

## **CYBERBULLYING NETIZENS AGAINST ARTIST'S CHILDREN ON INSTAGRAM SOCIAL MEDIA IN INDONESIA**

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**Abstract:** Cyberbullying is a phenomenon that is a threat in cyberspace, especially on social media platforms. One of the cyberbullying events that caught the author's attention as a researcher is the case experienced by Laura Meizani Nasseru Asry, the daughter of actress Nikita Mirzani who received a bombardment of unpleasant comments on her Instagram column. This study aims to identify the Speech Act Theory proposed by the philosopher of language (Austin, 1962) and further developed by his student (Searle, 1969) by categorizing illocutionary acts into five categories: assertive, directive, commissive, expressive, and declarative used and expressing bullying comments in the comments column on the @1a.aurabd\_ account. This research uses a content analysis approach with qualitative content analysis of cyberbullying comment data in Instagram columns. The results found that there are several categories of speech that aim to express feelings, such as insinuations, insults, ridicule, and doubts, which can hurt the feelings of others. the language styles used are insinuating, demeaning, threatening, and laughing in the comments on Laura. The themes used refer to Laura's physical appearance and clothing as well as her personal life and the motives used are revenge, jealousy, attention seeking, and verbal abuse. This research provides an in-depth understanding of aggressive communication patterns and verbal violence in cyberbullying cases involving public figures.

**Keywords:** cyberbullying; language style; motive; social media; verbal violence.

### **1. INTRODUCTION**

Language is an important communication tool for humans, but sometimes language can be used to hurt or harass others, as in the case of cyberbullying (Wardhaugh, 2006). Cyberbullying is an alarming phenomenon in the digital age, especially on social media, which has significant negative impacts on victims such as depression, anxiety, and low academic achievement (Zych et al. 2019). One case that has drawn attention is the cyberbullying experienced by Laura Meizani, the daughter of actress Nikita Mirzani, on her Instagram column. Factors such as anonymity and lack of nonverbal responses in online interactions can increase aggressive behavior and cyberbullying, especially towards adolescent girls (Barlett et al. 2021).

Previous research has explored the motives behind cyberbullying behaviors such as revenge, jealousy, and attention seeking (Juvonen et al. 2022). Social and family environments also contribute to these behaviors (Waasdorp et al. 2020) A study in Indonesia revealed an increase in cyberbullying cases on social media targeting various groups, including teenagers and celebrities and identified that anonymity and lack of social control contributed to this increase (Suryani et al, 2023). Language styles such as sarcasm, insults, and threats are often in (Syahid et al., 2023) reveals the phenomenon of cyberbullying in Indonesia that targets certain groups and its legal impact based on pragmatic analysis where this research is focused on issues related to ethnicity, religion, race and intergroup on social media.

While there have been many studies on cyberbullying, few have focused on cases involving celebrity children in Indonesia. The language styles, themes, and motives used in cyberbullying comments against Laura Mirzani

have not been fully identified and analyzed in depth, especially using the theory of (Austin, 1962) and further developed by his student, (Searle, 1969) in the field of pragmatics.

This research uses a qualitative content analysis approach to identify and analyze the language styles, themes, and motives used in cyberbullying comments against Laura Mirzani on Instagram. By exploring this case, this research will provide an in-depth understanding of aggressive communication patterns and verbal violence in cyberbullying cases involving public figures. As such, the Theory of Speech Acts provides a comprehensive framework for analyzing cyberbullying utterances, in terms of intent, impact, and context. This theory allows the author and readers to understand the destructive and hurtful language acts in cyberbullying in depth.

## 2. METHOD

This research uses a content analysis approach with a qualitative analysis method. The data analyzed are cyberbullying comments addressed to Laura Meizani Nasseru Asry in the Instagram comments column on the @1a.aurabd account. This research data is based on cyberbullying cases involving celebrity children with the main focus on the language styles, themes, and motives used in these comments. The amount of data collected in this study 3 in one photo data and the data were collected by searching and documenting the comments.

The data were collected by tracing and documenting the comments addressed to Laura Meizani in the Instagram comment section of the @1a.aurabd account. The comments were then filtered and selected that contained elements of cyberbullying based on certain criteria such as the use of harsh words, the use of abusive language, and the use of motives.

Based on certain criteria such as the use of harsh words, insults, threats, or personally offensive content. The collected data was analyzed using qualitative content analysis to identify the language styles, themes, and motives used in the cyberbullying comments. A coding process was conducted to categorize the data into groups in accordance with the research objectives.

### Data Collection (Method Data Collection)

The following will describe some of the steps taken to collect data in this study. (1) Data Collection, This research was conducted by tracing and documenting the comments addressed to Laura Meizani in the Instagram comment section of @1a.aurabd account. (2) The Comments, The comments were then filtered and selected that contained elements of cyberbullying based on certain criteria such as the use of harsh words, insults, threats, or personally attacking content. (3) After The Data, After 3 data were collected, data classification was conducted. The data were grouped based on the language style, theme, and motive used in the cyberbullying comments against Laura Meizani. a) The Phenomenon Revealed, The phenomenon revealed is the cyberbullying case experienced by Laura Meizani Nasseru Asry, the daughter of the artist Nikita Mirzani. This research aims to identify the language styles, themes, and motives used in the bullying comments on Laura's Instagram column. b) The Phenomenon Of Cyberbullying

experienced by Laura Meizani Nasseru Asry, the daughter of Nikita Mirzani, is the highlight of this research. By collecting data in the form of bullying comments on Laura's Instagram column, the researcher conducted a qualitative content analysis to reveal the patterns of aggressive communication and verbal violence in this case.

In this case, it was found that the language styles used tended to insinuate, demean, threaten, and ridicule with themes referring to Laura's physical appearance, style of dress, and personal life. The motives behind the bullying actions included revenge, jealousy, attention-seeking, and verbal violence. This research provides an in-depth understanding of the phenomenon of cyberbullying involving public figures, especially in the context of language styles, themes, and motives used in bullying comments on social media.

## 3. RESULT AND DISCUSSION

Speech Act Theory is one of the theories in the field of pragmatics proposed by language philosopher John L. Austin and further developed by his student John R. Searle. This theory classifies speech into three types of actions, namely:

### *Locutionary Act*

Locutionary act is a speech act to state something. It is the basic act of saying something with its meaning and reference. Example: "@addicted\_with\_pink: Kok mukanya lebih tua dari mama nya ya dek?" This is the basic act of saying something with a certain meaning.

### *Illocutionary Act.*

Illocutionary acts are speech acts to do something. This action contains a certain intention or purpose of the speaker. This illocutionary act is then divided into five categories by Searle, namely: a) Assertive (Assertive) Speech acts that bind the speaker to the truth of what is said, such as stating, reporting, showing, and mentioning. Example: "@albertusdimas0: Disini gigi nya lumayan better dan rapih" The speaker stated something that he thought was true about the appearance of a person's teeth. b) Directives, Speech acts performed by the speaker

with the intention that the interlocutor performs the action mentioned in the speech, such as ordering, commanding, pleading, advising, and recommending. Example: Not found in the data. c) Commissives, Speech acts that bind the speaker to carry out what is mentioned in the speech, such as promising, swearing, and offering something. Example: Not found in the data. d) Expressives, Speech acts that express or show the speaker's psychological attitude towards the situation implied in the illocution, such as saying thank you, congratulating, apologizing, criticizing, praising, and expressing condolences. Example: "@riyanti.88: ly cantik banget,,kalau lihatnya dari ujung monas neng". The speaker expresses feelings about his own appearance through sarcasm. e) Declarative (Declarations). Speech acts performed by speakers with the intention of creating new things (status, conditions, and so on), such as deciding, baptizing, firing, naming, appointing, and authorizing. Example: Not found in the data.

*Perlocutionary Act*

Perlocutionary act is a speech act that refers to the effect or influence caused by the speech act on the interlocutor. This act is the result or consequence of the illocutionary act. In the context of cyberbullying, expressive and directive illocutionary acts are often used to verbally and emotionally attack victims. Utterances that contain insinuations, insults, ridicule, or hurtful orders can be categorized as expressive or directive illocutionary acts that have the purpose of hurting feelings or directing the victim to do something harmful to himself.

No	Data	Type of speech act	Description
1	Data 1	Expressive	The speaker expresses his feelings and attitudes indirectly through speech that contains satire against himself.
2	Data 2	Expressive and Directive	The utterance contains a question that mocks or demeans the photographer's appearance. It is expressive (expressing condescension) and directive (asking for an explanation).
3	Data 3	Assertive, Expressive, and Potentially Face Threatening	<ol style="list-style-type: none"> <li>1. The utterance contains an assessment of the subject's dental appearance (assertive).</li> <li>2. Expresses surprise or disappointment at the change in the subject's appearance (expressive).</li> <li>3. Potentially face-threatening if directed at physical changes that are perceived negatively (potentially face-threatening).</li> </ol>

**DATA 1**



In the data above, the speaker @riyanti.88 Speak by expressing your annoyance at something that upsets her, namely her appearance which is considered less attractive or not as beautiful as expected by using speech "ly cantik banget,,kalau lihatnya dari ujung monas neng".

The speech contains a subtle mockery or satire on oneself by stating that she will look beautiful when seen from a distance such as the tip of the Monas (National Monument). This is a form of self-deprecating humor using hyperbolic comparisons. Based on the Theory of Speech Action, this speech is included in expressive speech, where the speaker expresses his feelings and attitudes indirectly through speech that contains satire to himself.

**DATA 2**



On the image, comments from @addicted\_with\_pink contains questions that are quite mocking or derogatory by asking "Kok mukanya lebih tua dari mama nya ya de?".

This question indirectly criticizes or insults the appearance of the photographer who is considered to look older than his or her age. This kind of comment can offend or hurt the feelings of the photographer, especially when it comes to physical appearance, which is a sensitive matter.

### DATA 3



In the comments @albertusdimas0 "Disini gigi nya lumayan better dan rapih, kok sekarang makin maju sih lol?" to which some other comments responded, writer can analyze several things: 1) Assertive Speech, This comment includes assertive speech, in which the speaker binds himself to the truth of the proposition expressed, i.e. judges that the subject's teeth in the photo/video look neater and better than before. 2) Expressive Speech, The connection of the sentence "kok sekarang makin maju sih lol?" expresses the speaker's astonishment or disappointment at the change in the subject's appearance which is considered ungood/excessive. 3) Potency tow, Although not as explicit as the previous comments, the expression "makin maju sih" can potentially be an insult if it is aimed at the physical changes of someone who is considered negative. 4) Subjective Beauty Standards, Again, this comment reflects that beauty standards are highly subjective. What is considered good by speakers is not necessarily the same for others.

## 4. CONCLUSION

on the data analyzed about the cyberbullying case against Laura Meizani Nasseru Asry, the daughter of actress Nikita Mirzani, the author reveals that the language style used in cyberbullying comments tends to be sarcastic, demeaning, threatening, and mocking. The theme refers to Laura's physical appearance, style of dress, and personal life. The motives behind the cyberbullying include revenge, jealousy, attention-seeking and verbal abuse. The comments aim to hurt feelings and lead the victim to take self-defeating actions. The Speech Act Theory proposed by John L. Austin and developed by John R. Searle provides a comprehensive framework for analyzing cyberbullying utterances in terms of intention, impact, and context.

The case of cyberbullying against celebrity children in Indonesia has been less explored in previous research. This study provides an in-depth insight into aggressive communication patterns and verbal violence in cyberbullying cases involving public figures. From this analysis, the author and readers can learn that cyberbullying is an alarming phenomenon and can have a negative impact on victims, especially teenagers. It is important to understand the language styles, themes, and motives used in cyberbullying comments so that appropriate prevention and treatment efforts can be made. In addition, this study also emphasizes the importance of social control and digital literacy to reduce cyberbullying cases in the future.

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