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# The Use of Emoji and Lexical Borrowing in Indonesian Social Media Hate Speech in Political Context : A Critical Discourse Analysis

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**THE USE OF EMOJI AND LEXICAL BORROWING IN  
INDONESIAN SOCIAL MEDIA HATE SPEECH IN  
POLITICAL CONTEXT: A CRITICAL DISCOURSE  
ANALYSIS**

**This undergraduate thesis is submitted as partial fulfillment to obtain  
Bachelor Degree at English Department Faculty of Cultural Sciences  
Catholic University of Saint Thomas Medan**



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APPROVAL SHEET

THIS UNDERGRADUATE THESIS HAS BEEN APPROVED IN JULY 2025

Supervisor



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THOMAS MEDAN ON 27 SEPTEMBER 2025

Based on the Decree of the Dean of the Faculty of Cultural Sciences,  
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solemnly declare that this thesis entitled “The use of Emoji and Lexical Borrowing in Indonesian Social Media Hate Speech in Political Context” is my own work, free from plagiarism. Quotations are referenced in accordance with scientific writing ethics that apply. If it is proven that this thesis contains plagiarism deemed to have violated the rules, I am willing to accept sanctions for the act in accordance with the applicable regulations.

Medan, 30 July 2025

Wiranda S. Tafonao

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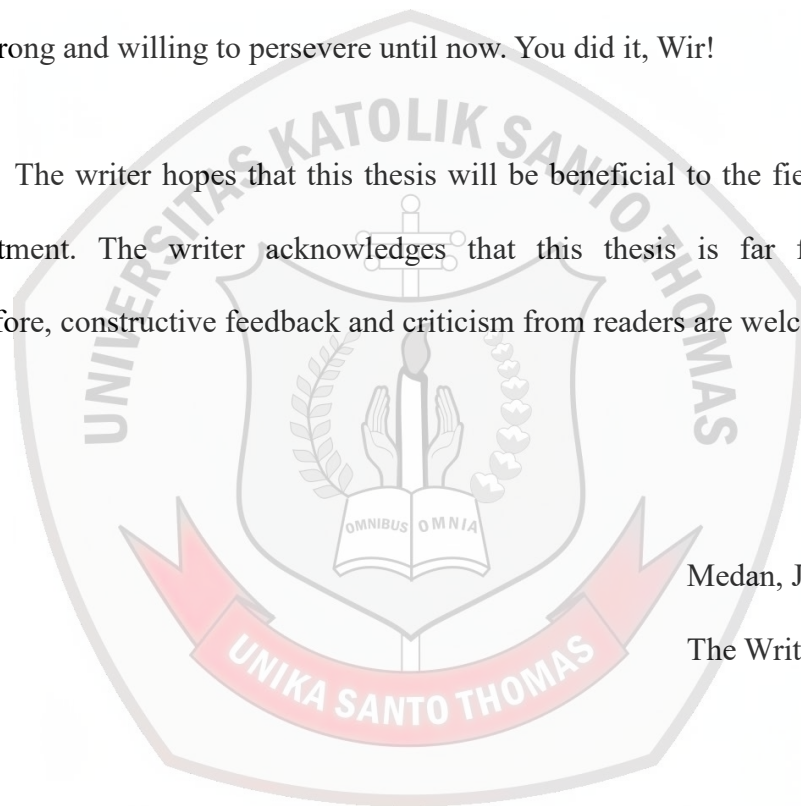
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The writer hopes that this thesis will be beneficial to the field of English Department. The writer acknowledges that this thesis is far from perfect. Therefore, constructive feedback and criticism from readers are welcomed.



Medan, July 2025

The Writer,

Wiranda S. Tafonao

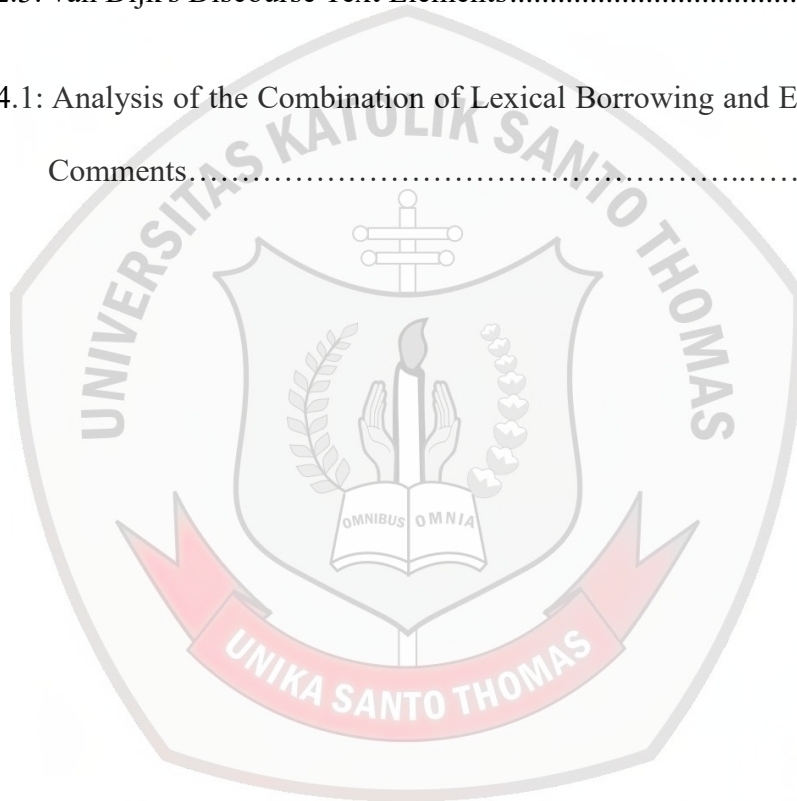
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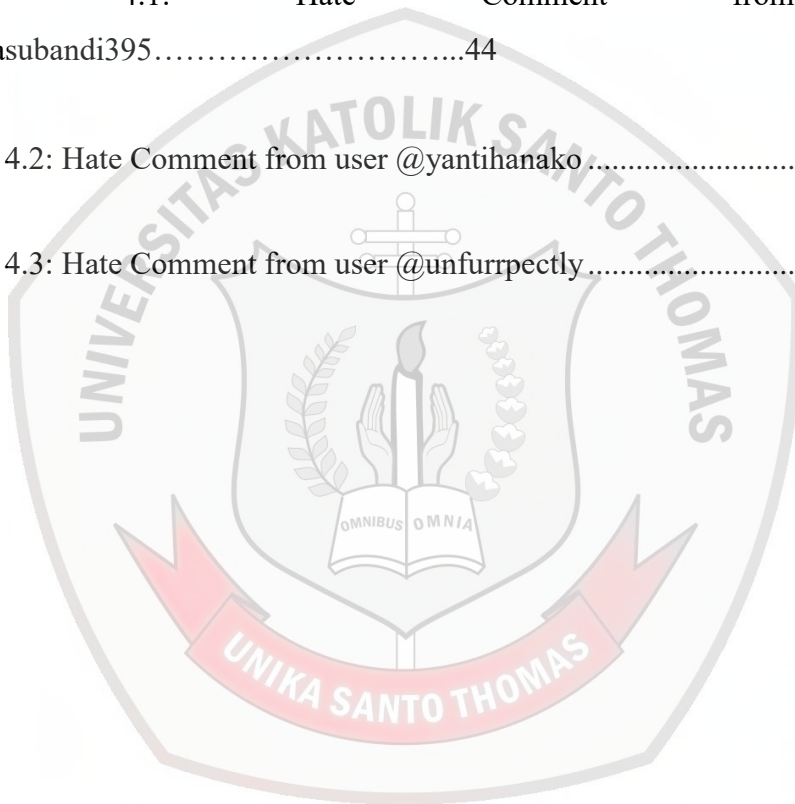
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## ABSTRACT

This study investigates hate speech on social media targeting Prabowo's administration, focusing on the use of lexical borrowing and emojis. As digital communication grows more complex, hate comments increasingly rely on both linguistic and semiotic modes to spread hostile messages. A qualitative approach was employed using documentation methods through screenshots of hate comments from Instagram, TikTok, and X. Data were analyzed with Teun A. van Dijk's Critical Discourse Analysis (CDA), modified to integrate verbal elements (lexical borrowing) and non-verbal elements (emojis). Thirty samples were examined, consisting of comments that combined both elements, or used either lexical borrowing or emojis separately, and were discussed across microstructure, macrostructure, and superstructure, as well as within cognition and social context dimensions. Findings reveal that lexical borrowing and emojis systematically construct degrading and provocative texts. At the cognitive level, they reproduce ideologies such as anti-democracy and dehumanization, reinforcing negative mental models of targeted groups. At the social level, hate speech operates as a discursive practice that strengthens power relations, builds group identity, and exploits digital platform features like anonymity and emojis to amplify its reach. This study highlights the crucial role of visual symbols and lexical adaptations in shaping online hate speech, offering new insights into the dynamics of political discourse in Indonesia's digital landscape.

**Keywords: critical discourse analysis, emoji, hate speech, lexical borrowing, social media**

## **ABSTRAK**

*Penelitian ini mengkaji fenomena ujaran kebencian di media sosial yang menargetkan pemerintahan Prabowo, dengan fokus pada penggunaan kata pinjaman dan emoji. Seiring meningkatnya kompleksitas komunikasi digital, hate comment kerap memanfaatkan mode linguistik dan semiotik untuk menyebarkan pesan kebencian. Penelitian ini menggunakan pendekatan kualitatif dengan metode dokumentasi berupa tangkapan layar ujaran kebencian di Instagram, TikTok, dan X. Data dianalisis menggunakan kerangka Analisis Wacana Kritis Teun A. van Dijk yang dimodifikasi untuk mengintegrasikan elemen verbal (pinjaman kata) dan non-verbal (emoji). Sebanyak 30 sampel dianalisis, mencakup kombinasi maupun penggunaan tunggal kata pinjaman dan emoji, dengan memperhatikan mikrostruktur, makrostruktur, superstruktur, serta dimensi kognisi sosial dan konteks sosial. Hasil penelitian menunjukkan bahwa kata pinjaman dan emoji berperan dalam membentuk teks yang merendahkan dan provokatif. Pada ranah kognisi sosial, keduanya mereproduksi ideologi kebencian seperti anti-demokrasi dan dehumanisasi. Dari sisi konteks sosial, ujaran kebencian berfungsi memperkuat relasi kuasa, membangun identitas kelompok, dan memanfaatkan anonimitas serta fitur platform digital untuk memperluas pengaruhnya. Temuan ini menegaskan pentingnya simbol visual dan adaptasi leksikal dalam ujaran kebencian digital, serta memberikan pemahaman baru tentang dinamika bahasa dalam wacana politik online di Indonesia.*

**Kata kunci:** *analisis wacana kritis, emoji, kata pinjaman, media social, ujaran kebencian*

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