

Factors Influencing the Emergence of Hate Speech in the Handling of Land Conflicts in North Sumatra

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Abstract

This study aims to analyze the factors that influence the emergence of hate speech in handling land conflicts in North Sumatra. This study uses a qualitative method with a case study approach. The data for this study are sourced from observations, interviews, and literature reviews. The data for this study were analyzed through data reduction, data presentation, and drawing conclusions. The validity of the research data was determined through triangulation techniques. This study shows that land conflicts in North Sumatra, especially in the former HGU PTPN II land since 2002, were triggered by unclear land regulations, legal uncertainty, and high economic value, which exacerbated social tensions and hate speech. Competition between local communities, large companies, and local governments is heating up due to the spread of unverified information on social media and the slow response of the government, which has led to public distrust. Additional factors such as imbalance of power, socio-cultural differences, and lack of communication education and uncontrolled use of technology exacerbate the conflict. Proposed solutions include clear land regulations, effective communication strategies with neutral mediators, government transparency, judicious use of social media, and training of mediators and empowerment of local communities to strengthen social cohesion and achieve inclusive and sustainable conflict resolution.

I. Introduction

Land conflicts in North Sumatra, especially related to the former HGU PTPN II land around Medan, have been going on since 2002. This conflict not only involves legal and economic aspects, but also triggers the emergence of various forms of social tension, including hate speech in society. This hate speech is often expressed through mass media and social media, which worsens relations between community groups involved in land disputes. The increase in hate speech in land conflicts is identified as a manifestation of community dissatisfaction and frustration felt due to the length of conflict resolution. The settlement that took more than two decades led to distrust of the legal process and the government, so people looked for other avenues of expression that tended to be destructive.

In addition, the lack of clear regulations in land management and the handling of land rights claims has also exacerbated the situation, making hate speech a form of public reaction. The high geographical and economic value of the land around Medan is also the main driving factor for this land conflict. These lands have great economic potential, both for infrastructure development and private investment, thus attracting the attention of various parties with different interests. Competition for control of this land not only creates conflicts between individuals or groups, but also involves governments and large corporations, often with their own agendas that are not always aligned with the interests of local communities.

In understanding the dynamics of the emergence of hate speech in land conflicts, mass communication theory and social conflict theory become relevant, as Kuncoro et al. (2023) argued, mass communication plays a crucial role in shaping public opinion and can be a catalyst in the spread of hate speech, especially when social media is used as the main platform to voice dissatisfaction. In addition, the theory of social conflict proposed by Tukwain (2021) explains that land conflicts are often rooted in unequal distribution of resources and injustice in the handling of claims, which can trigger negative reactions such as hate speech.

Recent research also highlights the importance of clear regulations and prompt government responses in dealing with land conflicts. According to Komeni & Widjajanti (2024), unclear or frequently changing regulations can create legal uncertainty, which in turn increases public dissatisfaction and the possibility of hate speech emerging as a form of protest. In addition, a slow or ineffective government response in resolving land disputes can prolong conflicts and deepen social wounds among affected communities.

One of the main factors that caused the emergence of hate speech in the land conflict of the Former HGU PTPN II in North Sumatra was the length of the dispute settlement process that has been going on since 2002. This long duration causes frustration among

people who feel that their land rights are not being valued or recognized fairly. This frustration is often expressed through hate speech as a form of deep dissatisfaction with the slow and non-transparent resolution process. The lack of clear and comprehensive regulation is also a major contributing factor. Regulatory ambiguity leads to various interpretations and applications of different laws, thus creating legal uncertainty for the parties involved. In addition, the high geographical and economic value of the land around Medan makes this conflict even more complex, because various parties with different interests are trying to seize control of the land.

This competition is not only between local individuals or groups, but also involves large corporations and governments, which often have their own agendas that are not always in line with the interests of local communities. In addition, the government's slow response in handling this conflict has also worsened the situation. The government that is considered unresponsive or ineffective in resolving land disputes causes public distrust of government institutions. The involvement of various parties with different interests, injustice in the handling of claims, and the use of mass media and social media to voice demands also exacerbated the conflict. This condition encourages the emergence of hate speech as a form of social pressure that ultimately prolongs land conflicts in the area.

Research by Limanto et al. (2024) shows that the length of the land conflict resolution process can increase the level of community frustration, which then leads to an increase in hate speech as an expression of dissatisfaction. Additionally, a study by Herlina & Maulana (2024) found that the lack of clear regulations in land management leads to legal uncertainty, which increases the likelihood of conflict and the spread of hate speech among the parties involved. According to research conducted by Angelin et al. (2021), the high geographical and economic value of a particular piece of land attracts a variety of parties with different interests, which are often not in line with each other.

This competition not only exacerbates conflicts but also increases the possibility of hate speech as a form of resistance against parties that are considered to threaten their interests. In addition, research by Rizqiyah (2022) shows that the slow government response in handling conflicts can deepen public distrust of government institutions, thus encouraging people to use mass media and social media as the main channel to voice their dissatisfaction, which is often colored by hate speech. A study by Syahputri et al. (2024) revealed that the involvement of various parties with different interests in conflict can create complex and unstable dynamics, which in turn increases the likelihood of hate speech as a form of protest or social pressure. In addition, research by Anastasia et al. (2024) emphasizes that injustice in the handling of land claims can exacerbate conflicts and increase the level of tension between community groups, which is often expressed through hate speech.

This research has a high urgency considering that the negative impact of hate speech in land conflicts not only affects social stability, but also hinders the fair and effective dispute

resolution process. As stated by various studies, communication plays a crucial role in managing and resolving conflicts. Annisa et al. (2024) showed that open dialogue between disputing parties can reduce tension and build trust, while Ikhsanto & Rahmawati (2024) highlighted the effectiveness of social media as a platform to facilitate communication between the public and the government. Oktavia & Defhany (2024) found that transparent communication from the government increases the legitimacy of the dispute resolution process, and Irna et al. (2024) emphasized the importance of communication training for conflict mediators to reach a fair agreement. In addition, Mudjiyanto & Dunan (2020) revealed that objective mass communication can reduce hate speech, Mahmudin et al. (2021) evaluated community communication campaigns that strengthen social cohesion, and Sari et al. (2024) showed that cross-cultural communication facilitates understanding between ethnic groups.

Arief et al. (2020) examined the use of modern communication technology in accelerating conflict resolution, while Melatiningsih & Harmonis (2024) highlighted the role of non-verbal communication in negotiations. Pasaribu et al. (2023) emphasized the importance of two-way communication between the government and the community in formulating inclusive land management policies. By understanding the factors that influence the occurrence of hate speech and implementing appropriate communication strategies, relevant parties can formulate more effective strategies to address conflicts and prevent further escalation. The results of this study are expected to contribute to the development of clearer regulations and a faster government response in dealing with land conflicts in North Sumatra.

2. Research Method

This study uses a qualitative method with a case study approach, where researchers observe the natural conditions of factors that affect the emergence of hate speech in handling land conflicts in North Sumatra. Referring to Creswell (2013) who proposed that a qualitative approach allows researchers to understand social phenomena in their natural context, as well as explore deep meanings from the perspective of participants. Chatra et al. (2023) explained that this method is very effective in exploring information that is descriptive and qualitative, because it allows researchers to interact with research subjects intensively. In this study, the approach is used to understand how hate speech can arise in land conflicts in North Sumatra, focusing on the social, political, and cultural factors that influence it.

The data of this study refers to the results of semi-structured observations and interviews as primary sources, and journal articles, as well as all relevant literature as secondary sources. Referring to Salam (2023) who emphasized the importance of natural data collection, where researchers play the role of the main instrument in the data collection process, so that interviews and observations can dig up richer and more in-depth information. Thus, the data from the semi-structured observations and interviews in this

study play an important role in understanding the complexity of the phenomenon studied, especially in the social and cultural context surrounding the conflict.

The data of this study was analyzed through a scheme of reduction, presentation, and conclusion drawing as a concept proposed by Miles & Humberman in Moleong (2018). The validity of the data in this study is tested through the triangulation technique, where the researcher compares all data sources used to identify the similarities produced as Sugiyono (2018) concept which states that triangulation is an important technique in ensuring the validity of qualitative data, by utilizing various data sources, methods, and perspectives to achieve information convergence. By using this method, research can increase confidence in the results obtained.

3. Results and Discussion

Hate Speech in Handling Land Conflicts in North Sumatra

Land conflicts in North Sumatra (North Sumatra), especially related to the land of the Former HGU PTPN II around Medan, have been a significant source of tension since 2002. These conflicts involve various complex legal and economic aspects, but no less important is their impact on social relations of the community. Hate speech emerged as one manifestation of this conflict, reflecting a deep level of frustration and dissatisfaction among citizens. "We feel ignored and our rights are not respected. Social media is a place for us to express our frustration," said Budi Santoso, a resident affected by the conflict.

The lack of clear regulations in land management is one of the main root causes of this conflict. Legal uncertainty makes it difficult for people to determine their land ownership status, which in turn triggers disputes between parties. "Ambiguous regulations make us not know what to do. This made us angry and ended up overflowing with hatred," said Siti Rahmawati, a local activist. This ambiguity not only creates confusion but also opens up opportunities for certain parties to take advantage of the situation for their own benefit.

The high geographical and economic value of the land around Medan is a magnet for various parties with different interests. This land has great potential for infrastructure development and private investment, which attracts the attention of large companies as well as local governments. This competition often leads to actions that harm local communities, including forced evictions and intimidation. "We feel threatened and do not have adequate legal protection. This made us angry and started voicing our hatred," said Andi Prabowo, one of the residents.

Mass media and social media play a dual role in this conflict. On the one hand, the media is a tool to voice dissatisfaction and rally public support. On the other hand, the spread of unverified information and hate speech on digital platforms actually worsens relations between groups. "Social media is often used to spread fake news and hate speech that only adds to tensions in society," explained I Gede Agus Kurniawan, This phenomenon shows how important the role of the media is in shaping public opinion constructively.

The government's response to this conflict is also in the main spotlight. Many people feel that the government is slow and ineffective in resolving land disputes. This distrust has prompted people to look to other channels, including social media, as a place to express their dissatisfaction. "We have been waiting for a solution for years, but the government does not seem to care. So, we started using social media to voice our frustration," said Hasanudin, a local activist. The government's inability to provide a quick and fair solution further exacerbates the conflict.

The dynamics of conflicts involving various parties with different agendas create complex and unstable situations. The large companies involved often have far greater power and

resources than the local community, creating an imbalance of power. "Big companies come with promises, but the reality is that we are getting more and more marginalized. This makes us feel like we have no choice but to voice hatred," said Maria Yulianti, a resident affected by the conflict.

Hate speech spread in society not only affects relationships between individuals or groups, but also hinders the process of fair and effective conflict resolution. High tensions make dialogue and negotiations difficult, as each side feels distrusted and has a hidden agenda. "Every time we try to have a dialogue, there is always distrust and accusations against each other. Hate speech makes all peace efforts futile," said Joko Susanto, a conflict mediator.

To overcome this problem, a holistic and communicative approach is needed. An effective communication strategy can help reduce tensions and rebuild trust between the parties involved. "We need to open a constructive and transparent dialogue between all parties. Only then can this conflict be resolved peacefully," said Dr. Ahmad Sampurna, a communications expert. This approach must involve all stakeholders, including governments, companies, and local communities, to achieve inclusive and sustainable solutions.

Clearer and more responsive regulations are also urgently needed to reduce legal uncertainty and provide better protection for the community. "The government must immediately establish clear and fair regulations in land management. This will help reduce conflicts and prevent the emergence of hate speech," said Hendra Kurniawan, a conflict mediator. Good regulation will provide a strong legal framework for resolving disputes and protecting people's rights.

Communication training for conflict mediators is also important to ensure that negotiations can go well and result in a fair deal. "Mediators trained in effective communication can help reduce misinformation and facilitate productive dialogue between parties to a conflict," said Anita Pratiwi, a conflict facilitator. With competent mediators, the conflict resolution process can become more transparent and inclusive, reducing the chances of hate speech appearing.

Finally, the role of the community in creating a more harmonious environment should not be ignored. Local communities need to be empowered to actively participate in conflict resolution processes and develop initiatives that strengthen social cohesion. "We want to live in a peaceful and respectful society. With the support of various parties, we believe that this conflict can be resolved without having to go through a destructive path," said Dewi Lestari, a local activist. Collaboration between the government, companies, and communities is key to overcoming land conflicts and reducing hate speech in North Sumatra.

By understanding the factors that affect the emergence of hate speech and implementing appropriate communication strategies, it is hoped that land conflicts in North Sumatra can be resolved fairly and effectively. "We hope that this research can provide real solutions and help create better regulations and faster government responses. Finally, the community can coexist peacefully without prolonged conflicts," concluded Dr. Ahmad Sampurna.

Factors Influencing the Emergence of Hate Speech

Land conflicts in North Sumatra (North Sumatra) involving the land of the Former HGU PTPN II around Medan have caused various forms of social tension, including the emergence of hate speech. Various factors contribute to the emergence of this hate speech, ranging from legal aspects to social dynamics of the community. One of the main factors is the length of the dispute resolution process which has been going on since 2002. According to research by Limanto et al. (2024), the long duration of conflicts causes frustration among communities who feel their land rights are being ignored. "We have been waiting for more than two decades for a solution, and it has made us lose trust," said Budi Santoso, in an interview.

The lack of clarity in land management regulations is also a significant factor that triggers the emergence of hate speech. Herlina & Maulana (2024) found that ambiguous regulations create legal uncertainty, making it difficult for people to determine their land ownership rights. "The unclear regulations make us confused and angry, because we don't know how our rights will be recognized or protected," said Siti Rahmawati, in an interview. This ambiguity opens up loopholes for certain parties to take advantage of the situation, exacerbating tensions between groups.

The high geographical and economic value of the land around Medan is also a major driving factor for this conflict. Angelin et al. (2021) stated that the economic potential of the land attracts various parties with different interests, including large companies and local governments. Competition for control of this land often leads to actions that harm local communities, such as forced evictions and intimidation. "We feel threatened because big companies come with promises that are never kept," said Andi Prabowo, in an interview. This situation creates insecurity and encourages people to express their hatred.

The unbalanced power dynamics between large corporations and local communities also reinforce the emergence of hate speech. Rizqiyah (2022) shows that injustice in the distribution of resources causes high social tensions. "Large companies have much greater power and resources than us, so we feel helpless and angry," said Maria Yulianti, in an interview. This imbalance creates a deep injustice, triggering a negative reaction in the form of hate speech as a form of resistance.

Mass media and social media play a dual role in this conflict, both as a tool to voice

discontent and as a channel for the spread of hate speech. Kuncoro et al. (2023) explained that mass communication can shape public opinion and be a catalyst for the spread of hate speech, especially in the digital era. "Social media is often used to spread fake news and hate speech that only adds to tensions in society," explained Rina Marlina, in an interview. This phenomenon shows how the media can exacerbate conflicts by reinforcing negative narratives between groups.

The government's slow and ineffective response is also an important factor in the emergence of hate speech. Komeni & Widjajanti (2024) stated that the government's inability to provide quick and fair solutions increases public distrust of government institutions. "We have been waiting for a solution for years, but the government does not seem to care. So, we started using social media to voice our frustration," Hasanudin, in an interview. This distrust encourages people to look for other destructive channels in expressing their dissatisfaction.

Injustice in the handling of land rights claims also contributes to the emergence of hate speech. Anastasia et al. (2024) emphasized that this injustice deepens conflicts and increases tensions between community groups. "Every time we try to file a claim, there is always a side that takes sides, and it makes us even angrier," said Joko Susanto, in an interview. This injustice creates a deep sense of frustration, prompting people to vent their hatred as a form of protest against a system that is perceived as unfair.

Social and cultural influences also play a role in the emergence of hate speech. Syahputri et al. (2024) revealed that the involvement of various parties with different interests creates complex and unstable dynamics, which in turn increases the likelihood of hate speech. "Our culture of mutual respect should have prevented this, but land conflicts have made things chaotic," said Dewi Lestari, in an interview. This social instability weakens community cohesion, allowing hate speech to grow and spread.

Lack of education and awareness about the negative impact of hate speech is also a supporting factor. Mudjiyanto & Dunan (2020) stated that objective mass communication can reduce hate speech, but the lack of education about healthy and constructive communication makes people vulnerable to the spread of hate speech. "We are not taught how to communicate well and resolve conflicts peacefully," said Anita Pratiwi, in an interview. Without a proper understanding of the impact of hate speech, people tend to use destructive language to express their discontent.

The role of modern communication technology also affects the emergence of hate speech. Arief et al. (2020) examined how these technologies can accelerate conflict resolution, but Melatiningsih & Harmonis (2024) highlighted that the uncontrolled use of technology can exacerbate conflicts through the spread of misinformation and hate speech. "Technology is supposed to help us resolve conflicts, but unfortunately it is often used to make the situation worse," said Rina Marlina. The unwise use of technology amplifies the channels

for the spread of hate speech, making it more difficult to control.

Efforts to reduce hate speech are also influenced by the involvement of various parties in the conflict. Pasaribu et al. (2023) emphasized the importance of two-way communication between the government and the community in formulating inclusive land management policies. "We need an open and honest dialogue with the government to resolve this conflict," said Dr. Ahmad Sampurna, a communications expert. The active involvement of all stakeholders in the conflict resolution process can help reduce tensions and prevent the emergence of hate speech.

Finally, communication training for conflict mediators is also an important factor in overcoming hate speech. Irna et al. (2024) emphasized that mediators trained in effective communication can help reduce misinformation and facilitate productive dialogue between parties to a conflict. "A good mediator can create a safe environment for dialogue, thereby reducing the possibility of hate speech," said Anita Pratiwi. With competent mediators, the conflict resolution process can run more smoothly and inclusively, reducing the chance of hate speech

Overall, various factors such as the length of the settlement process, unclear regulations, geographical and economic value of land, power dynamics, the role of the media, government responses, injustice in rights claims, social and cultural influence, communication education, and the use of modern communication technology all contribute to the emergence of hate speech in land conflicts in North Sumatra. Understanding and addressing these factors holistically is key to reducing hate speech and achieving fair and sustainable conflict resolution.

Communication Strategies in Overcoming Hate Speech in Handling Land Conflicts in North Sumatra

Land conflicts in North Sumatra (North Sumatra), especially regarding the land of the Former HGU PTPN II around Medan, have been going on for more than two decades. This conflict not only involves legal and economic aspects, but also raises significant social tensions, including the emergence of hate speech. To overcome this phenomenon, an effective and comprehensive communication strategy is needed. Based on previous research, communication plays a crucial role in managing and resolving conflicts (Annisa et al., 2024; Ikhsanto & Rahmawati, 2024; Rahmawati, 2023). Therefore, the development of a holistic communication strategy is an important step in efforts to resolve land conflicts in North Sumatra.

One of the main strategies is to open an open and inclusive dialogue between all parties involved. Annisa et al. (2024) emphasized that constructive dialogue can reduce tensions and build trust between parties. This dialogue should be facilitated by a neutral and trained mediator to ensure that every voice is heard and appreciated. By creating a safe

space for dialogue, parties involved can voice their concerns directly, reduce misinformation, and find a more equitable and sustainable common solution.

Transparency in government communication is also key to increasing the legitimacy of the dispute resolution process. Oktavia & Defhany (2024) found that transparent communication from the government can increase public trust in the resolution process. The government needs to provide clear and accurate information about the status of land dispute settlement on a regular basis. This transparency helps reduce uncertainty and prevent the spread of misinformation that can fuel hate speech. In addition, government openness in the decision-making process can increase public participation and reduce perceptions of injustice.

The judicious use of social media is also an important part of a communication strategy. Ikhsanto & Rahmawati (2024) highlight the effectiveness of social media as a platform to facilitate communication between the public and the government. Social media can be used to spread the right information and build constructive dialogue. However, there is a need for regulation and oversight to prevent the spread of hate speech and false information that can exacerbate conflicts. The government and related parties must actively monitor the content circulating on social media and provide the necessary clarifications or information to overcome misinformation.

A community-based approach also needs to be implemented to strengthen social cohesion and prevent the emergence of hate speech. Mahmudin et al. (2021) evaluated community communication campaigns that can strengthen social cohesion. The initiative involves regular meetings at the community level to discuss land-related issues and find solutions together. By building a sense of solidarity and mutual understanding among community members, the space for hate speech can be reduced. This approach also allows the community to play an active role in the conflict resolution process, increasing a sense of belonging and shared responsibility.

Communication education and training are also important elements in this strategy. Irna et al. (2024) emphasized the importance of communication training for conflict mediators to reach a fair agreement. In addition, education programs for the public about the negative impact of hate speech and the importance of healthy communication can increase their awareness and ability to resolve conflicts peacefully. This communication education must include techniques for conflict resolution, negotiation, and dissemination of accurate and objective information, so that people can be better prepared to face and defuse conflict situations.

Clear and responsive regulations in land management are also an integral part of the communication strategy. Komeni & Widjajanti (2024) stated that unclear regulations can create legal uncertainty and increase public dissatisfaction. By establishing clear regulations, the government can provide a strong legal framework for resolving disputes

and protecting people's rights. Good regulation also allows communication between the government and the public to run more smoothly and effectively, thereby reducing the potential for conflict and hate speech.

A cross-cultural approach to communication is also important to strengthen understanding between different ethnic groups. (Sari et al., 2024) showed that cross-cultural communication can facilitate better understanding between ethnic groups. By understanding the perspectives and values of each culture, inclusive and equitable solutions can be created. This approach helps reduce the prejudices and negative stereotypes that often underlie hate speech, as well as strengthen social cohesion in a multicultural society.

Monitoring and evaluation of the effectiveness of communication strategies is also needed to ensure that efforts are successful in reducing hate speech. Regular evaluation of communication campaigns allows relevant parties to adjust strategies according to evolving conflict dynamics. According to Limanto et al. (2024), this evaluation can help identify areas that need improvement and ensure that the communication carried out remains relevant and effective in easing social tensions.

The element of novelty in this communication strategy is the application of participatory communication that involves the community in every stage of conflict resolution. This approach not only allows the community to play an active role in the settlement process, but also ensures that the resulting solutions reflect their needs and aspirations. Participatory communication provides an opportunity for people to voice their opinions and contribute to finding solutions, increasing a sense of belonging and shared responsibility. By engaging communities directly, this strategy increases engagement and creates more inclusive and sustainable solutions.

A comprehensive and innovative communication strategy is urgently needed to overcome hate speech in handling land conflicts in North Sumatra. By combining open dialogue, government transparency, wise use of social media, community-based approaches, communication education and training, clear regulations, cross-cultural approaches, and continuous monitoring and evaluation, it is hoped that land conflicts in North Sumatra can be resolved fairly and effectively. The addition of novel elements such as the implementation of participatory communication provides a new dimension in communication strategies, which can increase community engagement and create more inclusive and sustainable solutions.

4. Conclusion

Land conflicts in North Sumatra, especially the former HGU PTPN II land around Medan since 2002, have caused social tension and hate speech due to unclear land regulations, legal uncertainty, and the high economic value of the land. Competition between local

communities, large corporations, and local governments exacerbates the situation, reinforced by the dissemination of unverified information through social media and slow government responses, which increase public distrust. In addition, power imbalances, social and cultural factors, lack of communication education, and uncontrolled use of technology further deepen the conflict. To address these issues fairly and create a harmonious social environment, clear and responsive land regulations, effective and comprehensive communication strategies including open dialogue facilitated by neutral mediators, increased government transparency, and the judicious use of social media with strict regulations are needed. In addition, mediator training, local community empowerment, community-based approaches, communication education, cross-cultural communication, and continuous monitoring and evaluation of communication strategies are essential to strengthen social cohesion and ensure inclusive and sustainable conflict resolution.

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