
CYBERBULLYING: NETIZENS' LANGUAGE INCIVILITY IN THE COMMENT SECTION OF GOSSIP ACCOUNTS

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ABSTRACTS

This study aims to describe the language incivility of netizens on Instagram social media. This research uses a pragmatic cyber perspective and with qualitative descriptive methods, for the data collection process with the listen method, as well as recording techniques. Research data in the form of excerpts of speech in which there are manifestations of incivility. The source of data in this study comes from the words of netizens contained in the comment column of one of the posts on the Instagram gossip account. The results of this study show that there are incivility in the levity category, namely frivolity of the association subcategory with taboo expressions, frivolity of the cynicism subcategory with ridicule, frivolity of the pleonasm subcategory with jokes, frivolity of the subcategory of teasing with jokes, and frivolity of the subcategory of mocking with jokes.

ARTICLE INFO

Article History:

Received: 10 November 2023

Revised: 18 november 2023

Published: 29 November 2023

Keywords:

Cyberbullying,

Incivility,

Instagram.

INTRODUCTION

In everyday life, humans cannot be separated from communication, both oral communication and written communication. Of course in communicating there is language as an intermediary tool, language is a tool for building communication between speakers and speech partners (Lailiyah et al., 2023). In learning language there is pragmatics that can be used. Language in pragmatics is divided into two phenomena, namely the phenomenon of politeness and the phenomenon of incivility (Culpeper, 1996; Culpeper et al., 2017).

Along with the development of science and technology, social media that appears in society makes it easier to communicate. In communicating on social media, there are often many phenomena of incivility that people use when commenting. According to Lailiyah et al. (2023) and Yang (2016) Language incivility has the purpose of attacking its speech partner. One of the phenomena of incivility in communicating is found on Instagram social media. Language incivility is something that violates the norms of politeness that have been agreed upon in advance by the community, because language politeness is a law in communicating that is used to communicate (Ladegaard, 2004). Ethics in social media need to be enforced to prevent incivility committed by social media users. When expressing opinions through words, social media users must need a study so that there are no misunderstandings that lead to incivility (Kreishan, 2018).

Research related to incivility has been widely studied by several previous researchers, for example (Kienpointer, 2008; Nikoobin & Shahrokhi, 2017; Vani & Sabardila, 2020) which describes the incivility of language incivility strategies used by netizens on social media twitter, The results of this study show that netizens use speech that means rude, contains swearing, ridicule, the use of designations or nicknames on others with disrespect or even demeaning or insulting, as well as satire.

However Hidayah et al. (2020) focusing research on hate speech incivility in gossip accounts on Instagram and producing forms of hate speech incivility in Instagram social media which are divided into two, namely positive incivility and negative incivility. In addition, Maulidi & Mantikulore (2018) In his research related to incivility in Facebook network media, he explained that language incivility is manifested in speech data containing incivility, incivility, humility, acceptance, sympathy incivility, wisdom incivility, and compatibility incivility.

Based on these research gaps, studies related to incivility on social media not only explain the form of incivility, but must also be accompanied by a speech-building context, so that the purpose of speech can be clearly understood. Because, pragmatic studies are inseparable from context.

Furthermore, the theory underlying this research is the theory of cyber pragmatics (Locher, 2013; Yus et al., 2013). Pragmatics is divided into systemic pragmatics, general pragmatics, and types of pragmatics developed interdisciplinary and multidisciplinary (Wilson, 2018). One of the many types of pragmatics that has not been mentioned is cyber pragmatics which is present due to the development of language and also information technology (digital). The development of technology makes language no longer interpreted using the old perspective, there will be dimensions of language that cannot be reached if what is replaced is pragmatics in a conventional perspective, then a perspective that can reach all dimensions of language is needed, namely cyber pragmatics.

RESEARCH METHOD

The research approach applied in this study is a qualitative descriptive approach. This approach is applied because the purpose of this study is not to verify the theory (qualitative-verifiative), nor to build generalizations so that the theory is formulated (qualitative-grounded), but to describe the phenomenon of language that occurs in society (Martin, 1995), especially related to the speech used by netizens on Instagram social media.

The target object of this study is the manifestation of incivility speech. This research data is excerpts of speech in which there are manifestations of incivility carried out by netizens on Instagram social media. The source of substantive data of this study is written texts contained on social media in which there are manifestations of incivility. The source of the locational data is Instagram social media when the research took place (Mahsun, 2014).

Research data was collected by the Simak method. The Simak method is carried out by equalizing the data source. While the type of Simak method used is free to engage proficiently with recording and recording techniques. The collected data is then inventoried, selected, classified, typified, and further analyzed (Sudaryanto, 2016).

RESEARCH FINDINGS AND DISCUSSION

Research Findings

Based on the results of the study, there are netizen utterances used on Instagram social media, especially in the comment column of gossip accounts that lead to incivility towards someone. For example, in the form of ridicule, insults, swearing, and rude words / taboos expressed. The data will be described as follows.

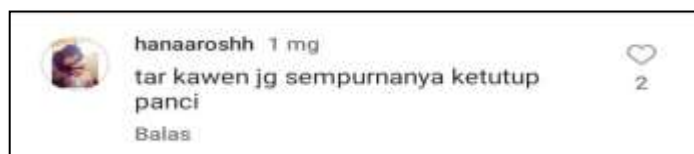
Table 1.
Data Tabulation

No.	Incivility Data Categories of frivolity	Amount of Data Found
1	Association with Taboo Expressions	6
2	Cynicism with Ridicule	4
3	Pleonasm with Jokes	3
4	Flirt with Jokes	1
5	Mocking with Jokes	1
Total data		15

a. The Levity of Subcategories of Association with Taboo Expressions

Incivility, frivolity of association of taboo expressions is characterized by language behavior that contains elements of humor or jokes by mentioning objects or objects that are prohibited or abstinence from being spoken.

Data 01



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The netizen's speech in the comment column of data 01 showed the speech of incivility, the speaker equated the perfection of artist A's love for his girlfriend with associating with an object, namely the lid of the pot.

Data 02



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon..

The speech of the comment column data 02 shows the speech of incivility, the speaker mentions the word "ya lebay everything that comes out dr congornya", the word congor indicates a rude word in Javanese, which means mouth.

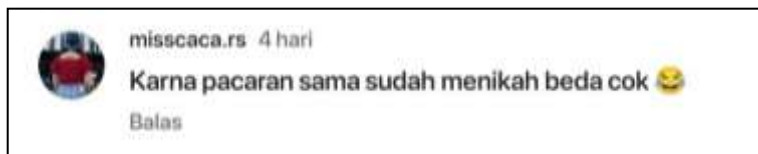
Data 03



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The speech of the comment column data 03 shows incivility speech, speakers say "berak brobot" followed by emoji images that also lead to symbols or disrespectful speech, if interpreted the speech is human feces.

Data 04



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The speech of the comment column data 04 shows the speech of incivility, the speaker mentions ridicule followed by rude words that should be rude to say casually, in the word "cok".

Data 05



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". These words caused blasphemous comments to Angga Yunanda and Shenina Cinnamon, resulting in the reaction of some netizens to the blasphemous comments

The speech of the comment column data 05 shows the speech of incivility, speakers teach words that are considered taboo, rude and impolite, as in the data above.

Data 06



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The speech of the comment column data 06 shows that there are remarks from speakers who are not polite, such as "in cake anj***" the meaning of the speaker in the sentence is to convey a curse that the boyfriend of artist A is associated like a dog.

b. Levity Subcategories Cynicism with Mockery

Disrespectful speech which is cynicism with ridicule is characterized by speech that contains unseriousness, jokes or humor with a mocking attitude and looking down on speech partners. Here's the research data.

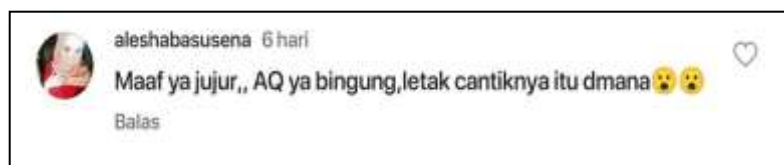
Data 07



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The speech of the comment column in data 07 shows the incivility of speakers in language, speakers mock speech partners by thinking that actually the boyfriend of artist A is ugly.

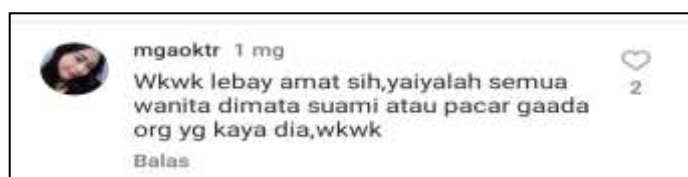
Data 08



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The comment section in data 08 shows the incivility of speakers in language, the speaker mocks the girlfriend of artist A with the phrase "where is the beauty"..

Data 09



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The speech in the comment column of data 09 shows the incivility of speakers, namely frivolity subcategory cynicism with ridicule. In the sentence "wkwk lebay very anyway, yes all women in the eyes of their husbands or girlfriends gaada org who are rich him, wkwk" shows incivility in the form of cynicism with ridicule. The utterance means that all women in the eyes of husbands or girlfriends are nothing like someone who is being discussed. The speaker considers that the person being discussed is exaggerating so much that it looks sluggish.

Data 10



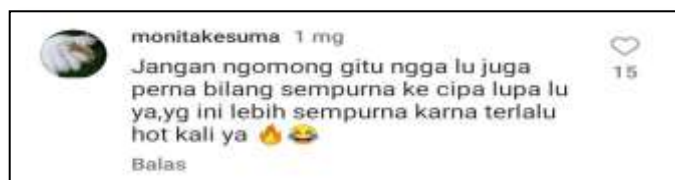
The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The speech in the comment column of data 10 shows the incivility committed by the speaker, namely frivolity subcategory cynicism with ridicule. "Most movies get carried away in the real world lol" shows the cynicism that speakers do with ridicule. Speakers assume that the person being discussed who is an actor plays too many roles in drama films to carry over in real life.

c. Levity Subcategory of Pleonasm with Jokes

Levity with pleonasm is seen when the language used contains humor or jokes with exaggerated expressions. The following is the research data.

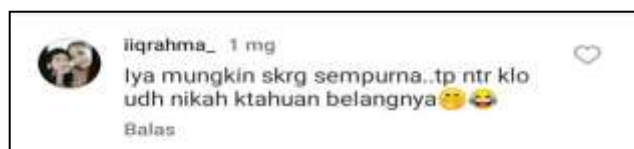
Data 11



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The speech in the comment column of data 11 is a form of incivility, the speaker compares the ex and girlfriend of actor A with a joke and even mentions that the current boyfriend is more "hot" therefore A thinks that his girlfriend is now more perfect.

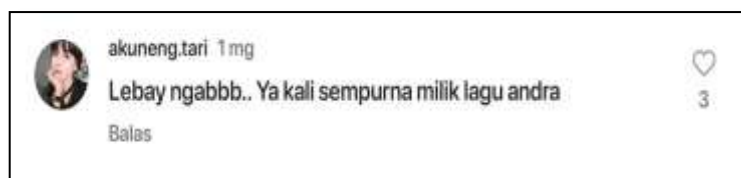
Data 12



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The speech in the comment column of data 12 shows the incivility of speakers in language, because the speaker jokingly expresses the sentence "ntr klo udh nikah ktahuan bestripnya", as if the speaker thinks that Angga's girlfriend will be found out badly after marriage later.

Data 13



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The speech of the comment column data 13 shows the incivility of speakers in language, such as "lebay ngabbbb.." as if the speaker is showing that artist A is lebay, besides that the speaker joked by adding the phrase "Yes perfect times belong to the song andra".

d. Levity Subcategory Flirting with Jokes

In the context of language incivility, the meaning that appears in the teasing subcategory is a joke that tends to disturb one's feelings, self-esteem, dignity, so that one's comfort becomes disturbed.

Data 14



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The speech of the comment column data 14 shows that there are utterances of incivility from speakers who tend to disturb one's self-esteem and are tempting to speakers, in the sentence "Klo is perfect when dating Not really, but married", the meaning of the sentence is that the speaker can be said to interfere in other people's affairs.

e. Recklessness Subcategory Mocking with Jokes

Speech that means mocking even if delivered jokingly, in pragmatics includes impolite speech. The incivility of a speech due to a joke with the intention of mocking will definitely cause uncomfortable feelings in the speech partner.

Data 15



The context of the speech was an Instagram account @hebohdotcom posted a photo and video of a young actor and actress, Angga Yunanda and Shenina Cinnamon, with Angga Yunanda saying "she is perfect". As a result of these words, blasphemous comments appeared against Angga Yunanda and Shenina Cinnamon.

The speech in the comment column of data 15 shows the existence of incivility, namely the frivolity of the subcategory mocking with jokes, because the speakers use words that mock with jokes. "Ahahahhahaa DABLEGGG" the word dableg in Javanese means a child who is difficult to know. So the meaning of the speech, the speaker jokes with mocking words that are dableg or difficult to tell.

Incivility refers to frivolity which is divided into 13 subcategories, but only 5 subcategories are proven, such as: subcategory of associations with taboo expressions there are 6 data, subcategory of cynicism with ridicule there are 4 data, subcategory of pleonasm with jokes there are 3 data, subcategory of teasing with jokes there is 1 data, subcategory of mocking with jokes there is 1 data, a total of 15 data.

The most data is found in the subcategory of associations with taboo expressions, from the incivility of the subcategory, many data are found from the comment column of gossip accounts @hebohdotcom refer to joking and ridiculing expressions that equate the subject with other objects and these expressions are often thrown by people in the general public, if left unchecked it will become a habit as well as it has been proven from the comment column and people do not care who they say to, indiscriminately, even in the post the intended is a famous actor and actress in Indonesia, this really shows incivility that hurts can result in killing someone's mentality, even in Indonesia it becomes a natural thing and should be avoided.

CONCLUSION

Based on some data that has been found, language on Instagram social media, especially those taught in the comment column of gossip accounts, many language incivilities are found as described and described in the data above. It can be concluded that many people or speakers often teach rude sentences in using social media, from this incivility contains the meaning of insults, demeaning others, interfering too much in other people's affairs, and harsh words delivered. The use of language incivility does not reflect the friendly Indonesian society, and there is no attitude to uphold polite language ethics in everyday life.

This study has limitations in terms of data availability. In further research, it can take data comprehensively, so that data limitations can be overcome by subsequent researchers, so that more and more incivility speeches are found. Thus, it can be used as awareness and build tolerance and ethics in social media.

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