Use of Cyberbullying Language on Instagram Social Media

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Abstract. This research is entitled Use of Cyberbullying Language on Instagram social media. This study aims to describe the use of cyberbullying language on social media Instagram. This research uses the descriptive qualitative method. The results of this study indicate that there are 94 comments using cyberbullying language which contains negative names (called named), 12 comments using cyberbullying language which threatens physical safety (Threatened Physical Harm), and Cyberbullying language use that contains degrading opinions (Opinion Slammed) as many as 96 comments.

Keywords: language use, Instagram, Cyberbullying, social media

1 Introduction

The current digital era makes the activities of human life inseparable from the use of the internet. Social media is one of the media in cyberspace that becomes a human need to communicate so that information can spread quickly even though there is no certainty of the truth of information that is easily spread. The number of existing social media will increase the hope of fellow human beings so that social relations between humans will improve because it is supported by its practical nature in communicating that can penetrate space and time [1].

When leaving comments in the comment's column, internet citizens or commonly known as netizens are still not aware that the comments made are criticizing in a polite way or contain critical sentences that tend to be abusive. Based on the results of the research that netizens are mostly teenagers of productive age (15-19) who have a social community so that teenagers who have good communication skills will be recognized in their community and will exist in peer friendship [2]. In the screenshots that have been taken by the researcher, most of the comments made are intentionally offensive because there is some kind of reason made by netizens.

The abusive comments were made by irresponsible netizen accounts. Creating fake social media accounts is a crime that occurs by relying on information technology. In addition, creating fake accounts is a class of cyber bullying because the account was created intentionally by someone who hides his identity with the aim of bullying the victim. The cyberbullying behavior that has occurred has caused unrest and concern by the public towards the behavior of netizens on social media [3]. These fake accounts are usually used to monitor the activities of a person/group, guide public opinion and bring down a person/group. This action is a violation of the law because it has disturbed public order.

1.1 Cyberbullying

Cyberbullying is an act of intimidation by people who are not responsible for others through social media, e-mail, websites, and other applications that can send messages or comments in cyberspace. Examples of the use of cyberbullying language are spreading rumors, creating fake accounts, inciting, ostracizing, intimidating, threatening, bullying, bullying, or attacking [4].

Just like in real life, social media is also often filled with people who bully. Bullying is also carried out by unknown people. For example, by mentioning names of ridicule, mocking parents' work or physical appearance [5].

5.0 people who cannot be separated from the existence of the internet and social media must understand the ability of personal account security to avoid negative impacts and losses for users. As is known, based on information and facts on the ground, there are many crimes that stalk the 5.0 community, especially on their social media accounts such as stalking threats, hacking, fraud, buying illegal goods, creating fake profiles, and much more.

The absence of awareness and filter in considering good and bad values is the beginning of a disaster of social media abuse [6]. That way, it is necessary to take precautions that are sought by social media account users, namely by using the security features of social media applications.

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1.2 Instagram Social Media

As previously mentioned, social media is mostly filled by teenagers. For them, social media is a tool for building friendships, posting photos and videos. In using social media, not all teenagers understand the proper use of social media [7]. Adolescence is a period that is still very unstable, and easily influenced by the words of others. With the existence of social media, teenagers are very easy to give negative comments that basically they don't know the truth value of something they are commenting on.

Social media is a forum used by the public to interact online regardless of time and place [8]. With the existence of social media, it is easier for netizens to interact without having to consider behavior that harms others or not. This is because the perpetrator feels more powerful, has a higher social status or feels the most popular among his peers. While victims of cyberbullying are usually people who are considered weak and cannot defend themselves. However, there are also victims of cyberbullying who are popular, intelligent figures who envy the perpetrators.

Instagram is a social media that is in great demand by today’s society. Instagram social media is of course used not only as a communication activity, but people also use it as a commercial media. Apart from teenagers, Instagram is also used by domestic and foreign artists. Instagram also offers a lot of contemporary features that can be used by its users. Besides being able to upload photos and videos, Instagram recently added a feature, namely reels. Reels is a feature that can record user activities by adding music or songs in it.

1.3 Categories of Cyberbullying Language Use

The use of cyberbullying language usually often occurs on social media such as Instagram, Facebook, and Twitter. There are many ways that the perpetrators do to vilify the victim, for example by hacking the victim's account and then uploading photos, videos, and other inappropriate things to be consumed by the public using social media. The increased use of internet media has also increased the consumption of social media and online news. In fact, both social media and online news provide comment fields so that visitors can leave comments, both polite and offensive. With the comments that are offensive, a phenomenon will appear that shifts the way of communicating in the real world to communication in cyberspace [9].

On social media, the forms of using cyberbullying language can be categorized, among others, giving negative names, spreading photos, threatening physical safety and degrading opinions [5]. Cyberbullying is easier to do than violence in the real world. This is because the perpetrator does not deal directly with the person who will be the target so that the perpetrator can easily convey whatever they want to intimidate the target without any worries. In addition, the saddest thing is that victims rarely report cyberbullying actions to the authorities because the perpetrators use fake accounts, making it difficult for victims and the authorities to trace their real identities.

It can be seen that cyberbullying has occurred in several countries including Indonesia [10].

1.4 Cyberbullies and Their Characteristics

The perpetrators of cyber bullying are not easy to identify by the public or the authorities. This is because the perpetrators who are dominated by teenagers have language codes such as abbreviations or alay language that are only understood by their own community and these cyberbullying perpetrators use fake accounts which will make it difficult for the authorities to identify their identities so that this cyber bullying incident has become iceberg conditions.

Cyberbullying perpetrators are categorized into two, namely the main actor and the auxiliary actor. The main perpetrator is the person who triggers or initiates the oppression of someone who is a victim. This feature can be proven by the form of uploads that are the main triggers such as status, initial comments, uploading images that contain insults, ridiculing, spreading hoax news, threats, demeaning, destroying someone's reputation, and much more [5].

Then the auxiliary actors are people who take part in sending messages, participate in comments, participate in linking the status of sending back images or videos that have been preceded by the main actor containing elements of cyberbullying. In some cases, in fact the main actor can be at the same time an auxiliary actor because he continues to send messages containing cyberbullying on the link he has sent himself [5].

The characteristics of cyberbullying actors can be identified from observations based on events that have been experienced by many people so far. The characteristics of cyber bullying perpetrators are aggressive. Aggressive nature in the sense that the perpetrator sends cyber bullying comments or messages repeatedly and rudely. In addition, the perpetrator is also intimidating. The form of intimidation in this case is like threatening the freedom and safety of others, likes to dominate, and does not empathize [5].

1.5 Urgency of Research

In this study, researchers conducted research on cyberbullying perpetrators on Instagram social media. Researchers are interested in examining the comments left by the Instagram user community. Of course, the comments left by the user community or often called netizens are not all comments that contain polite criticism but many also contain bullying of victims such as insulting, mocking, demeaning, dropping the popularity of artists, and many more that contain cyberbullying.

After the researchers discussed the number of bullying comments on Instagram social media, the researchers also offered solutions that could be done to reduce or reduce cyberbullying that is currently rife on Instagram social media.

This research is very important because in today's digital era, social media users are dominated by teenagers who incidentally are the next generation of the
Indonesian nation. The Indonesian generation should understand the actual use of social media, for example increasing the use of Indonesian on social media compared to the use of slang or foreign languages. Which if this condition is left unchecked then this phenomenon is like an iceberg that soars without any attention and resolution from academics.

2 Research Methods

This scientific research study uses a qualitative approach method. Qualitative research is a type of research whose findings are not obtained through statistical procedures or computational forms [11]. The data sources used in this scientific research are comments left by the Instagram user community or often called netizens.

The data sources for this research are comments left by netizens on the account of an artist and youtuber named Putri Delina, the daughter of a senior artist, Sule. On Putri Delina's Instagram account, there are lots of comments left by netizens with language that leads to bullying. The comment was addressed to Putri Delina because previously Putri Delina had told the artist Maia Estianti’s youtube channel that Putri Delina had been feeling lonely all this time and no one could understand her, including her surrogate mother, Nathalie, who recently married her father, Sule. After that incident, according to news circulating that Putri and Nathalie's relationship was not good until the latest information was obtained that Nathalie filed for divorce from her husband, Sule. This is what makes netizens angry and leaves scathing comments to Putri Delina. Netizens think that Putri Delina is the mastermind behind the divorce of her father, Sule and her next mother, Nathalie. While the data of this research is language that contains forms of cyber bullying, namely giving negative names (called named), threatening physical safety (threatened physical harm), demeaning opinions (opinion slammed).

The data collection techniques of this research are observation or observation, literature study, and audio-visual information [12]. This study uses an observation technique by making audio-visual observations of comments or conversations contained on Instagram social media accounts belonging to the artist or YouTubers Putri Delina.

Data analysis in this study was carried out by drawing conclusions to produce descriptive meaning. Qualitative studies involve techniques of sorting, checking, evaluating, categorizing, making synthetics, comparing and interpreting codes and data and testing the raw data that has been recorded [13].

Table 1. Category Use of Cyberbullying Language on Instagram social media

<table>
<thead>
<tr>
<th>No</th>
<th>Category Use of Cyberbullying Language on Instagram Social Media</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Called Name</td>
<td>94</td>
</tr>
<tr>
<td>2</td>
<td>Threatened Physical Harm</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Opinion Slammed</td>
<td>96</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>202</td>
</tr>
</tbody>
</table>

3 Results and Discussion

3.1 Results

The results of this scientific research are that there are sentences that contain forms of cyberbullying including sentences giving negative names (Called Name), sentences threatening physical safety (Threatened Physical Harm), sentences containing degrading opinions (Bullying Opinion Slammed). The data has been analyzed and presented in the following table.

3.2 Discussion

3.2.1. Called Name

This category of using cyberbullying language is one form of attack on someone to give a bad label. Giving a negative name or commonly referred to as name-calling is a form of cyber bullying that endangers a person's mentality because it forces someone to label someone who is not actually part of that person. Here are some data that will be presented from the 94 data.

1) The most princess
2) Congratulations, madam, you have reclaimed the throne of the palace as an immortal queen
3) Hey, the one who feels the most lonely
4) Black heart white skin
5) Hate this kid, sad face but fake heart
6) Very disgusted dog
7) The one who feels the most beautiful
8) And what you want to understand the most, that's why your job is not to date Put\
9) The most introverted
10) Pretending to be beautiful even though it's just B
11) The sweetest
12) The most annoying person in the universe
13) Congratulations on becoming a public enemy
14) Her skin is bright but not with her heart
15) This is he who is the loneliest and his ego is exorbitant
16) Isn't it cute too, looking in your mirror, Put
17) It's not good to see it's too pretty and too much
18) The most selfish person in the world
19) Pretending to be calm turns out to be vindictive, really disgusted, Put
20) This is a girl if her father is not rich, her face looks like a bum for sure

Based on the research that has been done that the sentences above contain elements of the use of cyberbullying language containing negative names (called name). There are 94 sentences contained in the comments that have been left by netizens on Putri Delina's Instagram account which contain negative names for Putri Delina. Of the 94 data, there are 20 data presented in this study which will be discussed. The data contains cyberbullying with negative names marked by the average netizen mentioning the prefix “si”. The word "si" in Indonesian grammar is an article used to refer to a person, thing, place, and so on. One of them is “the
most princess”, “the one who feels the loneliest”, “the one who feels the most beautiful”.

When viewed from the context, netizens left comments in the comment’s column of one of Putri Delina's videos advertising a skincare brand, where in the video, Putri Delina is a video model of a skincare brand. The choice of words in the comment’s column such as "the princess", "her skin is bright but not with her heart", "white skin with black heart", "she feels the most beautiful" is as if in a positive tone but has a negative meaning, namely with the intention of sarcastic Putri Delina as the only daughter of an artist named Sule. Netizen's comments aim to insinuate Putri Delina, who has succeeded in separating her father, Sule, from her surrogate mother, Nathalie. It's the same with subsequent statements such as "sad face but fake heart", "congratulations you are a public enemy", "really disgusted, dog", and many more. This was conveyed by netizens in the comments column of Putri Delina's Instagram account with the intention of giving a negative name to her because netizens felt that Putri Delina was only physically beautiful but not for her character.

3.2.2 Threatened Physical Harm

This category of using cyberbullying language can threaten the safety of others. Comments such as the use of the words "dead" or "kill" are closely related to the existence of other people's salvation in the real world. In this study there are cyberbullying attacks that threaten physical safety (Threatened Physical Harm), including:

1) We'll see later what you plant is what you will reap
2) One day you will experience something more painful and more tragic than your continued mother's life
3) Remember, vengeance must be there
4) Kill you
5) I swear you're pregnant first and then Jef leaves you, so I know how you feel
6) Your career will be threatened, you will not survive the world and the hereafter

Based on observations made by researchers, some of the data above are sentences that contain the threat of cyberbullying. Such as “one day you will experience more painful things”, “remember that revenge is there”. The sentence is a sentence that contains a threat to someone who is more precisely addressed to Princess Delina. Netizens left these comments arguing that Putri Delina was the mastermind behind the divorce between her father, Sule and her next mother, Nathalie. Other sentences such as "kill you", "will not survive the hereafter". Sentences like that very often appear in the comment’s column.

Netizens easily issue such sentences without thinking about the impact. Threat sentences are sentences spoken by someone with the aim of scaring and making the person mentally weak so that the intended person will continue to think until he gets sick. Threat sentences are very dangerous because they can make people stressed and even depressed.

3.2.3 Condescending Opinion (Opinion Slammed)

This category of using cyberbullying language is the use of bullying language that is intentionally written by the perpetrator to the victim to insult the appearance or condition of the victim. From all the comments that have been observed by the researcher, the perpetrators intentionally wrote comments that demeaned the victim for various reasons. The following is some of the data presented by the researcher in the case of the comment column for the artist or youtuber Instagram account, Putri Delina.

1) The stepdaughter who managed to make her father's household fall apart and ended up in a religious court
2) Dating is always like husband and wife are stuck together like stamps, like you are the best and feel like you have been hurt the most
3) Not an artist either
4) Not beautiful, won treatment and helped with money, her heart is not beautiful either
5) uneducated child
6) Famous because of your parents, don't act like an artist
7) That's so disgusting, Anjir
8) It's really scary to have a son-in-law like him
9) The child who destroys the parent's household
10) Happy, see the devil celebrating his parents' divorce party
11) The coolie mentality feels like a princess
12) Kids don't know themselves, idiots
13) You have no shame, Put
14) You're an ungrateful child
15) Want to throw up seeing your face, Put
16) You are beautiful, but unfortunately your heart is minus
17) It's no wonder that acting as a devil is good, because your character is like a devil
18) A princess who has no conscience
19) Does this kid have a brain? Seriously ask
20) YOU'RE WEAK GIRL, PUT
21) His heart is rotten
22) It's already ugly plus hypocrisy again, you're really perfect, Put

Some of the data above is a form of cyberbullying language that belongs to the category of derogatory opinions. The use of words such as “rotten heart”, “ugly”, “hypocrite”, “no brain”, “no conscience”, “devil”, “lawless child”, “ignorant”, and many more words like a lot of netizens left in the comment's column Putri Delina. Netizens easily leave comments degrading Princess Delina without having to think about the impact of their comments. This, of course, was done by netizens on the grounds that netizens using Instagram were furious to see Putri Delina saying on one of the artist's podcasts that she was very lonely and not easy to accept new people in her family. This, of course, refers to his next mother, Putri Delina.

Therefore, without thinking, netizens immediately rushed to leave scathing comments on Putri Delina's Instagram account which contained condescending opinions. The average comment left by netizens is a
form of regret for netizens who did not think that a Princess Delina who had looked polite from appearance but did not have a good character even became the cause of the separation between her father, Sule and her mother, Nathalie.

3.2.4 Efforts to Overcome the Indonesian Language Shift in Social Media

Looking at the use of language from several cases of cyberbullying on Instagram social media, the form of language used in cyberbullying perpetrators is slang or slang. Often slang violates the rules for forming Indonesian terms.

As a result of the large number of slang users, Indonesian is rivaled in terms of users, especially on Instagram social media. The dominant slang users are teenagers. Instagram is a social media that is used to establish communication in cyberspace. This means that the slang used on Instagram is familiar in the community of friends.

Indonesian language should return to its own function, namely as a means of interaction, as a unifying tool for the nation and as a means of developing Indonesian culture [14]

Slang often violates the rules of using Indonesian. However, it is often used by Indonesian speakers in other activities so that there is a shift in the use of Indonesian. Indonesian speakers will have difficulty distinguishing good and correct Indonesian rules.

The following are the efforts that can be made to minimize the shift in the use of the Indonesian language

1) Motivating the social media user community or commonly referred to as netizens on the importance of the Indonesian language function. This is intended to invite netizens who are dominated by teenagers to realize the right portion and place to use good and correct Indonesian

2) Getting used to using Indonesian. The teenagers are trained to get used to the correct Indonesian language in various situations and conditions. The more you get used to using the right Indonesian language, the more aware you will be that Indonesian is the main language in its use.

3) Train yourself to write a work, such as articles, essays, poems, short stories, or any work that uses good and correct Indonesian. This makes netizens or teenagers more interested in knowing more about the use of the Indonesian language.

4) Sending messages or comments on social media accounts or anything that requires our opinion to keep using Indonesian. If you usually abbreviate words or use alay language such as “tbl”, “kuy”, and so on, so that they are slowly converted into good and correct Indonesian.

4 Conclusion

Based on the results and discussion in this study, it was concluded that of the 240 comments observed by the researchers who came from netizen comments left on Putri Delina's Instagram account, there was the use of language that contained cyber bullying behavior, namely the category of negative naming (called named) as many as 94 comments. Threatening physical safety (Threatened Physical Harm) as many as 12 comments and degrading opinions (Opinion Slammed) as many as 96 comments. From 240 comments, 202 comments contain cyberbullying. That means only 38 comments are polite. This shows that teenagers in today's digital era are more aggressive and intimidating in carrying out verbal violence on social media without first checking the truth of the news they have previously received. Of course, this should be our concern, academics, to educate teenagers that the use of language on social media must be even more careful and the importance of using good and correct Indonesian when affixing our arguments in a comment column so that the meaning behind our arguments does not there is a meaning of hatred and bullying towards each other.

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