

Double Standards in Hate Comments Against K-Pop Artists: Pragmatic Study

Atta Rika¹, Alemina Br. Perangin-angin^{2*}, Dila Fitria³

^{1,2,3}Magister of Linguistic, University of Sumatera Utara, Indonesia

e-mail: attarika98@gmail.com, alemina@usu.ac.id, dilafitria0205@gmail.com

*Correspondence Author: Alemina Br. Perangin-angin

Abstract--This study aims to describe the forms of double standards in hate comments against K-POP artists found on Instagram. This research utilized a descriptive qualitative approach, which refers to research methods that produce descriptive data using pragmatics approach. The data were collected from the most followed K-POP pages on Instagram in Indonesia: @fyi.korea, @officialkvibes, and @coppamagz. The objects of this study include hate comments found on these Instagram pages. Based on the results of observations on these pages, it was found that some of the data included hate comments aimed at several K-Pop idols. The results of the study indicate that the topics that receive the most hate comments are related to dating scandals, the sexy appearance of K-POP artists, and also the physical appearance and visual aspects. Based on the result, the double standards towards the involved K-POP artists are glaringly evident. It can be concluded that there are two major factors contributing to these double standards: gender and popularity. In terms of gender, female K-POP artists are more frequently criticized and receive hate comments compared to their male counterparts. Meanwhile, in terms of popularity, K-POP artists with higher popularity levels tend to receive hate comments more often than those who are not as popular.

Keyword : *Hate comments, Double standard, K-POP Artist, Pragmatics*

Abstrak--Studi ini bertujuan untuk menggambarkan bentuk-bentuk standar ganda dalam komentar kebencian terhadap artis K-POP yang ditemukan di Instagram. Penelitian ini menggunakan pendekatan kualitatif deskriptif, yang mengacu pada metode penelitian yang menghasilkan data deskriptif menggunakan pendekatan pragmatik. Data dikumpulkan dari halaman-halaman K-POP paling diikuti di Instagram di Indonesia: @fyi.korea, @officialkvibes, dan @coppamagz. Objek dari penelitian ini mencakup komentar kebencian yang ditemukan di halaman-halaman Instagram ini. Berdasarkan hasil observasi pada halaman-halaman ini, ditemukan bahwa beberapa data mencakup komentar kebencian yang ditujukan kepada beberapa idola K-Pop. Hasil studi menunjukkan bahwa topik yang paling banyak menerima komentar kebencian terkait skandal kencan, penampilan seksi artis K-POP, dan juga aspek fisik dan visual. Berdasarkan hasil ini, standar ganda terhadap artis K-POP yang terlibat sangat jelas terlihat. Dapat disimpulkan bahwa ada dua faktor utama yang berkontribusi pada standar ganda ini: gender dan popularitas. Dalam hal gender, artis K-POP perempuan lebih sering dikritik dan menerima komentar kebencian dibandingkan dengan rekan-rekan pria mereka. Sementara itu, dalam hal popularitas, artis K-POP dengan tingkat popularitas yang lebih tinggi cenderung menerima komentar kebencian lebih sering daripada mereka yang tidak begitu populer.

Kata kunci: *Komentar kebencian, Standar ganda, Artis K-POP, Pragmatik*

1. Introduction

The Korean entertainment industry, or K-pop, has become a global phenomenon that captivates millions of fans worldwide. K-pop music groups and solo artists are not just entertainers, but also popular culture icons influencing fashion trends, lifestyles, and even worldviews. K-pop artists not only create entertaining music, but they also play a significant role in shaping popular culture trends worldwide. While this phenomenon has brought happiness to millions of fans, the K-pop entertainment industry has also witnessed the darker side of its popularity, namely hate comments or negative remarks often directed towards K-pop artists.

While the popularity of K-pop artists continues to rise, the phenomenon of hate comments against them has also become increasingly prevalent and significant. Hate comments are negative remarks that are often rude, derogatory, or even threatening, directed towards K-pop artists on social media platforms and community websites. Hate comments represent a form of negative expression that manifests in various ways, such as aggressive or even demeaning comments, and are often expressed through social media, discussion forums, and other online communication platforms.

Social media serves as an easily accessible means of communication for everyone, capturing the attention of journalistic media to engage the masses. News is no longer confined to traditional print and electronic outlets; it now proliferates on social media platforms. The surge in the use of social media and online news platforms over the years has led to new phenomena. Individuals have the freedom to share anything through their personal social media accounts. Moreover, news articles from various sources are readily disseminated on social media, prompting comments and discussions among netizens. Many online news platforms even provide dedicated comment sections for readers to express their opinions. Consequently, news content receives diverse responses from netizens, spanning positive, negative, and neutral sentiments.

Nevertheless, this surge in social media usage has also given rise to a concerning trend: the rapid proliferation of hate speech through this medium (Juditha, 2017: 138).

Despite its benefits, social media has faced criticism for its negative impacts. Some argue that it has been utilized to incite disorder, conflicts, and even violence, exemplified by incidents like the riots in Greece and England (Niekerk, 2013). Alongside its potential for fostering better communication, platforms such as Facebook, Twitter, and Instagram also possess elements that can be harnessed for psychological abuse (Stephenson, Wickham, & Capezza, 2018). Furthermore, social media can serve as a conduit for harassment, stalking, and sexual victimization, both in online and offline settings (Kennedy & Taylor, 2010). Given these concerns, it is imperative for both male and female social media users to exercise caution in their choice of words and in their use of discourse, in order to mitigate the potential for conflicts and violence.

Instagram is a social platform designed to facilitate the sharing and posting of photos among its users (Oktaviani, 2017: 3). It serves as a visual online networking platform with over 400 million active users, and is owned by Facebook (Mahmoudi, 2008). Notably, the platform is distinguished by its unique filters as well as video and photo editing features.

The phenomenon of hate comments has been a subject of research by previous scholars. One such study was conducted by Ramadani (2021) on the hate speech by Indonesian netizens in the Instagram comments section of the Indonesian celebrity Rahmawati "Kekeyi" Putri Cantikka. Based on the findings of his research, Ramadani (2021) concluded that there are four implicatures in hate comments: the implicature of wanting to insult and defame, the implicature of feeling annoyed and angry, the implicature of wanting to give a warning, and the implicature of wanting to provoke.

Nasution et al. (2021) also conducted an analysis on hate speech with the research title "An Analysis of Hate Speech Against K-Pop Idols and Their Fans on Instagram and Twitter From the Perspective of Pragmatics". Based on the analysis of the collected data, it can be concluded that the forms of hate speech in this study include insults, defamation, blasphemy, and provocation. Among these, the most dominant form is profanity. Additionally, the illocutionary acts found in this study include assertive, directive, expressive, and declarative speech acts, with assertive speech acts being the most dominant.

Annisa's (2023) research focused on hate speech against K-Pop artists during the opening ceremony of the FIFA WORLD CUP 2022. The findings of her research indicated that hate speech can be categorized into various forms, including insults, blasphemy, and unpleasant behavior. In terms of marginalization, hate speech was predominantly observed in the aspects of euphemism and dysphemism.

Research on hate comments or hate speech has been conducted extensively in the past. One crucial aspect that requires in-depth examination is the phenomenon of double standards in hate comments directed towards K-Pop artists. This double standard encompasses differential treatment or unfair judgments based on various factors such as gender, physical appearance, background, or past controversies. This double standard can be reflected in the language used in hate comments.

This phenomenon demands a profound understanding from the perspective of pragmatics, especially within the context of linguistic pragmatics. Linguistic pragmatics is a field of study that focuses on the ways in which language is used in social communication contexts. Speech acts constitute a crucial aspect of pragmatic research. They refer to an utterance aimed at expressing a statement, with the speaker's intention being discernible to the listener through attentive listening. The theory of speech acts delves into the

effective use of language in conveying intentions and objectives. This theory categorizes actions into three types: the locutionary (the act of expressing something), illocutionary (the act of doing something), and perlocutionary (the act of influencing someone) (Searle in Cumming: 2007).

It is important to acknowledge that the phenomenon of hate comments does not affect all K-Pop artists in a uniform manner. There are strong indications that some artists may receive hate comments more frequently or intensely compared to others, even though they may experience similar situations or behaviors. Therefore, a pragmatic approach that considers social variables, communication context, and psychological factors involved is considered highly relevant.

Through an in-depth analysis of linguistic data from hate comments directed towards K-Pop artists, this research aims to identify patterns of double standards in the issuance of hate comments. This includes tracing linguistic factors that may differentiate negative comments towards K-Pop artists based on specific attributes such as popularity, gender, or certain cultural elements.

While previous studies have provided valuable insights into the negative impacts of hate comments, there is still a lack of research attempting to understand and explore the existence of double standards in hate comments towards K-Pop artists. Unanswered questions include why some artists may receive hate comments more frequently or intensely compared to others, even though their behaviors or situations are similar. Are there specific factors like popularity, gender, or particular controversies that influence the level and nature of hate comments received by artists, and how does the double standard manifest in the language and expressions used in hate comments towards K-pop artists?

The main objective of this research is to investigate and analyze the potential existence of double standards in hate comments towards K-Pop artists. By understanding the factors that may

influence this phenomenon, this research is expected to provide deeper insights into how and why hate comments occur at varying levels for different K-Pop artists.

2. Method

This research employs a qualitative approach to understand the phenomenon of double standards in hate comments directed towards K-Pop artists. Qualitative research is a method where researchers describe research problems that can be understood by exploring concepts and phenomena (Creswell, 2009). Additionally, quantitative analysis will also be used to provide an overall picture of the distribution of hate comments on social media. The objects of the study are a number of hate comments or expressions of hatred written by certain netizens on social media related to K-Pop artists. The selection of sample artists will be done randomly from several popular K-Pop groups with a large fan base. Data collection will be conducted through screening and gathering hate comments from K-Pop-specific Instagram social media platforms in Indonesia. The selection of data sources will be based on the number of followers of the respective accounts and the activity of the account in updating news about K-Pop.

Table 1. Instagram accounts that serve as the data source

No.	Accounts	Followers
1.	@Fyi.korea	1,3 M
2.	@Officialkvibes	1,2 M
3.	@coppamagz	1,6 M

Next, data collection was conducted by gathering hate comments found on these accounts' posts. The data collected were from posts made in the year 2023. The posts selected for data sourcing were the ones that were most popular among

netizens, based on the number of likes and comments. Subsequently, the data was sorted and organized based on its categorization. The primary focus of data selection was on scandals involving K-POP artists, such as dating scandals, revealing or provocative appearances, and physical or visual attributes. The hate comments on these posts were then examined for indications of double standards.

In the data analysis stage, the study will employ the concepts presented by Creswell & Creswell (2018) for conducting qualitative data analysis. Firstly, the data to be analyzed will be organized and prepared, then sorted according to the source of information and its category. From these general responses and comments, the researcher will filter out comments that meet the criteria for hateful or hate comments containing elements of hatred.

The hate comments will be analyzed using text analysis and pragmatic linguistic methods to identify patterns and characteristics of double standards in hate comments directed towards K-POP artists. At this stage, an in-depth analysis of the language and context of the collected hate comments will be conducted to identify potential patterns and categories of double standards that may arise.

Subsequently, the meaning of the collected hate comments will be analyzed. These hate comments will then be analyzed based on the targeted K-POP artists. The K-POP artists will be categorized based on various aspects, such as gender and level of popularity. Furthermore, the collected hate comments will be labeled according to the form of marginalization and implications within pragmatics. According to Yule (2006), implicature refers to the implications of the uttered speech, which are logical inferences drawn from a speech act. Implicatures are understood jointly by the speaker and listener within a specific context to fulfill the speech act's purpose. Following this, the findings will be described. This stage will involve a detailed breakdown of all the classified data. The

findings will then be described using qualitative narrative.

3. Findings and Discussion

In this study, the researcher classified the types of news or posts containing the highest number of hate comments on the Instagram accounts fyi.korea, coppamagz, and officialkvibes. The topics or posts were categorized into three main categories: dating scandal, revealing appearance, and physical or visual attributes.

3.1 Findings

The research results indicate that double standards in hate comments against K-pop artists most frequently emerge in posts or news related to dating scandals, revealing (sexy) appearances, and also concerning visual or physical aspects. Hate comments with a double standard nature on dating scandal posts are more commonly found directed at more famous artists. As for posts about revealing (sexy) appearances, hate comments are more often aimed at female artists. Similarly, for posts about visual or physical aspects, the hate comments are also more frequently directed at female artists.

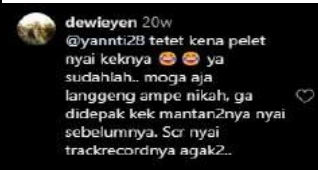
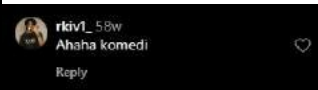
Dating Scandal

A dating scandal in K-pop refers to the controversy that arises when a K-pop idol or celebrity is revealed to be in a romantic relationship. These scandals can generate significant attention and discussion, both within the K-pop industry and among fans. Some fans may feel upset, betrayed, or disappointed, particularly if they have a strong emotional attachment to the idol. This can lead to fan backlash, including negative comments on social media or even boycotts. The impact of a dating scandal on an idol's career can vary widely.

And here are the hate comments written by fans and netizens regarding the K-pop artists involved in the dating scandal. The topic of the posts taken as data is the dating news with the highest number of likes and comments on the specified

Instagram accounts, that is regarding the dating rumors involving Jennie from Black Pink and V from BTS, as well as news about Thunder, former member of MBLAQ, and Mimi, former member of Gugudan, who have apparently been in a romantic relationship for 4 years.

Table 2. Hate Comments Regarding the Dating Rumors of Jennie from BLACKPINK and V from BTS

Hate Comments	Meaning
	"Out of so many beautiful girls in South Korea, why choose this one"
	"It seems Tetet got enchanted by Nyai, it's alright... Let's just hope it lasts until marriage, not like Nyai's exes who got kicked out before. Considering Nyai's track record is a bit..."
	"Ahaha comedy"
	"it's staged"
	"It's unclear whether it's real or just an edit. I just want to say, why does Jennie's appearance resemble a domestic helper accompanying her employer?"

	"Ugh, here comes the media play again. They're taking fan edits seriously. SO OUTDATED."
	"I hope that's not true. I can't bear the thought of Taehyung and Jennie dating."
	"Jennie changes partners every year."
	"To be honest, I don't really like it if V is actually with Jennie. Isn't she the type of naughty girl? Always changing boyfriends, while V is a good guy. It just doesn't seem like a good match."
	"If it's true... they'll probably break up soon like always... Jenny is usually not in a relationship for long..."

Table 3. Hate Comments Regarding the Romantic Relationship of Thunder ex-MBLAQ and Mimi ex-Gugudan

Hate Comments	Meaning
	Well you know, gugudan is considered underrated, so they don't really get highlighted by the media there.

Sexy Appearance and Performance

The responses from netizens, or internet users, to a K-pop idol's sexy appearance are often diverse and can vary widely. Many netizens admire K-pop idols for their confidence and ability to exude sensuality. They may view the sexy appearance as a

form of self-expression and appreciate the artistry and effort put into creating visually appealing performances. And some netizens see a K-pop idol's choice to embrace their sensuality as a statement of self-empowerment.

On the other hand, there are netizens who feel uncomfortable or critical of a K-pop idol's sexy appearance. There can be concerns raised about the potential for objectification, where a person is reduced to their physical appearance rather than being valued for their talent, skills, or personality. Different cultures have varying perspectives on what is considered appropriate or acceptable in terms of sensuality and modesty. Netizens from different cultural backgrounds may have contrasting views on a K-pop idol's sexy appearance.

And here are some hate comments left by netizens on Instagram posts about the sexy appearance of K-pop idols. The topic of the posts taken as data are the posts with the highest number of likes and comments on the specified Instagram accounts, that is the sexy appearance of Lisa BLACKPINK, Jennie BLACKPINK, Kwon EunBi, and Minhyuk BTOB.

Table 4. Hate comments regarding of Lisa's BLACKPINK Performance at Crazy Horse

Hate Comments	Meaning
	"so disgusting"
	"Lisa is getting worse, no wonder she has so many haters."

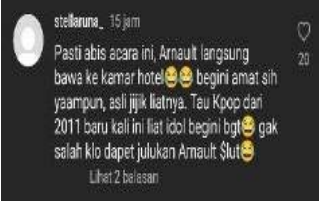


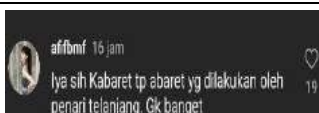

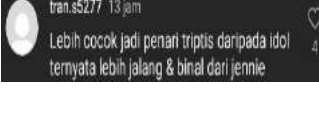




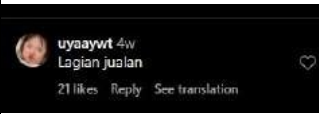

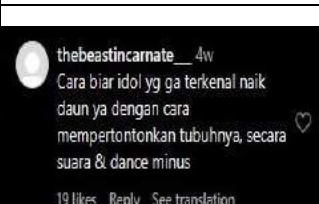
	<p>"Surely, after this event, Arnault will take her straight to the hotel room. This is just too much, goodness gracious, it's truly disgusting to see. I've known K-pop since 2011, and this is the first time I've seen an idol like this. It's no wonder she's earned the nickname Arnault \$lut."</p>
	<p>"Eventually, Bp becomes a Korean porn idol"</p>
	<p>"what a cheap girl, geez"</p>
	<p>"Yeah, it's cabaret, but cabaret performed by nude dancers. Not cool."</p>
	<p>"This person is more suited to be a stripper than an idol. Turns out she's sluttier and more lascivious than Jennie."</p>
	<p>"Like a porn star, damn."</p>

Table 5. Hate comments towards Jennie's sexy performance at the BLACKPINK concert

Hate Comments	Meaning
	<p>"Jennie is really wild nowadays"</p>

	<p>"Actually, it's kind of pointless for her to wear an outfit like that. There's nothing to showcase, right? If it were Hyuna wearing that outfit, it would be more enjoyable to look at, there's something to flaunt. But with Jennie, it's a bit lacking, you can't really see what's being showcased. It's better to just wear a regular outfit, lol..."</p>
	<p>"Eventually, she'll perform just wearing a bra and panties."</p>
	<p>"Jejen is going further and further down... Back then, she didn't need to reveal much, her aura was already elegant and expensive... now her aura seems to be unclear."</p>
	<p>"I find this one idol really cringeworthy. There are many with sexy vibes, but only she gives off mischievous vibes."</p>

Table 6. Hate Comments Towards Kwon Eun Bi's viral sexy performance at the Waterbomb Festival

Hate Comments	Meaning
	"Well, that's the consequence of showing off your breasts, sis. Hahaha."
	"It turns out that in Korea, just like in Indonesia, sensationalism gets viral faster than achievements."
	"Oh, this idol was compared to Jennie by K-pop fans yesterday just because she became a Calvin Klein ambassador. Not on the same level, eww, with those who went viral just because of their breasts."
	"Moreover, (you're) selling (your breasts)."
	"Breast-focused for virality."
	"The way for an unknown idol to rise to fame is by showcasing their body, since their voice and dance skills are lacking."



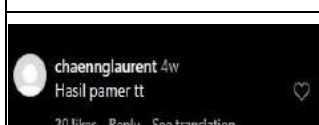

	"Many have approached (her) since she flaunted her breasts."
	"It means (she) successfully sold (her breast) milk there."
	"The result of flaunting one's breasts."
	"Well, her body is tempting, and she's flaunting (her breasts) like that."

Table 7. Hate comments regarding of Minhyuk of BTOB's Topless Performance at the Waterbomb Festival

Hate Comments	Meaning
	"Don't know why, but I don't really like his body like this. It's like it doesn't match his face, haha."
	"Perverted, perverted."

Physical Appearance and Visual Aspects

In the realm of K-pop, the importance of physical appearance, weight, and visual presentation for idols cannot be overstated. These factors play a crucial role in shaping an idol's image and overall success in the industry. Physical appearance is a pivotal aspect of a K-pop idol's identity. It encompasses various elements such as facial features, body proportions, and overall attractiveness. A pleasing physical appearance is often considered a foundational requirement for aspiring idols. A well-groomed and visually appealing appearance contributes significantly to an

idol's marketability and appeal to fans. It helps create a lasting impression and sets the stage for the idol's persona.

K-pop culture often places an emphasis on maintaining a certain level of physical fitness and slimness. Idols are expected to manage their weight to meet industry standards, which can lead to intense pressure to stay in shape. Physical fitness is crucial for dynamic and high-energy performances, which are a hallmark of K-pop. Being in good shape enhances an idol's ability to execute complex dance routines and maintain stamina on stage.

The visual member of a K-pop group is often regarded as the representative face of the group. They embody the group's image and are chosen for their striking and visually appealing features. A visually striking idol can captivate audiences and leave a memorable impression. This can lead to increased recognition, popularity, and endorsement opportunities.

It's important to note that while physical appearance, weight, and visual impact are significant factors in the world of K-pop, they are just one facet of an idol's overall talent and appeal. Ultimately, an idol's success is also influenced by their singing and dancing abilities, stage presence, personality, and connection with fans.

Table 8. Hate Comments Regarding the Chubby Appearance of Haruto from TREASURE



Hate Comments	Meaning
	"How is that possible? Other idols are on a diet, you know."
	"Is this for real? Ruto has changed like this?? I haven't been following Treasure for a while. This is surprising, seriously."

Table 9. Hate Comments Towards Jeongyeon from TWICE's New Appearance, Returning Slimmer and with a Fresh Style

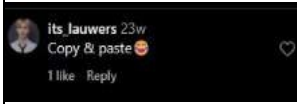

Hate Comments	Meaning
	"copy and paste"
	"Just average"
	"Fat"
	"She intentionally wore the outfit like that to show off her current body, right?"

Table 10. Hate Comments towards Lee Jung Ha who Gained Weight for Drama Filming

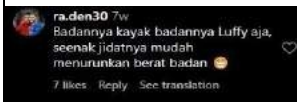



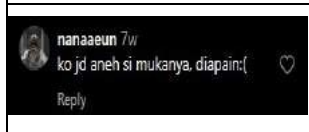
Hate Comments	Meaning
	"His body is like Luffy's body, he can lose weight as he like."

Table 11. Hate Comments towards 2NE1 Park Bom's New Appearance that Hard to Recognized by Netizens

Hate Comments	Meaning
	"If it was just a matter of fluctuating weight, it wouldn't be like this. Damn, she's addicted to surgery."
	"I'm sorry, but she looks like a middle-aged woman who just learned how to do makeup."
	"Why did you turn out like this, Bom?"

	<p>"Too much plastic surgery, in the end, she ends up looking like Mpok Nori (Indonesian Comedian)"</p>
	<p>"Why does her face look weird? What did she do?"</p>

In this study, the researcher conducted an analysis of hate comments directed towards K-POP artists on three of the largest K-POP accounts in Indonesia on the social media platform Instagram. The main focus was on identifying the phenomenon of double standards within these hate comments. Here are some of the key findings that were discovered.

3.2. Discussion

Speech Acts in Hate Comments

For example, in the hate comments against Kwon Eunbi : "Oh, this idol was compared to Jennie by K-pop fans yesterday just because she became a Calvin Klein ambassador. Not on the same level, eww, with those who went viral just because of their breasts."

The locutionary act in this hate comment involves the explicit comparison of the mentioned idol to Jennie, a member of BLACKPINK, due to her recent collaboration with Calvin Klein. The negative language, such as "eww," conveys a strong disapproving sentiment. Additionally, the derogatory reference to individuals who gained popularity due to their physical attributes, specifically mentioning breasts, introduces a comparative element that contributes to the overall negative tone.

The illocutionary act reveals the speaker's intention to criticize and diminish the mentioned idol's achievements. By expressing disdain with "eww" and implying that she is not on the same level as those who gained fame for physical attributes, the commenter is making a judgment about the idol's

worth and success in comparison to Jennie. This could be an attempt to devalue the idol's accomplishments and discredit her association with Calvin Klein.

The perlocutionary act focuses on the potential impact on the audience or readers. This hate comment aims to evoke a negative emotional response, potentially influencing how others perceive the mentioned idol. The comparison to individuals who gained attention for physical attributes introduces a societal beauty standard, attempting to diminish the idol's success by insinuating that her achievements are less significant.

The hate comment employs pragmatic strategies such as indirect speech acts and derogatory language. The use of "eww" contributes to the derogation, expressing strong disapproval without directly stating it. The comment also utilizes implicit comparison, suggesting that being a Calvin Klein ambassador is somehow inferior to gaining fame for physical attributes. These pragmatic strategies serve to convey negativity while maintaining a level of indirectness.

The comment reflects societal norms related to beauty standards and success. By criticizing the idol for not being on the same level as those who gained attention for physical attributes, the commenter perpetuates biased views on success and reinforces societal standards that prioritize certain aspects over others.

This hate comment is performative in nature as it not only conveys disapproval but also seeks to influence how the mentioned idol and her achievements are perceived within the K-pop community. The comparison to Jennie, a prominent figure, enhances the performative impact, potentially influencing the perception of the idol's status and success.

In summary, this hate comment, analyzed through Speech Act Theory, reveals an intention to diminish the mentioned idol's achievements,

employing derogatory language and implicit comparisons. The performative nature of the comment suggests an attempt to influence the perception of the idol's success within the context of societal norms and biases prevalent in the K-pop community.

Another example is in the hate comments against Park Bom 2NE1 : "Too much plastic surgery, in the end, she ends up looking like Mpok Nori (Indonesian Comedian)".

The locutionary act in this hate comment involves making a direct comparison between Park Bom of 2NE1 and Mpok Nori, an Indonesian comedian, with a negative connotation. The comment suggests that Park Bom's appearance has been altered through excessive plastic surgery.

The illocutionary act reveals the speaker's intention to criticize Park Bom for her appearance, implying that the perceived excessive plastic surgery has led to a resemblance to Mpok Nori. The comment carries a judgmental tone, suggesting disapproval of Park Bom's choices regarding her physical appearance.

The perlocutionary act focuses on the potential impact on the audience or readers. This hate comment aims to evoke a negative emotional response, potentially influencing how others perceive Park Bom. The comparison to Mpok Nori, an Indonesian comedian, introduces an element of ridicule, intending to diminish Park Bom's image.

The comment employs pragmatic strategies, such as direct comparison and the use of negative language, to convey disapproval. The comparison to Mpok Nori might be intended to invoke a sense of humor at Park Bom's expense, contributing to the derogatory nature of the comment.

This comment reflects societal norms related to beauty standards and appearance. It perpetuates biases against individuals who have undergone plastic surgery, suggesting a negative judgment about alterations to one's appearance. The

comparison to an Indonesian comedian may also introduce a cultural bias, implying that resembling a comedian is undesirable.

This hate comment is performative in nature as it not only conveys disapproval of Park Bom's appearance but also seeks to influence how others perceive her. By comparing her to a comedian and attributing her look to plastic surgery, the comment contributes to a negative narrative surrounding Park Bom's physical appearance.

In summary, this hate comment, analyzed through Speech Act Theory, reveals an intention to criticize and ridicule Park Bom for her perceived reliance on plastic surgery, resulting in a resemblance to Mpok Nori. The comment's performative nature aims to shape perceptions of Park Bom's appearance within the context of societal norms and biases related to beauty standards.

Double Standard Based on Gender

The research findings identified a significant double standard in hate comments depending on the gender of K-pop artists. Female artists tend to be more frequently targeted with comments criticizing their physical appearance, while male artists more often receive comments related to their musical performance. This reflects gender stereotypes within the K-pop music industry. The findings from this research confirm the existence of gender double standards in the K-pop industry. Female artists often face significant pressure regarding their physical appearance, which may not apply as strongly to male artists. This phenomenon reflects cultural and social roles in shaping norms and expectations for women in the entertainment industry. Hate comments directed towards female K-pop artists regarding their appearance, visuals, or romantic relationships are more commonly found compared to male K-pop artists.

A double standard based on gender in the context of K-pop refers to the unequal treatment or expectations placed on male and female idols. This

can be observed in how netizens and the public respond to them, particularly in the form of hate comments. Here's an explanation:

Female K-pop idols often face a higher frequency of criticism focused on their physical appearance. They may receive comments that scrutinize their looks, body shape, and fashion choices. This reflects a societal tendency to place greater emphasis on a female idol's physical attributes. In contrast, male K-pop idols are more likely to receive comments related to their musical performance, stage presence, or overall talent. They may face less scrutiny regarding their physical appearance, and their value is often evaluated based on their skills and contributions to the group.

This double standard stems from societal gender stereotypes that place a heavier emphasis on appearance for women and on talent for men. It can be seen as a reflection of broader cultural norms and expectations. Hate comments directed towards female K-pop idols tend to focus on their appearance, including critiques on their weight, makeup, and fashion choices. These comments can be harsh, demeaning, and sometimes even contain threats.

Hate comments targeting male idols are more likely to be related to their musical abilities or stage presence. While they may still face criticism, it tends to be less focused on their physical appearance. The hate comments, especially those directed towards female idols, can have a detrimental impact on their self-esteem, mental health, and overall well-being. It can create a hostile and judgmental environment that puts unnecessary pressure on them. The prevalence of gender-based double standards in K-pop reflects broader cultural and social norms that influence how individuals are evaluated and treated based on their gender.

In summary, the double standard based on gender in the K-pop industry is evident in how female and male idols are treated differently, particularly in the types of hate comments they receive. This discrepancy reflects larger societal

norms and expectations surrounding appearance and talent.

Double Standard Based on Popularity

The analysis results also indicate that more popular K-pop artists or those with a larger fan base tend to receive more hate comments than less known artists. This phenomenon may be related to varying levels of exposure and promotional policies.

Double standard in K-pop based on popularity refers to the differential treatment and expectations placed on artists depending on their level of fame or success. This phenomenon is prevalent in the K-pop industry, where artists with varying degrees of popularity often face different standards, both from the public and within the industry itself.

More popular K-pop idols are under constant public scrutiny. Their actions, appearance, and personal lives receive greater attention, which can lead to higher expectations and more severe criticism when they fall short of those expectations. Highly popular idols are often held to incredibly high standards of appearance, behavior, and performance. Any deviation from these perceived standards can lead to harsh criticism and hate comments.

Lesser-known idols might be given more leeway when it comes to making mistakes or facing challenges. They may have a smaller fanbase, and the public may be more forgiving or understanding of their imperfections. Hate comments directed towards popular idols tend to have a more substantial impact due to the sheer volume and visibility of such comments. It can lead to significant emotional distress, mental health issues, and even career repercussions. Popular idols face immense pressure to maintain their level of fame. This can lead to high-stress levels, intense schedules, and a constant need to meet fan and industry expectations. Fans of highly popular idols might be more invested and protective of their favorite artists. This can lead to intense loyalty and

at times, over-zealous behavior. Conversely, idols with smaller followings may have a more intimate and personal connection with their fans.

4. Conclusion

The results of the study indicate that the topics that receive the most hate comments are related to dating scandals, the sexy appearance of K-POP artists, and also the physical appearance and visual aspects. Based on the result, the double standards towards the involved K-POP artists are glaringly evident. It can be concluded that there are two major factors contributing to these double standards: gender and popularity. In terms of gender, female K-POP artists are more frequently criticized and receive hate comments compared to their male counterparts. Meanwhile, in terms of popularity, K-POP artists with higher popularity levels tend to receive hate comments more often than those who are not as popular.

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