
**DOUBLE STANDARDS IN HATE COMMENTS AGAINST K-POP
ARTISTS: PRAGMATICS STUDY**

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

¹University of Sumatera Utara

Email : attarika98@gmail.com

²University of Sumatera Utara

*Email : alemina@usu.ac.id

³University of Sumatera Utara

Email : dilafitria0205@gmail.com

ABSTRACT

This study aims to describe the forms of double standards in hate comments against K-POP artists found on Instagram. This research used a descriptive qualitative approach, which refers to research methods that produce descriptive data using a pragmatic approach. The data was collected from the most followed K-POP pages on Instagram in Indonesia: @fyi.korea, @officialkvibes, and @coppamagz. The objects of this study are the hate comments found on these Instagram pages. The theory used to analyze the data was speech act theory, which consists of locutionary, illocutionary, and perlocutionary. This was followed by the identification of double standards. Pragmatic coding specifically targets linguistic patterns that indicate double standards. Based on the results of observations on these sites, 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 were related to dating scandals, the sexy appearance of K-Pop artists, and the physical appearance and visual aspects. Based on the results, the double standard towards the involved K-POP artists is glaringly obvious. It can be concluded that there were two main factors that contribute to this double standard: gender and popularity. In terms of gender, female K-POP artists are criticized and receive hate comments more often than their male counterparts. Meanwhile, in terms of popularity, K-POP artists who are more popular tend to receive more hate comments than those who are less popular.

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

INTRODUCTION

The Korean entertainment industry, or K-pop, has become a global phenomenon that captivates millions of fans worldwide. 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. 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). Furthermore, social media can serve as a conduit for harassment, stalking, and sexual victimization, both in online and offline settings (Kennedy & Taylor, 2010).

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 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 behaviour. In terms of marginalization, hate speech was predominantly observed in the aspects of euphemism and dysphemism.

The hate comments 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).

This study aims to explore the linguistic and pragmatic aspects of hate comments directed towards K-pop artists with a specific focus on identifying and understanding potential double standards. Despite the significance of the proposed research, several research gaps exist, which warrant further investigation such as the limited pragmatic analysis in K-pop research and the underexplored role of double standards. 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.

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). 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. In this research, random sampling was crucial for obtaining a representative and unbiased sample of data. The procedure if obtaining the random data are the selection of social media platforms, identification of K-pop artists, time frame definition, random selection of posts or comments, inclusion and exclusion criteria for hate comment, randomization within artist categories and the data collection and documentation. Data collection was conducted through screening and gathering hate comments from K-Pop-specific Instagram social media platforms in Indonesia. The selection of data sources was based on the number of followers of the respective accounts, the influence, diverse content, and engagement with K-Pop news.

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, from January to October. 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 employed the concepts presented by Creswell & Creswell (2018) for conducting qualitative data analysis. Firstly, the data to be analyzed was organized and prepared, then sorted according to the source of information and its category. From these general responses and comments, the researcher filtered out comments that meet the criteria for hateful or hate comments containing elements of hatred. The theory employed in analyzing the data is the speech act theory, which consists of locutionary, illocutionary, and perlocutionary. After that is the identification of double standards. Pragmatic coding specifically targets linguistics patterns indicative of double standards. Instances where the language and tone differ based on the gender, popularity, or other characteristics of the K-Pop artists are carefully identified and categorized for further analysis.

The hate comments was 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 conducted to identify potential patterns and categories of double standards that may arise.

Subsequently, the meaning of the collected hate comments were analyzed. These hate comments was then analyzed based on the targeted K-POP artists. The K-POP artists categorized based on various aspects, such as gender and level of popularity. Furthermore, the collected hate comments 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.

FINDINGS AND DISCUSSION

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. Here are the hate comments written by fans and netizens regarding the K-pop artists involved in the dating scandal.

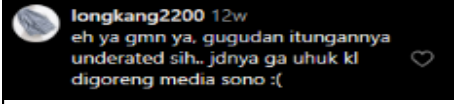
Table 2: Hate Comments Regarding the Dating Rumors of Jennie from BLACKPINK and V from BTS

Hate Comments	Meaning
<p>yannti28 20w @dewieyen dari sekian banyak ciwi ciwi cantik berbaran di korsel knp hrs mbak ini. 🤔🤔</p>	"Out of so many beautiful girls in South Korea, why choose this one"
<p>dewieyen 20w @yannti28 tetet kena pelet nyai keknya 🤔🤔 ya sudahlah.. moga aja langgeng ampe nikah, ga di depak kek mantan2nya nyai sebelumnya. Scr nyai trackrecordnya agak2..</p>	"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...."
<p>rkiv1 58w Ahaha komedi Reply</p>	"Ahaha comedy"
<p>inyeop0 58w Seetingan Reply</p>	"it's staged"
<p>dinie_mars 58w maaf entah bener atau cuma editan aku cuma mau bilang kenapa Jennie penampilannya kayak ART yg nemenin majikan 🤔</p>	"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?"
<p>jkelly_jel 58w Hadeh mediaplay yg mulai lagi cih, editan fans diseriusin 🤔 BASI</p>	"Ugh, here comes the media play again. They're taking fan edits seriously. SO OUTDATED."
<p>marsellyna_anggrni44 20w Semoga itu nggak benerr, ga rela gue Taehyung sama Jennie jadian</p>	"I hope that's not true. I can't bear the thought of Taehyung and Jennie dating."
<p>miniso_33 70w Jenie tiap tahun ganti pasangan 🤔🤔</p>	"Jennie changes partners every year."

The comments reflect the complexity of public perceptions and expectations surrounding K-pop idols' personal lives. Gendered criticism and double standards are evident, particularly in the judgment of Jennie's dating history. The skepticism regarding the

authenticity and stability of celebrity relationships suggests a degree of cynicism among fans. The comments also highlight the influence of media portrayal on public perception and the impact of cultural expectations on the way fans view and comment on celebrities' personal lives. Overall, the data underscores the need for a nuanced understanding of the intersections between celebrity culture, societal norms, and fan perceptions in the K-pop industry.

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

Hate Comments	Meaning
 <p>longkang2200 12w eh ya gmn ya, gugudan itungannya underated sih.. jdnya ga uhuk kl digoreng media sono :(</p>	Well you know, gugudan is considered underrated, so they don't really get highlighted by the media there.

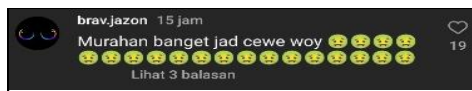

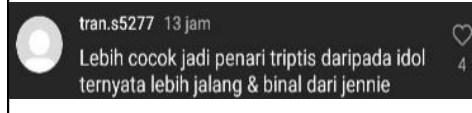
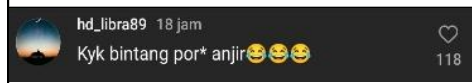
The comment draws attention to the underrepresentation of Thunder and Mimi's relationship in the media, potentially due to the perceived underrated status of Gugudan. This observation highlights the interconnected nature of media coverage and the perceived popularity of K-pop groups. It suggests that the level of media attention a relationship receives can be influenced by the perceived prominence or visibility of the individuals involved, which, in turn, may be influenced by broader industry dynamics and perceptions of certain groups being underrated.

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. Here are some hate comments left by netizens on Instagram posts about the sexy appearance of K-pop idols.


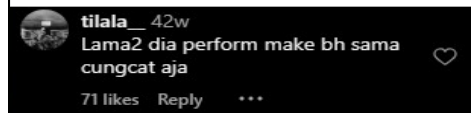
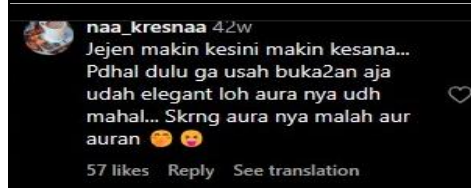
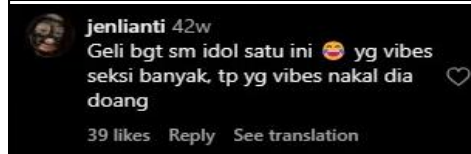
Table 4: Hate Comments Regarding of Lisa's BLACKPINK Performance at Crazy Horse

Hate Comments	Meaning
 <p>strawbelly_ 18 jam jijay banget Lihat terjemahan</p>	"so disgusting"
 <p>mr.jungvely 17 jam Makin parah aja ni si Lisa ,ngk salah banyak haters nya 😂 Lihat 13 balasan</p>	"Lisa is getting worse, no wonder she has so many haters."
 <p>stellaruna_ 15 jam Pasti abis acara ini, Arnault langsung bawa ke kamar hotel 😂😂 begini amat sih yaampun, asli jijik liatnya. Tau Kpop dari 2011 baru kali ini liat idol begini bgt 😂😂 gak salah klo dapat julukan Arnault \$lut 😂 Lihat 2 balasan</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>thwwe1 15 jam Lama lama Bp jadi Idol Porno korea 🤔🤔 Lihat 3 balasan</p>	"Eventually, Bp becomes a Korean porn idol"

	<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>

The comments revealed a concerning trend of explicit and derogatory language, body shaming, and moral judgment directed towards Lisa. The nature of the comments suggests a harsh and unfounded critique of her actions, potentially fueled by personal biases, misinformation, or a desire to sensationalize her image. This type of discourse underscores the challenges that K-pop idols, particularly female idols, may face in dealing with intense scrutiny and public judgment regarding their personal lives and choices.









Table 5: Hate Comments towards Jennie's Sexy Performance at the BLACKPINK Concert

	<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>"Jegen 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>

The comments reveal a critical perspective on Jennie's recent image and fashion choices. There's an explicit and inappropriate tone, including body shaming and objectification. The comparison to other idols and the notion that Jennie's aura has become unclear contribute to a narrative that questions her choices and perceived decline. Such



discourse highlights the challenges female K-pop idols face in navigating societal expectations, changing their public image, and dealing with public opinions that may be influenced by body shaming and unrealistic standards.

Table 6. Hate Comments Towards Kwon Eun Bi's Viral Sexy Performance at the Waterbomb Festival

Hate Comments	Meaning
 xgemec 4w ya itu lah konsekuensi nya kalo pamer tete mbak wkwkw 5 likes Reply See translation	"Well, that's the consequence of showing off your breasts, sis. Hahaha."
 bacotanblink 4w Oh ini idol yg kmrn di compare sm Jennie ama kpopers, perkara doi jdi BA CK, g level iyuhhh sm org viral jalur gunung gede 🤔 102 likes Reply See translation	"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."
 uyaaywt 4w Lagian jualan 21 likes Reply See translation	"Moreover, (you're) selling (your breasts)."
 sisyaanabila 4w viral jalur tt 60 likes Reply	"Breast-focused for virality."
 thebeastincarnate 4w Cara biar idol yg ga terkenal naik daun ya dengan cara mempertontonkan tubuhnya, secara suara & dance minus 19 likes Reply See translation	"The way for an unknown idol to rise to fame is by showcasing their body, since their voice and dance skills are lacking."
 gyu.here 4w Bnyak didekati semenjak ngambar tete 5 likes Reply See translation	"Many have approached (her) since she flaunted her breasts."
 _deddydera 4w Berhasil berarti jual susu disana 2 likes Reply See translation	"It means (she) successfully sold (her breast) milk there."
 chaennglaurent 4w Hasil pamer tt 20 likes Reply See translation	"The result of flaunting one's breasts."

Similar to the previous set of comments, these remarks exhibit a negative and objectifying perspective on Eunbi's choice of outfit. The comments perpetuate harmful stereotypes about female idols, suggesting that their success is solely based on sensationalism rather than talent or achievements. Such discourse contributes to a culture of objectification, body shaming, and sexism within the K-pop industry.


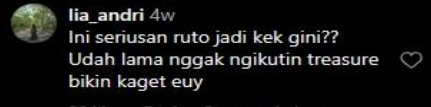
Table 7. Hate comments regarding of Minhyuk of BTOB's Topless Performance at the Waterbomb Festival

Hate Comments	Meaning
 shabrinasabila 14w Gatau kenapa tapi ga suka dia badannya gini 🤔 kaya ga pas aja gt sama mukanya wkwkw 1 like Reply	"Don't know why, but I don't really like his body like this. It's like it doesn't match his face, haha."
 iszky 14w cabul cabul Reply	"Perverted, perverted."

The comments, while expressing personal opinions, are relatively mild compared to previous examples. The first comment conveys a personal aesthetic preference, while the second comment introduces a negative label. However, it's worth noting that the overall tone is less explicit and offensive compared to comments targeting female idols. These comments highlight the subjectivity in how individuals perceive and comment on K-pop idols' appearances and performances. *Physical Appearance and Visual Aspects*

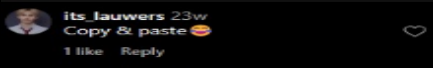

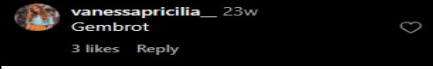
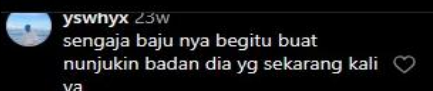
In the realm of K-pop, the importance of physical appearance, weight, and visual presentation for idols cannot be overstated.

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

Hate Comments	Meaning
 <p>paved_the.way 4w 🤔🤔🤔 kok bisa? Idol lain pada diet loh 17 likes Reply See translation</p>	"How is that possible? Other idols are on a diet, you know."
 <p>lia_andri 4w Ini seriusan ruto jadi kek gini?? Udah lama nggak ngikutin treasure bikin kaget euy</p>	"Is this for real? Ruto has changed like this?? I haven't been following Treasure for a while. This is surprising, seriously."

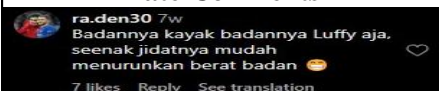
These comments reflect surprise and curiosity about Haruto's perceived change in appearance, particularly noting a deviation from the expected norm where idols often strive to maintain a certain physique. It's important to recognize the potential impact of societal beauty standards on K-pop idols and to approach discussions about their appearance with sensitivity.

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

Hate Comments	Meaning
 <p>its_lauwers 23w Copy & paste 🤔 1 like Reply</p>	"copy and paste"
 <p>rbarika_ 23w B aja Reply</p>	"Just average"
 <p>vanessapricilia_ 23w Gembrot 3 likes Reply</p>	"Fat"
 <p>yswnyx 23w sengaja baju nya begitu buat nunjukin badan dia yg sekarang kali ya</p>	"She intentionally wore the outfit like that to show off her current body, right?"

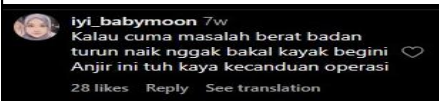

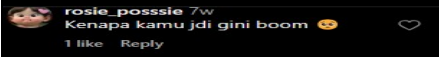
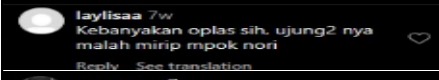
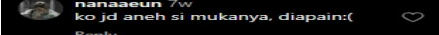
While some comments express subjective opinions on Jeongyeon's style and appearance, the use of the term "fat" is explicitly body-shaming and inappropriate. Such comments contribute to a culture of negativity and scrutiny around K-pop idols' bodies.

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."

This comment seems to be kind of lacking explicit negativity or hate, unlike the comments for another artist before. It draws a parallel between Lee Jung Ha's body and a fictional character without conveying any derogatory language. However, as with any commentary on an individual's appearance, it's essential to approach discussions with sensitivity and respect for the person's choices and well-being.

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

The comments collectively express various opinions and emotions regarding Park Bom's new appearance. Accusations of plastic surgery, critiques of makeup skills, and comparisons to other individuals contribute to a discourse that often focuses on physical appearance. Such comments highlight the challenges that artists, particularly women in the entertainment industry, may face when undergoing changes in their appearance and the potential impact of public scrutiny on their well-being.

Discussion

In the context of research, the application of Speech Act Theory can provide insights into the communicative intentions and functions of language used in various contexts. According to Wijana (2021), there are at least three kinds of acts, i.e. locutionary, illocutionary and perlocutionary acts. The application of Speech Act Theory in research on double standards and hate comments against K-pop artists allows for a deeper understanding of the communicative intentions, performative nature, and potential impacts of such

discourse. It provides a framework for analyzing language not only as a conveyance of information but as a powerful tool for performing social actions.

In the context of researching hate comments against K-pop artists, the Double Standard Theory can be applied to understand the existence of differential treatment or expectations based on certain characteristics such as gender, appearance, or other attributes. According to Foschi (1996), in the 'Double Standards Theory,' it is indicated that individuals employ different standards to draw conclusions about the abilities of others based on their social group status. The Double Standard Theory posits that a set of principles or rules is applied differently to different groups, leading to unfair or unequal treatment. By integrating Speech Act Theory and Double Standard Theory, researchers can conduct a more comprehensive analysis of hate comments against K-pop artists. This approach allows for a nuanced understanding of the communicative intentions, discriminatory practices, and unequal treatment embedded in the discourse surrounding artists in the K-pop industry.

Speech Acts in Hate Comments

Speech acts that were found in the hate comments against K-Pop artist are locutionary, illocutionary, and perlocutionary. 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.

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.

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. 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.

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. 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. 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.

CONCLUSION AND SUGGESTION

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, that is drawn through the utilization of various instruments. Based on these findings, there are several suggestions for further research. It is recommended to explore the nuanced dynamics of double standards within the K-pop industry by delving into the specific mechanisms through which gender and popularity influence hate comments. Conducting in-depth interviews with artists and fans could offer qualitative insights into their experiences and perceptions of double standards.

Additionally, a longitudinal study tracking changes in hate comments over time and in response to specific events could provide a dynamic understanding of the evolving nature of double standards. Furthermore, investigating the role of media coverage and industry expectations in shaping public discourse would contribute to a more comprehensive understanding of the factors perpetuating double standards in the K-pop community.

REFERENCES

- Anisa, F. (2023). Ujaran Kebencian Terhadap Artis K-Pop Dalam Opening Ceremony Fifa World Cup 2022. *Jurnal Komunikasi Global*, 12(1), 2023.
- Bach, K., & Harnish, R. M. (1979). Linguistic communication and speech acts. *The Philosophical Review*, 88(4), 449–466.
- Bogdan, R., & Taylor, S. J. (1975). Introduction to Qualitative Research Method: A Phenomenological Approach to the Social Science. *New York: A Wiley –International Publication*.
- Creswell, J. W. (2009). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (3rd ed.). *SAGE Publications, Inc.*
- Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th ed.). *SAGE Publications*.
- Cummings, L. (2007). Pragmatik. *Jakarta: Pustaka Pelajar*.
- Foschi, M. (1996). Double standards in the evaluation of men and women. *Social Psychology Quarterly*, 59, 237-254. doi:10.2307/2787021
- Grice, H. P. (1975). Logic and conversation. In P. Cole & J. L. Morgan (Eds.), *Speech Acts* (pp. 41–58). Academic Press.
- Juditha, C. (2017). Hate speech in Online Media: 2017 DKI Jakarta Election Cases. *Jurnal Penelitian Komunikasi dan Opini Publik*, 21(2). 137-151.
- Kennedy, M. A., & Taylor, M. A. (2010). Online Harassment and Victimization of College Students. *Justice Policy Journal*, 7(1), 1-21.
- Levinson, S. C. (1983). *Pragmatics*. Cambridge University Press.
- Muthi'ah, N., Mono, U., & Perangin-Angin, A. B. (2022). Indonesian Cyberbullying Issues: The Impoliteness in Communication. *IJELR: International Journal of Education, Language, and Religion*, 4(2), 96-105.
- Nasution, M. M., Izar, J., & Afifah, I. H. (2021). An Analysis of Hate Speech Against K-Pop Idols and Their Fans on Instagram and Twitter from The Perspective of Pragmatics. *Journal of English Teaching and Linguistics*, 2(2), 91-99. Niekerk, B. V.

- A. N. (2013). Social Media and Information Conflict. *International Journal of Communication*, 7, 1162–1184.
- Octaviani, A. (2017). Expressions of Hatred Speech Heaters in Basuki BTP's Instagram Account Relevance to Indonesian Language Learning in High School. (Thesis). *Muhamadiyah University of Surakarta, Surakarta*.
- Rahardi, R. K. (2009). *Pragmatik: Kesantunan Imperatif Bahasa Indonesia*. Jakarta: Erlangga.
- Ramadani, F. (2021). Ujaran Kebencian Netizen Indonesia dalam Kolom Komentar Instagram Selebgram Indonesia: Sebuah Kajian Linguistik Forensik. *AKSARA: Jurnal bahasa dan Sastra* 22:1, 1-19.
- Sudwintari, S., & Perangin-angin, A. B. (2022). Teenager's Perception of Kpop Cultural Adaptation In Indonesia. *LingPoet: Journal of Linguistics and Literary Research*, 3(1), 40-51.
- Stephenson, V. L., Wickham, B. M., & Capezza, N. M. (2018). Psychological Abuse in the Context of Social Media. *Violence and Gender*, 5(3), 129–134.
- Vanderveken, D. (1990). *Meaning and Speech Acts: Principles of Language Use*. Cambridge University Press.
- Wijana, I. D. P. (2021). On Speech Acts. *Journal of Pragmatics Research*, 3(1), 14-27.
- Yulianti, W. (2022). Instagram Sebagai Media Fan War Penggemar K-POP. *Jurnal PUBLIQUE* Vol. 03 No. 01.