotions and strengthen audience loyalty. His tone is assertive and confident, frequently using humor, sarcasm, or ridicule especially when targeting political opponents. In campaign events, he actively interacts with the audience, creating a personal and energetic atmosphere.

c. Controversy over Donal J Trump’s speech and use of language

Donald Trump’s speeches are often marked by sharp, provocative, and controversial language, frequently criticized for containing racist and discriminatory remarks.⁴⁹ For instance, in 2015, he referred to Mexican immigrants as “*drug carriers, criminals, and rapists,*” and later supported the “Muslim Travel Ban,” both of which led to accusations of racism and Islamophobia.⁵⁰ His divisive ‘*us vs. them*’ rhetoric, exemplified by labeling the media as “*fake news*” and “*enemies of the people,*” has heightened tensions between the government and the press.⁵¹ Trump has also been accused of inciting violence, notably during the January 6, 2021 rally where he urged

⁴⁸ Trump, Donald J. Remarks at a ‘Make America Great Again’ Rally in Pittsburgh, Pennsylvania. *The American Presidency Project*, 22 Sept. 2020, <https://www.presidency.ucs.edu/documents/remarks-make-america-great-again-rally-pittsburgh-pennsylvania>.

⁴⁹ Haberman, Maggie. Trump’s Long History of Using Racist Language and Ideas. *The New York Times*, 15 July 2019, <https://www.nytimes.com/2019/07/15/us/politics/trump-racist-comments.html>.

⁵⁰ Shear, Michael D., and Julie Hirschfeld Davis. Trump Calls Some Unauthorized Immigrants ‘Animals’ in Rant. *The New York Times*, 16 May 2018, <https://www.nytimes.com/2018/05/16/us/politics/trump-undocumented-immigrants-animals.html>.

⁵¹ Baker, Peter. Donald Trump’s Falsehoods and Disinformation Have Become Central to His Political Identity. *The New York Times*, 29 Dec. 2020, <https://www.nytimes.com/2020/12/29/us/politics/trump-lies.html>.

supporters to “*fight like hell*,” contributing to the Capitol riots.⁵² Furthermore, he has been criticized for spreading misinformation during the COVID-19 pandemic and promoting unfounded claims about election fraud in 2020.⁵³ Despite the harsh, confrontational tone of his speeches, which many deem unethical, Trump’s communication style has resonated with his supporters, who view it as an expression of honesty and resistance against elitism. His rhetoric, while divisive, has been instrumental in consolidating a strong political base and shaping public opinion.

B. Review of Previous Study

There are several previous studies that examine Hate Speech, including the following:

First, research by Masruri entitled “*Analysis of Hate Speech Phenomena Through Streaming Media*” explores the phenomenon of hate speech in online streaming communities, specifically on the Nimo TV platform. Using a qualitative netnography approach, this study explores how hate appears in live chat interactions and its impact on streamers and viewers. The results show that hate speech comes in various forms, such as personal harassment, body shaming, blasphemy, and sexual harassment. In addition, this study applies Pierre Bourdieu's theory of symbolic violence to explain how exposure to hate speech can unconsciously influence individuals' emotions and behaviors,

⁵² BBC News. Capitol Riots Timeline: How the Day Unfolded. *BBC*, 7 Jan. 2021, <https://www.bbc.com/news/world-us-canada-55575260>.

⁵³ CNN Staff. Here’s How Trump’s False Claims of Election Fraud Are Spreading. *CNN*, 10 Nov. 2020, <https://edition.cnn.com/2020/11/10/politics/trump-election-fraud-claims/index.html>.

ultimately increasing aggressiveness and emotional distress. Thus, this study concludes that hate speech on streaming media can have serious psychological and physical impacts, and has the potential to trigger wider social conflicts.⁵⁴

Furthermore, research conducted by Vasist et al. in a study entitled “*The Polarizing Impact of Political Disinformation and Hate Speech*” discussed the impact of hate speech and political disinformation in creating social polarization. This study uses a cross-country configuration approach and analyzes data from 177 countries. The results show that politically charged hate speech plays an important role in exacerbating societal polarization. Not only that, internet censorship and social media surveillance efforts can strengthen the environment of hate speech. Therefore, this study highlights that the interaction between hate speech and political disinformation contributes greatly to social divisions.⁵⁵

The research by Fonseca et al. entitled “*Analyzing Hate Speech Dynamics on Twitter/X*” aims to analyze the dynamics of hate speech in conversations on Twitter/X in Portuguese-language networks. This research uses mixed methods, namely social network analysis (SNA) and manual annotation of conversation content. Data was collected through the Twitter/X API, with a focus on hate speech against racialized, migrant, and LGBTI+ communities in Portugal. The results show that hate speech appears more

⁵⁴ Masruri, Muhammad U. *Analisis Fenomena Hate Speech melalui Media Streaming: Studi Netnografi pada Platform Nimo TV*. UIN Sunan Ampel Surabaya, 2022.

⁵⁵ Vasist, P. N., D. Chatterjee, and S. Krishnan. *The Polarizing Impact of Political Disinformation and Hate Speech: A Cross-Country Configural Narrative*. *Information Systems Frontiers*, vol. 26, no. 2, 2024, pp. 663–688.

frequently in the first two hours of a conversation and usually comes from outside users who infiltrate the discussion. On the other hand, the study also found that counter-speech tends to appear in longer conversations, which can help curb the spread of hate speech.⁵⁶

Meanwhile, Castaño-Pulgarín et al. in their research entitled “*Internet, Social Media, and Online Hate Speech: A Systematic Review*” conducted a systematic review of 67 articles discussing hate speech on social media. The study found various forms of hate speech, including those based on religion, race, politics, and gender. Furthermore, the study emphasized that social media facilitates the spread of hate speech due to its anonymous nature and wide range of users. Using a qualitative content analysis method and a grounded theory approach, this study also notes that hate speech is often triggered by certain ideologies such as racism, Islamophobia, and right-wing nationalism, which are further reinforced by the echo chamber phenomenon on social media.⁵⁷

On the other hand, research by Mubarak, Sudana, and Gunawan in a study entitled “*Hate Speech in the Comments' Column of Instagram: A Discourse Analysis*” analyzed hate speech in Putri Delina's Instagram comments column using Searle's speech act theory. This research is descriptive qualitative and uses data in the form of screenshots of comments

⁵⁶ Fonseca, V. B., Júnior, J. M. F., and J. L. Oliveira. *Analyzing Hate Speech Dynamics on Twitter/X: Insights from Conversational Data and the Impact of User Interaction Patterns*. Heliyon, 2024.

⁵⁷ Castaño-Pulgarín, S. A., N. Suárez-Betancur, L. M. T. Vega, and H. M. H. López. *Internet, Social Media and Online Hate Speech: Systematic Review*. Aggression and Violent Behavior, vol. 58, 2021, p. 101608.

on Putri Delina's Instagram account in 2022. The results show that there are five types of illocutionary speech acts, namely expressive (criticism, insult), assertive (statement), commissive (oath), directive (advice), and declarative (prohibition). The most dominant type of hate speech is insult (40%), followed by slander (30%), ridicule (20%), and provocation (10%). Therefore, this study emphasizes the importance of digital literacy education as well as law enforcement to deal with hate speech on social media.⁵⁸

Moreover, research by Meli Fauziah et al. entitled "*Politeness Strategy Found in the Third Debate of Presidential Candidates for the 2024 Election*" analyzes the use of politeness strategies in the 2024 presidential debate. Using discourse analysis and interactional sociolinguistics, the study identifies 170 instances of politeness, with positive face appearing more frequently than negative face. The results show that candidates employed both face-saving and face-threatening acts, such as giving appreciation, criticizing, interrupting, and requesting cooperation. This study concludes that politeness strategies are essential in managing social roles, power relations, and persuasive communication in political discourse.⁵⁹

Finally, the study by Kansok-Dusche et al. entitled "*A Systematic Review on Hate Speech among Children and Adolescents*" is a systematic review that discusses the prevalence of hate speech in children and

⁵⁸ Mubarak, Y., D. Sudana, and W. Gunawan. *Hate Speech in the Comments' Column Instagram: A Discourse Analysis*. Journal of Languages and Language Teaching, vol. 12, no. 1, 2024, pp. 439–450.

⁵⁹ Fauziah, Meli, et al. "Politeness Strategy Found in the Third Debate of Presidential Candidates for the 2024 Election." ENGLISH FRANCA: Academic Journal of English Language and Education 8.2 November (2024): 347-364.

adolescents, as well as variations in its definition in various studies. Using the Cochrane approach, the study screened 1,850 publications and selected 18 publications that met the inclusion criteria, namely those that presented empirical data on the prevalence of hate speech in the age group of 5 to 21 years. The results showed that the definition of hate speech varies and often overlaps with the concept of bullying. In addition, exposure to hate speech is more common than perpetration or victimization. Thus, this study emphasizes the importance of conceptual distinction between hate speech and other forms of violence such as bullying, and their impact on adolescent development.⁶⁰

Based on a review of these studies, it can be concluded that there is still a void in research that specifically analyzes the forms and the types of hate speech used by political figures in public speeches on the YouTube platform. Most previous studies have highlighted user interactions, comments, or trends in general, rather than analyzing the discourse of hate speech in political speeches of specific figures such as Donald J. Trump.

Therefore, this research seeks to fill the gap by analyzing the forms and types of hate speech that appear in Donald J. Trump's speeches on YouTube. This focus on the live speeches of public figures is expected to contribute to a deeper understanding of how hate speech is constructed and used in political communication through video-based digital platforms.

⁶⁰ Kansok-Dusche, J., C. Ballaschk, N. Krause, A. Zeißig, L. Seemann-Herz, S. Wachs, and L. Bilz. *A Systematic Review on Hate Speech Among Children and Adolescents: Definitions, Prevalence, and Overlap with Related Phenomena*. Trauma, Violence, & Abuse, vol. 24, no. 4, 2023, pp. 2598–2615.

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

This study uses a qualitative method with a descriptive approach. Qualitative research means that the researcher studies a phenomenon in its natural setting and tries to understand the meaning behind it.⁶¹ The descriptive approach is chosen because it helps describe the phenomenon clearly, systematically, and accurately.⁶² As stated by Sandelowski, qualitative descriptive research is often used to provide a clear summary of phenomena and to understand them within their social context.⁶³ In this research, the focus is on analyzing Donald Trump's hate speech by identifying its forms and types that appear in his speeches.

This method is used to achieve the goals of the research, which are to give a clear and detailed explanation of Donald Trump's hate speech in political communication. The researcher classifies the hate speech, describes the language patterns, and explains the social meanings behind it. The data are presented in words, not numbers, so that the originality of the data is kept without any changes⁶⁴. In this way, the research gives a complete and contextual understanding of Donald Trump's hate speech based on real data

⁶¹ Denzin, Norman K., and Yvonna S. Lincoln. *"The Sage Handbook of Qualitative Research."* (2007).

⁶² Gay, Lorraine R., Geoffrey E. Mills, and Peter Airasian. *"Educational research competencies for analysis and applications."* (2012).

⁶³ Sandelowski, Margarete. *"Whatever happened to qualitative description?."* *Research in nursing & health* 23.4 (2000): 334-340.

⁶⁴ Creswell, John W. *"Research designs. Qualitative, quantitative, and mixed methods approaches."* (2009).

from his speeches.

B. Object of the Research

The object of this research is the video of Donald J. Trump's public speeches delivered between January and June 2025, focusing on hate speech. The study applies the theory of forms and types of hate speech by Alexander Brown and Adriana Sinclair to analyze how hate speech is expressed through language, rhetorical strategies, and socio-political context. The data consist of 13 purposively selected videos of Trump's speeches, retrieved from YouTube channels such as The White House, Right Side Broadcasting Network, Diario AS, FOX 4 Dallas-Fort Worth, FOX 5 New York, LiveNOW from FOX, FOX 29 Philadelphia, and FOX 5 Washington DC. These channels were chosen for providing authentic, unedited material suitable for analyzing hate speech

C. Data Collecting Technique

The data collection technique used in this study was document analysis, which served as the main technique for obtaining primary data. The following explanation outlines the steps taken in the document analysis process in this study.

1. Document Analysis

In this research, the data collection technique used is document analysis. According to Bowen, document analysis is a systematic process for reviewing and evaluating documents, which can be in the form of written text, videos, images, or other types of documentation relevant to

the phenomenon under study⁶⁵

The documents in this study are the transcripts of Donald J. Trump's speeches obtained from YouTube videos. This document analysis technique is applied to address research questions 1 and 2. Research question 1 focuses on identifying and classifying the forms of hate speech based on the framework of Alexander Brown and Adriana Sinclair, while research question 2 examines the types of hate speech used by Trump according to the same theoretical framework.

Therefore, document analysis provides a systematic approach for exploring the content of Donald J. Trump's speeches in this study. Researchers reviewed transcripts and videos, identified utterances containing hate speech, and distinguished them from those that did not. These instances were listed and categorized based on Brown and Sinclair's framework. This method served as a tool to collect, classify, and interpret hate speech within Trump's speeches. The following procedures are part of this document analysis:

- a. Data Collection: 13 videos of Donald Trump's speeches were obtained from several YouTube channels that provide direct coverage of his public appearances.
- b. Transcription: The videos were transcribed into text and checked for accuracy.

⁶⁵ Bowen, Glenn A. *Document Analysis as a Qualitative Research Method*. *Qualitative Research Journal*, vol. 9, no. 2, 2009, pp. 27–40.

- c. Coding: Utterances containing hate speech were identified and marked based on predetermined indicators.
- d. Categorization: The identified data were grouped by form (words, images, gestures) and type (e.g., hybrid attacks, identity attacks).
- e. Interpretation: The meaning, context, and communicative purpose of the hate speech were analyzed.

D. Instrument of the Research

A research instrument is a tool used to collect data in a study. Based on the previous explanation, it can be concluded that researchers not only collect and analyze data, but also need a checklist as an additional tool to ensure that the data obtained is comprehensive

1. Document Checklist

A document checklist is a research tool that helps identify, classify, and analyze document-based data. It provides a structured guide to ensure all relevant aspects are covered during data collection.⁶⁶ In this study, the checklist is applied to Donald J. Trump's speech transcripts to identify and analyze the eight forms and ten types of hate speech. This approach ensures a consistent and systematic analysis of the data.

Steps for Using the Document Checklist:

- a. Create a table that includes indicators related to the forms and types of hate speech.
- b. Assign codes or symbols for each form and type of hate speech. For

⁶⁶ Fraenkel, Jack, Norman Wallen, and Helen Hyun. *How to Design and Evaluate Research in Education 10th ed.* McGraw-Hill Education, 2006.

example:

- (a) Forms: Words, Signs and Symbols, Images and Illustrations, etc.
- (b) Types: Hybrid Attacks, Selective Attacks, Identity Attacks, etc.
- (c) Each utterance in Trump's YouTube speech transcripts was examined using a checklist of hate speech forms and types, ensuring that all instances were accurately identified and categorized. Below is the table utilized by the researcher for data analysis :

Table 3. 1 Indicator Form of Hate Speech

Form of Hate Speech	Indicator
Words (Verbal or Written Speech)	1. Use of words or phrases that demean ethnic, religious, gender, or national identity.
	2. Use of stereotypes such as "Group X is lazy, dishonest, etc."
	3. Verbal insults targeting women's capabilities or social roles.
	4. The speech provokes public resentment or hostility, especially on social media.
Signs and Symbols	1. Use of symbols associated with hateful ideologies (e.g., Swastika, white supremacy flags).
	2. Symbols used to intimidate or provoke specific groups.
	3. Symbols appear in banners, clothing, demonstration props, or public decorations.
Images and Illustrations	1. Depictions of a group as dehumanized figures (e.g., animals, monsters, criminals).
	2. Visual reinforcement of negative stereotypes (e.g., exaggerated features or threatening appearance).

	3. Cartoons targeting racial, religious, or gender identities in a derogatory manner.
Memes and Videos	1. Memes containing discriminatory text and visuals toward ethnicity, gender, or nationality.
	2. Videos showing hate gestures, speech, or actions toward certain groups.
	3. Digital content is widely disseminated with the intent to provoke hatred or discrimination.
GIFs (Animated Graphics)	1. GIFs displaying provocative gestures (e.g., three-finger salute, Nazi salute).
	2. Used in contexts that imply mockery, insult, or intimidation.
	3. Implicitly delivers hateful or supremacist messages without direct speech.
Flags, Logos, and Uniforms	1. Presence of extremist group flags or logos in public settings.
	2. Uniforms or outfits containing symbols of hate or racial superiority.
	3. Used in rallies, videos, or public events to assert ideological power.
Public Statues, Monuments, and Artworks	1. Statues that glorify historical figures involved in violence against minorities.
	2. Murals or graffiti displaying hate symbols or messages.
	3. Art installations used to express dominance or hate-based ideology.
Gestures, Mannerisms, and Nonverbal Behavior	1. Use of vulgar gestures (e.g., middle finger) directed at specific groups.
	2. Facial expressions or body movements interpreted as symbols of hate or supremacy.

	3. Gestures performed within in-groups to signal hostility or power over others.
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Table 3. 2 Indicator Types of Hate Speech

Types of Hate Speech	Indicator	Explanations
Hybrid Attacks	1. Contains insults toward individuals based on social identity.	Targets individuals but insults are rooted in their group identity (e.g., race, religion, gender).
	2. Contains negative generalizations about a social group.	Projects one person's actions or traits onto an entire group.
	3. Contains discriminatory stereotypes.	Uses fixed, negative clichés (e.g., "all X are Y") to misrepresent social groups.
	4. Contains harsh or dehumanizing language toward certain groups.	Refers to people as animals, diseases, or non-human entities to diminish their humanity.
	5. Promotes intergroup tension or conflict.	Incites hostility or mistrust between identity-based groups.
Selective Attacks	1. Attacks on individuals targeting specific social group attributes.	The insult targets personal identity but reflects bias toward a larger group.
	2. Disguised as personal opinion but still reinforces prejudice.	Statements framed as individual beliefs but reflect deep-seated group prejudice.
	3. Discriminating against subgroups within a larger group.	Targets subsets (e.g., specific religious sects or ethnic subcultures) within a broader identity.

	4. illusion of tolerance while discriminating	Messages appear moderate or tolerant but imply inferiority of a group.
Revers Attacks	1. Targets dominant or majority groups.	Directed at socially powerful groups, often in reaction to perceived privilege.
	2. Using negative stereotypes or racial slurs against dominant groups.	Employs slurs aimed at majorities.
	3. Generalizing negative characteristics about dominant groups.	Claims all members of a group share bad traits. Example:
	4. Driven by experiences of oppression, but still worsening intergroup conflict	Although rooted in injustice, it escalates hate.
Righteous Attacks	1. Attacks based on ideological or moral beliefs.	Justified as part of a “moral” cause.
	2. Considering attacks as a form of social justice or defense of the truth.	Offensive statements made in the name of activism. Example:
	3. Targeting groups perceived as oppressive or unethical.	Aims at groups deemed morally wrong.
Indirec Attacks	1. Indirectly delivered attacks (implicit).	Uses subtle or coded language.
	2. Using stereotypes disguised as compliments or humor.	Hidden prejudice masked as jokes.
	3. Attacking identity in a veiled manner.	Implies negativity without open insult.
	4. Reinforcing structural prejudices through indirect means.	Soft tone but supports broader bias.
	1. Denying the existence of an identity group.	Claims a group doesn't exist.
	2. Erasure of valid	Treats identities as phases or

Existential Denials	identities.	delusions
	3. Psychological and social harm	Causes identity crisis and social alienation.
Identity Denials	1. Denying someone's claim to their identity.	Rejects self-identification.
	2. Ignoring the psychological and social realities of identity.	Treats identity as invalid choice.
	3. Used to justify denying rights.	Supports exclusion from rights.
Identity Miscategorisations	1. Incorrectly categorizing someone's identity.	Mislabeled someone.
	2. Denigrating true identity through miscategorisation.	Uses false labels to mock.
	3. Rejecting non-dominant identities.	Dismisses identities outside the norm.
Identity Appropriations	1. Unauthorised appropriation or exploitation of a marginalized group's identity.	Takes from marginalized culture without respect.
	2. Ignoring historical context and oppression.	Uses identity elements as aesthetics.
	3. Reducing identities to commodities	Treats identity as costumes.
Identity Attacks	1. Insults based on race or ethnicity	This includes direct derogatory remarks targeting someone's racial or ethnic background. The intent is to portray the group as inferior, uncivilized, or less human.
	2. Attacks on religious beliefs	These are explicit verbal assaults aimed at people's religious identity, aiming to demonize or marginalize them based on their beliefs.
	3. Degrading sexual orientation	Involves hateful statements directed at individuals because of their sexual

		orientation, often reflecting disgust or moral judgment.
	4. Gender-based discrimination	Targets individuals based on their gender, often claiming that a certain gender is unfit for leadership, intelligence, or strength.
	5. Stereotyping identity groups with offensive labels	Uses generalizations or negative labels to define entire identity groups, reinforcing prejudiced ideas and systemic bias.

Table 3. 3

Checklist for Analysis Forms of Donald J Trump's Hate Speech on Youtube

No.	Time	Utterance	Form Of Hate Speech								Notes
			WD	SS	II	MV	GF	FLU	PSA	GMNB	
1.											
2.											
3.											
4.											
5.											

Noted : Form Of Hate Speech

- | | |
|----------------------------------|---|
| 1. WD : Word | 5. GF : Gift |
| 2. SS : Signs and Symbols | 6. FLU : Flags, Logos, and Uniforms |
| 3. II : Images and Illustrations | 7. PSA : Public Statues, Monuments, and Artworks |
| 4. MV : Memes and Videos | 8. GM NB : Gestures, Mannerisms, and Nonverbal Behavior |

Table 3. 4

Checklist for Analysis Types of Donald J Trump's Hate Speech on Youtube

No.	Utterance		Types of Hate Speech	Notes
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		HA	SA	RA	RIA	IA	ED	ID	IM	IPA	IAA	
1.												
2.												
3.												
4.												
5.												

Noted : Types Of Hate Speech

- | | | | |
|--------|---------------------|---------|-------------------------------|
| 1. HA | : Hybrid Attacks | 6. ED | : Existential Denials |
| 2. SA | : Selective Attacks | 7. ID | : Identity Denials |
| 3. RA | : Reverse Attacks | 8. IM | : Identity Miscategorisations |
| 4. RIA | : Righteous Attacks | 9. IPA | : Identity Appropriations |
| 5. IA | : Indirect Attacks | 10. IAA | : Identity Attacks |

E. Technique for Analyzing the Data

In this research, the data analysis technique used is the interactive analysis model developed by Miles and Huberman, which consists of four main stages: data collection, data reduction, data display, and conclusion drawing.⁶⁷ This analytical approach is applied to identify the forms and the types of hate speech present in videos featuring Donald J. Trump, which are obtained from various YouTube channels.

1. Data Collection

The researcher collected data from selected YouTube videos of Donald J. Trump that are relevant to the topic of hate speech. The videos

⁶⁷ Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*. SAGE

were chosen based on their political context, audience reach, and potential indicators of hate-related language. The collected data included video transcripts and speech content, which were then transcribed and organized for further analysis.

2. Data Reduction

During the data reduction stage, the researcher processes raw data from Donald J. Trump's speeches by watching the selected videos and recording timestamps of hate speech occurrences. The utterances are transcribed with full context and coded using a checklist to classify their forms (words, symbols, images, videos, GIFs, flags, uniforms, artworks, gestures, and other nonverbal behaviors) and types (Hybrid, Selective, Reverse, Righteous, Indirect, Existential Denials, Identity Denials, Miscategorisations, and Appropriations).

3. Data Display

The data display stage involves organizing the reduced data from Donald J. Trump's speeches into a structured format. The researcher creates a table showing the frequency of each type of hate speech and the occurrence of various linguistic and nonverbal forms. Representative utterances are compiled from the checklist results, including video timestamps, context, and assigned codes for forms and types. Visual representations such as charts or diagrams are also used to illustrate the identified patterns and facilitate understanding.

4. Conclusion Drawing and Verification

In the final stage, the researcher conducts an in-depth analysis and verification of the findings. The researcher examines how hate speech is expressed in Donald J. Trump's speeches, focusing on the various forms and types identified across different contexts and audiences. To ensure the trustworthiness of the findings, the researcher rechecks the original video recordings, confirms the interpretations using the established checklist, and relates the results to Brown and Sinclair's theory of hate speech forms and types. Finally, conclusions are drawn regarding the characteristics, patterns, and rhetorical functions of hate speech in Trump's political communication.

These stages of analysis are conducted iteratively and interconnectedly to ensure a comprehensive and accurate examination of hate speech in Donald J. Trump's public speeches.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the research findings and discussion on hate speech in Donald J. Trump's speeches uploaded on YouTube. The study uses a qualitative approach to identify and classify forms of hate speech based on their modes of delivery, such as words, gestures, symbols, and visual media. It also discusses the types of hate speech that appear in the context of Trump's public speeches. The analysis is conducted descriptively by examining the context, meaning, and forms of hate speech found, including their frequency, patterns of delivery, and connections to relevant theories and previous research.

A. Research Findings

This section presents the research findings on hate speech in Donald J. Trump's speeches uploaded on various YouTube channels. The analysis focuses on two main aspects: (1) the forms of hate speech, classified based on how they are conveyed such as words (verbal), signs and symbols, images and illustrations, memes and videos, GIFs, flags, logos, and uniforms, public statues and artworks, and gestures and mannerisms; and (2) the types of hate speech, which include Hybrid Attacks, Selective Attacks, Righteous Attacks, Reverse Attacks, Indirect Attacks, Identity Appropriations, Identity Miscategorisations, Identity Denials, and Existential Denials.

Data were obtained on June 14, 2025 from thirteen of Trump's public speeches delivered in various contexts, including campaign rallies and official addresses, which consistently demonstrate the use of strategic and provocative

language. Trump employs a variety of expressive forms to convey messages that often contain elements of hatred, both explicitly and implicitly. These findings are analyzed in relation to the context, target audience, and political objectives, and are interpreted within the theoretical framework outlined in Chapter II. The results are presented through frequency tables and selected speech excerpts as supporting evidence.

1. Forms of Hate Speech Found in Donald J. Trump's Speeches on YouTube

The first aspect of this analysis examines the forms of hate speech used by Donald J. Trump in his YouTube speeches. In sociolinguistics, forms of hate speech refer to the channels or media through which messages are conveyed, reflecting social relations, ideology, and power. In this study, only two forms were identified: words or expressions, and gestures, facial expressions, and other nonverbal behaviours. Words convey direct insults or stereotypes, while gestures and nonverbal expressions imply dominance or hostility. By analyzing these forms, the study reveals how Trump communicates hate speech through both verbal and nonverbal strategies in his public speeches on YouTube.

The following table presents the forms of hate speech identified in each of the selected Donald J. Trump videos on YouTube

Table 4. 1 Form of Hate Speech found on Donald J trump Speech

No.	Video	Forms of Hate Speech
1.	Speech at Fort Bragg	1. Word
2.	Pittsburgh Rally	1 Word 2 Gestures, Mannerisms and Nonverbal Behavior
3.	Speech At Cpac	1 Word
4.	Victory Rally Speech	1. Word
5.	Speech to Congress	1. Word
6.	Army Academy Address	1. Word
7.	Executive Order Speech	1. Word
8.	Pre-Inauguration Press Speech	1. Word
9.	Supreme Court Briefing	1. Word
10.	Justice Department Speech	1. Word
11.	100-Day Rally in Michigan	1. Word
12.	Governors Session Speech	1. Word
13.	FII Summit Speech	1. Word

Table 4.1 presents the classification of the forms of hate speech identified in Donald J. Trump's speeches. Based on the analysis, only two forms were found, with Words being the most dominant. This shows Trump's strong reliance on verbal expressions to attack, insult, and stereotype identity groups or political opponents. Gestures, Mannerisms, and Nonverbal Behavior also appear, though less frequently, illustrating that Trump sometimes reinforces his verbal attacks through body language. This classification provides an overview of how Trump constructs his political rhetoric through explicit and implicit hate speech strategies.

Here are forms in the context of Donald J. Trump's speeches on YouTube videos:

a. Word

The first example of Word appears in Trump's speech to Congress, where he described immigrants as "*murderers, drug*

dealers, gang members, and people from mental institutions.” This statement reinforces a harmful stereotype, framing immigrants as inherently criminal and dangerous. The demeaning language illustrates how Trump uses verbal attacks to strip a group of dignity and incite fear among the public.

Another instance can be found at the Army Academy Address, where Trump mocked gender diversity with the remark, *“How crazy is it, men playing in women’s sports.”* This example demonstrates how Word was deployed not only against immigrants or political rivals but also to ridicule evolving social norms. By dismissing gender diversity as *“crazy,”* Trump reinforced exclusionary attitudes toward marginalized groups.

These examples show that Trump consistently employs Word as a tool of hate speech to stigmatize groups and delegitimize social progress. By framing immigrants as criminals and mocking gender diversity, he not only promotes fear and exclusion but also reinforces divisive narratives that strengthen his political position.

b. Gestures, mannerisms and nonverbal behavior

In some cases, Trump combined verbal attacks with nonverbal gestures to emphasize intimidation or superiority. For instance, at the Pittsburgh Rally, while shouting *“fake news,”* he pointed at journalists, merging verbal denigration with hostile body language. Such gestures

reinforce the confrontational tone of his rhetoric and escalate the sense of antagonism toward the targeted group.

Overall, Trump's use of both Word and Gestures, Mannerisms, and Nonverbal Behavior reveals a consistent strategy of combining verbal attacks with performative actions to maximize the impact of his rhetoric. Through words, he stigmatizes immigrants and marginalized groups, while through gestures, he reinforces hostility and intimidation toward opponents like the media. Together, these forms of hate speech construct a confrontational style that fuels division, mobilizes supporters, and strengthens his political narrative.

2. Types of Hate Speech Found in Donald J. Trump's Speeches on YouTube

After discussing the forms of hate speech, this section focuses on the types of hate speech in Donald J. Trump's YouTube speech. Using a sociolinguistic approach, this analysis reveals various types of speech such as hybrid attacks, selective attacks, reverse attacks, righteous attacks, and other forms that attack or deny the identity of certain groups. Each type shows a different strategy, depending on the target and context of the speech. For example, selective attacks blame certain groups for national problems, while righteous attacks are packaged as moral defenses. Some other types are more subtle, such as identity denial or identity manipulation.

The following table presents the types of hate speech identified in each of the selected Donald J. Trump videos on YouTube.

Table 4. 2 Types of Hate Speech found on Donald J trump Speech

No.	Video	Types of Hate Speech	
1.	Speech at Fort Bragg	1. Hybrid Attacks 2. Selective Attacks 3. Righteous Attacks	4. Identity Miscategorisation 5. Identity Appropriations
2.	Pittsburgh Rally	1. Hybrid Attacks 2. Selective Attacks	3. Identity Miscategorisations 4. Righteous Attacks
3.	Speech At Cpac	1. Hybrid Attacks 2. Selective Attacks 3. Identity Denials	4. Identity Miscategorisations 5. Identity Miscategorisations
4.	Victory Rally Speech	1. Hybrid Attacks 2. Selective Attacks 3. Reverse Attack 4. Righteous Attacks	5. Identity Denials 6. Identity Miscategorisations 7. Identity Appropriations 8. Indirect Attack
5.	Speech to Congress	1. Hybrid Attacks 2. Selective Attacks 3. Righteous Attacks 4. Existential Denials	5. Identity Denials 6. Identity Miscategorisations 7. Identity Appropriations
6.	Army Academy Address	1. Hybrid Attacks 2. Selective Attacks 3. Righteous Attacks	4. Indirect Attack 5. Existential Denials 6. Identity Appropriations
7.	Executive Order Speech	1. Hybrid Attacks 2. Selective Attacks 3. Righteous Attacks	4. Indirect Attack 5. Identity Miscategorisations
8.	Pre-Inauguration Press Speech	1. Hybrid Attacks 2. Selective Attacks 3. Righteous Attack	4. Indirect Attac 5. Existential Denials
9.	Supreme Court Briefing	1. Selective Attacks 2. Reverse Attack 3. Righteous Attacks	4. Indirect Attack 5. Existential Denials 6. Identity Appropriations
10.	Justice Department Speech	1. Selective Attacks 2. Righteous Attacks 3. Indirect Attack	4. Existential Denials 5. Identity Denials 6. Identity Miscategorisations
11.	100-Day Rally in Michigan	1. Hybrid Attacks 2. Selective Attacks 3. Righteous Attacks 4. Indirect Attack	5. Identity Denials 6. Identity Miscategorisations 7. Identity Appropriations 8. Existential Denials
12.	Governors Session Speech	1. Hybrid Attacks 2. Righteous Attacks 3. Indirect Attack	4. Existential Denials 5. Identity Appropriations
13.	FII Summit Speech	1. Hybrid Attacks 2. Selective Attacks 3. Reverse Attacks	4. Righteous Attacks 5. Indirect Attack 6. Existential Denials

Table 4.3 shows that Donald J. Trump's speeches contain various types of hate speech, including Hybrid Attacks, Selective Attacks, Righteous Attacks, Reverse Attacks, Indirect Attacks, Existential Denials, Identity Denials, Identity Miscategorisations, and Identity Appropriations. The recurring pattern indicates that Hybrid Attacks, Selective Attacks, and Righteous Attacks are dominant in almost all speeches, while identity-related strategies such as Appropriations, Miscategorisations, Denials, and Existential Denials are consistently used to undermine the legitimacy of certain groups. Meanwhile, Reverse Attacks and Indirect Attacks appear less frequently but still play a role in softening or redirecting the attacks.

Here are some examples of these types in the context of Donald J. Trump's speeches on YouTube:

a. Hybrid Attack

An example of Hybrid Attack is when Trump stated, "*I've stopped the invasion of illegal aliens who are undercutting your wages and stealing your jobs.*" This combines criticism of immigration policy with derogatory labeling of immigrants as "*invaders*" and "*job thieves*," framing them as both political and social threats.

b. Selective Attack

One example is Trump's remark: "*Very stupid Biden open border... Camala... nobody knows her last name... strange name...*" He criticizes Biden's policy while mocking Kamala Harris's name, mixing political attack with identity ridicule.

c. Reverse Attack

Trump said, *“What they’ve allowed to come into our country should never be forgotten... murderers, killers, drug dealers...”* Blaming Biden’s administration, he reverses responsibility onto opponents.

b. Righteous Attack

Trump mocked climate policy: *“Green news scam... like throwing it right out the window.”* This frames himself as protector of ordinary people against elites.

c. Indirect Attack

In describing wind turbines, Trump said, *“They’re littered all over like dropping garbage in a field.”* The metaphor indirectly ridicules green policies. He also remarked that Democrats’ border policies “invite chaos without even realizing it,” attacking them indirectly through consequences.

d. Existential Denial

Trump declared, *“Sent the killers, drug smugglers... from the filthiest dungeons of the world...”* denying immigrants’ humanity by portraying them as criminals. Another case: *“Our country is being poisoned by these people,”* erasing their existence as legitimate community members.

e. Identity Denial

He asserted, *“There are only two genders: male and female.”* denying non-binary and transgender identities. Another instance: *“We will not allow this woke nonsense to erase our traditional values,”* rejecting LGBTQ+ identity recognition.

f. Identity Miscategorisation

Trump stated, *“America is a dumping ground for criminals no longer,”* miscategorizing immigrants as criminals. He also said, *“They’re not sending their best, they’re sending crime and drugs,”* a sweeping misrepresentation of immigrant identity.

g. Identity Attack

Trump remarked, *“These are animals.”* dehumanizing immigrants as subhuman threats.

Based on analysis, Trump's hate speech appears in various types of attacks against political opponents, policies, and identity groups. Hybrid Attacks combine policy criticism with stigmatization of immigrants. Selective Attacks target specific individuals with identity-based ridicule, while Reverse Attacks shift blame onto political opponents. Righteous Attacks portray themselves as defenders of the people against the elite, and Indirect Attacks convey abuse implicitly through metaphors. Furthermore, Existential Denial, Identity Denial, and Identity Miscategorization directly erase, deny, or miscategorize the identities of certain groups, particularly immigrants and LGBTQ+

individuals. At its peak, Identity Attack manifests as extreme dehumanization, referring to immigrants as “animals.”

B. Discussion

This section aims to answer the research questions by analyzing the findings presented earlier. Specifically, this section will discuss TWO main aspects: First, the forms of hate speech found in Donald J. Trump's speeches and how these forms appear in specific utterances (Answering RQ1). Second, the types of hate speech and how each type is strategically used to target political opponents, criticize policies, and attack identity groups (Answering RQ2). Secondly, the results of this study are compared with previous research to highlight consistent patterns and unique rhetorical strategies used by Trump, and this discussion connects the findings with the theories presented in Chapter II and shows whether the results of this study support, expand upon, or differ from previous studies on hate speech, political rhetoric, and sociolinguistic strategies in public discourse.

1. Forms of Hate Speech Found in Donald J. Trump’s Speeches on YouTube

The analysis of hate speech in Donald J. Trump’s speeches shows that the form of hate speech found in these speeches is primarily verbal (Words) and, to a much lesser extent, nonverbal (Gestures, Mannerisms, and Nonverbal Behavior). Words refers to direct verbal expressions that insult, attack, or target specific groups, while Gestures, Mannerisms, and Nonverbal Behavior involves body movements or gestures that convey hostility or contempt. In Trump’s speeches, he predominantly uses Words

to criticize and demean immigrants, journalists, political opponents, and individuals perceived as liberal, indicating that hate speech in political contexts is mostly delivered through explicit verbal statements rather than nonverbal cues.

Examples of sentences used by Trump include: *"These are animals," "radical left lunatics,"* and *"stupid Biden."* These statements not only convey hatred but also shape negative attitudes toward the mentioned groups. Meanwhile, the nonverbal hate speech was observed when Trump pointed at a journalist while calling them *"fake news,"* reinforcing the meaning of his words.

These findings align with several previous studies. For instance, Masruri found that hate speech in online media also frequently takes the form of harsh and insulting language, similar to what was found in Trump's speeches.⁶⁸ Fonseca and colleagues also noted that hate speech is often directed at vulnerable groups such as immigrants and the LGBTI+ community, which also occurred in Trump's speeches.⁶⁹ Castaño-Pulgarín's study revealed that hate speech often stems from certain political or ideological views, such as excessive nationalism, which is evident in Trump's rhetoric.⁷⁰ Meanwhile, Mubarok and his team

⁶⁸ Masruri, Muhammad U. *Analisis Fenomena Hate Speech melalui Media Streaming: Studi Netnografi pada Platform Nimo TV*. UIN Sunan Ampel Surabaya, 2022.

⁶⁹ Fonseca, V. B., Júnior, J. M. F., and J. L. Oliveira. *Analyzing Hate Speech Dynamics on Twitter/X: Insights from Conversational Data and the Impact of User Interaction Patterns*. *Heliyon*, 2024.

⁷⁰ Castaño-Pulgarín, S. A., N. Suárez-Betancur, L. M. T. Vega, and H. M. H. López. *Internet, Social Media and Online Hate Speech: Systematic Review*. *Aggression and Violent Behavior*, vol. 58, 2021, p. 101608.

emphasized that hate speech is typically expressed through insults and provocation, consistent with the verbal dominance found in this study.⁷¹

This differs from Vasist's research, which focused more on the relationship between hate speech and fake news online, whereas this study emphasizes how hate speech is used directly in political speeches.⁷²

In theory, the findings in this study are consistent with the classification of hate speech described by Alexander Brown and Adriana Sinclair. They state that hate speech can take various forms, such as words, symbols, body movements, or images. In Donald Trump's speeches, the most common form is through words, for example when he uses harsh, insulting, or emotionally charged language against certain groups. This aligns with Brown's explanation that hate speech can take the form of verbal insults and stereotypes. Additionally, Trump also employs gestures or body language that convey a demeaning attitude, which Sinclair also classifies as non-verbal forms of hate speech. With this theory, it becomes easier to understand how Trump's speeches are used to convey and spread hatred toward other groups.

From a sociolinguistic perspective, these findings demonstrate that language can be used as a tool of power. Trump employed language to create separation between the group he supported and the group he

⁷¹ Mubarak, Y., D. Sudana, and W. Gunawan. *Hate Speech in the Comments' Column Instagram: A Discourse Analysis*. *Journal of Languages and Language Teaching*, vol. 12, no. 1, 2024, pp. 439–450.

⁷² Vasist, P. N., D. Chatterjee, and S. Krishnan. *The Polarizing Impact of Political Disinformation and Hate Speech: A Cross-Country Configurational Narrative*. *Information Systems Frontiers*, vol. 26, no. 2, 2024, pp. 663–688.

opposed. Words like *"invasion," "animals," "radical left lunatics,"* and *"stealing your jobs"* illustrate how language is used to depict other groups as threats. This indicates that hate speech is not merely about personal hatred but is also used to control public opinion, strengthen group identity, and weaken opposition. This research shows that hate speech in political discourse can serve as a means to create conflict and reinforce societal divisions.

Contextually, Trump's speeches were delivered in politically charged moments, such as during heated immigration debates, approaching elections, or national identity and energy discussions. Trump used hate speech as part of a strategy to shape public opinion, incite fear, or provoke anger. For example, when he referred to immigrants as *"invaders"* or *journalists as "fake news,"* he was trying to influence public emotions and perspectives. The American political culture that strongly upholds freedom of speech also allows such expressions to be delivered openly, even seen as normal in political settings. This shows that political hate speech doesn't just originate from individuals, but can also emerge as part of a broader political system or strategy.

The practical implication of these findings is that the public needs to be more aware and sensitive to hate speech in everyday life, especially in media and politics. Language literacy is essential so that people can distinguish between mere criticism and actual hate speech. Governments and educational institutions can use the results of this research to develop

programs or policies to help prevent the spread of hate speech and promote more ethical language use in politics.

2. Types of Hate Speech

Analysis of the types of hate speech on Donald J. Trump's speeches shows that language is not only used to convey messages, but also to shape social positions and distinguish between “us” and “them” groups.

The most dominant type of hate speech in Donald J. Trump's speeches is Righteous Attack (RIA) with 48 occurrences. This shows that Trump often positions himself as a defender of truth and the interests of the people. He conveys messages that appear to fight for American values, but does so by attacking groups that are considered “threatening,” such as immigrants, political opponents, and the media. This strategy creates a populist and moralistic image, where hate speech is justified on ideological grounds. Selective Attack (SA) appears 35 times, showing his tendency to explicitly attack specific individuals or groups, such as when he refers to Kamala Harris in a derogatory tone and subtly inserts racial undertones. Hybrid Attack (HA) was found 34 times, such as when Trump referred to immigrants as “job stealers” a combination of economic rhetoric and nationalistic identity. He also used Identity Appropriation (IAA) 24 times, for example, by claiming to represent workers or minorities to strengthen his political image. Indirect Attack (IA) and Existential Denial (ED) each appeared 17 times, indicating hate

speech conveyed implicitly or by questioning the existence of certain groups. Meanwhile, Identity Miscategorization (IM) and Identity Denial (ID) appeared 9 and 7 times, respectively, indicating negative labeling or erasure of group identities. Finally, Reverse Attack (RA) appeared 5 times, when Trump portrayed the majority group as victims of social change, reinforcing the narrative that they were under threat.

These findings support Vasist et al.'s research that hate speech in politics reinforces social polarization.⁷³ While Masruri highlights personal hate speech in online media, in the context of political speeches such as this, it takes a more systemic and ideological form.⁷⁴ These results are also in line with Fonseca et al. and Castaño-Pulgarín et al., who show that hate speech is often directed at racial groups, migrants, and the LGBTI+ community. Mubarok et al. found more direct hate speech on social media, while Trump conveys it through a rhetorical style that appears subtle but is still offensive.⁷⁵ In political debates such as those studied by Meli Fauziah, politeness strategies are still employed, in contrast to Trump's more confrontational style.⁷⁶ Even Kansok-Dusche et al.'s study,

⁷³ Masruri, Muhammad U. *Analisis Fenomena Hate Speech melalui Media Streaming: Studi Netnografi pada Platform Nimo TV*. UIN Sunan Ampel Surabaya, 2022.

⁷⁴ Castaño-Pulgarín, S. A., N. Suárez-Betancur, L. M. T. Vega, and H. M. H. López. *Internet, Social Media and Online Hate Speech: Systematic Review*. *Aggression and Violent Behavior*, vol. 58, 2021, p. 101608.

⁷⁵ Mubarok, Y., D. Sudana, and W. Gunawan. *Hate Speech in the Comments' Column Instagram: A Discourse Analysis*. *Journal of Languages and Language Teaching*, vol. 12, no. 1, 2024, pp. 439–450.

⁷⁶ Fauziah, Meli, et al. "Politeness Strategy Found in the Third Debate of Presidential Candidates for the 2024 Election." *ENGLISH FRANCA: Academic Journal of English Language and Education* 8.2 November (2024): 347-364.

which focused on adolescents, showed that hate speech has an impact on damaging social relations, as seen in the formal political sphere.⁷⁷

This finding aligns with the typology proposed by Alexander Brown and Adriana Sinclair, which emphasizes that hate speech is not only about who is targeted but also about how moral and rhetorical strategies are employed to justify it. Trump's speeches exhibit the Righteous and Hybrid Attack forms, as described by Brown, which reinforce hostility through moral claims. Various types of speech including both direct and indirect forms demonstrate the flexibility of hate speech in political discourse, as understood through Sinclair's concepts of symbolic domination and denial of legitimacy.

Sociolinguistically, the findings of this study reveal that hate speech in Donald J. Trump's speeches is not merely an expression of personal opinion or emotion, but rather a linguistic act that carries social and ideological functions. From a sociolinguistic perspective, language is not a neutral tool; it is a means used to construct, maintain, or challenge social relations.⁷⁸ Trump's hate speech serves to create social boundaries between "us" and "them," which, in identity theory, is referred to as an exclusionary strategy.⁷⁹ He uses language to build solidarity with his supporters while stigmatizing other groups particularly immigrants,

⁷⁷ Kansok-Dusche, J., C. Ballaschk, N. Krause, A. Zeißig, L. Seemann-Herz, S. Wachs, and L. Bilz. *A Systematic Review on Hate Speech Among Children and Adolescents: Definitions, Prevalence, and Overlap with Related Phenomena*. Trauma, Violence, & Abuse, vol. 24, no. 4, 2023, pp. 2598–2615.

⁷⁸ Fairclough, Norman. *Language and Power*. Longman, 1989.

⁷⁹ van Dijk, Teun A. *Ideology: A Multidisciplinary Approach*. Sage, 1998.

political opponents, and the media thus forming symbolic opposition that strengthens the dominant group's identity.

Through word choice, metaphors, repetition, and emotional vocal tone, Trump demonstrates how hate speech operates on both pragmatic and discursive levels. In the sociolinguistic domain, this indicates that hate speech is a form of discourse practice with direct social impact, including shaping public attitudes, perceptions, and even collective action.⁸⁰ For instance, when he refers to immigrants as “criminals” or “job stealers,” he is not merely sharing an opinion but constructing a negative representation of that group in the minds of his audience.⁸¹ Thus, language functions as a tool to reproduce dominant ideologies, such as nationalist-populist ideologies that are anti-immigrant and anti-elite.

Moreover, the hate speech strategies employed by Trump reflect the dynamics of power in verbal interaction, as studied in critical sociolinguistic theory. He does not speak as an ordinary individual, but as a powerful political figure who holds symbolic authority. Therefore, his utterances cannot be seen as neutral speech acts but rather as forms of discursive domination. In this context, hate speech becomes part of a strategy of symbolic domination, where certain groups are defined, controlled, or even erased through the use of language. This aligns with Sinclair's concept of legitimization and delegitimization of identity:

⁸⁰ Blommaert, Jan. *Discourse: A Critical Introduction*. Cambridge University Press, 2005.

⁸¹ van Dijk, Teun A. *Discourse and Manipulation*. Discourse & Society, 2006.

language is used to question the existential rights of certain groups, either explicitly or implicitly.⁸²

In terms of language and power, his speeches demonstrate how linguistic choices are not only reflective of social structure, but are also instrumental in shaping and maintaining systems of domination.⁸³ Trump often uses informal, direct, and hyperbolic language this strategy reinforces his closeness to audiences who feel marginalized by mainstream political discourse.⁸⁴ This language style does not merely reflect his communicative approach, but serves as an identity performance: he portrays himself as a “common man” fighting against the elites, despite being a member of the elite class. From a sociolinguistic perspective, such a strategy exemplifies how power is negotiated and legitimized through discourse. It illustrates how language becomes a political resource to mobilize resentment, construct ideological alliances, and sustain unequal power relations.

The findings of this study show that hate speech is not merely a linguistic act, but also part of a collective meaning-making process shaped by the social conditions of society. When phrases like “we need to take our country back” or “they stole our votes” are repeatedly used in political speeches, they not only spread hatred but also construct a narrative about who belongs and who is seen as a threat to the nation. In

⁸² Sinclair, Adriana. *International Relations Theory and International Law: A Critical Approach*. Cambridge University Press, 2016.

⁸³ Fairclough, Norman. *Discourse and Social Change*. Polity Press, 2001.

⁸⁴ Wodak, Ruth. *The Politics of Fear: What Right-Wing Populist Discourses Mean*. Sage, 2015.

the field of sociolinguistics especially in the study of language and power hate speech can be seen as a means of maintaining power, suppressing other groups, and spreading certain ideologies.⁸⁵

In other words, this research does not only identify types of hate speech, but also shows how language is used as a tool in the struggle over meaning, identity, and power. The implications of this research suggest that political language should be understood more critically, especially when it is used to express hate. This study can serve as a foundation for media literacy education, anti-hate speech campaigns, and the development of public policies that are more sensitive to language use in public spaces. Furthermore, the results are also useful for future sociolinguistic research to further explore the relationship between language, power, and identity in broader social contexts.

⁸⁵ Fairclough, Norman. *Language and Power*. Longman, 1989.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

This study analyzed Donald J. Trump's hate speech on YouTube, focusing on the forms and types of hate speech. The findings show that verbal expressions (words) are the most dominant form, followed by nonverbal forms such as gestures and visual elements. These forms include insulting language, provocative slogans, and symbolic gestures that contain ideological messages. Although the language used may seem ordinary, it often contains discriminatory and divisive meanings. The combination of these forms illustrates how hate speech operates not only through direct statements but also through subtle and symbolic means.

In terms of types, Righteous Attack emerges as the most frequently used category, where hate speech is packaged as a moral or nationalist obligation. Other types identified include Selective Attack, Hybrid Attack, Identity Appropriation, Indirect Attack, Identity Denial, Identity Miscategorisation, Existential Denial, and Reverse Attack. These types reflect how Trump's language delegitimizes certain social groups, reinforces the identity of the majority group, and constructs an “in-group” versus an “out-group.” Overall, this study confirms that hate speech in Trump's rhetoric is closely tied to ideological and identity-political frameworks, serving to legitimize exclusion and fuel division in political discourse.

B. Suggestion

1. For Lecturers

Using Donald J. Trump's speeches as teaching materials. These speeches can be used to show how hate speech works, both directly and implicitly, and how language is used to shape social identities and justify the exclusion of certain groups. By using this material in class, students can learn to think critically, analyze language more sharply, and understand how language is used as a tool of power in real life, particularly in the context of politics and public discourse.

2. For Students

Students, especially those majoring in Linguistics, English Education, or Communication Studies, are encouraged to study hate speech in real political discourse in order to better understand sociolinguistic phenomena. By analyzing authentic data such as political speeches, students can learn how language shapes power, identity, and social exclusion. This activity not only strengthens theoretical understanding but also trains students to think critically about language in both academic and societal contexts.

3. For Further Researchers

This research is important for students and lecturers because it helps them understand how hate speech works in real political speeches. Analyzing speeches such as those given by Donald J. Trump can develop critical thinking skills and an understanding of the role of language in

shaping power and social identity. By studying authentic data, both lecturers and students can connect theory with practice and be better prepared to deal with the use of language in academic and everyday contexts.

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A P P E N D I C E S

APPENDIX 1 FINAL DATA OF FORMS AND TYPES OF HATE SPEECH

FORM OF HATE SPEECH

President Trump Delivers Remarks at Fort Bragg

No	Time	Utterance	Form Of Hate Speech								Notes
			W D	SS	II	M V	G F	FL U	PS A	G M NB	
00 1V 1	6.19	<i>"...obliterated America's enemies, there's never been anything like it."</i>	✓								Ujaran agresif terhadap musuh tanpa batas jelas, membangkitkan semangat permusuhan. (WD.4 11.1)
00 2V 1	6.51	<i>"...hunted terrorist savages through the very gates of hell."</i>	✓								Dehumanisasi dengan menyebut kelompok sebagai "savages". (WD.1, WD.2)
00 3V 1	7.32	<i>"...crush you and cast you into oblivion."</i>	✓								Bahasa kekerasan dan penghancuran terhadap musuh politik/imajiner. (WD.4)
00 4V 1	18.38	<i>"Rioters bearing foreign flags... foreign invasion..."</i>	✓								Menyandingkan demonstrasi dengan invasi ujaran xenofobik. (WD.1, WD.4)
00 5V 1	18.52	<i>"...by stupid people or radical left people or sick people."</i>	✓								Penghinaan eksplisit terhadap lawan politik → ujaran kebencian personal & ideologis. (WD.2, WD.4)
00 6V 1	19.05	<i>"...even dumber than men playing in women's sports, transgender for everyone."</i>	✓								Merendahkan komunitas transgender dan kebijakan inklusif. (WD.1, WD.3)
00 7V 1	20.18	<i>"These are animals..."</i>	✓								Menyebut kelompok sebagai "animals" = dehumanisasi

											langsung. (WD.1, II.1)
008V1	5.41	“Without us, you’d all be speaking German right now, maybe a little Japanese thrown in.”	✓							✓	Sindiran superioritas nasional, meremehkan bangsa lain. (WD.1)
009V1	21.54	“...invaded and conquered by a foreign enemy and that’s what they are.”	✓								Label kolektif pada pihak internal sebagai “musuh asing”. (WD.1, WD.2)
010V1	22.09	“They came from prisons, they are from jails, they are from mental institutions... leaders of gangs... drug lords.”	✓								Menyamarkan imigran atau asing sebagai kriminal → stereotip berat. (WD.2, II.1)
011V1	24.26	“...grossly, grossly unfit president...”	✓								Ujaran kebencian personal terhadap tokoh politik. (WD.4)
012V1	24.46	“...radical left lunatic... when he was of sound mind, which was a long time ago.”	✓								Pelecehan terhadap kesehatan mental lawan politik → ujaran kebencian eksplisit. (WD.4, II.1)
013V1	26.03	“...criminal networks, transnational gangs, trash heap...”	✓								Merendahkan wilayah dan penduduknya dengan sebutan “tumpukan sampah”. (WD.2, II.1)
014V1	47.39	“No soldier ever volunteered... to be lectured about transgender diversity...”	✓								Menolak keberagaman gender secara sinis dan merendahkan. (WD.1, WD.3)
015V1	47.48	“Transgender for everybody. We don’t do that.”	✓								Sarkasme terhadap keberagaman identitas gender. (WD.1, WD.3)
016V1	53.14	“...defending our country from an invasion. Whether we like it or not, it’s	✓								Menyebut imigrasi sebagai invasi → ujaran menakutkan publik. (WD.4)

		<i>an invasion.</i> ”										
01 7V 1												

President Trump Holds a Rally in Pittsburgh, PA - 5/30/25

No.	Time	Utterance	Form Of Hate Speech								Notes
			WD	SS	II	M V	G F U	FL A	PS M	G NB	
001 8V2	19:43	<i>“Millions and millions of peoples pouring through our borders from all countries...”</i>	✓								Menggunakan narasi “banjir manusia” membangkitkan ketakutan publik terhadap imigran. (WD.4)
001 9V2	19:50	<i>“They came from the jails of the Congo... South America prisons, gangs, drug dealers...”</i>	✓								Stereotip bahwa imigran adalah kriminal atau berasal dari penjara, bentuk merendahkan dan menggeneralisasi. (WD.1, WD.2, II.1)
002 0V2	20:01	<i>“...the mentally insane... pouring into our country...”</i>	✓								Menghina kelompok dengan gangguan jiwa sebagai ancaman sosial – ujaran merendahkan identitas. (WD.1)
002 1V2	20:29	<i>“11,888 of them were murderers... 50% murdered more than one person.”</i>	✓								Klaim statistik ekstrem tentang imigran sebagai pembunuh, menciptakan citra ancaman. (WD.2, WD.4, II.1)
002 2V2	20:43	<i>“...allowed to come into our country by the Democrats and you can never forget what they’ve done.”</i>	✓								Menyalahkan kelompok politik sebagai biang kerusakan nasional, membangkitkan permusuhan politik. (WD.4)

002 3V2	21:39	<i>"What they let into our country can never be forgotten."</i>	✓								Ujaran ini bersifat menghasut, menciptakan kesan trauma kolektif terhadap kelompok tertentu (imigran). (WD.4)
002 4V2	50:13	<i>"I've stopped the invasion of illegal aliens who are undercutting your wages and stealing your jobs."</i>	✓								Menggunakan kata "invasion" dan "stealing" – ujaran dehumanisasi dan stereotip ekonomi terhadap imigran. (WD.1, WD.2)
002 5V2	50:46	<i>"...criminals, gang members, murderers, drug dealers and human traffickers..."</i>	✓								Menyamakan seluruh migran dengan pelaku kriminal – dehumanisasi dan stereotip ekstrem. (WD.1, WD.2, II.1)
002 6V2	58:36	<i>"Look at all the fake news back there. Look at that.. that's a lot of fake news"</i>	✓								Menunjuk ke arah wartawan sambil mengucap "fake news" → gesture merendahkan kelompok media GMNB.1
002 7V2	59:47	<i>"It's suffered with incompetent radical left lunatics."</i>	✓								Menyebut lawan politik sebagai "lunatics" (gila) – bentuk penghinaan dan ujaran kebencian politik. (WD.1, WD.4)

DONALD TRUMP'S FULL SPEECH AT CPAC 2025

No.	Time	Utterance	Form Of Hate Speech								Notes
			WD	SS	II	MV	GF	FL	UP	SAGM	
028V3	5:08	"The illegal alien criminals are being sent home..."	✓								Penggunaan frasa "illegal alien criminals" menggabungkan stereotip kriminal

										dengan status migran, merendahkan identitas nasional. (WD: 1, 2)
029V3	5:21	“Sinister group of radical left marxists... drained our wealth, attacked our Liberty...”	✓							Bahasa yang merendahkan ideologi lawan politik dengan asosiasi ekstrem, menciptakan kebencian publik. (WD: 2, 4)
030V3	7:00	“They loved men playing in women’s sports, open borders...”	✓							Ujaran bernada sinis terhadap isu transgender dan imigrasi, memicu penolakan sosial. (WD: 1, 2, 4)
031V3	7:33	“Did you ever see what happens to a woman when a woman boxes a man who transitioned?” don’t tell them keep it quiet..	✓							Menyudutkan transgender sebagai ancaman terhadap perempuan dengan narasi fisik dan kekerasan. (WD: 2, 4) GM.2
032V3	23:28	“...prisons and mental institutions and insane asylums... drug lords... gang members...”	✓							Menyandingkan imigran dengan penjahat dan gangguan jiwa membentuk stigma yang kuat. (WD: 1, 2)
033V3	24:00	“very stupid Biden open border our border Camala... nobody knows her last name... strange name...”	✓							Pelecehan verbal berbasis rasial/etnis melalui penghinaan nama yang “tidak biasa”. (WD: 1)
034V3	27:44	“...watching these people	✓							Pengulangan narasi bahwa imigran

		come in from jails and mental institutions and the worst criminals...”								adalah kriminal dan orang “terburuk” adalah bentuk stereotip kolektif. (WD: 1, 2, II.1)
035V3	28 :55	"Legal alien criminals from all over the world"	✓							WD.2 → Stereotip seperti “Kelompok X pemalas, tidak jujur, dll.”
036V3	29:13	“Our country will not be turned into a dumping ground...”	✓							Ujaran ini merendahkan manusia sebagai “limbah” yang dibuang – bentuk dehumanisasi. (WD: 1)
037V3	35:35	“Millions of dollars for sex change operations in Guatemala...”	✓							Dinyatakan dengan nada mencemooh dan sinis terhadap kebijakan yang mendukung transgender, mengundang ejekan. (WD: 1, 2, 4)
038V3	48:33	“...MS13 Trend deaga rooted out... like the savage monsters that they are.”	✓							Menyebut kelompok sebagai “savage monsters” adalah dehumanisasi langsung. (WD: 1) (II:1)
039V3	48:47	“...facilitate the mass removal of criminal aliens...”	✓							Mengasosiasikan migran dengan kriminalitas kolektif memperkuat stereotip dan dehumanisasi. (WD: 1, 2)
040V3	49:48	“...give it away to transgender this, transgender that,	✓							Frasa ini digunakan dengan nada mengejek dan menyudutkan kelompok

		everybody gets a transgender operation...”								transgender sebagai beban dan tidak pantas. (WD: 1, 2, 4)
041V3	56:03	“I’ve ended all of the so-called diversity equity and inclusion programs...”	✓							Ujaran ini menolak upaya keberagaman dan inklusi, mengabaikan nilai keberagaman dan menyudutkan kelompok minoritas. (WD: 2, 4)
042V3	56:21	“...notified every single government DEI officer that their job has been deleted... you're fired.”	✓							Kalimat ini mengandung konfrontasi terhadap individu yang bekerja untuk kesetaraan, dengan nada menghina. (WD: 4)
043V3	56:30	“...only two genders, male and female. That was easy.”	✓							Penolakan langsung terhadap identitas gender nonbiner atau transgender; bersifat eksklusif dan diskriminatif. (WD: 1, 2)
044V3	56:36	“I banned men from competing in women’s sports...”								Pernyataan kebijakan yang secara eksplisit mendiskriminasi transgender perempuan dalam olahraga. (WD: 1, 2)
045V3	56:46	“...puberty blockers, hormone injections, chemical and surgical mutilation of our youth...”	✓							Bahasa yang sangat merendahkan terkait perawatan medis transgender, dengan penggunaan kata “mutilation” bersifat provokatif. (WD: 1, 2, 4)
046V3	57:06	“...this is a sickness that	✓							Menyebut pandangan anti-

		came along with critical race theory..."										rasisme dan gender sebagai "penyakit" adalah bentuk ujaran kebencian verbal. (WD: 1, 2, 4)
047V3	58:55	"I pardon hundreds and hundreds of Biden's political prisoners including... the J6 hostages..."	✓									Ucapan ini membingkai pelaku kerusuhan 6 Januari sebagai 'tawanan politik', yang bisa menyulut permusuhan terhadap institusi hukum. (WD: 4)
048V3												
049V3												
050V3												

Donald Trump at Victory Rally: FULL SPEECH

FINAL DATA TYPES OF HATE SPEECH

President Trump Delivers Remarks at Fort Bragg

No	Time	Utterance	Types of Hate Speech										Notes
			H A	S A	R A	R I A	I A	E D	I D	I M	I P A	I A A	
001V1	5.41	"Without us, you'd all be speaking German right now, maybe a little Japanese thrown in."	✓										Sindiran superioritas nasional, meremehkan bangsa lain. (HA.2, HA.5)
002V1	6.19	"...obliterated America's enemies, there's never been anything like it."				✓							Retorika militeristik untuk membenarkan kekerasan moral terhadap lawan. (RIA.1)
003V1	6.51	"...hunted terrorist savages through the										✓	Dehumanisasi kelompok dengan menyebut "savages". (IAA.1)

		<i>very gates of hell."</i>														
00 4V 1	7.32	<i>"...crush you and cast you into oblivion."</i>				✓										Ujaran agresif terhadap musuh imajiner → framing moral permusuhan. (RIA.1)
00 5V 1	18.38	<i>"Rioters bearing foreign flags... foreign invasion..."</i>	✓													Retorika xenofobik terhadap demonstran sebagai invasi asing. (HA.2, HA.5)
00 6V 1	18.52	<i>"...by stupid people or radical left people or sick people."</i>		✓												Penghinaan personal terhadap lawan politik → menyudutkan ideologis. (SA.1, SA.2)
00 7V 1	19.05	<i>"...even dumber than men playing in women's sports, transgender for everyone."</i>												✓		Penghinaan terhadap identitas transgender. (IAA.4)
00 8V 1	20.18	<i>"These are animals..."</i>												✓		Dehumanisasi eksplisit terhadap kelompok tertentu. (IAA.1)
00 9V 1	21.54	<i>"...invaded and conquered by a foreign enemy and that's what they are."</i>	✓													Framing kelompok dalam negeri sebagai musuh asing → membangkitkan ketakutan. (HA.2)
01 0V 1	22.09	<i>"They came from prisons, they are from jails, they are from mental institutions... leaders of gangs... drug lords."</i>										✓				Stereotip berat terhadap imigran → kriminalisasi dan gangguan jiwa. (HA.2, HA.3)
01 1V 1	24.26	<i>"...grossly, grossly unfit president..."</i>		✓												Penghinaan personal terhadap presiden → ujaran kebencian politik. (SA.1)

01 2V 1	24.46	"...radical left lunatic... when he was of sound mind, which was a long time ago."	✓													Mengaitkan lawan politik dengan gangguan jiwa → penghinaan ideologis dan mental. (SA.1)
01 3V 1	26.03	"...criminal networks, transnational gangs, trash heap..."	✓													Menyebut wilayah/kelompok sebagai "sampah" → dehumanisasi wilayah asing. (HA.4)
01 4V 1	47.39	"No soldier ever volunteered... to be lectured about transgender diversity..."												✓		Penolakan terhadap inklusi gender di militer. (IAA.4, IAA.5)
01 5V 1	47.48	"Transgender for everybody. We don't do that."							✓							Sarkasme terhadap identitas transgender. (IAA.4)
01 6V 1	53.14	"...defending our country from an invasion. Whether we like it or not, it's an invasion."	✓													Framing imigran sebagai invasi → provokasi ketakutan kolektif. (HA.5)

President Trump Holds a Rally in Pittsburgh, PA - 5/30/25

No.	Time	Utterance	Types of Hate Speech											Notes
			HA	S	R	R	I	A	E	I	D	I	I	
017 V2	19:43	"Millions and millions of peoples pouring through our borders from all countries..."	✓											Narasi "banjir manusia" membentuk ketakutan terhadap imigran → generalisasi negatif. (HA.2, HA.5)
018 V2	19:50	"They came from the jails of the Congo..."	✓											Stereotip negatif dan penghinaan berbasis asal dan

		<i>South America prisons, gangs, drug dealers...</i>										kejahatan. (HA.2, HA.3, HA.4)
019 V2	20:01	<i>"...the mentally insane... pouring into our country..."</i>	✓									Merendahkan identitas gangguan jiwa sebagai ancaman → dehumanisasi. (HA.3, HA.4)
020 V2	20:29	<i>"11,888 of them were murderers... 50% murdered more than one person."</i>				✓						Klaim ekstrem untuk menggeneralisasi bahwa imigran adalah pembunuh. (HA.2, HA.5)
021 V2	20:43	<i>"...allowed to come into our country by the Democrats and you can never forget what they've done."</i>				✓						Aspek moralitas termasuk Righteous Attacks
022 V2	21:39	<i>"What they let into our country can never be forgotten."</i>						✓				Secara implisit ini merupakan penolakan terhadap kelompok imigran
023 V2	50:13	<i>"I've stopped the invasion of illegal aliens who are undercutting your wages and stealing your jobs."</i>	✓									Menggunakan metafora invasi dan stereotip ekonomi terhadap imigran. (HA.2, HA.3, HA.4)
024 V2	50:46	<i>"...criminals, gang members, murderers, drug dealers and human traffickers..."</i>	✓							✓		Dehumanisasi dan stereotip kriminal terhadap migran. (HA.2, HA.3, HA.4)
025 V2	58:36	<i>"Look at all the fake news back there. Look at that.."</i>		✓								Menyerang media secara kolektif dengan gesture → serangan

		<i>that's a lot of fake news"</i>												terselubung. (SA.1, IA.1)
026 V2	59:47	<i>"It's suffered with incompetent radical left lunatics."</i>		✓										Menghina lawan politik dengan bahasa patologis (gila) → penghinaan individu & ideologis. (SA.1, SA.2)

DONALD TRUMP'S FULL SPEECH AT CPAC 2025

No.	Tim	Utterance	Types of Hate Speech										Notes
			HA	S A	R A	RIA	IA	ED	ID	IM	IPA	IAA	
02 7V 3	5:08	<i>"The illegal alien criminals are being sent home..."</i>	✓										Stereotip kriminal + identitas migran → merendahkan. (HA.2, HA.3)
02 8V 3	5:21	<i>"Sinister group of radical left marxists... drained our wealth, attacked our Liberty..."</i>	✓										Generalisasi ideologis negatif, memicu permusuhan. (HA.2, HA.5)
02 9V 3	7:00	<i>"They loved men playing in women's sports, open borders..."</i>										✓	Menyudutkan transgender dan migrasi secara sinis. (IAA.4, IAA.5)
03 0V 3	7:33	<i>"Did you ever see what happens to a woman when a woman boxes a man who transitioned?" don't tell</i>										✓	Menggambarkan transgender sebagai ancaman fisik. (IAA.4)

		<i>them keep it quiet..</i>											
03 1V 3	23:28	<i>"...prisons and mental institutions and insane asylums... drug lords... gang members..."</i>	✓										Menyamakan imigran dengan kriminal dan gangguan jiwa. (HA.2, HA.3)
03 2V 3	24:00	<i>"very stupid Biden open border our border Camala... nobody knows her last name... strange name..."</i>		✓									Menghina nama etnis → pelecehan berbasis identitas. (IAA.1, IAA.5)
03 3V 3	27:44	<i>"...watching these people come in from jails and mental institutions and the worst criminals..."</i>	✓							✓			Pengulangan stereotip bahwa imigran = kriminal/bermasalah. (HA.2, HA.3)
03 4V 3	28:55	<i>"Legal alien criminals from all over the world"</i>								✓			Generalisasi kriminal terhadap migran legal. (HA.2)
03 5V 3	29:13	<i>"Our country will not be turned into a dumping ground..."</i>	✓										Dehumanisasi → mengibaratkan manusia sebagai limbah. (HA.4)
03 6V 3	35:35	<i>"Millions of dollars for sex change operations in Guatemala..."</i>				✓							Retorika sinis bernada moral terhadap kebijakan LGBTQ+. (RIA.1, RIA.3)

		”												
03 7V 3	48:3 3	“...MS13 Trend deaga rooted out... like the savage monsters that they are.”										✓		Dehumanisasi langsung terhadap kelompok (MS- 13). (IAA.1)
03 8V 3	48:4 7	“...facilitate the mass removal of criminal aliens...”								✓				Generalisasi kolektif bahwa imigran = kriminal. (HA.2)
03 9V 3	49:4 8	“...give it away to transgender this, transgender that, everybody gets a transgender operation...”										✓		Frasa bernada ejekan terhadap kelompok transgender. (IAA.4, IAA.5)
04 0V 3	56:0 3	“I’ve ended all of the so- called diversity equity and inclusion programs...”				✓								Menolak nilai keberagaman & kesetaraan sebagai agenda sesat. (RIA.1, RIA.3)
04 1V 3	56:2 1	“...notified every single government DEI officer that their job has been deleted... you're fired.”		✓										Serangan terhadap profesi berbasis ideologi → penghinaan individu. (SA.1, SA.2)
04 2V 3	56:3 0	“...only two genders, male and						✓						Menyangkal eksistensi identitas non-biner. (ED.1,

		<i>female. That was easy.”</i>											ED.2)
04 3V 3	56:3 6	<i>“I banned men from competing in women’s sports...”</i>										✓	Kebijakan diskriminatif terhadap transgender. (IAA.4)
04 4V 3	56:4 6	<i>“...puberty blockers, hormone injections, chemical and surgical mutilation of our youth...”</i>				✓							Bahasa provokatif terhadap perawatan medis transgender. (RIA.1, RIA.2)
04 5V 3	57:0 6	<i>“...this is a sickness that came along with critical race theory...”</i>				✓							Mengasosiasikan ideologi lawan dengan penyakit. (HA.2, HA.3)
04 6V 3	58:5 5	<i>“I pardon hundreds and hundreds of Biden’s political prisoners including... the J6 hostages...”</i>	✓										Framing pelaku kriminal sebagai korban → memicu delegitimasi hukum. (RIA.2)

Correction Feedback from Rater:

1. Consistency in Identifying Forms of Hate Speech

Some utterances were inconsistently categorized in terms of the form of hate speech. For example, certain utterances that should fall under Gestures, Mannerisms, and Nonverbal Behavior (GM) were instead labeled as Words (WD), even though the transcript indicated nonverbal elements such as facial expressions or hand movements.

Suggestion: Re-examine each data entry to ensure that the identified form accurately reflects the mode of expression verbal, visual, or nonverbal.

2. Accuracy in Classifying Types of Hate Speech

Several instances involved misclassification of the hate speech type. For example, some utterances were labeled as *Selective Attacks (SA)*, when they more closely fit the criteria of *Righteous Attacks (RIA)*, particularly when the speaker frames the statement in moral or patriotic terms.

Suggestion: Reassess each classification using explicit indicators (e.g., *RIA.1*, *SA.2*) and ensure it aligns with the semantic and pragmatic content of the utterance

3. Data Validation and Consistency

Some utterances labeled as directive speech acts were actually not directives, but rather assertive, expressive, or commissive speech acts. In addition, some utterances lacked sufficient justification for their classification under a specific speech act type.

Suggestion: Recheck the data using the theoretical framework and provide clear justification for each categorization.

General Conclusion and Recommendations:

- ✓ Revalidate the classification of hate speech forms (WD, GM, MV, etc.) to ensure accuracy.
- ✓ Reassess the type of hate speech based on specific indicators (SA.2, RIA.1, etc.) to avoid misclassification.
- ✓ Ensure data consistency and support each classification with appropriate theoretical justification.

The raw data has been reviewed and evaluated by one rater to ensure the accuracy and consistency of the classification. The feedback highlights the need for refinement in identifying the correct forms of hate speech, classifying the types based on explicit indicators, and validating the consistency of the analytical framework. Some utterances were found to be misclassified in terms of form (e.g., verbal vs. nonverbal), while others lacked sufficient justification for their assigned hate speech type. Although the data has undergone an initial validation process, it remains in its original form and has not yet been revised. Further modifications are required to incorporate the suggested corrections and align the analysis with the theoretical framework and research objectives.

Validator



Abd. Rahman Zain, M. Li

VALIDATION LETTER

After verifying the documents' analysis that will be used in the research entitled "**Analysis of Donald J Trump Hate Speech on Youtube** " arranged by :

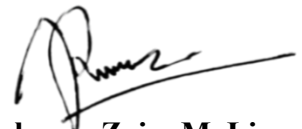
Name : Sarina
NIM : 21551038
Study Program : English Study Program (TBI)
Faculty : Tarbiyah

With my undersigned :

Name : Abd. Rahman Zain, M. Li.
Position : Researcher in Linguistics and Translation

Confirmed that the rubric was correctly applied to analyze the data regarding the forms and types of hate speech found in Donald Trump's speeches on YouTube. The assessment results are considered valid and reliable.

Validator



Abd. Rahman Zain, M. Li.

BIODATA VALIDATOR

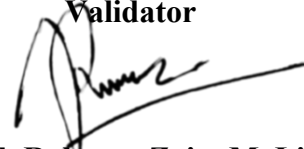
1. Informasi Pribadi

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Pendidikan : Magister
Universitas : Universitas Sebelas Maret Surakarta
Tahun Lulus : 2021
Jurusan : Ilmu Linguistik dan Penerjemahan

Validator

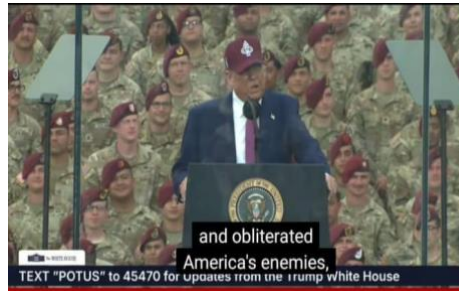


Abd. Rahman Zain, M. Li.

APPENDIX 2 DOCUMENTATION OF SCREENSHOTS 1

President Trump Delivers Remarks at Fort Bragg

1.



2.



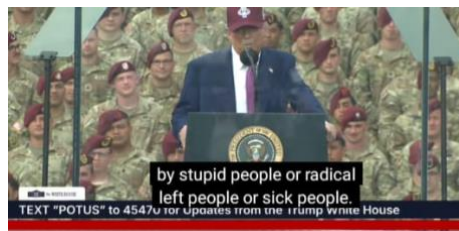
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4.



5.



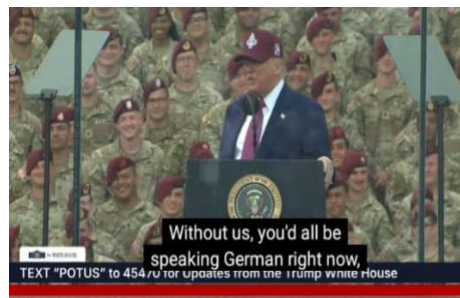
6.



7.



8.



9.



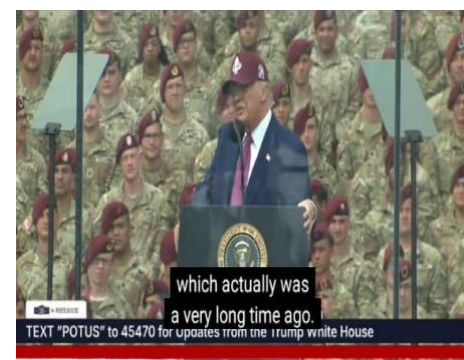
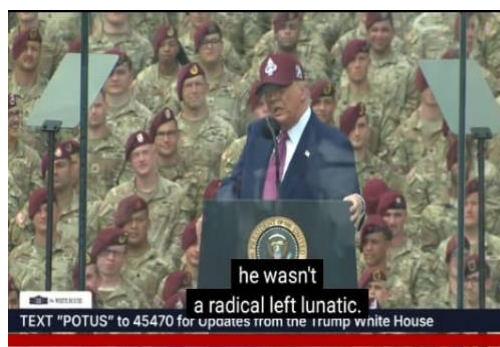
10



11.



12.



13.



14.



15.



16.



VIDEO 2

President Trump Holds a Rally in Pittsburgh, PA - 5/30/25

1



2



3



4



5



6



7



8



9



10





https://youtu.be/D_tQcai5DxM
<https://youtu.be/HTD5WLb6CyY?si=e1VWPG-WPccL-kWw>
https://youtu.be/ZmUs-WcH_pA?si=L67L2bm7v3itGUCc
<https://youtu.be/T8JvnG0r8vM?si=FcMsdao1mRNnEhsQ>
<https://www.youtube.com/live/hyULwVCcgJw?si=pWLutbqubtbLz9k8>
<https://youtu.be/xrJOJq9jQaA?si=0-hwQIQ0uClZVQ8->
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