
Research Article

Indonesian Cyberbullying Issues: The Impoliteness in Communication

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Abstract

This paper aims to investigate the cyberbullying issues that occur on social media platforms, especially on Instagram. The method used in this paper is qualitative method. The data source is obtained from several Indonesian Instagram celebrity accounts through a case study approach. Through this paper, the researchers present several examples of cyberbullying cases, what motives cause someone to become a bully, and what the impacts will occur on victims of bullying. By identifying and analyzing all the data, the researchers found the motives of someone who became a bully, such as; do not like the presence and personality of others, tending to say negative comments which immoral and abusive, entertaining others by mocking someone, having bad personality such as envy, jealousy of someone's achievements, having high of self-confident, think the perpetrators are better and more qualified than the victims and assume that cyberbullying is a natural thing.

Keywords

Cyberbullying; impoliteness; Indonesian netizen; negative comments; social-media.

Introduction

In this modern era, advances in information technology are transforming the structure of local communities into a globally structured society. According to Yanti (2018), the existence of the Internet makes it easier for anyone to interact virtually, providing a place for communication without face-to-face, and at the same time, sharing information even at distances.

The growth of technology makes it easier for people to communicate with others. A simple form is like sharing a chat, photo, document, video, or comment via a social media platform. One form of advancement in information and communication technology is the use of social media. Through social media, people can easily obtain information that can affect a country's lifestyle, perspectives, and culture (Maulidya, 2021). Rifauddin (2016), added that social media is a platform that enables users to interact, collaborate, share stories and experiences, communicate with others, and form virtual social bonds. Almost all people around the world use social media as a platform to share information,



thoughts, and opinions, and make connections. USF (2022) explains, as personal users, we are allowed to communicate with relatives, learn new things, develop our interests, and be entertained. Aini, et.al. (2019) declares the development of social networks involves the elderly, teenagers, and children.

Instagram is an example of technological growth. Instagram allows users to share their experiences through photos/videos and provide a comment section for those who want to express their opinions freely.

Yanti (2018) discovered that virtual space / social media like Instagram offers freedom of expression and comment, which can have both positive and negative effects. Moreover, Yanti (2018) added that negative impacts that may occur can be in the form of statements, comments, opinions, or actions that can hurt others, which are commonly called cyberbullying. Many social media users tend to practice in the wrong way. As reported by Bohang (2017), Instagram as social media is the most commonly used by the user for bullying "cyberbullying" when someone is threatened, harassed, or degraded online by using technology. Cyberbullying includes negative comments on certain posts, impolite personal messages, and making fun of certain social media account profiles (Bohang, 2017).

Judging a person's good name can be judged by the behavior and personality of the person from a moral point of view in the opinion of society. Mudzakir (2004) argues that a person's reputation, that is, manners and personality, can be judged from the perspective of others, so judgment is generally determined by the particular society in which the act took place and the factual context.

The purpose of this paper is to describe and analyze the source data obtained from social media platforms, especially Instagram. The researcher looked into the impolite and abusive comments that were made against several Indonesian celebrities. Moreover, the researcher attaches a few motives, the reason why a person is giving a hate comment even if they do not know each other.

Social Media (Instagram)

According to Yanti (2018), the term "social media" refers to a web-based use of Web technologies. 2.0, which enables users to create and share user-generated content. Further, Yanti (2018) stated that social networking sites, on the other hand, allow people to connect with colleagues in order to communicate and share information. Manning (2014) also added that social media is a term that is frequently used to describe new kinds of media that allow for interactive involvement and make engagement on a big scale easier than ever for individuals.

In social media, people may now look for information from many sources and communicate with others on the information presented on message boards (Manning, 2014). Social media urges you to participate. People join and contribute, and they are free to exchange knowledge in an unrestricted manner.

Damanik, et. al., (2020) stated that Instagram is also known by the abbreviations IG and Insta. It is a photo and video-taking app that allows users to apply digital filters to their photos and then share them on various social media platforms, including Instagram. Moreover, Damanik, et. al., (2020) also stated that Instagram is distinct in that it can cut photos into square shapes, making them appear as if they were taken with a Kodak Instamatic or Polaroid camera.

Furthermore, Yanti (2018) stated that Instagram is an internet-based application that allows users to take photos, apply digital filters, create Instastories, manage photos, and interact privately through direct messages. This application can also be used to upload one-minute videos. One of the unique features of Instagram is photo editing, which includes cutting photos into square shapes and making



them look different from the results of Kodak Instamatic and Polaroid cameras without having to edit them in Photoshop for a long time (Yanti, 2018).

The internet, social media, and information technology development all have an influence on how people communicate and interact with one another (Rifauddin, 2016). However, not everyone uses technology appropriately to interact and connect with others. Further, Indrayani, et. Al (2019) stated in a social setting the usage of electronics brings this communication deviance even closer to them. The development of communication mediums does not always correspond to the users' positive attitudes. According to Li's (2007) research, cyberbullying is defined as a shift from offline to online bullying tactics via social media platforms

Cyberbullying

Currently, there have been many social deviations involving various ages ranging from children to adults. According to Lawang (in Rahman, 2020), a social deviation is an act that deviates from the norms that apply in a social system and causes efforts from the authorities to correct deviant behavior, where one form of deviation that occurs today is bullying.

According to Yanti (2018), bullying may take two forms: direct and indirect bullying. Directly bullying can take the form of verbal or physical abuse. While indirect bullying is a less obvious kind of bullying, the impact on the victim is just as terrible. Bullying may take many forms. Bullying is often referred to as relational bullying or social bullying. Bullying that is social and connected to the use of the internet, often known as cyberbullying, is one type of bullying (Yanti, 2018).

Zakiyah (2017) argues that bullying is behavior aimed to harm others either physically, psychologically, or verbally, where these actions can cause fear, depression, or trauma. Malihah (2018) mentions there are several kinds of bullying, i.e. physical bullying, verbal bullying, indirect bullying, and bullying through social media (cyberbullying). Yanti (2018) defines cyberbullying as when someone uses the internet or a connected device to send messages or photos that are meant to harm, hurt, or embarrass others.

Marsinun, et.al. (2020) reveals that cyberbullying is an act of intimidating others through media or electronic devices, where this action on social media is an act that is done intentionally by the perpetrator to cause harm, an action that is carried out continuously and repeatedly. It is supported by Hellsten (2017) that cyberbullying always involves an element of a relationship characterized by an imbalance of power. Cyberbullying is very vulnerable to occur at the age of teenagers, where we know today is easier and many are already using electronic or digital devices (Jalal, 2021).

According to Fauziah (2016), cyberbullying behavior is identical to comments or messages that tend to harass which are carried out regularly, continuously, and consistently. Cyberbullying is a cruel act that is carried out intentionally aimed at other people (victims) by sending or spreading things that vilify the victim, where this can be seen in the form of social aggression in the use of the internet or other digital technologies. (Willard, 2005).

Cyberbullying behaviors are classified into several as Chadwick (2014) in social media, as follows:

- a. Harassment: the behavior when the bullies send messages with disrespectful words to the victim through text messages continuously.
- b. Denigration: a behavior when the bullies spit out the victim's ugliness with the aim of damaging the victim's reputation.
- c. Flaming: is a behavior when the bullies send harsh and frontal words via text message to the victim.
- d. Masquerade: the behavior when the bullies disguise themselves as someone else or create a fake account, in order to send threats to the victim.



- e. Pseudonyms: the behavior when the bullies create a new account that does not match the original identity and uses the account to insult and vilify the victim.
- f. Outing dan trickery: Outing is a behavior when the perpetrator spreads the victim's secret or personal data freely, while trickery is a behavior when the bullies persuade the victim by deceit in order to get the victim's secret or personal data.
- g. Cyberstalking: the behavior when the bullies disturb and defame the victim continuously which causes trauma.

Moreover, Marleni, et.al (2016) also state that cyberbullying is a digital technology aimed at giving negative comments to other people deliberately and repeatedly. Cyberbullying is a form of intimidation carried out by bullies to harass their victims through technological devices (Jalal, et.al, 2021). The influence of youth who primarily use internet services to communicate on social media has the propensity to misuse these social media services, with cyberbullying being one of the most common kinds of abuse (Marsinun, et.al., 2020).

Cyberbullying can be described as social aggression committed online, specifically through the transmission or posting of damaging content to the internet or other digital platforms that may have a detrimental social impact (Willard, 2007). Cyberbullying is becoming more difficult to manage because the victims frequently do not report it to the authorities, believe they can resolve the issue on their own, and are concerned that they will lose access to the internet (Aune, 2009). Cyberbullying has negative implications, for example; suffering low self-esteem, suicidal thoughts, and a range of emotional reactions, including a desire to retaliate yet being terrified, disappointed, furious, and depressed.

Impoliteness

Eelen (2001) defines impoliteness as a behavior that does not apply politeness strategies as expected, thus the communication result can be interpreted in a confrontational manner intentionally or negatively. Moreover, Damanik, et.al. (2020) stated that impoliteness behavior can be easily understood as the opposite of politeness language.

Cullpeper (2017) phrased that impoliteness is a negative attitude and behavior which occurs within a certain context. The negative behavior is considered as “impoliteness” when causing conflict, defense, or expectation that is not suitable for others (Damanik, et.al, 2020).

Impoliteness is a negative language or behavior which evaluated in a particular context. The bullies are negatively evaluated because they attack others’ identities or rights, causing specific emotional reactions (hurt, anger), and giving hate comments on celebrity’s Instagram accounts which is the application of impoliteness strategies (Erza, et.al. 2018).

Besides that, Mills (2003) argues that it is not easy to judge a person’s behavior as impolite for it is a complex matter, we have to know what factors to assess people as impolite which include gender stereotypes, race, ethnicity, and so on. Most people no longer regard cyberbullying to be a strange or taboo subject because it has evolved into a common occurrence on social media (Yanti, 2018).

In the previous research that analyzed the cyberbullying issue, as in Damanik, et.al (2020) investigate the impoliteness strategies in commenting on Kekeyi’s Instagram account and found that there are three strategies of impoliteness language used by the followers, i.e; bald on record, positive impoliteness and negative impoliteness. On the other side, Jalal, et. al (2021) study discuss the factors that influenced cyberbullying behaviors in teenagers, including internal factor (Intensity of contact between perpetrators and victims on social media, characteristics of perpetrators and victims, and typical behavior of perpetrators and victims when using social media) and external factor (The quick



advancement of technology and the simplicity with which it enables teenagers to access open social media).

By understanding the significance of the issue, the main problem that will be analyzed in this research is the impolite and abusive comments by Indonesian netizen against several Indonesian celebrities, also attaching a few motives and the reason why a person is giving a hate comment even they do not know each other.

Method

In describing the data, the researcher used a qualitative research method with a case study approach. Moleong (2016) stated that qualitative research aims to understand what phenomena are experienced by a research subject, such as behaviors, perception, motivation, action, and so on by way of description in the form of words and language in a special context of nature by utilizing various natural methods.

The information was gathered from comments left on many Indonesian celebrity Instagram profiles. Collecting data has been part of the study process since April 2022. The information is gathered by detecting impolite and abusive comments on various Instagram profiles as the source data.

In this paper, the researcher used a case study approach. The case study approach is aimed to analyse and explore the occurrence of an ongoing case (Rahardjo, 2017). Then, the researcher observed the cases that were used as data sources and sorted out the relevant theory. Next, the researcher will determine what theory is appropriate to examine the problem. After that, the researcher analyses the data sources obtained and applies the relevant theory so that it becomes easier to analyze. Thus, researchers will gain a lot of knowledge from the cases that have been studied.

Techniques to obtain the data included observations, documentation studies or literature studies, and audio-visual information. Interviews, observations, studies, documentation, and audio-visual data are all valuable sources of information for qualitative researchers (Creswell, 2014).

Documentation studies were carried out using screenshot techniques or duplicating photos of conversations in the comment column available on social media. Observations were carried out by prolonging observations by monitoring or checking the results of Indonesian netizens' conversations on social media accounts, and documentation studies were carried out by using screenshot techniques or duplicating photos of conversations in the comments column available on social media.

Results & Discussions

According to the research result of the Digital Civility Index on May 2020 by Microsoft, Indonesia ranks first as the “Most Disrespectful Country in the Asia Pacific”, with the following details:

Victims (in percentage)	Cyberbullying Victim's Confession
27%	Experiencing hate-speech
43%	Receiving hoaxes and fraud
13%	Getting discriminated against

Within a week, as many as 24% of social media users experience disrespectful behavior in the digital world. In addition, most bullies are strangers. Other additional information, according to Polda Metro Jaya, there are approximately 25 cases reported every day. This data is expected to increase, with the number of social media users increasing also, due to the ineffective handling of cyberbullying cases.



Bullying on social media is demonstrated by Indonesian netizens who, based on their dislike of a person's personality, provide comments with elements of humor or jokes that are intended to make other users laugh and participate in providing feedback or replies in the comment column, and then reply to each other, without realizing that the conversation process in the comments column on social media is included in the realm of bullying.

According to the researcher's results, the object that may be used as bullying by Indonesian netizens is a personal life, such as how someone dresses, their body shape, possession of an item, their love connection, and so on. This disdain for a person's personal life is shown through satire or mockery on the person's social media pages.

The majority of social media account owners did not reply to abusive and harassing words, although others were annoyed because the users or users were regarded as extreme. By leaving comments, the account owner decides to address the perpetrators of bullying or bullying and take forceful action against them, such as filing a lawsuit.

Negative comments with a bullying tone on social media were initially intended as a source of amusement for Instagram users, but in several cases, it was aimed at attacking someone personally or personally, by saying abusive words or satire ranging from subtle to harsh, sentences in the form of satire, ridicule, and discrimination, to threats or persecution aimed at the individual.

The majority of examples reveal that account owners on social media are irritated by unfavorable remarks, prompting some account owners to close the comment section on their social media profiles. Indonesian netizens sometimes do not realize that their harsh remarks on another's social media account fall under the category of bullying, which can be prosecuted in court as criminal conduct, according to the page on defamation, particularly the article on the ITE legislation.

Cyberbullying has an emotional impact on victims in the form of offended, furious, upset, sobbing, stress, despair, guilt, shutting up, feeling worthless or discriminated against, keeping away from friends or the social environment, and emotions. unpleasant feelings, etc.

Although each victim of bullying has a different level of sensitivity, perpetrators of bullying on social media frequently do not consider the impact of their unpleasant acts. Bullying is considered a sort of comedy or a joke by the offenders, but it is an act of harassment or mockery directed at them by some other victims of bullying. Bullies get panicked when the victim takes action in response to the perpetrator's statements, resulting in losses for the bullies, even if their objectives were merely to make people laugh.

A case occurred in 2021 involving a YouTuber from South Korea, Sunnydahye, who had lived in Indonesia for a long time. She experienced cyberbullying by receiving a lot of insult comments to death threats from Indonesian netizens after accusations emerged that she was badmouthing Indonesia. This was enough to make her condition worse because of the misunderstanding among Indonesian netizens, especially since many impromptu gossip accounts re-uploaded the accusations. This fact reflects the mindset of Indonesian netizens who communicate in virtual worlds in an immoral and unpleasant manner in order to make unfavorable comments.



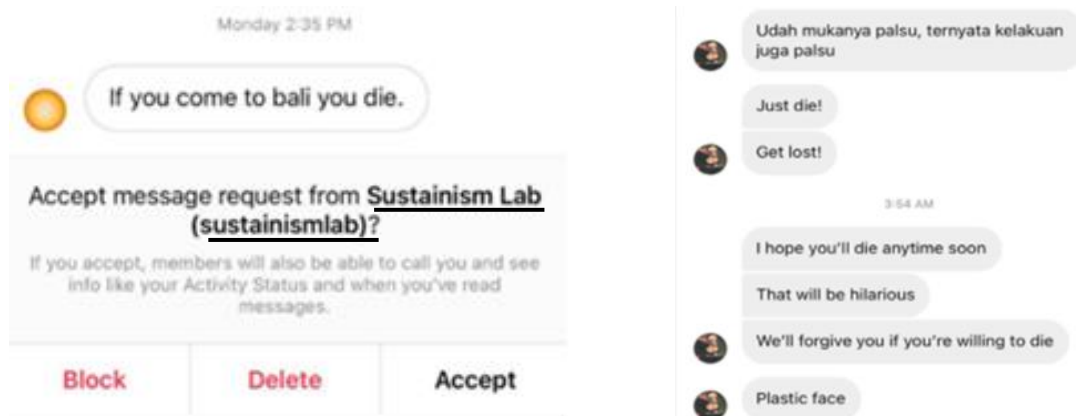


Figure 1. Negative comments on Sunnydahye's Instagram account

In another cyberbullying case, early year, the entertainment world had a new member, namely Mayang, the younger sister of the late celebrity Vanessa Angel. However, her presence was not warmly welcomed by Indonesian netizens. Mayang became a netizen's bullying victim because she and her sister, Chika, took advantage of the situation after the death of their sister, Vanessa Angel. Mayang admitted that the hate comments from netizens made her uncomfortable because they often compared herself on social media.

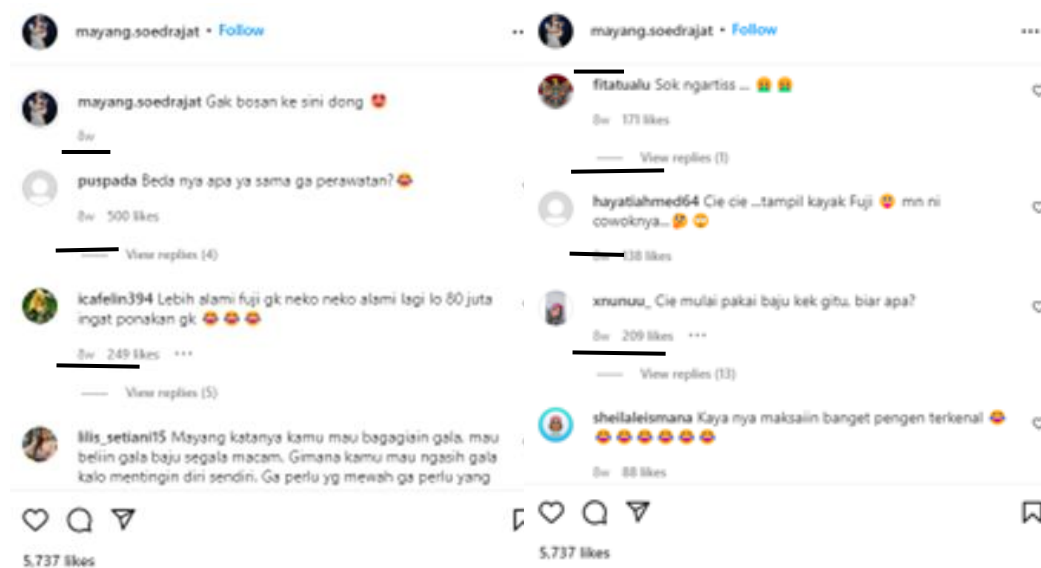


Figure 2. Bullying comments on Mayang Soedrajat's Instagram account

Moreover, lately, social media revealed the case of a dangdut singer from Indonesia and his partner, namely Lesty Kejora and Rizky Billar. They received disrespectful words from Indonesian netizens about their innocent babies. Indonesian netizens commented negatively to their baby's physique to entertain others by mocking someone. This case makes both of them hurt, but they choose not to prolong the problem/case.



Figure 3. Hate comments on Lesty Kejora's Instagram account

From the cases above, it can be seen that there are so many cases of cyberbullying carried out by Indonesian netizens. It is very sad to see people giving negative comments about other people, especially the victim is a baby, who is still innocent and knows nothing. These impolite comments can make the victim feel depressed, insecure, and afraid, and even end up committing suicide because the victims cannot stand the hate comments of netizens.

Sartana, et.al (2017) revealed that there are several reasons for cyberbullying their victims, including 21% admitting to bullying their victims because they were just joking; 17% of bullies because of revenge; 6% of bullies because they want to insult the victim's physical and psychological; 6% of bullies insult the victim because their identity is unknown; 6% of bullies insulting because they are angry with the victim; and 5% of bullies insulting because they want to entertain themselves.

Cyberbullying acts that are not dealt with appropriately can lead to a slew of undesirable habits, some of which can be fatal. As a result, a variety of preventative measures may be done to address this issue. Preventive efforts may begin with oneself, such as boosting creativity, gaining an understanding of the use of information technology, and instilling a wise mindset from a young age. Family and parental supervision are also critical, for example, by accompanying children when using communication technologies and encouraging them to be open with one other.

The motives of Indonesian netizens who engage in bullying can be divided into several phases, including a dislike of the person or a person's personality, the intent to insinuate with unethical negative sentences, the desire to entertain so that internet users or users laugh, feelings of envy and lust for the victim, and the belief that they are physically superior to the victims. Preventive efforts, such as implementing preventive steps, giving specific education, or sharing epidemiological knowledge, are all necessary to minimize bullying behavior on social media.

Conclusion

Based on the result and discussion above, it could be concluded that knowing and understanding impoliteness in communication is important because it is included in cyberbullying. Cyberbullying on social media, particularly Instagram, is becoming increasingly problematic. Cyberbullying has harmful

consequences for both the victim and the offender. Cyberbullying cannot be resolved properly it can lead to various negative behaviors that can be fatal. Therefore, preventive actions can be taken, such as increasing knowledge in the use of social media, increasing creativity, and being polite from an early age. Through cyberbullying, no one knows what will happen in the future as a result of saying taboo words and insulting the victim on social media.

In the end, despite this study being limited to investigating and analyzing cyberbullying issues in social media, there are still various issues that deserve to be considered. For further research, it would be fascinating to conduct a longitudinal study to investigate the instances of bullying involving teens or children in a specific region.

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