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Harsh Words Used by Indonesia Netizens in Social Media

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| **ARTICLE INFO** |  | **ABSTRACT** | |
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| ***Article history:***  Received  Revised Accepted |  | The determination of Indonesian netizens had damaged the image of Indonesia as a friendly and polite country as the most disrespectful netizens in Southeast Asia in 2021 and this was not suitable with Indonesian culture which always prioritized politeness. The more development and transparency of social media, the more netizens used harsh words to express their opinion. The use of offensive words on social media was a serious matter and had negative impacts such as damaging self-image to imprisonment. The purpose of this study was to analyze the use of harsh words among Indonesian netizens on various topics. The methodology used in this research was descriptive qualitative. The data was collected by capturing harsh words used by netizens on social media. The results showed that three topics become targets to write harsh words by netizens, namely politics, celebrity, and humanity topics. The number of harsh words found on the political topic is 10 words, while the celebrity topic contains 21 harsh words and 4 harsh words in humanity topic. The word *bacot* (bullshit) was most often used by netizens to attack politicians with a percentage of 22,2%, *selalu merasa jadi korban* (playing victim) with a percentage of 14% to attack celebrity and *tolol* (stupid) in humanity topic. Therefore, through this research some suggestions were directed to Indonesian netizens and stakeholders to maintain Indonesia's culture of good communication while they were on social media. | |
| ***Keywords:***  Harsh words  Social media  Netizens |
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**INTRODUCTION**

It is undeniable that the world has depended on the existence of the internet. Currently, almost everyone in the world has taken advantage of the existence of the internet network. The existence of the internet was first created for military purposes, but the existence of the internet has been developed according to human needs from time to time until now the internet is no longer intended for military purposes only but for other purposes such as government, education, communication and even entertainment. The presence of the internet facilitates human life in various aspects, especially communication. Telephones have shifted and replaced with the existence of smartphones that use the internet as their axis. With the ease of accessing the internet, nowadays, many people have become netizens. Netizen is the term for people who use the internet actively and one of the netizens' favorite activities is using social media where social media is one of the products of information and communication technology that can only be accessed by the internet.

Just like other countries, people in Indonesia are also netizens because the majority of Indonesians are already actively using the internet, including social media, even social media is not limited by age and has managed to reach various generations from elderlies, teenagers to children. The existence of social media is important for Indonesian netizens especially students as young generation. The survey conducted by the researcher shows 87,8% of students admit that social media is important for them while 12,2% of students admit that social media is not important for them. The students use social media with different purpose which is 53,6% of students use social media for communication, 39% of students use social media for updating information or news, 36,6% of students use social media for entertainment, 29,3% of students use social media for expanding their knowledge, 9,8% of students use social media for making money and the rest of students use social media for obtaining inspiration. The data prove that in this era, many people are depended to social media because xocial media isn't only able to facilitate netizens to interact with other people, but also to share information, share stories, express themselves through uploading photos or videos, giving opinions to the public, expanding knowledge and even entertainment.

Ellison and Boyd (2013) defined social media as web-based services that becomes a place for its users to make communication, build connection and sharing information. Facebook, Instagram, Tiktok, Path YouTube and Twitter are some examples of social media that are most often used by Indonesian citizens today which become a place to share many things. This means that everything we upload on social media has indirectly become public property. When we upload something such as story, video, photo, information or news, other netizens can access that and have the right to give their opinion about that uploads. Social media has provided a forum called the comment column where netizens can freely write their opinions on other netizens' uploads. This is actually a good thing because the comment column provides a place for open communication and discussion to be established between fellow netizens so that social media becomes a transparent place. Behind the transparency of social media, this sometimes makes netizens too direct in commenting on a post. An uploaded post doesn't always get a positive response, many netizens are too expressive so they write negative comments that symbolize disapproval and even hatred.

The more development of social media, the more netizens who aren't wise in using social media, as a means of public interaction, are detected. Even worse, not all netizens are well educated about the good way in communicating and writing on social media. Netizens often use harsh words on social media. Harsh words are words that can offend the reader or listener and even make the reader or listener feel depressed and hurt (Khusumadewi & Rodiana, 2020). On social media, harsh words can be intentionally directed at the person mentioned in the uploaded news or directed at other netizens who also commented so that disputes are often unavoidable. The case of Florence Sihombing, at 2014, is an example of using harsh words in social media. She expressed her emotions with several harsh words which insult many people. She even use four harsh words on the same post. Poor, stupid, uncultured and bastard are the harsh word that is used by her. Reported by liputan6.com, due to her post, she had to pay her impolite behavior with a sentence of two months in prison and fine of ten millions rupiah. This is very sad because Florence Sihombing was a student majoring in law at one of the universities in Yogyakarta, but she was caught in law due to the use of harsh words on social media.

The use of harsh words by Indonesian netizens on social media actually is not suitable with Indonesian culture which always prioritize politeness. Moreover, as time goes by, netizens are getting bolder to write harsh words in personal uploads and social media comment columns. It makes Indonesia’s image as polite and friendly country damaged by the determination of Indonesian netizens as the most disrespectful netizens in South East Asia in 2021 based on the data taken by Digital Civility Index by Microsoft. Many netizens suddenly became political critics and sharply criticized the Indonesian government, politicians or the policies from government This phenomenon occurs because many netizens don’t know the polite way to write on social media and they aren't aware of the bad effects that can occur due to harsh words they have written on social media. Netizens only care about their own satisfaction in expressing opinions without thinking. They seem to think that social media is meant to express freely without regard to politeness and ethics in interacting with other people when in fact what we write on social media can be seen by the public.

The basic function of social media is as communication tool where the interaction (spoken or written) between participants is occurred. Events where there is communication involving participants who have the same communication goals and use the same variety of language and discuss general topics in the same setting are called as communicative events (Saville-Troike, 2003). Communicative event does not only happen through spoken language but also through written language. There are several components of communicative events namely genre, topic, purpose, setting, key, participants, message content, message form, act sequence, rules of interaction and norms interpretation.

* 1. Topic refers to the focus of communication.
  2. Setting refers to location and time of communication.
  3. Participants refer to the actors and respondents which is involved in communication.
  4. Message content refers to the content of communication.
  5. Message form refers to which language variety is used and the types of speech act.

Communicative event can be happened on social media such as Facebook, Instagram, Path, Twitter and Tik-Tok. Unfortunately, many netizens dominated the communication on social media with harsh words especially Indonesia netizens. According to a survey conducted by Microsoft, released in 2021, it shows that Indonesian netizens are the worst netizens in the Southeast Asian region. Moreover, research conducted by Pratiwi and Kusuma (2019) found that Indonesian netizens use harsh words on social media, especially in the comments column, there is even netizen who admits that he does not hesitate to write harsh words to strangers. Research conducted by Rahim and Muhdina (2021) also showed that almost all the speech act used by Indonesia netizens on Facebook contains harsh words.

Harsh word is hurtful, insulting, or obscene utterances directed by one person to another (Wiegand, Ruppenhofer, Schmidt and Greenberg, 2018). Furthermore, Thelwall (2008) defined harsh words as taboo words that are degrading to groups considered less fortunate where these words are related to religion, belief, sex, race, ethnicity, nationality, political affiliation, disabled, unwanted behavior and disease. From these statements, it can be concluded that harsh words are disrespectful and taboo words, related to sensitive things, aimed at people who are considered inferior to hurt, demean and offend them. Given the fact that Indonesian netizens often use harsh words; the use of harsh words on social media seems to be a common thing for Indonesia netizens and further explains the impoliteness of Indonesian netizens on social media.

# METHOD

This study used descriptive qualitative method in which the data were displayed descriptively. Although there were tables and numbers, it was just used to support the description and to show readers about the classification. This study was aimed at describing and explaining harsh words done by netizens on social media.

# FINDINGS

**Data Analysis**

Harsh words on social media do not only occur in the comments column, but also in social media uploads. The image below is an example of harsh words in a social media upload called Path. Reported by tribunews.com, a Path user named Florence Sihombing uploaded an outpouring of her heart that she felt that she was being treated badly by a gas station worker. Her annoyance was poured out with harsh words that insulted Jogyakarta, a city where the gas station is. She wrote:

Data 1

*”Jogja* ***miskin, tolol*** *dan* ***tak berbudaya****. Teman-teman Jakarta-Bandung jangan mau tinggal di Jogja. Orang Jogja* ***bangsat****. Kakak mau beli Pertamax 95 mentang-mentang pake motor harus antri di jalur mobil trus ga dilayani. Malah disuruh antri di jalur motor yang stuck panjangnya ga ketulungan. Diskriminasi. Emangnya aku ga bisa bayar apa. Huh. KZL.”*

Based on data 1, it was shown that the harsh words were directed to society of Jogjakarta. The speaker used the words like *“bangsat”, “tolol”, “tak berbudaya”* to attack Jogja, its government, and society. Her upload gained negative responses from other netizens that used hashtag *#UsirFlorenceDariJogja.* It is clear that many people felt insulted due to her words.

The word “poor, stupid, uncultured, bastard” are the example of harsh words from her post on Path. The word ‘stupid’. ‘uncultured’ and ‘bastard’ refers to unwanted behavior while the word ‘poor’ refers to lacking of material. Furthermore, these harsh words are not only aimed to the worker of gas station, who has problem with her, but also aimed to all people who live in Yogyakarta. Reported by liputan6.com, because of her post on Path, she was charged with paragraph 27 verse 3 UU ITE junto paragraph 45 verse 1 with a sentence of two months prisoned and she should pay a fine of ten million rupiah. Not only that, Florence was also suspended for one semester from her campus, Gadjah Mada University, where she was a law student there at the time.

In politic topics, there were some harsh words found, especially the one posted by @ketua\_dprri owned by Puan Maharani. Indonesian netizens wrote harsh words through comment column.

Data 2

riiiinnnn19\_: *Puan* ***mahaRAKUS***

dimas\_dwi94: *Carmuk dia tu gak.*

ziloniboy\_: *Cari mukak aka kau* ***Knt\*l*** *gak pakek sama kamiii manusia kek kauuuuuuu dan Sekutu kau ituuu* ***bujangenammm*** *pakyu samakau*

wahyuwiranda\_: *kasikan bg biar tau dia*

ziloniboy\_: *apa yang mau dikasihkan bang masih menjabat diaa payah nanti kenak culik pulak. Dikiranya dah paten kali dia pasang spanduk besar besar dimedan yang bertulisan “Siap gantikan Jokowi”* ***Kimak*** *dia itu.*

abiibayhaqi: *Alah gaguna itu, mundur aja kau*

babang\_zul\_than: ***Tai it kw makan***

dayad\_nasution: *Mamaknya siapa ini wee, bawaklah dulu ke RSJ lagi* ***eror otaknya*** *itu*

Based on data 2, it was shown that the harsh words were directed to Puan Maharani through Instagram comment. The speakers used the words like *“mahaRAKUS”, “Knt\*l”, “bujangenammm”, “Kimak”, “gaguna”, “Tai it kw makan”* and *“eror otaknya itu”* to attack Puan Maharani.

Indonesian netizens express their opinions with harsh words. One of netizens, riiiinnnn19\_, changed the name of Puan Maharani to “Puan mahaRAKUS” (Greedy Puan). Another netizen, ziloniboy\_, even used “*Knt\*l*”, “*bujangenammmm*” and “*Kimak*” which refers to male and female genitals and it is considered extremely harsh for Indonesian. Then, babang\_zul\_than wrote “*Tai it kw makan”* (Just eat that feces) and dayad\_nasution wrote “*eror otaknya”* which means Puan’s brain is error or in other way “Puan is crazy so she have to be brought to psychiatric hospital”.

In political topics, Mr. Joko Widodo, as president of Indonesia, also received harsh words from Indonesian netizens at July, 2017. The owner of Facebook account Ringgo Abdillah posted a photo of Mr. Joko Widodo and wrote as shown in data 3.

Data 3

*“Di hari kemerdekaan Indonesia ke-72, gue akan merayakannya dengan menginjak foto Jokowi.. Gue berharap di waktu yang akan datang bisa* ***menginjak kepala jokowi sampai pecah****,* ***bila perlu otaknya juga berserakan di tanah****”*

Based on data 3, it was shown that the harsh words were directed to Joko Widodo through Facebook upload. The speakers used the sentence “…***menginjak kepala jokowi sampai pecah****,* ***bila perlu otaknya juga berserakan di tanah”*** to attack Joko Widodo.

Repoted by kompas.com, Ringgo Abdillah is not the actual name of the person who wrote harsh words. His name is Muhammad Fatah Batali who is the junior high school student at the time. Due to his harsh words on social media, he was charged by paragraph 47 verse 3 UU RI No. 3/2006 with a sentence 1,5 years prisoned and should pay ten million rupiahs for the fine.

Nadiem Makarim, as Education Minister, posted his videos and photo about the event in Boston but unfortunately, he received harsh words from netizens through comment column.

Data 4

viajizz : *Menteri* ***tholol****. Urus ojek aja lu.*

faa7222 : ***Banyak omong*** *bett* ***si mines*** *satu ini*

imokay2222 : *Saya tidak lagi memilih orang yang* ***tidak becus*** *kerja*

*synyster\_1666: Punya mentri pendidikan kok* ***ga becus*** *ngurusin Pendidikan, ya karna gini dia besik ya gojek, jadi mentri pendidikan. Malah tambah ancur.. Masih banyak guru honorer yang menangis di berbagai pelosok negri*

Based on data 4, it was shown that the harsh words were directed to Nadiem Makarim. Many netizens used harsh words such as *“Menteri tholol”, “Banyak omong”, “si mines”, “tidak becus kerja”,* and *“ga becus nggurusin pendidikan”* to attack Nadiem Makarim.

In celebrity topics, there were some harsh words found, especially the one posted by Shandy Aulia on her baby’s photo. Shandy Aulia is one of public figure in Indonesia who receives harsh words from netizens. The owner of instagram account @laprilya19 gave her comment on Shandy Aulia’s post.

Data 5

She wrote, *“Mbak Shandy yang always denial… Indikator balita sehat adalah berat badan… lalu tanda2 bayi kurang gizi termasuk: rembut jagung loh… Claire udah termasuk anak* ***kurang gizi****… timbang aja di Posyandu Puskesmas, pasti lamgsung masuk laporan kurang gizi… jadi gemuk pasti artinya sehat, yang ga sehat adalah obetatisas… secara kasat mata saja dapat dilihat claire itu* ***lambat perkembangan****nya… Mbak Shandy aj yg gak gaul liat balita2 lain, jadinya mengganggap Claire itu pinter bnaget… tp yakin deh sama saya…. Bgitu dia sekolah dasar Mbak akan banyak nangis karena* ***rangking 20 pun akan sulit dia dapatkan****!! Selama ini mbak Shan gak ada pembanding… saya gak setuju orang hina2.. tp saya perhatikan mbak ini semakin lama semakin denial…****bebal****…”.*

Based on data 5, it was shown that the harsh words were directed to Shandy Aulia and her daughter. The speaker used the words like *“kurang gizi”, “lambat perkembangannya”,* and *“rangking 20 pun akan sulit dia dapatkan”* to attack Shandy Aulia’s daughter and the word *“bebal”* to attack Shandy Aulia.

The comment from @laprilya19 is aimed to Shandy Aulia and her daughter, Claire. She wrote that Claire is counted as malnourished child, her growth is slow and she will have hard time to get rank 20. Two of three harsh words, **malnourish** and **slow growth** which are written by @laprilya19 refer to unwanted disease, then she wrote a clause **it’s difficult for her to get rank**

**20** is equal with the word **stupid,** which is included to unwanted character.

Furthermore, @laprilya19 also wrote that “but the more I watch you, you are getting denial… Stupid”. The word ‘you’ refers to Shandy Aulia, it means @laprilya said that Shandy Aulia is stupid. In this context, @laprlya19 degrades Shandy Aulia and consider her incompetent in taking care of her daughter so that her daughter becomes malnourish, has slow growth and stupid.

Reported by kompas.com, Shandy Aulia and her lawyer, Hotman Paris, reported @laprilya19, whose real name is Laura Aprilya Bakkara, to the police and then they sent a legal notice to her to make an apology. After receiving the legal notice from Shandy Aulia’s parties, Laura Aprilya make an apology and Shandy Aulia made a statement that she had forgiven Laura Aprilya. In addition to having to deal with the law and receive a legal notice, Laura Aprilya also admitted that she received social punishment form the society. As reported by tribunnews.com, Laura Aprilya, as a health worker at *Posyandu,* was no longer trusted by the society and her patients and it shows that her image, as a health worker, has been broken.

The example of harsh words also can be found in the Tiffany Jolie instagram post and also Indonesia Next Top Model YouTube channel that broadcasts video about Jolie and her friends. Netizens wrote comment using harsh words as seen in data 6.

Data 6

barking dogs : *Jolie* ***narsistik. Merasa plg bener, keras, main fisik, selalu merasa jd korban.*** *Dia kayak ga sadar karir ga cuma di INTM aja. Begitu keluar masih banyak model yg jago dan PUNYA personality baik, bias diajak kerja sama.*

Hariyanti Purnamasari: *kayak* ***punya mental issue*** *ga sih hahaha serem banget jujur*

Petrik : *sumpahhh iyaaa dia* ***selalu AKU AKU AKU*** telvetpoemss : *ke psikolog ya jol pliss* ***lo tuh sakit*** rifkaharfani : **Freak**

mariaolshop18 : ***BAD ATTITUTE, SOMBONG, EMOSIAN. PREMAN, JALAN NGANGKANG, NANGISAN, KANG ADU DOMBA, GK WARAS NI ORANG***

Based on data 6, it was shown that the harsh words were directed to Tiffany Jolie. The netizens used the words like *“narsistik”,”merasa plg bener”,”keras”,”main fisik”,”selalu merasa jd korban”,* “*selalu AKU AKU AKU”, “lo tuh sakit”,“Freak”, “BAD ATTITUTE”, “SOMBONG”, “EMOSIAN”. “PREMAN”,” JALAN NGANGKANG”, “NANGISAN”, “KANG ADU DOMBA”* and “*GK WARAS NI ORANG”*

First, one of netizens which used barking dogs as the name of YouTube account wrote *“narsistik”,”merasa plg bener”,”keras”, “main fisik”* and *”selalu merasa jd korban”* to attack Tiffany Jolie. “*Narsistik”* (Narcissism) is actually a personality disorder, “*merasa plg benar”* (she always feel that she’s right) also refers to a personality disorder which called by Thanos syndrome in medical world, *“keras”* (stubborn), *“main fisik”* (rough) and “*selalu merasa jd korban”* (playing victim). Just in one comment, barking dogs has wrote five harsh words to attack Tiffany Jolie. Then, Hariyanti Purnamasari wrote “*punya mental issue”*. On the other hand, account named telvetpoemss also gave harsh word which has the same meaning with Hariyanti Purnamasari’s comment. Telvetpoemss wrote, “*lo tuh sakit”* which refers to mental issue in this context. Next, instagram account named petrik wrote, “*selalu AKU AKU AKU”* which refers to selfish. The other netizen, rifkaharfani wrote, “freak” and the last is instagram account named mariaolshop18 wrote, *“BAD ATTITUTE”, “SOMBONG”* (arrogant)*, “EMOSIAN”* (temperamental)*. “PREMAN”* (thug)*,” JALAN NGANGKANG”* (the way Jolie’s walk is like straddle)*, “NANGISAN”* (cry-baby)*, “KANG ADU DOMBA”* (like to set people against each other) and “*GK WARAS NI ORANG”* (she is crazy). Just in one line, mariaolshop18, used eight harsh words to attack Tiffany Jolie.

Other example also can be found in Reza Arap instagram upload. Through his account, @ybrap, he posted his photo and many netizens wrote comment with harsh words.

Data 7

ardimildan10 : ***Mirip kodok*** *ya*

vkjo.shua : *Kodok zuma*

cllmedblca\_ : *kebanyakan* ***orang jelek*** *emang* ***ga pernah tau diri***

zahrintiia : *kayak kumbang* dokobabe-27 : ***pelacur*** senjaid\_da : ***Anak bangsat anjj***

jejecebonk : *Sorry rap, saya kayaknya hilang respect sama lu rap* ***anjing***

Based on data 7, it was shown that harsh words were directed to Reza Arap. The netizens used the words like *“Mirip kodok”, “Orang jelek”, “ga pernah tau diri”,”pelacur”, “Anak bangsat anjj”,* and *“njing”*

According to the data, harsh words used by netizens aimed to attack Reza Arap’s appearance and behavior. *“Mirip kodok”* means Reza Arap’s face is similar to frog while “*Orang jelek”* means Reza Arap is ugly. Other netizens attack Reza Arap with the words, *“Pelacur”* (bitch), *“Anak bangsat anj”* (bastard) and *“Anjing”* (dog) which aimed to describe Reza’s behavior.

**RESULT**

Based on the data collected, harsh words used by netizens on social media are classified according to the topic of content as follows:

Table 1. List of harsh words

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Topics | | | | | |
|  | Politics | f | Celebrity | f | Humanity | f |
| 1. | Puan maharakus (Greedy Puan) | 5.6% | Kurang gizi (malnourish) | 5,7% | Miskin (poor) | 25% |
| 2. | Knt\*l  (male genital) | 5,6% | Lambat  perkembangan (slow growth) | 5,7% | Tolol (stupid) | 25% |
| 3. | Bujangenammm (female genital) | 5,6% | Bebal (stupid) | 5,7% | Tak berbudaya (uncultured) | 25% |
| 4. | Kimak  (female genital) | 5,6% | Narsistik  (narcissism) | 2,9% | Bangsat  (bastard) | 25% |
| 5. | Tai (feces/shit) | 16,7  % | Keras (stubborn) | 2,9% |  |  |
| 6. | Eror otaknya (crazy) | 11% | Main fisik (rough) | 2,9% |  |  |
| 7. | Menginjak kepala sampai pecah (step on his head  until it breaks) | 5,6% | Selalu merasa menjadi korban (playing victim) | 14,3% |  |  |
| 8. | Tolol (stupid) | 11% | Punya mental issue (having mental  issue) | 5,7% |  |  |
| 9. | Tidak becus (incompetent) | 11% | Sakit (crazy) | 2,9% |  |  |
| 10 | Banyak omong/bacot  (bullshit) | 22,2  % | Selalu aku aku aku (selfish) | 2,9% |  |  |
| 11. |  |  | Bad Attitude | 8,6% |  |  |
| . |  |  | Sombong (arrogant) | 2,9% |  |  |
| 12. |  |  | Emosian  (Tempramental) | 2,9% |  |  |
| 13. |  |  | Nangisan (cry-baby) | 2,9% |  |  |
| 14. |  |  | Kang adu domba (like to make  people against each other) | 2,9% |  |  |
| 15. |  |  | Mirip kodok | 8,6% |  |  |

Based on the table 1, *banyak omong/bacot* (bullshit) is most often used by netizens to attack politician with a percentage of 22,2%. After the word *banyak omong/bacot*, there is the word *tai* (shit) which is also often used by netizens to attack politicians with a percentage of 16,7%. Not only that, other harsh words such as *eror otkanya, tolol* and *tidak becus* also used by netizens with a percentage of 11% and the words like *puan maharakuas, knt\*l, bujangenammm, kimak* and phrase *menginjak kepala sampai pecah* also used by netizens to attack politicians.

Furthermore, celebrity topic also a target for netizens to write harsh words in comment column especially when the celebrity is going viral. The words most often used to attack celebrities are *selalu merasa jadi korban* (playing victim) with a percentage of 14% and bad attitude with a percentage of 8,6%. Then, harsh words like *anjing* (dog), *orang jelek* (ugly person), *punya mental issue* (having mental issue), *bebal* (stupid), *lambat perkembangan* (slow growth) and *kurang gizi* (malnourish) has a percentage of 5,7% and the rest harsh words such as narsistik *(narcissism) keras* (stubborn), *main fisik* (rough), *sakit* (crazy), *selalu aku aku aku* (selfish), *sombong* (arrogant) *emosional* (temperamental), *nangisan* (crybaby) and *kang adu domba* (like to make people against each other) has a percentage of 2,9%. Besides political and celebrity topic, netizens use harsh words in humanity topic. In this topic, *miskin* (poor), *tolol* (stupid), *tak berbudaya* (uncultured) and *bangsat* (bastard) become harsh words used by netizens to attack society. The percentage of each word is 25%.

# DISCUSSION

There have been some previous researches on harsh words, such as Pratiwi and Kusuma (2019) found that Indonesian netizens use harsh words on social media, especially in the comment column, there is even netizen who admits that he does not hesitate to write harsh words to strangers. Research conducted by Rahim and Muhdina (2021) also showed that almost all the speech act used by Indonesia netizens on Facebook contains harsh words. This study also confirmed the Indonesia netizens frequently used harsh words on social media. This phenomenon also meant that Indonesia seemed to gradually abandon their Eastern culture especially when the communication takes place in online media. Young generations should be reminded through educational program, maybe in ethics of online media communication, about the way to have good communication skill adjusted to eastern culture.

# CONCLUSION

Based on the data analysis and the description, it was proven that most of Indonesia netizens are tended to use harsh words to comment on things that against their preference or value. The harsh words were varied from saying bad words in terms of sex *(i.e kont\*l, kimak),* and insulting words for one’s physical appearance *(i.e mirip kodok, orang jelek, etc.)* and personality (*i.e keras, sombong, emosian, kanga du domba*).

Indonesia netizen might think that it was a part of critics towards the subjects, but it was not critics at all since it did not encourage the subjects to do things better (see the data sample for celebrity issues). Otherwise, it was a form of attacking people personally. It might be rationale to mention two things, they were: (1) Indonesia netizens did not know how to give positive or encouraging comment on others; and (2) Some of Indonesia netizens prefer interfering others’ business in bad ways.

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