

Conference Paper

Reception Messages of Hate Speech among the Teenagers in the Global World: An Attempt to Gain the Good Quality of Labor Demands

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Abstract

To gain the good labor demand, the government should care about the quality of its teenagers. The government must give the teenagers some labor/work to gain the maximum quality of moral ethics integrity and capability to work. In this case, some teenagers don't care about the phenomena of hate speech. It becomes viral on YouTube when a Pakistani boy had been doing the hate speech to Indian girls. This research will elaborate the form of hate speech and the action of reception messages of hate speech among the teenagers from the global perspective. The result of this research was divided into two basics finding, they are: (1) the main form of hate speech, such as: the provocation for violence, the provocation for hatred, and the provocation for discrimination and (2) the reception messages of hate speech among the teenagers, such as: dominant, negotiable, and oppositional. When the teenagers still had a mutual understanding about the norms of Bhineka Tunggal Ika to avoid the hate speech, they will be the light future of nation to get the readiness of the best quality of labor demand in Indonesia.

Keywords: reception messages, teenagers, hate speech, labor demand, global world

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1. Introduction

Nowadays, many people can gain the information access from many sides, such as television, social media, and so on. They can express their opinions, agreement and disagreement, like and hate. Many people can gain many information and opinions from social media, in the other hand; social media also becomes the main source of hate speech. This speech had the contents of hate, and it makes social public worried and disturbed, because it against some public social's attributes, such as: gender, religion, racialism, color, national origin, sexual orientation, disability, or other traits. *Hate speech*

is not freedom of speech. This statement becomes the base theory to elaborate about hate speech. Some people may give legalization of hate speech based on the values of democracy. In fact, democracy does not teach the people about hate, because it gives the people peaceful life. Hate speech does not represent the peaceful. Hate speech can be formed by several acts, such as: insulting, abusing, provocation, doing agitates, delivering hoax. Hate speech refers to expressions that advocate incitement to harm (particularly, discrimination, hostility or violence) based upon the target's being identified with a certain social or demographic group ([1]:10) Thus, hate speech can be defined as the speech expressing hatred of a particular group of people. There are many media for doing hate speech, such as: ethnic group, religion, faith, race/racialism, gender, and sexual orientation. The phenomenon of hate speech has near correlation with the terms of *hoax* and *cyber law*. Some people in Indonesia had translated this term into '*ujaran kebencian*'.

In the new modern era, hate speech has some characteristics, based on UNESCO data, such as: (1) *permanence*, the hate speech was taken place in the long period of time, with the different forms, it was spread with many variant kinds of platform, it also was connected each other repeatedly, (2) *itinerancy*, or the power to endure, it means that the contents of hate speech are still being in the other places, with the different names or platforms, although the hate speech had been vanished and completely removed, thus the hate speech still has been enduring, occurring, and continuing, (3) *anonymity/pseudonymity*, we can usually find the form of hate speech is anonymous, it makes the disseminator of hate speech feeling pleasant and comfortable to spreading it widely, so the disseminator does not take risk and consequences, (4) *trans-nationality*, it means that the hate speech can break through the nationality boundaries. This article will investigate two basic problems, they are: (1) the main form of hate speech, such as: the provocation for violence, the provocation for hatred, and the provocation for discrimination, (2) the reception messages of hate speech among the teenagers, such as: dominant, negotiable, and oppositional.

2. Methods

This research had been used the qualitative method. The data will be analyzed by the descriptive method (describing the structure of language). The methods in this research was divided into three basic parts: (1) collecting the data, (2) analysis the data, and (3) reporting the data. Collecting the data had been used the observation method to gain the information about hate speech, reception messages, and teenagers. This

article is a descriptive qualitative research paper. It describes the condition, process, and the connection of important aspects that found in the phenomena of hate speech among the teenagers and how their response that is be researched. In a qualitative research, interpretation is strongly required to gain the meaningful finding [4]. In a descriptive research, there will be no comparison on the variables as a causal relation, like comparative study [5]. Documentary study or literature study is the collecting data technique that is used in this research. It is a technique where the source of the data is written, either printed or online version [6]. The documents and literature that were used in this research were the references about hate speech, mass media, online media, reception messages, and teenagers.

Inductive analysis is used as the data analysis technique in this research, where there is no need to rise the hypothesis. In this research, the data analysis was done as long as the process of collecting data, not after the collecting data has finished. It must be done to meet the complete finding, so that the collecting data still can be done if there was a shortage of the data [7]. The process of analysis data in this research can be divided into three parts. The first is the observation toward the finding of the research about the content of the media among teenagers followed by the observation toward the reception messages of hate speech. Last but not least is the elaboration on the skill of communication among the teenager conceptually based on the need for a great quality of labor demand in the future era.

3. Findings and Discussion

3.1. The characteristics of teenagers development

Dennis Bumgarner told that Teenagers have motivation that usually calls change-oriented movement. This is the definition that accrue while being concise. It emphasizes that motivation is a matter of change and the change is directed toward behavior rather than thinking. And as indicated earlier, when behavior changes, changes in thinking often follow in their wake. Teenagers have the motivation to change. This actually begs the question: why do people change, why decides something different, so it must do something and leave certain actions? Research suggests that teenagers are more likely to change their behavior by the following three conditions: (1) The teenager associates the change with something of intrinsic value, (2) The teenager is able, willing, and ready to change, (3) The teenager is in an environment that is marked by safety, acceptance, and empowerment.

A changes made by teenagers is a social adjustment process. According to Schneiders (1964) told that social adjustment is the ability to react effectively and healthy to the situation, reality and social relations so that the demands of community life are met in an acceptable and satisfactory manner. A person who has a good adjustment is someone who is able to respond maturely, efficiently, satisfactorily and useful. Efficient means that what he do gives results that match, what they want without spending so much energy, not wasting time, and making a few mistakes. The meaningful meaning of what it means is what is done for humanity, the social environment, and in relation to God, thus there are good categories of individuals in the adaptation, both to themselves and to their social environment.

(Factors Influencing the Social Adjustment)

Factors influencing the social adjustment are: (1) The physical condition and its affect, including heredity, physical constitution, nervous system, glands and muscles, health, disease and so on. (2) Development and maturity, including intellectual, social, moral and emotional maturity. (3) Psychological factors, including experience, learning, habits, self-determination, frustration and conflict. (4) Environmental conditions, covering the home, family and school environment. (5) Cultural and religious factors.

The Character of Final Teenagers (16–19 years)

The youth group is divided into groups based on age. According Sarwono (2006) High School included into the final teenagers group (16–19 years). At this stage is the period of consolidation into the adult period and is characterized by the achievement of the following five points: (1) A growing interest in the functions of the intellect; (2) His ego seeks the opportunity to unite with others and in new experiences; (3) Formed sexual identity that will not change again; (4) Egocentrism (overly self-centered) is replaced by a balance of self-interest with others; (5) Grow the 'wall' that separates oneself and the public. In its development, teenagers have several classes of characteristics. According to Wong 2009, the characteristics of teenagers development can be divided into:

(1) Psychosocial development, assume that the developmental crisis in teenager resulted in the formation of identity. The early teenagers period begins with the onset of puberty and the development of emotional and physical stability relative to the time or when it is almost graduated from high school. At this stage it is divided into four groups namely, (a) Group Identity, the pressure to have a group is getting stronger. Teenagers assume that having a group is important because they feel part of the

group and the group can give them status. As teenagers begin to match their way of looking and interest, their style changes immediately. (b) Individual Identity, teenagers consider the relationship they developed between themselves and others in the past, as well as the direction and purpose they hope to be able to do in the future. This process is a time-consuming process and is full of periods of confusion, depression, and decisions. If step by step is replaced and placed in a suitable place, a positive identity in the end will arise from confusion. (c) Sexual Role Identity, is a time for consolidation of sexual role identity. During early teenager, peer groups began to communicate multiple awards to heterosexual relationships and along with advancement of progress, teenagers were confronted with expectations of mature sexual role behaviors, both teenagers and adults. (d) Emotionality, teenagers are better able to control their emotions in late teenager. They are able to deal with the problem calmly and rationally while still experiencing periods of depression, their feelings are stronger and begin to show more mature emotions in late teenager.

(2) Cognitive Development, teenagers are no longer limited to reality and reality, which is a feature of a period of concrete thinking, they are concerned about the possibilities that will occur. (3) Moral Development, characterized by serious questions about moral values and individuals. Teenagers can easily take on other roles, understand their duties and obligations on the basis of mutual rights with others, and also understand the judicial concepts that appear in the determination of penalties for mistakes and the repair or replacement of what has been damaged by wrong actions. (4) Spiritual Development, as teenagers begin to be independent of parents or other authorities, some begin to question the value and ideals of their families. Meanwhile, other teenagers stick to these values as a stable element in their lives. (5) Social development, in order to gain full maturity, must always free themselves from family domination and establish an independent identity from the authority of parents. (6) Physical development, The rate of development in general decreases again, very slowly; The proportion of height and weight is more balanced to the strength of adults; Ready functioning of reproductive organs as in adults (7) Psychomotor development, The gestures start to settle; The type and number of branches of the game are more selective and limited to skills that support work preparation; (8) Language development, Better establish themselves in a particular foreign language that he chooses; Follows the literature that breathes and contains philosophical, ethical, religious values. (Behavior Change in teenagers).

In general, adolescence is a period in which teenager are in search of identity. In the search for identity, teenager have a considerable curiosity about the surrounding

environment that they consider as new things. In this state of identity search teenagers more often based on the outside world and the social environment around them. So with the emotional state is still unstable teenagers easily influenced by the outside world that will shape their personality someday. Behavior is any activity or activity of man, whether it can be observed directly or cannot be observed outsiders. Teenager behavior is an activity undertaken by teenager who are formed with the influence of developmental factors in teenager and social development factors in the surrounding environment. Physical changes that occurred during the early years of teenager affect the level of individual and result in the reassessment of adjustments of shifting values.

The behavioral changes that occur in teenager can be in the form of cognitive, affective, and conformational changes. Cognitive change is a change in knowledge about a thing that is owned. Affective change is a change in addressing a thing. Conformation change is a change in behavior or action by using a certain way. Teenager who are in transition have a variety of purposes to meet their needs and interests, among others, to get information that is currently the topic of many people's talk, get entertained when bored, find a way out of their problems and allow just to spare.

3.2. Cultural studies of Stuart Hall in reception messages

Media has been becoming an object of a research. What interesting in this matter is, what have been being researched by the scientist? The study about media, especially mass media, is varying from the production, the content itself, to the effect in the society. Stuart Hall, a sociology professor, is one of the researchers that focus on the interpretation of the media content. However, he rather to stand in the cultural studies perspective than claiming his study as a media study.

Moreover, he believes that when receiving a message from the content a mass media, audiences do an interpretation, or decoding process. Generally, Hall said that there are three options for decoding a message (Griffin, 2012), such as: (1) dominant; (2) negotiable; and (3) oppositional. The first option is dominant, where in this option, the audience don't need another reference or complex choices. They simply consume the content of the media, after the producer created the message, without any considerations and hesitations. While the next option belong to the one who is applying a negotiable code. They take the dominant ideology in general but refuse to apply it in some contexts. Finally, the last option involves a substitution act and the audiences strictly abandon the message and decide not to follow it. Nowadays, mass media industry has been developing in an enormous way. The mass media owner

started to aware that era has changed. People need more than just read newspaper and magazine or watch television. They also want the content, since they get more active each day. As mentioned before, the audiences will respond in different ways of the same messages in a media. They will act differently based on their values, culture, and backgrounds.

Scientists have done some research about the decoding process on receiving the message in the process of communication. Reid & Niekerk (2016) have conducted a study on the active audience related to the interpretation among audiences, particularly in the process of decoding of a content of media. They research on the cyber-security awareness campaign that was run by the South African Cyber Security Academic Alliance (SACSAA). They used active audience theory (adaptation from the reception theory of Stuart Hall) to analyze a reflective practice that finally will get to the identification between the message in a campaign that intends to be communicated and the message that the campaign audience received. It is found that there were differences between the topics of among the campaign poster on the characteristics of decoding the message based on Hall's concepts. The topics which have got dominant interpretation were stranger danger, social networking, cyberbullying, cyber citizenship, cybercrime and information/password security. While most of the topics of the posters were be perceived as negotiable. Finally, the oppositional way of receipting the message was happened on the topics as follows: stranger danger, browsing and downloading, cyberbullying, information and password security, viruses and malware and piracy.

Another study on the reception of the message in the mass media has been done by Millington & Brian (2015). The study aimed to explore the history and the relevance of audience research as it concerns to sport and physical culture. Besides, the research purpose was also to demonstrate an approach to do an audience research. They found that the young males were critical of media portrayals of hegemonic forms of masculinity and, on the other hand, they attempted to conform to norms associated with hegemonic masculinity in physical education classes. This study also used Stuart Hall theory, and used one of Hall's options in decoding process among the audience.

There are also studies related to the reception analysis on hate speech that is possible to happen in this era, where hate speech seems to have particular appealing power to be represented as the topic for the content of mass media. Oksanen et al. did a study on the exposure of online hate among young social media users. The study began with the faith that online hate material is a public concern, but only few studies have researched the extent to which young people are exposed to such material.

The study was conducted in Finlandia, by choosing 723 Finnish Facebook users with the range ages of 15 and 18 years old. From the study can be learned that 67% of respondents had been exposed to hate material online, with 21% having also fallen victim to such material. The detail of the online hate material topics were sexual orientation, physical appearance, and ethnicity. The platform that was most used were Facebook and YouTube. Moreover, exposure to hate material was associated with high online activity, poor attachment to family, and physical offline victimization, but victims of the hate material engaged only in high levels of online activity. Online victimization was also associated with the physical offline victimization [3].

Meanwhile, Alam et al. (2016) did a study on hate speech in the context of Indian perspective. In India, The Honorable Supreme Court of India scrapped a draconian law [Section 66 (A)] that gave the total power for the police to put anybody in jail if they were caught posting offensive or annoying comments online. In their study, Alam and his colleagues tried to examine the free speech via social media issue and their toward the way sensitive messages/information are posted, shared and forwarded on Facebook. The study involved 200 social media users from five Indian states/Union Territories. The findings show that hate posts/messages increased, and more and more users are joining in. Besides, prosecution happens only when the aggrieved party is influential or powerful.

The two studies investigate about the hate speech in media, but they don't explore wider on the decoding process in the audience. However, it is shown that the hate speech become a crucial topics that need to be paid attention of. In the context of the reception code based on Hall's conception, the audience on hate speech topic will be acted as: (1) dominant, where the audience easily accepted everything without complexity thought even they have particular views on something based on their experience and background. The audience will be classified as a dominant audience when they agree on everything that is shown in the media, including the hate speech. The assumption that might come up on the factors affecting dominant audience is the similarity of the hate speech topic on their experience; (2) negotiable, where the audience have something to be considered before they decide to agree or disagree with the message in the context of the media. Speaking of hate speech topic, the audience might hold some values that is contrary with the content, so that they will think twice before deciding on which spot they chose to stand. It might happens if the audience think that the content of the media is slightly different with their views; (3) oppositional, where the audience have something to be considered before they decide to disagree with the message in the context of the media. In the hate speech

context, audience will be classified into this type when they hold extremely different views from the message in the content of the media.

4. Conclusion

This research had concluded two basic results, they are: (1) the dominant themes of hate speech in general form. The variant of hate speech can be divided into three basic forms, such as (a) the provocation for violence (التحريض على العنف), (b) the provocation for hatred/hostility (التحريض على العداوة أو الكراهية), and (c) the provocation for discrimination (التحريض على التمييز). These forms had been supported by some vocabularies for constructing hate speech in discourse. The dominant contents in hate speech had been correlated with the religion and sectarian themes. There were many reasons for doing hate speech with the religion and sectarian themes. Studying about hate speech is elaborating about the moral ethic. the reception messages of hate speech among the teenagers, such as: dominant, negotiable, and oppositional. When the Teenagers still had a mutual understanding about the norms of Bhineka Tunggal Ika to avoid the hate speech, they will be the light future of nation to get the readiness of the best quality of labor demand in Indonesia. Thus the public should care with moral ethic to share the information. Sharing information politely and having responsibility. In the other hand, the government should make the strong regulation to avoid the spreading of hate speech in social public. Finally, the people can gain the peaceful of life and say NO to Hate Speech, from hate speech to heart speech.

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