ABSTRACT

Instagram is a social media that is widely used by people in the world, especially Indonesia. Instagram has a feature in delivering opinions, namely on the Instagram photo comments column. Comments given can be either positive or negative comments. One negative comment on Instagram was one of hate speech. Based on ITE Law Article 28 paragraph (2) which reads "Every person intentionally and without the right to disseminate information aimed at inciting hatred or hostility of certain individuals and / or groups based on ethnicity, religion, race and between groups (SARA) ". The authorities have difficulty dealing with the hate speech that exists, therefore this research produces a system that will detect hate speech in the Instagram comment column using the K-Nearest Neighbor method. The existence of this system can help the authorities to handle cases of hate speech. The results of this research in detecting hate speech obtaines an average accuracy of 96.22%.

Keyword *: Instagram, K-Nearest Neighbor, hatred*