



## CYBERBULLYING AGAINST FEMALE : THE CASE OF INDONESIAN CELEBRITIES

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### Abstract.

Today, social media encourages anyone to be a judge and jury. Bullying that used to be oral-based has shifted to bullying through writing. The massiveness of social media users who have no boundaries in their actions, especially in giving responses, gave rise to the term internet bullying. This bullying occurs in all parts of the world and to anyone in cyberspace. In Indonesia alone, this cyberbullying case is among the highly rated cases according to the APJII (Association of Indonesian Internet Service Providers) survey. This case includes public figures, celebrities, and ordinary people. This study aims to provide insight on the cyberbullying cases experienced by Indonesian female celebrities based on linguistic point of view. This study uses qualitative descriptive method. The data were collected from the comments left by Instagram users on Indonesian female celebrities' Instagram accounts. The data were subsequently classified into cyberbullying forms. Speech acts classifications theory by Searle (1969) and Yule (1996) are used in this study to identify the intention of the comment left by the netizens as well as to analyse the findings. It is shown through the result of this study that cyberbullying toward Indonesian female celebrities attacks physical appearance dominantly through the form of flaming and harassment cyberbullying. Speech acts found from the netizen's utterances are representatives, expressives, and directives using indirect form of language uses. This implies that in term of gender-based cyberbullying, Indonesia netizens commonly attack the sexuality, behaviour, and physical appearance including face, clothing, and body shape

**Keywords:** Cyberbullying, Female Celebrity, Indonesia, Speech Acts First Section

### Abstrak

*Saat ini, media sosial mendorong siapa saja untuk menjadi hakim dan juri. Perundungan yang dulunya berbasis lisan telah bergeser menjadi perundungan melalui tulisan. Masifnya pengguna media sosial yang tidak memiliki batasan dalam bertindak, terutama dalam memberikan tanggapan, memunculkan istilah internet bullying. Perundungan ini terjadi di seluruh belahan dunia dan kepada siapa saja di dunia maya. Di Indonesia kasus cyberbullying ini termasuk salah satu kasus yang mendapat peringkat tinggi menurut survei APJII (Asosiasi Penyelenggara Jasa Internet Indonesia). Kasus ini meliputi publik figur, selebritis, dan masyarakat biasa. Penelitian ini bertujuan untuk memberikan wawasan*

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*tentang kasus cyberbullying yang dialami oleh selebgram Indonesia berdasarkan sudut pandang linguistik. Penelitian ini menggunakan metode deskriptif kualitatif. Data dikumpulkan dari komentar-komentar yang ditinggalkan oleh pengguna Instagram di akun Instagram selebriti perempuan Indonesia. Data tersebut kemudian diklasifikasikan ke dalam bentuk-bentuk cyberbullying. Teori klasifikasi tindak tutur oleh Searle (1969) dan Yule (1996) digunakan dalam penelitian ini untuk mengidentifikasi maksud dari komentar yang ditinggalkan oleh warganet dan juga untuk menganalisis temuan. Hasil dari penelitian ini menunjukkan bahwa cyberbullying terhadap selebgram perempuan Indonesia lebih dominan menyerang penampilan fisik dalam bentuk flaming dan pelecehan. Tindak tutur yang ditemukan dari ujaran netizen adalah representatif, ekspresif, dan direktif dengan menggunakan bentuk penggunaan bahasa tidak langsung. Hal ini menyiratkan bahwa dalam hal cyberbullying berbasis gender, netizen Indonesia umumnya menyerang seksualitas, perilaku, dan penampilan fisik termasuk wajah, pakaian, dan bentuk tubuh.*

*Kata kunci: Perundungan Siber, Selebriti Perempuan, Indonesia, Tindak Tutur Bagian Pertama*

## INTRODUCTION

The massive of social media users brings negative and positive impacts. Some Interesting and unique features on social media platforms, such as uploading posts, images, videos, and commenting on each other encourage the emergence of the varieties of media social user' creativities. This is noted by the large number of aesthetic photos and videos and poetic caption. Besides, the unlimited and uncontrolled actions in uploading images and videos and writing comments can lead to some negative influence, such cyberbullying. Cyberbullying can be known as a form of intimidation, harassment or verbal abuse which are done in cyberspace through internet application (Bimantara et al., 2019).

Cyberbullying or the bullying behaviour in cyberspace, is a new kind of bullying happening through Internet applications, cell phones, or any other information technology (Huang & Chou, 2010). It is also known as the act of mistreating or making fun of person in online world via mobile phones, internet mail, or social media, e.g., Facebook, Twitter, or Instagram (Shin et al., 2015). Overall, Cyberbullying can be defined as bullying behaviors that are degrading, dismissive, intimidating, or threatening carried out through communication technology or cyberspace by a group or an individual repeatedly (Smith et al., 2008) where the perpetrator and victim of cyberbullying do not know each other and the victim also cannot avoid the perpetrator. These acts of digital bullying can include abusive comments, threats, harassment, insults, and hoaxes.

The underlined word “repetition” within cyberbullying is not as straightforward. This repetition is followed by standers, pupils who had been sent or shown information intended to cyberbully someone else. In other word, The acts of perpetrator within bullying will be repeated by many times by the others, and also experienced by the victims (Slonje et al., 2013). Cyberbullying is differed from school bullying or traditional bullying (Almeida et al., 2012). Traditional bullying emerged from schools that often occurred among children to teenagers. It may cause by power imbalance when the parties, the perpetrator that are considered

superior bully the party that is considered inferior. For older people, it means physical strength. However, you don't need physical strength to do cyberbullying, and you don't need numbers. His two other means of power imbalance in cyberbullying are technical skills using ICT and anonymity (Slonje et al., 2013).

Cyberbullying, be known as a new way of attacking people rather than a conceptually new phenomenon of bullying (Gradinger et al. 2010; Raskauskas and Stoltz 2007). Cyberbullying has its own different characteristics, which make it different to traditional bullying. Smith summarizes them as follows: (1) It requires a certain skilled of technological specialization; (2) The bully is invisible and anonymous condition; (3) the bully does not normally witness the victims' reaction. (4) The complexity of viewer's roles in cyberworld; (5) the bully tends to lose support in popularity; (6) The potential target group for cyberbullying is much larger. (7) Perpetrators of cyberbullying have access to victims 24 hours a day, 7 days a week (Ovejero et al., 2016).

The cyberbullying phenomenon has become one of serious global issues that attracts the researchers around the world in recent 5-6 years. According to a 2017 study by Ditch the Label (Bimantara et al., 2019), Instagram also ranks as the most common social media for cyberbullying. According to this article, 42% of his victims of cyberbullying occur on Instagram. Meanwhile, 37% are victims of cyberbullying on Facebook and 31% are victims of cyberbullying on Snapchat. Cyberbullying as an act of digital aggression is also potentially experienced by celebrities. This case is widely found on Instagram social media. As in the results of a study by Jacek Pyzalski (2013) who said that there are groups, other than peers, who are often bullied or victimized by acts of online aggression. One of them is aggression towards celebrities (e.g. actors, singers, etc.). In addition, the celebrities are often bullied on social media in their account (Hildawati, 2018). Even some people create haters' accounts on social media to vilify celebrities c).

Some studies related to cyberbullying focus more on the factors and effects of cyberbullying provided by perpetrators (Saengprang & Gadavanij, 2021), such as previous research on cyberbullying conducted by Slonje et. al (2013). He reviewed issues related to the definition of cyberbullying and how to address and prevent cyberbullying. Kwan & Skoric (2013) focuses on cyberbullying prevention strategies and interventions, which can be used by educators, psychological service providers, and by parents to fight cyberbullying problems. Again, Ningrum (2019) discusses the reasons for someone cyberbullying celebrities and to describe the forms of cyberbullying itself. In addition, the research is also to know the views of celebrities about cyberbullying and the responses given by them. The more variative research is conducted by Peker (2020) who investigate the effect of cyberbullying and traditional bullying on English Learners National victimization and identity of English learners in the U.S.

A similar study was conducted by Saengprang & Gadavanij (2021). They compared the similarities and differences of Types and acts of cyberbullying speech in the comments section of the Instagram accounts of Korean and British public figures using the speech act approach. As a result, it turns out that Korean celebrities are being harassed and British celebrities are being harassed and slandered. Her four classifications of speech acts found are representative, referential, expressive, and comic. In the case of Koreans, there are many indirect speech acts, and in the case of British people, there are many direct speech acts. Indrayani & Citra (2019) discusses the lexical meaning of negative comments on

accounts of adolescent artists in Indonesia that indicate cyberbullying and classify cyberbullying according to willard's classification (2007). The study found that the most commonly found cyberbullying was a type of harassment and cyberstalking.

In contrast to Saengprang & Gadavanij (2021), **this study aims** to analyze cyberbullying in the comment column of several Indonesian celebrity accounts that are controversial and their presence on social media has reaped negative responses from netizens and used a pragmatic analysis approach, especially speech acts according to Searle theory (1976) which was not carried out by Indrayani & Citra (2019) in the context of the Indonesian celebrity phenomenon. The result also later will be compared to the results of cyberbullying analysis experienced by Korean artists in Saengprang & Gadavanij (2021) as the representatives of Asian netizens. Besides, this study does not discuss the impact of cyberbullying or coping strategies like Slonje et. al (2013), Kwan & Skoric (2013), Ningrum (2019), and Peker (2020).

## Theoretical Framework

### *Definition of Cyberbullying*

Cyberbullying is bullying that uses electronic communication methods such as email, mobile phones, chat rooms, instant messaging, and websites. Criteria for both broad recurrence and power imbalance are bullying e-middle. Here, repetition means not a repetitive physical action as in traditional bullying or face to face bullying. Repetition means that cyberbullying events can occur from time to time while the perpetrator is in the cyber world or by forwarding/spreading negative comments or photos with many individuals (HosseiniMardi et al., 2015). In other word, repetition is understood by the large number of viewers of image uploads containing negative comments (Olweus & Limber, 2018). It is also possible to understand that negative comments from one perpetrator will be forwarded or re-uploaded and reap criticism from viewers or other netizens. In the term of power imbalance in cyberbullying, it means the imbalance in technical ability (Slonje et al., 2013). More detailed, the other suggests that Power imbalances refer to differences in technical know-how, relative anonymity, social status, number of friends, or marginalized group positions between perpetrators and victims (Smith in Olweus & Limber, 2018).

Cyberbullying has unique characteristics that distinguish it from traditional bullying. Smith summarizes them as follows: (1) Those that require a certain level of specialized knowledge or technical expertise; (2) Bullies are invisible and anonymous. (3) Bullies don't usually observe their victims' reactions. (4) the complexity of the viewer's role in the cyber world; (5) Bullies tend to lose popularity. (6) The potential target group for cyberbullying is much larger. (7) Perpetrators of cyberbullying have access to victims 24 hours a day, 7 days a week (Ovejero et al., 2016).

### *Classification of Cyberbullying*

Generally, Slonje has written in his dissertation (2011) that there are six major categories in cyberbullying, namely: 1) Flaming: Insulting and hurting another person to a large extent through provocative actions, mocking, etc." 2) Online Harassment: Sending hurtful messages through online media by terrorizing and sending messages many times to the detriment of others." 3) Outing: insulting

the victim by sending personal data such as photos, recordings, and private messages of the victim.” 4) Denigration: Disseminate images or videos online, send exaggerated false or slanderous messages about someone to others. For example, a young woman who does not like her rival, then sends untrue news to her parents, so that her parents accuse her child doing worst things.” 5) Masquerade: Using a false identity to harass others and bully them. For example, like someone who terrorizes using someone else’s identity to terrorize his victim, so he doesn’t know who the real culprit is.” 6) Exclusion: Ostracize someone from an online group or forum. Like a teenager who can’t join his classmates in the same class.

### *Speech Acts*

According to Yule (1996), Pragmatics is the study of language from the user’s point of view, specifically the choices users make, the limitations they encounter when using language in social interactions, and how language use influences other aspects of communicative behaviour. impact on participants. Another definition is pragmatics as the study of the relationship between language and context, where the contextual meaning of an utterance lies outside its grammatical meaning. (Maghfira & Ariyanti, 1969).

Austin (1962) defined speech act as an language expression that can be used tp perform actions through connotative and performative utterances. Speech acts are comprehensive tools of language use in communication. It is a theory about what speakers and listeners need to know and do when they communicate with the other through spoken language (Adamopoulou & Koukia, 2020). Speech act is also understood as linguistic communication which is not only spoken language or saying something. Speech acts is spoken language depending on the context, with certain intentions that are recognized by the listeners (Stelmann in Lafi, 2018).

There are direct and indirect speech acts that can be performed within an utterance. Direct and indirect misuse of speech can lead to communication failure. A distinction is made between direct and indirect speech acts. Direct speech acts are expressed through structures specifically designed for those acts. For example, the question structure should ask. Indirect speech act is also named implied speech acts. Yule (1996) argues that an utterance is functioned as indirect speech act when it is used to make a request/command. In addition, indirect speech acts is associated with the greater politeness issues prevailing in certain societies.

Yule (1996) states that speech acts is performed action via utterance. Speech Acts is also proposed as a theory to analyse the intention of the speaker and listener’s utterance in the event of interpersonal communication (Crystal in Soekemi, 1995). Those utterances imply some meanings to perform some actions. Therefore, Austin classifies behavior types into three types of speech acts. Speech Acts, Speech Acts, and Speech Acts (Yule, 1996). Speech acts are simply the basic utterances that produce meaningful linguistic expressions. Ilocutionary actions are defined as utterances with a specific function in mind. In other words, this speech act is accomplished through the power of speech transmission. The third is the verbal act, which is an utterance intended to have the intended effect of the speaker on the listener.

### *Classification of Illocutionary Acts*

Searle (1976), theoretically, he devoted the focal point to illocutionary speech acts. He classified illocutionary speech acts into five different motives as follows:

- 1) Representatives are an act of speech that links the communicant to the nature of the proposition spoken. This action leads to the speaker's conviction to confirm what he is saying, which can be arranged as fake or original by the listener.
- 2) Directives lead to the communicant's efforts to give orders to the listener for an action such as questioning and requesting
- 3) Commissive leads to the possibility of the communicant to commit to carrying out certain things. This treatment is usually used in promises, threats, and oaths.
- 4) Expressiveness leads to a psychological impact that is manifested in congratulations, sadness, complaints, joy, likes and dislikes. Therefore, this type of speech act refers to what the speaker feels
- 5) Declarative refers to the effect of an institutional change. This action is especially used in formal and official contexts such as witnessing, punishment, resignation, conversion of religion. On the other hand, speech acts are also divided into two according to their structural nature (Yule, 1996). Speech acts can be channelled in direct and indirect forms.

## **METHOD**

This research is a descriptive qualitative method. This study is aimed to categorize, describe, and analyze the language of cyberbullying using the cyberbullying's classification by Willard (2007) and speech act's theory of Yule (1996) and Searle (1976). The study uses the purposive sampling. The data are 270 negative comments in the form of utterance that are given by the social media users. The researcher selected some random photos and videos posted on each of their Instagram to gain a sufficient number of samples.

In analyzing step, the data are classified into the types of cyberbullying by Willard (2007). Speech acts theory is used to analyze the data based on Searle's classification of speech acts functions. The researcher also correlates the function to direct and indirect speech acts following Yule's framework. The data description will discuss and describe the findings for the cyberbullying which is experienced by female celebrities found Instagram.

## **FINDING AND DISCUSSION**

### ***Public's Comments***

From the comment section on the four female celebrities' Instagram accounts, the authors selected 270 comments in total. The chosen comments were decided through some keywords and the surroundings that signify one or more criteria of cyberbullying by Smith. The criteria are as follow: employing skills in

technology, using anonymous account, not seeing the victims' reaction, sharing roles among the users, getting less popularity support, have large audience, and can access the victims all the time. The distribution of the comments observed in this study is provided in the Figure 4.1.

**Figure 4. 1 Distribution of Observed Comments**

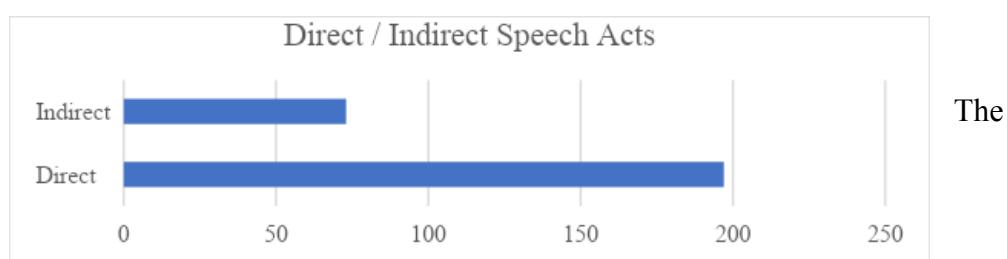
The criteria can be proven through several evidences. First, the Instagram itself shows the scope in which technological skill is needed, more or less. The users are initially required to have email address and create the personal account along with its multifaceted steps. Some of the users do not have any picture on their profile pictures and no username which clearly shows their identity is applied. In addition, the number of likes on each comment is related to the larger audience. It is also encouraged by the number of the replies left in each comment. At such circumstance, the victims – here are the female Indonesian celebrities – rarely give any reply, which strengthens the third criterion of cyberbullying.

Moreover, the bully varies from many types of Instagram user with specific characteristics. This leads to the various distribution of roles among those who comment. In deeper understanding, the fruitful comments from different doers result in several types of speech acts. There may be bully who direct the victim to do something, express their feeling toward the celebrity, and many more. Furthermore, the bully primarily relies only on the words they use while leaving any comment, and as they keep their identity private, they are not supported in terms of popularity. On top of that, the comments essentially contain any speech that denotes connotatively negative intention.

#### **Types of Speech Acts**

Utilizing the theory of speech acts by Searle (1976) and Yule (1996), the 270 comments were grouped into several types. Concerning on the way the speech is uttered, the comments were divided into direct and indirect. Conversely, each comment brings intention which portrays various types of speech acts. The types are directive, representative, commissive, expressive, and declarative. Figure 4.2 and Figure 4.3 present the details on the type of speech acts from the mentioned concerns.

**Figure 4. 2 Direct or Indirect Speech Acts**



sample comments were mostly delivered directly, specifically 197 comments. In

addition, the words in the direct comments were given without any coverage and promptly shows the bully's intention. An example of the comments with direct speech acts is presented below.

*key ,lu hamil anak apa ?*

The utterance can be translated into, "What kind of thing are you pregnant?" which catches people's attention on its diction of 'what kind of thing'. According to general fact, it is more than clear to know that human gives birth to baby of human, not another kind of things. Such question does not necessarily signify the innocence of the bully. It tends to represent the mocking acted by the bully toward the female celebrity being commented. This infers that the bully intended to say that the celebrity was not a kind of human.

Another example can be found in the next comment which can be understood as, "Too much talking". Such a comment does not involve any connotative terms. There is also no implied meaning lying behind the text. As a consequence, it directly attacks the victim, which in this case is the celebrity, verbally by saying she is talkative in negative way.

*Bacot betul*

In addition, similar directness of speech regarding hatred toward female celebrities in this study can be seen through the last example presented below. In specific, the one who gave the comment showed his or her anger on the celebrity's post by saying that it did not make any sense and had no coherence at all.

*Ga nyambung sumpah*

To be underlined, the comment attached above literally means "It (the caption) has nothing to do with it (the post), I swear." This means that the person who left the comment clearly shared what was on his or her thought, to the point that the comment went overtly, stating that all was not connected, both the celebrity's post and its caption.

In short, the previous examples of the comments delivered in forms of direct speech acts signify typical delivery, in which all are connected to the creation and aimed to the creator of the post. While the creator refers to the female celebrities posting pictures on Instagram, the creation is the picture posted along with the caption accompanying it.

Beside the direct type of speech act, there is the indirect one which definitely possesses a different form in its delivery compared to the direct one. There are some findings of indirect speech acts from the comment section in this study as much as 73 sample comments. Each comment possesses layered intention

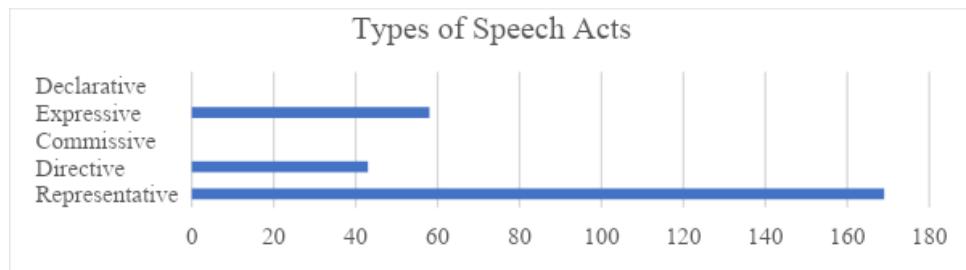
which cannot be investigated on its surface expression. Some instances of the comments containing indirect speech act can be seen below.

*ga boleh gitu sama pedagang kue apem, duit dari situ kan dia*

On the example above, one of the keywords, i.e., “*kue apem*” which literally means one kind of traditional snack in Indonesia made from fermented

cassava and rice flour does not have any direct relation with the female celebrity being the victim of cyberbullying. If we go to further context, it has something to do with negative connotations directed to women.

**Figure 4.3** Types of Speech Acts



Another classification of speech acts deals with the meaning that is brought by saying such utterance. There are five types of speech acts including declarative, representative, commissive, directive, and representative. Those five types became another underlying classification in this study, and Figure 4.3 shows the number of data which is included in each type of speech act.

Out of five speech acts types proposed by Searle, there are three types found in the sample comments. They are representative, expressive, and directive. The representative speech acts appeared the most frequent, as many as in 169 comments. Meanwhile, there were found 58 comments containing expressive speech acts, and 43 comments with directive ones. The declarative and commissive speech acts were not found in the sample comments.

*Ga nyambung sumpah*

Representative speech act is shown in most of the sample comments. One example can be viewed in the expression *Ga nyambung sumpah*. The utterance is typed in statement that implies what the celebrity does in her post does not make any sense. The utterance is not added with any marks of directing, committing, nor declaring.

*Kasian steaknya berdarah pas digit keeeeey*

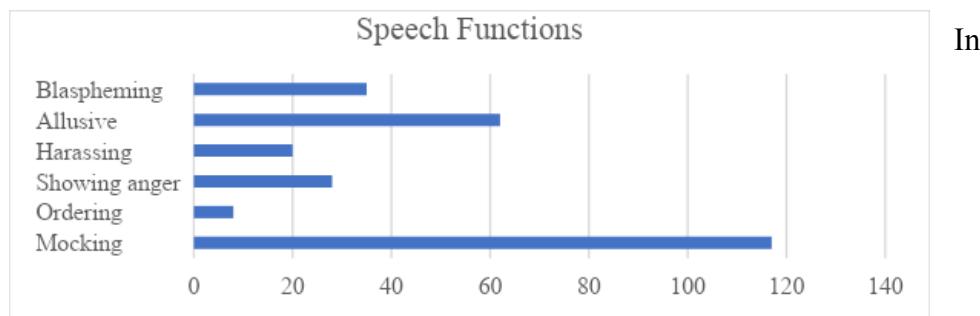
The expression *kasian* primarily means to show pity. While commonly pity relates to showing sympathy, the utterance above does not meet the case. *Steaknya berdarah pas digigit* can be a sign of a negative analogy. Rather than gave sympathy to the celebrity who may face difficulty in enjoying steak, the bully sent his or her pity to the meat (steak) as it may bleed while being bitten by the celebrity. It is an example of expressive speech acts.

*Pakai pagar besi barrier buat demo aja kak*

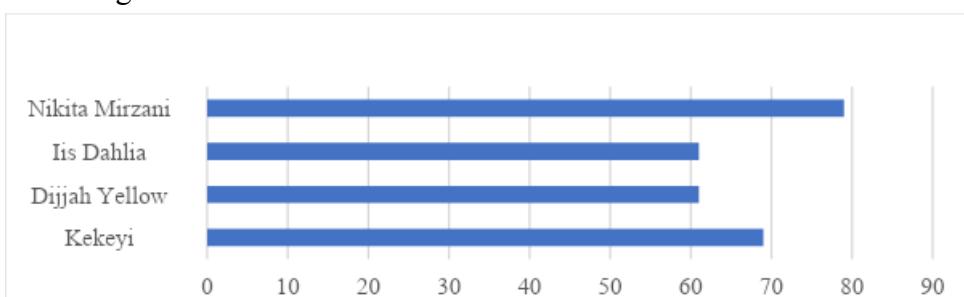
The directive speech act can be found in the utterance above. The bully suggested the victim to apply something to make her teeth neat. Regrettably, the thing the bully recommended was not the right one. It was steel gate, which is of course, not for human to apply on his or her body. The word 'pakai' to begin the sentence is a form of an imperative sentence.

**Speech Function**

**Figure 4. 3 Speech Functions**



further path, each type of speech acts represents certain intention. There were five intentions found in the sample comments: mocking, ordering, showing anger, harassing, allusive, and blaspheming. The most frequent intention is mocking (117 findings), while the least is ordering (8 findings). The complete details are presented in Figure 4.4.



The expression below is an example of comments intended to mock the target. Here, the bully initially showed compliments by quoting *cantik* 'beautiful' and *pemberani* 'brave'. However, the sentence is ended with unpredictable statement. Instead of mentioning the public figure who has the account, the bully mentioned someone else who is having issues with the celebrity. It implies that all

of those compliments were not addressed to the victim, but to the one facing issue with her.

*Kuakui dia cantik dan pemberani, i love mba nana*

Additionally, the way the commentator gave comparison between the victim and an animal, another form of mocking is presented in below comment which literally means “(Interjection) this dolphin still exists.” Instead of calling the celebrity’s name, it can be seen from the comment that the doer prefer naming her after ‘dolphin’ to her real name or the stage one.

*Buset masih ada ya ini lumba-lumba*

The comments aimed to show allusion were found in as many as 62 comments. The pattern of allusion found here is the combination between positive initial comment and negative closure. The other pattern is the content of negative intention covered with entirely positive word choices.

*Waw justine bibier pasti mkin cinta ini*

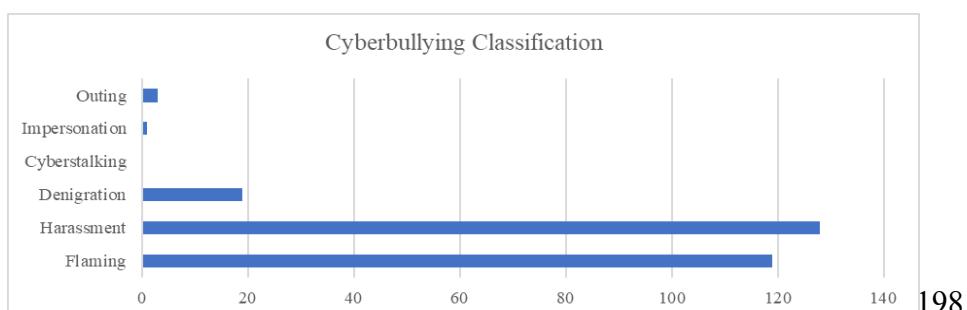
The expression of ‘waw’ generally shows amazement, and it is followed with *Justine bibier* (should have been typed *Justin Bieber*, a name of Canadian singer who is popular among teenagers). However, it needs to be underlined that the mistype word might have been made intentionally, since *bibier* resembles the word *bibir* which means lips. It indicates the presence of word playing created by the bully. In addition, the statement *pasti mkin cinta ini* ‘must love more deeply’, sounds unreal. Yet, it deeply shows sign of allusion as the related female celebrity was known widely as a fan of Justin Bieber.

In blaspheming intention, the bully tends to throw negative judgement with no ameliorative statement. In other words, the bully mostly delivers the judgement overtly.

*Biar dipanggil ama tipi2 lagi makanya bikin status yg nggak2*

The bully shows his or her own assumption toward the victim and tries to tell that the victim is guilty. The bully also has willing to mention any bad thing about the victim according to what they think the victim are. The example for this function is written above.

**Figure 4.** 4 Speech Intentions



Slightly different from blaspheming, the speech act which is functioned to show anger has additional features in it. Usually there will be some interjections or performative verbs related to anger. It can also be signified by certain punctuations. The example for speech act showing anger is put below.

*ngeri mulutnya, jadi kesel pas liat sg nya Nikita Mirzani*

Within the sentence, there is *kesel* which means being annoyed. It is an expression that says what the speaker is feeling. To be highlighted, annoyance can also be grouped into a kind of anger.

Subsequently, another function of speech – to harass – basically contains some sign that direct to intentional badmouthing about something or someone aimed to harm their dignity. Below is an instance of harassing utterance left by Instagram user to a female celebrity.

*murah banget nikita*

The expression *murah* which means ‘cheap’ does not merely belong to material. It creates negative connotation if associated with human, including to woman. The word itself associatively has relation with someone’s dignity. While it is known that human, under any reason, cannot be sold nor given price on his or her body. When it says cheap, human lost its essence and is perceived as having no value.

Ordering, on the other hand, represents the intention of the speaker to make someone else do something. the example below contains imperative word that represents the intention of ordering: *gausah* ‘do not’. Specifically, it is an order for the victim not to do something. Equally, it is also evidence for the will to forbid.

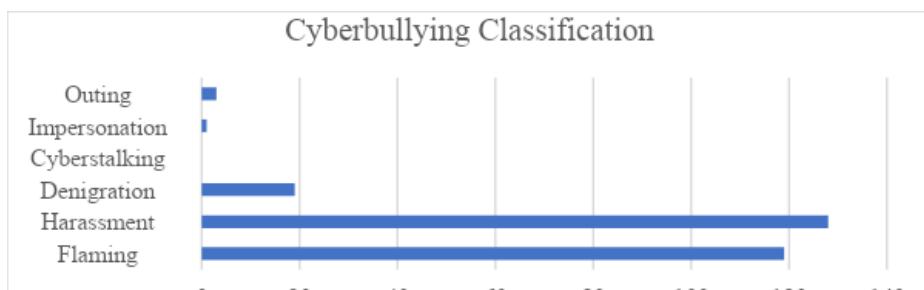
*kalo mau cari sensasi gaush nyenggol mba NAJWA ya kakak nikita  
(emot api) anda masih kalah JAUH!*

### ***Classification of Cyberbullying***

According to Willard (2007), there are six classifications of cyberbullying: flaming, harassment, denigration, impersonation, outing and trickery, exclusion, and cyberstalking. In this study, only cyberstalking was not found as it is quite difficult to prove any stalking activity done under cyberworld only by analyzing the comments.

The highest frequency of cyberbullying in the sample comments is harassment (128), and is followed by flaming (119). Conversely, impersonation was only found in one comment and outing in three comments. Denigration appeared in 19 sample comments.

**Figure 4. 5 Cyberbullying Classification**



Harassment is indicated by the use of forcing, harsh, and intimidating words. There are various types of harassment depends on the object and topic of the bullying action. In this study, the most appearing kinds of harassment are physical and sexual.

*belahan dadanya menggoda..*

The utterance above contains sexual harassment as it talks about sensitive matter and uses insulting word. First, the bully typed *belahan dada* which means cleavage. In addition, there is a word *menggoda* ‘seducing’. On the other hand, the physical harassment can be seen in the following example.

*kumisnya makin lebat aja buk*

The physical attribute being harassed in this case is the moustache. It is actually not too intimidating when it is about man – as, physically, they are featured with the moustache. Regrettably, it is harassing if it is the case of women. That is what was done by the comment. It tries to harass the female celebrity who was originally known for her unique appearance for having thin moustache, besides her talent.

Moreover, flaming also put itself on the second place which is frequently found in the case of Indonesian female celebrity cyberbullying. In common, flaming involves dispute, annoyance, and blasphemy. There were 35 blasphemies found in the study.

*Hampir 1 thn gw buka ig ini lagi, et dh ga ada perkembangan postingan lo unfaedah semua....*

On the utterance above, the one who left the comment show his or her annoyance toward the victim as no development was there after a year. In addition, the word *unfaedah* means have no value. It is one of the reasons why the bully felt annoyed. One thing was that the bully expected the victim to behave in certain way that is said to be ‘developed’.

When the utterance contains disinformation or hoax, or a statement that is still questioned, in order to blacken someone’s reputation, it is denigration. The comment below contains disinformation stating that the victim had been pregnant before the marriage, which is taboo in Indonesia. It is subsequently potential in causing the blackened name of the victim. As a note, the victim in this case is unmarried, so that it will lead to negative judgement reading the comment.

### *Hamil dlu baru nikah yah*

Outing and trickery intend to reveal something and trick the others with certain speech. Even though the trickery was not found in the sample comments, there were three comments indicating the act of outing, such as quoted below.

#### *Anaknya bingung yg mna bapa nya (emot ketawa 2)*

The information that the victim had been married to more than one man might be new for some people. Therefore, it has potential to reveal the information to much larger audiences. It can be something related to someone's past, secrets, personal identity, and so on.

#### *Marhaban tiba*

Finally, impersonation represents the intention to copy someone with certain objections. In the example, the case is that the victim had once misspelled the song lyrics she performed. At that time, the celebrity was instantly bullied by the public. When it reappears in the comment section of the celebrity's social media, it is a sign of impersonation aiming to bully

### **CONCLUSION**

There are numerous ways in determining that something is included in cyberbullying, so are the variability of the cyberbullying itself. According to the result of this study as well as the discussion, there are some things to be underlined. Especially, those which focused on cyberbullying against female celebrities in Indonesia. The study showed that the cyberbullying directed to Indonesian female celebrities has some tendencies covering, but is not limited to be delivery directly; essentially contain affirmative statement; expressional utterance and direction--); be objected to mock and sometimes to show allusion. Cyberbullying is also often found in harassing type and the flaming one.

The first result essentially indicates that most of the social media users in Indonesia (specifically Instagram) have tendency to deliver what is on their mind in direct manner. The evidence for this outcome can be seen in the utterances poured in the Indonesians' comments left in the female celebrities' Instagram posts. The comments are majorly filled with overt dictions, and less prelude is found in such comments. Regardless the harshness of the words, they left comments explicitly right away.

Cyberbullying in this study tends to contain affirmative statement at its highest appearance frequency, compared to the other forms of statements. It is related to the directness of the comments. While the absence of interrogative utterance format is likely to lessen the straightforwardness of the speakers' purposes, the insignificant emergence of negative statement supports the sincerity of the message implied by the speakers, i.e., the commentators of the female celebrities' posts, including in the case of Indonesia.

The intensity of the negative comments which is a sign of cyberbullying is strengthen with the expressional utterance. Some of them are in the forms of swearword, interjection, and any term referring to showing expression of the speaker. In addition, each expressive utterance brings implication, and that is what is analysed in this work. In the comments being observed, there is found the occurrence of direction. In further path, the expressive utterance found in the observed comments may provide access to the type of speech.

Furthermore, the objection of the cyberbullying treasured in the Indonesians Instagram users' comments is to mock. Besides, those comments are sometimes typed to show allusion. Slightly contrastive to the directness of the investigated comments, the aim to show allusion tends to refer to something without mentioning it in an explicit way. This comes as an indication that at some points, certain terms are delivered implicitly. Such distribution demonstrates the degree of the words' frankness varies according to the harshness of the intended meaning. Concerning on the form of cyberbullying, the study found that they are mostly expressed in harassing and flaming cyberbullying, at least in Indonesian female celebrity case.

Above all, the cyberbullying against female celebrities in Indonesia is hugely dominated by openness and objected to insult the target. Korean netizens tend to give implicit harassment to the target. Absolutely, this is related to the different cultures of the two countries. In addition. In various forms of bullying given to the target, Indonesian netizens tend to express and write directly without any implications. Indonesian netizens have the same style as British people in giving negative comments on social media.

Comments given directly tend to be linked to social norms that are violated by the target. In other words, direct negative comments are motivated by reasons that trigger bullying in the form of mocking. Also, this result may be different depending on the type of the social media and the celebrities' reputation. The upcoming studies are expected in larger samples with fruitful profiles of celebrity in order to provide deeper and richer result.

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