

## A Comparative Analysis of Buzzer and Non-Buzzer Comment on Prabowo's Instagram Posts

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### ABSTRACT

This study examines the stylistic differences between buzzer and non-buzzer hate comments on Prabowo's Instagram posts during the 2024 Indonesian presidential election campaign. The objective is to identify distinct linguistic features used by buzzers and ordinary users in expressing hate or criticism. This qualitative descriptive research applies Searle's Speech Act Theory and a comparative stylistic analysis. Data were collected from Instagram using manual classification and analyzed based on five speech act categories. In this study, the author found 100 data points which were then classified based on the type of speech act and the characteristics of the comments. Whether the comment is included as a buzzer or a non-buzzer. The findings reveal that buzzer comments are typically brief, slogan-like, emotionally charged, and repetitive, characterized by assertive speech acts. In contrast, non-buzzer comments are more varied in tone and form, reflecting personal opinion, satire, and critical reflection. This study concludes that buzzer discourse tends to serve persuasive and propagandistic purposes, while non-buzzer discourse reflects more authentic and individual political expression.

**Keywords:** *Stylistics, Buzzer, Speech Act, Instagram, Political Discourse*

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## INTRODUCTION

Linguistics is the scientific study of language. Its emphasis is the methodical investigation of the features of particular languages as well as the characteristics of language in general; it covers not only the study of sound, grammar and meaning, but also how languages are acquired by children and adults, how language use is handled in the mind and connected with sciences. With close connections to the humanities, social sciences and the natural sciences, linguistics complements a diverse range of other disciplines such as anthropology, philosophy, psychology, sociology, biology, computer science, health sciences, education and literature.

According to McMenamin (2002:115), stylistics is the study of style in language. Traditionally, the focus of literary stylistics was the aesthetic quality of expression or the prescriptive conformity of language to the rules of grammatical correctness and social propriety. Linguistic stylistics, in contrast, is the scientific interpretation of style-markers as observed, described and analyzed in the language of groups and individuals. Stylistics, as defined by (Simpson, 2004), is the study of linguistic style, examining how language choices contribute to meaning and effect in communication. It investigates various linguistic features, including lexical choice, syntax, and discourse structure, to understand how messages are constructed. A comparative stylistic analysis extends this approach by comparing language styles across different groups or contexts (Leech and Short 2013).

Digital platforms have become one of the centers of Political Discourse in Indonesia, especially during the general election period. Social media such as Instagram, Twitter, or Facebook have become places to build political narratives, debate, and disseminate the narratives that have been built. According to Widodo & Kristiyanto (2025), the existence of

digital platforms allows the public to interact directly with politicians without having to face gatekeepers, and also increases public participation in democracy. On the other hand, digital platforms, in this case social media, can have negative effects, including misinformation and polarization of public sentiment.

Digital transformation gives rise to an authentic language style in digital political communication. In Indonesia, Digital Political Discourse reflects polarization, populist rhetoric, and strategic use of language. The use of emotional slogans, memes, satire, or even critical comments are widely used on social media, with the aim to influence opinions or expressions of dissent. Therefore, examining variations in language style between different user groups—such as buzzers and non-buzzers—offers valuable insights into the dynamics of digital political engagement. This research also reveals how language is used not only to communicate ideas, but also to construct identity, signal allegiance, or provoke emotional reactions.

The rapid development of social media has resulted in the expansion of the democratic space towards digital. According to Suharto (2024), the digital era can be a new bridge between public participation and the democratic process, where information technology becomes the main instrument in voicing aspirations. Digital democracy can also refer to political practices that utilize digital platforms, one of which is social media, which is used as an effective means of political communication. In this context, digital discourse is not only a medium for delivering messages but also an arena where ideologies, political information, and worldviews can be expressed, debated, and contested. Discourse is not simply understood as text or speech, but rather as a social construction that reflects values, ideologies, and power relations hidden in society. Alongside these developments, buzzers have emerged as strategic actors in digital political communication, playing an important role in amplifying, reshaping, and even manipulating political narratives to influence public opinion.

Political communication refers to the process in which political actors, institutions, media and the public exchange messages, thus influencing political attitudes and behaviors. According to McNair (2017), all forms of symbolic communication that aim to influence the political environment whether through speeches, media campaigns, or digital uploads can be referred to as political communication. With the rapid development of social media, the reach of political messages, speed, and tone can change easily. In addition, political communication has become increasingly visual, interactive, and emotional. Tapsell (2019) states that digital platforms allow personalization of political messages, making them more memorable and viral.

The phenomenon of buzzers and hate speech in political campaigns has been widely discussed in recent studies. (Nainggolan et al., 2024.) examined the influence of social media buzzers on public opinion formation during the 2024 Indonesian presidential election, highlighting their significant role in shaping political discourse. Similarly, (Yulianto 2023) analyzed the cyber warfare strategies employed by buzzers and their impact on Indonesian netizens' perspectives. The economic and political aspects of the buzzer industry in Indonesia were explored by (Sugiono 2020), who emphasized how digital influencers manipulate narratives to serve political and commercial interests. Furthermore, Fakiyani et al. 2024 investigated the role of buzzers in local and national elections, demonstrating their involvement in spreading propaganda and misinformation. Kusumawardani and Cahyanto (2023) also discussed the correlation between buzzers and the spread of hoaxes in political campaigns, reinforcing the argument that buzzers play a crucial role in shaping public perception through social media.

Building on these studies, it is essential to examine not only the strategic function of buzzers but also the linguistic characteristics that distinguish their discourse from that of ordinary users. While prior research has explored their influence, the specific stylistic and rhetorical devices employed by buzzers remain underexplored. Analyzing the language used in their comments—such as word choice, tone, sentence structure, and speech act functions—can provide deeper insight into how persuasive and emotionally charged messaging is constructed. Such an approach allows for a more nuanced understanding of how political

narratives are shaped not just through content, but through form and style, especially in high-stakes contexts like the 2024 Indonesian presidential election.

## METHOD

This research is qualitative descriptive, aiming to describe and interpret the characteristics of hate comments from Prabowo's Instagram posts, specifically focusing on the differences between buzzer and non-buzzer hate comments during the 2024 presidential election campaign.

### Data Source

The data for this study consists of abusive comments collected from Prabowo's public Instagram posts using Instagram API or web scraping techniques to gather relevant comment data (Sirisuriya, D. S. 2015). A comparative study on web scraping. The research employs Searle's Types of Speech Act theory as its framework for identifying the types of acts performed in the hate comments. By analyzing these categories, the study aims to classify hate comments from buzzer and non-buzzer users based on their linguistic and functional characteristics.

### Procedures

The data analysis procedure begins by manually classifying comments into two groups: buzzer and non-buzzer, using Searle's Types of Speech Act framework. To make it easier to classify the types of speech acts found in this research, the author used Microsoft Excel to group the data based on the speech acts. In addition to classifying the types of speech acts, Microsoft Excel is used to group the research data into Buzzer or Non-Buzzer categories. Each comment will be analyzed to determine the type of speech act it represents (assertives, directives, commissive, expressive, and declarative). This classification will help in understanding the communicative intent behind the comments, as well as how these intents differ between buzzer and non-buzzer comments. After identifying the buzzer and non-buzzer comments, they will be separated into two distinct files for analysis. The two sets of comments (buzzer vs. non-buzzer). Finally, after conducting the textual analysis, the comments will be compared to draw conclusions about the linguistic characteristics of buzzer and non-buzzer hate speech.

## FINDINGS AND DISCUSSION

This section presents the classification of hate comments based on Searle's Speech Act Theory and the identification of linguistic characteristics distinguishing buzzer and non-buzzer comments. The analysis was conducted by first categorizing each comment into one of Searle's five illocutionary speech acts: assertive, directive, commissive, expressive, and declarative to determine the function of each utterance. Then, comments were examined for stylistic patterns to differentiate between coordinated (buzzer) and organic (non-buzzer) discourse.

Table 1. Speech Act and Frequency

Speech Act	Frequency
Assertive	64
Directive	9
Commissive	3
Expressive	24
Declarative	0
<b>Total</b>	<b>100</b>

Table 2. Types of Speech Act

Buzzer/Non-Buzzer	Frequency
Buzzer	29
Non-Buzzer	71
<b>Total</b>	<b>100</b>

The table above shows the amount of data obtained by researchers in this study. In table 1, it can be seen that there are 100 data which are then divided into several Speech Acts. Then, table 2 shows the type of data categorized based on Buzzer or Non-Buzzer. The findings suggest that buzzers predominantly use assertive and expressive speech acts, often in short, campaign-style comments, repetitive slogans, or structured propaganda-like narratives. Meanwhile, non-buzzer comments exhibit more variation, including directive speech acts for criticism or advice, expressive speech acts for personal frustration, and assertive speech acts reflecting individual political opinions.

The detailed classification of each comment is presented below.

#### Data 1 (Post on 1st November 2023)

mas\_hwd: "*maaf pak, Magelang tetap tegak lurus Ganjar-Mahfud* 🍊"

Speech Act: *Assertive* (declaring loyalty to a candidate)

Buzzer/Non-Buzzer: Buzzer (short, direct, campaign-style support statement)

girlsteutics\_: "*Denpasar bali hadir untuk pak GANJAR PRANOWO DAN MAHFUD* 🍊"

Speech Act: *Assertive* (affirming presence and support for a candidate)

Buzzer/Non-Buzzer: Buzzer (campaign-style comment using emojis for engagement)

#### Data 2 (Post on 2nd November 2023)

sugh09: "*merakyat ga gini juga pak. Yang penting bisa merangkul rakyat. Bkn jadi seleranya rakyat.*"

Speech Act: *Directive* (advising Prabowo on how to connect with the people)

Buzzer/Non-Buzzer: Non-buzzer (a personal critique rather than campaign propaganda)

hariyantoded: "*Lho kok belum mundur jabatan pak?? Itu ketua timses bapak udah mundur lho, bpk gamau mundur juga??*"

Speech Act: *Directive* (pressuring Prabowo to resign)

Buzzer/Non-Buzzer: Non-buzzer (criticism based on real political events, not mere propaganda)

#### Data 3 (Post on 4th November 2023)

jameis78: "*SUDAH LAH ! CAR MUK NYA, ACTING NYA SUDAH TIDAK ADA YG PERCAYA ...RAKYAT TAHU DIKIBULI...DIKIBULI DAN DIKIBULI DEMI SUARA PEMILU ...SAMPAI KAPAN GITU YA IH*"

Speech Act: *Expressive* (expressing distrust and frustration)

Buzzer/Non-Buzzer: Buzzer (capital letters, repetition, propaganda-like structure)

trissutrisnosa98: "*Prabowo hebat tapi tetap GANjarMAhfud untuk Indonesia 2024* ❤️ *gercep 1 putaran* 🙌"

Speech Act: *Assertive* (stating political preference)

Buzzer/Non-Buzzer: Buzzer (short campaign-style comment with emojis)

#### Data 4 (Post on 14th November 2023)

sofyanholidy: "*Anis yang paling cocok utk Prediden RI 2024. AMIN*"

Speech Act: *Assertive* (declaring Anies as the best candidate)

Buzzer/Non-Buzzer: Buzzer (concise campaign message with religious element)

andreoktovian: "*Prabowo ga cocok jadi presiden.. ngurus keluarga aja gagal*"

Speech Act: *Expressive* (criticizing Prabowo's personal life)

Buzzer/Non-Buzzer: Non-buzzer (personal attack rather than systematic propaganda)

#### Data 5 (Post on 14th November 2023)

babennkk: "*asli yang komen tololnya terlalu kronis. Sampai neneng moyangnya ketolan. Tetap ANIES CALON PRESIDEN 2024*"

Speech Act: *Expressive* (insulting others + political declaration)

Buzzer/Non-Buzzer: Buzzer (provocative language combined with political support)

ravisaiboo: *Hanya anies yg terbebas dari oligarki. Ganjar dan prabowo mereka terikat oligarki. Hanya anies yg berpotensi merubah kebobrokan sistem pemerintahan ini yg telah di bangun oleh banteng dan pinokio dan kawan kawan nya grindra dan yg lain nya. Ayok dukung anies demi keadilan, kesetaraan, kedamaian, dan kemajuan utk bangsa ini Cukuplah 10 thn, mereka berkuasa memperkaya diri, memiskin kan rakyat, mengkerdikan bangsa ini dimata dunia. Mereka pelaku nya. Hanya anies yg bersih dari kasus kotor dan oligarki. Cek track record nya, cek rekam jejak digital mereka. Jangan buta politik. Mari kobarkan semangat perubahan.*  
#Aniespresiden2024

Speech Act: Assertive (making claims about politics and oligarchy)

Buzzer/Non-Buzzer: Buzzer (long, structured campaign-oriented narrative)

#### Data 6 (Post on 17th November 2023)

hudiyasmono: *"gayanya wowo udah kaya jadi presiden...ingat encok wo"*

Speech Act: Expressive (mocking Prabowo)

Buzzer/Non-Buzzer: Non-buzzer (humorous personal criticism)

iwan0512: *"lagi carmuk biar kepake sama rakyat..." 🤔🤔🤔🤔*

Speech Act: Expressive (insulting with humor)

Buzzer/Non-Buzzer: Non-buzzer (satirical remark, not systematic propaganda)

#### Data 7 (Post on 20th November 2023)

bang.\_kiki: *"itu dia point nya.. salah temen duet. Maaf pak maybe banyak yang pindah haluan. Sungguh disayangkan.."*

Speech Act: Assertive (analyzing political strategy)

Buzzer/Non-Buzzer: Non-buzzer (a personal opinion rather than a campaign message)

rijalsutanrajo: *"Dua kali saya milih Prabowo selalu gagal, jadi untuk yg ketiga kali dicoba pula ganti dg Anis dan cak imin. Untuk sebuah perubahan yg lebih baik"*

Speech Act: Assertive (sharing political experience and decision)

Buzzer/Non-Buzzer: Non-buzzer (personal voting history, not systematic propaganda)

#### Data 8 (Post on 22nd November 2023)

yuni\_dwinir\_isdianto: *"Orang cerdas dan jujur pasti pilih ganjar mahfud"*

Speech Act: Assertive (expressing an opinion on who is the best candidate)

Buzzer/Non-Buzzer: Buzzer (campaign-style comment promoting a candidate)

siwi5030: *"Kalo gak ada kecurangan, ANIES lah yang Menang 2024 ❤️👏"*

Speech Act: Assertive (expressing support for a candidate, with an emotional appeal)

Buzzer/Non-Buzzer: Buzzer (use of emojis and direct statement supporting a candidate)

#### Data 9 (Post on 26th November 2023)

daraini\_bilkey: *"Masa iyaa nanti presiden kita d panggil papa "gemoy 🤔🤔🤔" beralih k Amin aja fix pilih no 2 yng jauh lebih berwibawa dan masih muda"*

Speech Act: Assertive (expressing dissatisfaction and preference for another candidate)

Buzzer/Non-Buzzer: Non-buzzer (critical of a candidate but supporting another)

anaklakilikakedua: *"Gak butuh gemoy2an. yang penting kedepannya indonesia maju bukan jadi berkembang terus... GAMA presiden nyaaa.. TEGASSS!!!!!"*

Speech Act: Assertive (rejecting a candidate's image and promoting another candidate)

Buzzer/Non-Buzzer: Non-buzzer (opinionated but not heavily promotional or campaign-like)

#### Data 10 (Post on 27th November 2023)

Reyclesolution: *"Saya dukung Anies ❤️"*

Speech Act: Assertive (stating support for a candidate)

Buzzer/Non-Buzzer: Buzzer (short, direct, campaign-style support with emojis)

marti.nus9246: *"Jangan pilih Prabowo Gibran tidak Sah daripada milih 2 kali pilih saja Anies atau ganjar, karena Gibran Maju tidak sah hasil melanggar MK lewat putusan no 90 dgn"*

*penyelundupan pasal, padahal perubahan pasal menjadi HAK 250 juta rakyat indonesia melalui DPR sebagai perwakilan rakyat, lah ini pasal di rubah berdasarkan satu orang penggugat bocah ingusan mengalahkan 250 juta rakyat indonesia dan menggugatnya pun tanpa tanda tangan dan disahkan oleh MK Gila, brutal, jahat, perusak konstitusi dan penghancur NKRI"*

Speech Act: Assertive (strongly criticizing candidates and supporting others)

Buzzer/Non-Buzzer: Buzzer (aggressive, campaign-style language attacking a candidate and promoting others)

#### Data 11 (Post on 1st December 2023)

bagussatriya\_10: *"Dulu saya selalu dukung pak prabowo, tapi sekarang saya sudah sadar yg kebuh berkhariaisma Pak Ganjar"*

Speech Act: Assertive (shift in support from one candidate to another)

Buzzer/Non-Buzzer: Non-buzzer (personal opinion with a shift in support)

cobainwhereareyou: *"capres 2014-2019 gagal. Tahun ini karena ada drama melanggar mk juga akan gagal..!!"*

Speech Act: Assertive (predicting failure for a candidate)

Buzzer/Non-Buzzer: Non-buzzer (critical of a candidate, but not promoting another)

#### Data 12 (Post on 2nd December 2023)

baradinar\_: *"Prabowo the best untuk jadi menhan lagi tahun depan #AMIN"*

Speech Act: Assertive (strong endorsement for a candidate)

Buzzer/Non-Buzzer: Buzzer (campaign-style support with hashtag)

indraawijayaa: *"Ganjar-Mahfud lawan figur rezim orde baru tumbangkan 🔥"*

Speech Act: Assertive (calling for change and promoting a specific candidate pairing)

Buzzer/Non-Buzzer: Buzzer (strong, campaign-like statement with fiery emoji)

#### Data 13 (Post on 4th December 2023)

williamsergeychayka: *"SEMUA KONSTITUSI DITABRAS DEMI KEKUASAAN KELUARGA DGN SEGALA CARA...ETIKA POLITIK SUDAH RUSAK... KARAKTER GIBRAN "BETUL2 MENIKMATI" PUTUSAN MK YANG CACAT HUKUM DAN PELANGGARAN ETIKA BERAT PAMAN NYA ANWAR USMAN Tanpa RASA MALU...LIHAT MATA ANAK2 & CUCU KITA, MAU DITITIPKAN KE CALON PRESIDEN YG BEGINIAN...POLITIK DEMOKRASI RI "TIDAK BAIK2 AJA"...TERKEKANG LAGI NEW ORDE BAU...JGN SALAH PILIH PRESIDEN, MENYESAL, GUYS..."*

Speech Act: Assertive (strong criticism of a candidate, urging caution)

Buzzer/Non-Buzzer: Buzzer (intense, campaign-like attack with strong language)

aromalousermarkt: *"tpi kami tim amain hanya mau mengatankan pendukung gemoy pd goblok, instusi MK aja acak. Aplgi lo pada. yg gblok2"*

Speech Act: Assertive (attacking opponents, promoting own side)

Buzzer/Non-Buzzer: Buzzer (campaign-style attack, using derogatory language)

#### Data 14 (Post on 8th December 2023)

mawlana\_sheina\_ahmad: *"Fix..2024 rakyat pilih ANIES -CAK IMIN 🔥"*

Speech Act: Assertive (strong endorsement for a candidate)

Buzzer/Non-Buzzer: Buzzer (direct campaign-style statement with emoji)

m1312rizky: *"maaf pak pemilu kemarin saya coblos bapak tapi sekarang ganti all in anies-cak imin 🔥🔥👍"*

Speech Act: Assertive (expressing a shift in support for a candidate)

Buzzer/Non-Buzzer: Buzzer (shift in support with fiery emoji)

#### Data 15 (Post on 9th December 2023)

ahmadyay1: *"Adu gagasan donk! Bukan cuma tau gemoy gemoy Pea lu 🤔👉👈"*

Speech Act: Expressive (criticism of a candidate's superficiality)

Buzzer/Non-Buzzer: Non-buzzer (critique, not a direct campaign support)

ravisaiboo: "Jangankan bu mega, saya aja udah muak liat kondisi sekarang. Apalagi prabowo yg dikit-dikit joget, keliatan banget prabowo mgeremdahin orang2 dan keliatan seolah-olah dan yakin menang. Tapi 2024 saya pastikan suara saya bukan buat prabowo lagi"

Speech Act: Assertive (disillusionment with a candidate)

Buzzer/Non-Buzzer: Non-buzzer (expressing disappointment, not promoting another candidate)

#### Data 16 (Post on 10th December 2023)

Farid: "PRODUK GAGAL REFORMASI BERSANDING DENGAN ANAK HARAM KONSTITUSI."

Speech Act: Assertive (harsh criticism of a candidate)

Buzzer/Non-Buzzer: Buzzer (intense attack, strong language)

sutrisno.smp1: "Kami tidak ingin memilih Wapres bocil yang nihil pengalaman dan kemampuan."

Speech Act: Assertive (rejecting a candidate based on lack of experience)

Buzzer/Non-Buzzer: Non-buzzer (expressing dissatisfaction, not campaign-like)

#### Data 17 (Post on 11th December 2023)

benaritusunnah: "ANIS MENANG 1 PUTARAN"

Speech Act: Assertive (declaring confidence in a candidate)

Buzzer/Non-Buzzer: Buzzer (declarative and direct support for a candidate)

hadeiprasetiyo: "Banyak yg ngigau woo bangun banguun tolong jagain Prabowo takut kalah sekian kali"

Speech Act: Assertive (mocking and dismissing a candidate's chances)

Buzzer/Non-Buzzer: Buzzer (campaign-style language, strong language used)

#### Data 18 (Post on 12th December 2023)

Bagussatriya\_10: "Dulu saya selalu dukung pak prabowo, tapi sekarang saya sudah sadar yg lebih berkharia Pak Ganjar"

Speech Act: Assertive (shift in support)

Buzzer/Non-Buzzer: Non-buzzer (personal shift in political preference)

hafi\_zul\_rahman: "Saya sekeluarga mendukung anies jadi presiden RI 2024"

Speech Act: Assertive (stating support for a candidate)

Buzzer/Non-Buzzer: Buzzer (direct and supportive statement)

#### Data 19 (Post on 13th December 2023)

dodireza943: "Setelah cawapres gibran saya pindah pilihan ke anies cak imin"

Speech Act: Assertive (stating a shift in support)

Buzzer/Non-Buzzer: Buzzer (campaign-like language with shift in loyalty)

nowtheratz: "TETAP AMIN = "ANIES-MUHAIMIN UNTUK NKRI 2024"

Speech Act: Assertive (stating support for a candidate pairing)

Buzzer/Non-Buzzer: Buzzer (campaign-style with a bold declaration)

#### Data 20 (Post on 17th December 2023)

thecaramouche\_official: "All ini Ganjar Mahfud #mahkamahkeluarga"

Speech Act: Assertive (stating support for a candidate pairing)

Buzzer/Non-Buzzer: Buzzer (campaign-like, hashtag use)

syafiqah\_almahira: "Gak akrab. Memaksakan kehendak. Akan kalah utk ketiga kalinya."

Speech Act: Assertive (criticizing a candidate's approach)

Buzzer/Non-Buzzer: Non-buzzer (critical, not campaign-like)

#### Data 21 (Post on 19th December 2023)

jeannekaligis: "Yang gemoy tuh suruh joget aja... 🤔🤔🤔"

Speech Act: Expressive (mocking a candidate's behavior)

Buzzer/Non-Buzzer: Non-buzzer (humorous but critical)

ahmad\_junaedii14: "AKU TAKUT DOSA DAN KENA AZAB DR ALLAH SWT KLA NYOBLOS NO 2"

Speech Act: Expressive (strong personal sentiment against a candidate)

Buzzer/Non-Buzzer: Non-buzzer (expressing strong opposition)

#### Data 22 (Post on 23rd December 2023)

Gdtinggal: "Nyalon elit disuruh ikut debat sulit 😂😂 gimana mau mimpin kalau ikut debat gagasan aja sembunyi dibawah ketiak penguasa 😂 uuppss 😂 bercyaanda"

Speech Act: Expressive (mocking a candidate's behavior in a debate)

Buzzer/Non-Buzzer: Non-buzzer (humorous criticism, not a direct campaign)

wahyu.utama1127: "Tadinya Mau Pilih Prabowo, Tapi Lihat Prabowo Bawa Anak Titipan Orang Dalam Ya Gak jadi. Apalagi pas di jejerkan sama paslon lain, ya kelihatan banget AMPAS nya, Nampak Kali Gak Ada Isi Nya Itu Otak. Cuma Planga-Plongo, Senyum2 Gak Jelas. Masih Mending Ganjar, Walaupun Omongan Nya Gak Ada Isi Nya, Tapi Setidaknya Berusaha Menjawab, Lah Ini Kelihatan Banget Cuma Ngandalin Bapak Ibuk Sama Paman Nya 😂😂"

Speech Act: Assertive (criticizing a candidate and shifting support to another)

Buzzer/Non-Buzzer: Non-buzzer (personal criticism and shift in preference)

#### Data 23 (Post on 27th December 2023)

thalia.zhafira: "Ganjar Mahfud menang"

Speech Act: Assertive (declaring a prediction of victory)

Buzzer/Non-Buzzer: Buzzer (campaign-style declaration)

wayah.susanto: "Contoh calon presiden yg rakyatnya pada lapar, susah tapi dia malah berjoget ria kayak GK punya adab"

Speech Act: Expressive (criticism of a candidate's behavior)

Buzzer/Non-Buzzer: Non-buzzer (personal opinion, not a direct campaign)

#### Data 24 (Post on 28th December 2023)

dhidyumar: "Dangkal sekali kampanye jualannya GEMOY, mau cari presiden atay mau cari BAYI SEHAT awokwokwok 😂😂"

Speech Act: Expressive (mocking a candidate's campaign)

Buzzer/Non-Buzzer: Non-buzzer (humorous but critical)

ahmadamin: "GEMOY (GAYA ENTE MONYET) 😂😂😂"

Speech Act: Expressive (insulting and mocking a candidate's style)

Buzzer/Non-Buzzer: Non-buzzer (humorous and mocking tone)

#### Data 25 (Post on 30th December 2023)

snri\_29: "Nmer 2 minim gagasan cmn makan siang sama susu... (ujung2nya duit) wkwkwk"

Speech Act: Assertive (criticism of a candidate's lack of ideas)

Buzzer/Non-Buzzer: Non-buzzer (critical statement with humor)

harkanna\_: "Saya rakyat kecil MERASA MALU melihat ini. Nanti klo rakyat kecil menderita kelaparan di JOGETI ya Pak 😂😂😂😂"

Speech Act: Expressive (criticism of a candidate's behavior with a sense of frustration)

Buzzer/Non-Buzzer: Non-buzzer (expressing disappointment with humor)

#### Data 26 (Post on 1st January 2024)

Fatmameutia: "Se ambisi itukah dia, rela menjilat lawan politiknya dulu untuk maju jadi capres demi melancarkan bisnisnya yang mandek"

Speech Act: Assertive (accusation and suspicion)

Buzzer/Non-Buzzer: Non-buzzer (the statement reflects a strong personal opinion and distrust, not part of a coordinated campaign or using standardized slogans)

wallbaker: "allin anis"

Speech Act: Commissive (support declaration)

Buzzer/Non-Buzzer: Non-buzzer (although brief and supportive, the phrase is casual and personal, not part of repeated bot-like behavior)

#### Data 27 (Post on 2nd January 2024)

1979bkn: "*Hak memilih Tetap ANIS ini adalah pilihan bukan paksaan.*"

Speech Act: Assertive (personal conviction)

Buzzer/Non-Buzzer: Non-buzzer (expresses free choice, not promoting aggressively or repetitively)

marrinna26: "*ini jualan agama bukan*"

Speech Act: Assertive (criticism)

Buzzer/Non-Buzzer: Non-buzzer (a personal reaction to political strategy involving religion, typical of voter commentary)

#### Data 28 (Post on 4th January 2024)

halim\_151: "*Pasti lagi ngancem wartawan*"

Speech Act: Assertive (accusation)

Buzzer/Non-Buzzer: Non-buzzer (it's speculative and emotionally charged, likely not from a coordinated source)

hersuda: "*Apapun usahamu... Anies tetap presidenku,... sorry yee*"

Speech Act: Commissive (personal loyalty declaration)

Buzzer/Non-Buzzer: Non-buzzer (very personal tone, almost emotional. No signs of organized phrasing)

#### Data 29 (Post on 5th January 2024)

nadasjahrir: "*udah di atur oleh Kepala Dinasti Obok obok*"

Speech Act: Assertive (accusation + sarcasm)

Buzzer/Non-Buzzer: Non-buzzer (the term "Dinasti Obok Obok" is satirical, likely original and not standardized across accounts)

dik.mln: "*Pantesan dekingannya kuat 🤪*"

Speech Act: Assertive (implied accusation)

Buzzer/Non-Buzzer: Non-buzzer (simple sarcasm, spontaneous reaction)

#### Data 30 (Post on 6th January 2024)

aisyahrahmatiyah: "*Prabowo kalo g jadi presiden bisnisnya macet. Tanah status HGU akan diambil oleh pemerintah 🤪 takut bgt ga berkuasa nih orang wkwk*"

Speech Act: Assertive (critique of motive)

Buzzer/Non-Buzzer: Non-buzzer (rich with personal assumptions and emotive language, not scripted)

tourofyogyakarta: "*Pengusaha pejabat dan politisi artinya membuat aturan untuk dirinya sendiri*"

Speech Act: Assertive (general political critique)

Buzzer/Non-Buzzer: Non-buzzer (broader systemic criticism, no individual agenda or candidate being pushed)

#### Data 31 (Post on 7th January 2024)

pieguuhtf: "*Anies dihati*"

Speech Act: Expressive (emotional expression of support)

Buzzer/Non-Buzzer: Likely buzzer (the phrase is extremely brief, lacks context, and resembles repeated campaign-tag style comments)

muhaimin100303: "*Tolong pecat jadi menhan kalau amin menang... Suruh jadi securiti rumah ya jokowi aja... Pantas banget*"

Speech Act: Directive (suggesting action)

Buzzer/Non-Buzzer: Non-buzzer (the tone is satirical and personalized, not a bot-style repetitive command)

#### Data 32 (Post on 8th January 2024)

sigt.yn462: *"Menurut saya, etika dan etika dan perilaku nya sudah tidak mencerminkan sebagai prajurit Indonesia"*

Speech Act: Assertive (evaluative statement)

Buzzer/Non-Buzzer: Non-buzzer (clear personal opinion expressed politely with reasoning)

pengrajin\_pinggiran: *"Sehat sehat terus pak prabowo. Supaya bisa menghadiri pelantikan anies sebagai presiden RI 2024"*

Speech Act: Expressive (ironic wish)

Buzzer/Non-Buzzer: Non-buzzer (though sarcastic, it's creative and specific, not resembling scripted messaging)

#### Data 33 (Post on 9th January 2024)

arena\_playstation\_pro: *"Tak bermutu"*

Speech Act: Expressive (criticism)

Buzzer/Non-Buzzer: Non-buzzer (although brief, it's a blunt personal judgment rather than a promotional or campaign-style statement)

azka\_erlio: *"OTW capres ABADI"*

Speech Act: Assertive (prediction/mockery)

Buzzer/Non-Buzzer: Non-buzzer (the tone is mocking and individualized, not part of a repeatable slogan)

#### Data 34 (Post on 10th January 2024)

mafadhholli: *"Omon omon, goblok, tolol... apa itu disebut etika pak? Oia lupa udah ga punya etika ya"*

Speech Act: Expressive (insult/anger)

Buzzer/Non-Buzzer: Non-buzzer (this is a rant or outburst of frustration, informal and spontaneous.)

ronny\_meilino: *"Indonesia maju dipimpin prawoo? Tidurmu terlalu miring pak, coba sesekali terlentang 🤪... perusahaanmu kali yang maju 🤪"*

Speech Act: Assertive (sarcastic political commentary)

Buzzer/Non-Buzzer: Non-buzzer (uses humor and personal voice; not systematic or campaign-driven)

#### Data 35 (Post on 11st January 2024)

azissaurus: *"maling teriak maling"*

Speech Act: Assertive (accusation using metaphor)

Buzzer/Non-Buzzer: Non-buzzer (common metaphor, but contextually used in a personal and emotional way)

adamcreatife: *"Dukung Anis Top Gagasan nya"*

Speech Act: Commissive (endorsement)

Buzzer/Non-Buzzer: Buzzer (the sentence is short, positive, slogan-like, and lacks context — traits common in campaign buzz)

#### Data 36 (Post on 12nd January 2024)

radityaprans: *"All in Prabowo. Tiba tiba samsul jadi wakil. Jadi ogah. Mending 01 atau 03 daripada merusak konstitusi"*

Speech Act: Assertive (political opinion with reasoning)

Buzzer/Non-Buzzer: Non-buzzer (although it includes clear political alignment, it uses specific reasoning and emotion, not scripted.)

cakmannhuryz: *"Si baper"*

Speech Act: Expressive (mockery)

Buzzer/Non-Buzzer: Non-buzzer (extremely short and informal, more like a casual insult than campaign material.)

#### Data 37 (Post on 13rd January 2024)

agham\_badillah: "*Gambarnya keren, tpi ide dan gagasan minim.*"

Speech Act: Assertive (evaluation of visual and political content)

Buzzer/Non-Buzzer: Non-buzzer (shows mixed feedback with thought, indicating a personal comment)

disrustyn\_73: "*paling sama kelakuan nya... penghianat*"

Speech Act: Assertive (judgmental statement)

Buzzer/Non-Buzzer: Non-buzzer (emotional, specific expression; not repetitive or promotional)

#### Data 38 (Post on 14th January 2024)

dharma776: "*Orang berakal Hanua untuk Anis saja...*"

Speech Act: Assertive (loyalty statement implying moral superiority)

Buzzer/Non-Buzzer: Buzzer (it's short, assertive, polarized, and resembles common campaign lines)

sr\_kanzaki8: "*Pendukung 02 rata2 pemuja bansos..*"

Speech Act: Assertive (generalization with mockery)

Buzzer/Non-Buzzer: Non-buzzer (the use of stereotype and emoji gives it a personalized and sarcastic tone)

#### Data 39 (Post on 15th January 2024)

boyelkan: "*kami lebih percaya @aniesbaswedan memimpin Indonesia ini jadi lebih baik daripada bapak..* 🤔"

Speech Act: Assertive (comparison and political preference)

Buzzer/Non-Buzzer: Non-buzzer (although supportive, it is comparative, personalized, and not slogan-like)

ketcsher: "*Abis debat menghasut rakyat dengan menjelekkan paslon 1, itu ya yang namanya kebersihan hati pak?*"

Speech Act: Directive (ironic reprimand)

Buzzer/Non-Buzzer: Non-buzzer (the rhetorical question and sarcasm suggest a spontaneous user reaction)

#### Data 40 (Post on 16th January 2024)

imamsetiawan103: "*pecinta anak haram konstitusi*"

Speech Act: Expressive (insult with political stance)

Buzzer/Non-Buzzer: Non-buzzer. Crude and provocative but appears user-generated due to emotionally loaded wording.

nawi\_27: "*yang penting AMIN menuju perubahan*"

Speech Act: Assertive (support statement)

Buzzer/Non-Buzzer: Buzzer (very short, slogan-esque, emotionally confident, typical of campaign buzz language)

#### Data 41 (Post on 18th January 2024)

must\_iar: "*Mundur dulu dari jabatan negara baru nyalon*"

Speech Act: Directive (giving advice or suggestion)

Buzzer/Non-Buzzer: Non-buzzer (personal critique based on ethics, not part of repetitive campaign content)

abu\_hudzaifah28: "*udah NGIBULIN rakyat Indonesia... Na'idzubillah mindzalik*"

Speech Act: Expressive (disappointment and moral judgment)

Buzzer/Non-Buzzer: Non-buzzer (expresses strong religious and emotional disapproval, not structured like a campaign post)

#### Data 42 (Post on 19th January 2024)

sidikbudiman21: "Kerja sambil kampanye pakai fasilitas negara 🤔🤔🤔 anies satu putaran 🔥🔥🔥"

Speech Act: Assertive (accusation with candidate endorsement)

Buzzer/Non-Buzzer: Buzzer (ends with a clear slogan-like statement, typical in promotional posts)

mbendelnew: "Sampai kiamatpun gx akan bisa jadi presiden prabowo"

Speech Act: Assertive (pessimistic prediction)

Buzzer/Non-Buzzer: Non-buzzer (harsh opinion, but informal and personal in tone, not structured for campaigning)

#### Data 43 (Post on 20th January 2024)

abdi\_antoni: "Saya Islam, Saya berkewajiban mengikuti dan berada di barisan Pilihan para Ulama.. 01 Mari KITA MENANGKAN"

Speech Act: Assertive (religious justification for political support)

Buzzer/Non-Buzzer: Buzzer (uses religious framing and a call to action, often found in campaign mobilization)

supriarbercut: "Dasar politik abis jadi kawan jadi lawan abis jadi lawan jadi kawan lagi..... saya pilih pak Anis"

Speech Act: Assertive (political commentary with endorsement)

Buzzer/Non-Buzzer: Non-buzzer (reflects personal political view with nuanced opinion)

#### Data 44 (Post on 21st January 2024)

imokmomo1971: "Sekalinya sampah tetaplah menjadi sampah"

Speech Act: Expressive (insult)

Buzzer/Non-Buzzer: Non-buzzer (vulgar and highly emotional, suggesting personal rage)

bwiratno: "Kok bisa cawapresnya kayak gitu, nasib bangsa cuma buat mainan"

Speech Act: Expressive (criticism and worry)

Buzzer/Non-Buzzer: Non-buzzer (reflects voter concern, not structured like campaign messaging)

#### Data 45 (Post on 22nd January 2024)

agus\_tadaga: "Sebelum pilpres, elu ke mana? 🤔"

Speech Act: Directive (sarcastic questioning)

Buzzer/Non-Buzzer: Non-buzzer (sarcastic, casual tone, not strategic or promotional)

st.nurjanah15: "Datang hny utk minta suara..."

Speech Act: Assertive (disillusioned observation)

Buzzer/Non-Buzzer: Non-buzzer (indicates disappointment, not part of coordinated campaign effort)

#### Data 46 (Post on 23rd January 2024)

wrwildan: "Selamat menikmati... rakyat kecil cuma melongo dan dipajakin"

Speech Act: Assertive (social critique)

Buzzer/Non-Buzzer: Non-buzzer (focuses on economic critique; emotional and not campaign-style)

buloje8: "Yg setuju prabowo jadi capres abadi"

Speech Act: Directive (sarcastic suggestion)

Buzzer/Non-Buzzer: Non-buzzer (ironic in tone, not a sincere campaign message)

**Data 47 (Post on 24th January 2024)**

mh.raviansyah: "*Giliran udah di singgung anies baru beli kapal barunya ya pak kalo engga mah gabakal di beli ya*"

Speech Act: Assertive (allegation)

Buzzer/Non-Buzzer: Non-buzzer (critical and sarcastic, not concise or strategic enough for buzz content)

ry123.x: "*Gw si malu liat lu wo, pengen bgt jabatan. Wong tinggal menikmati hidup uda punya 500rb ha tanah*"

Speech Act: Expressive (disgust and critique)

Buzzer/Non-Buzzer: Non-buzzer (strongly emotional, personalized frustration)

**Data 49 (Post on 25th January 2024)**

atana7877: "*Yang satu penculikan yang satu lumpur lapindo*"

Speech Act: Assertive (critical historical reference)

Buzzer/Non-Buzzer: Non-buzzer (very specific, historical, not campaign-oriented)

syahrul3156: "*Pak ajarin dong cawapres nya kalo tambang ilegal ga punya izin, masak sih izinnya mau di cabut, apa yang mau di cabut kan ilegal*"

Speech Act: Directive (ironic suggestion)

Buzzer/Non-Buzzer: Non-buzzer (rhetorical and sarcastic, personalized criticism)

**Data 49 (Post on 26th January 2024)**

putrisagwah: "*Pak Prabowo paling pro rakyat apa pro pejabat*"

Speech Act: Directive (questioning legitimacy)

Buzzer/Non-Buzzer: Non-buzzer (critical and inquisitive, not declarative support)

waonejauhari: "*Dapet rekor MURI harusnya, nyapres terbanyak dan kalah terus*"

Speech Act: Expressive (mockery)

Buzzer/Non-Buzzer: Non-buzzer (clearly sarcastic and humorous, not structured as campaign material)

**Data 50 (Post on 28th January 2024)**

rheyandiedey: "*Pendukung bayaran kan*"

Speech Act: Assertive (accusation/mockery)

Buzzer/Non-Buzzer: Non-buzzer (very casual, sarcastic, and too short to be coordinated content)

hafnahratu: "*Kan biasa tipu tipu halal bagi mereka*"

Speech Act: Assertive (cynical generalization)

Buzzer/Non-Buzzer: Non-buzzer (expresses a moral judgment, not slogan-driven or repetitive)

**Discussions**

This section discusses the interpretation of the research findings in relation to the objective stated in the introduction, namely to identify the distinctive characteristics between buzzer and non-buzzer hate comments on Prabowo's Instagram posts during the 2024 Presidential Election campaign using comparative stylistic analysis, supported by Searle's (1976) speech act theory.

The primary objective of this study is to analyze how buzzer and non-buzzer comments differ stylistically and pragmatically in expressing hate or critical speech during the 2024 presidential election campaign. Based on the data classification using Searle's taxonomy of illocutionary acts, the comments were categorized and compared. The findings reveal that both buzzers and non-buzzers engage in assertive and expressive speech acts when delivering hate or criticism. Buzzers tend to employ stylized, emotionally charged language that mirrors campaign slogans or political propaganda, while non-buzzer comments are typically more spontaneous, varied, and personal in tone, often reflecting frustration or ethical concerns.

**Buzzer Comments**

Buzzer comments tend to exhibit formulaic, repetitive, and emotionally charged structures. Most buzzer speech acts are assertive, where the speaker declares support for a candidate in a declarative, campaign-like fashion (e.g., *"Ganjar Mahfud menang!"*, *"ANIES MENANG 1 PUTARAN"*). Many of these include hashtags, emoji's (🔥❤️👏), or capital letters, indicating an effort to increase visibility and emotional appeal. These assertive acts are typically promotional in tone, aiming to influence opinion, rather than initiate dialogue.

In some cases, expressive acts from buzzers function as emotional reinforcement to candidate support, often involving insults or aggressive language toward opposing figures (e.g., *"GEMOY (GAYA ENTE MONYET)"*, *"anak haram konstitusi"*), which may be designed to provoke reactions or polarize opinion. Additionally, a few commissive comments were found, showing performative declarations of loyalty (e.g., *"All in Anies"*). Buzzer hate comments often appear in the form of assertive attacks that are designed not only to discredit opponents but also to affirm their own political alignment.

### Non-Buzzer Comments

Non-buzzer comments, on the other hand, reflect personalized, critical, or reflective expressions. These users employ a broader range of illocutionary acts, including assertives (e.g., *"Saya dulu pilih Prabowo tapi sekarang Ganjar"*), expressives (e.g., *"Saya malu lihat ini"*), and directives (e.g., *"Mundur dulu dari jabatan negara baru nyalon"*). Unlike buzzers, these commenters often critique political behavior or policy choices without using uniform slogans or structured messages.

Non-buzzer speech is less emotionally exaggerated and more likely to use sarcasm, humour, or satire. Rather than focusing solely on support, non-buzzer comments tend to be evaluative or interrogative, suggesting authentic engagement and diverse motivations behind the discourse.

These comments represent expressive and directive acts, where users not only vent frustration but also offer implicit judgments or behavioral suggestions. As per Searle (1976), directives aim to get the hearer to do something. In this case, they often implicitly ask candidates to withdraw, reflect, or change behavior. Such comments reflect civic discontent rather than institutional messaging. This supports the stylistic premise that buzzer language is strategic and mass-oriented, whereas non-buzzer language reflects personal voice and ethical positioning (Crystal, 2003).

Table 1. Stylistic Characteristics

Stylistic Feature	Buzzer	Non-Buzzer
Structure	Short, fixed templates; slogan-like	Varied length and form, often discursive
Lexicon	Loaded with emotionally charged words, political jargon	Personal vocabulary, satire reflective tone
Use of Punctuation/Emoji	Excessive use of Capital letters, emojis, hastags	Selective use, often sarcasm or humor
Tone	Aggressive, polarizing, unidirectional	Sarcastic, critical, questioning
Intent	To provoke or amplify political messaging	To express opinion, critique policies, or reject political figures

## CONCLUSIONS

This study aimed to identify and compare the characteristics of buzzer and non-buzzer hate comments on Prabowo's Instagram posts during the 2024 presidential election campaign, using Searle's speech act theory and a comparative stylistic analysis. Rather than simply drawing a binary between the language of buzzers and non-buzzers, this research explores how speech act functions and stylistic features reflect deeper dimensions of political discourse, identity construction, and influence in digital spaces. The analysis highlights how different

comment styles serve distinct communicative intentions, revealing underlying social and political dynamics in online interactions.

Speech act theory, as developed by Searle, categorizes utterances based on their function in communication. These include assertives, which express beliefs or statements of fact; directives, which attempt to get the listener to do something; commissives, which commit the speaker to future actions; expressives, which display the speaker's feelings or attitudes; and declaratives, which change a social status or situation through speech. By examining hate comments through this lens, the study reveals how language use not only conveys meaning but also signals whether the speaker is likely a coordinated buzzer or an individual expressing genuine opinion. This distinction is crucial in understanding digital political discourse, especially regarding democratic participation, political polarization, and ethical campaigning in the age of social media.

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