



Cyberbullying in Indonesian Female Artist's Instagram Account: Semiotics Approaches With Psychoanalysis by Carl Gustav Jung

Andriyani Febbi Yanthi Sihite¹, Citra Anggia Putri²

^{1,2} English Literature Program, Universitas Negeri Medan, Indonesia

Correspondence E-mail: afebbisihite@gmail.com

ABSTRACT

In today's digital era, cases of cyberbullying are living in society, especially on social media. Not infrequently also occurs among the public and famous artists. Cyberbullying has various impacts on its victims. This study discusses the behavior of cyberbullying in the development of a developmental digital world using semiotics approaches with psychoanalysis theory of Carl Jung. This study aims to, (a) find out the types of cyberbullying in Indonesia female artist's Instagram account, (b) describe the cyberbullying which existed in the post of Indonesian female artist's instagram account, (c) explain why the particular type of cyberbullying became dominant in Indonesian

female artist's instagram account. This study is a qualitative approach. The data source used in this study is taken from Instagram especially about the life content of artist "Prilly Latuconsina" who has been the victims of cyberbullying. The results show that there are various forms of cyberbullying in her instagram account. There are 7 harassment category, 8 denigration category, and 7 flaming category. The netizens often used harsh and impolite words in the comments.

Keywords:

Cyberbullying, Instagram, Semiotic, Psychoanalysis

INTRODUCTION

In the development of a developmental digital world, cyberbullying has become one of the major threats even in global. As it is known, individuals can easily engage in the act of cyberbullying through social media (Krithika & Priya, 2020). According to Rezvani et al., (2020), Cyberbullying is often found on social media and has an impact on victims who were affected. Basically, technology will always be used by individuals to communicate. However, it is undeniable that through this communication, individuals can get cyberbullying (Abaido, 2020). Humans certainly cannot avoid cyberbullying because it can happen to anyone. Cyberbullying can be done because of the lack of attention and care given to the person so that they become in need of attention from others. It can be seen, that the act of cyberbullying is related to personality. It is possible that the perpetrator of cyberbullying has a personality

that makes him feel the best that makes him see his victim as the wrong person. This is a personality that is formed consciously or unconsciously.

Psychology is a branch of science that studies human personality, prioritizing research on consciousness and viewing consciousness as a major aspect of mental life. Meanwhile, in the case of cyber bullying, human behavior occurs consciously and unconsciously. Therefore, it requires science that can cover it, namely psychoanalysis. Psychoanalysis is a branch of science that examines human psychological behavior that develops when conflicts occur from these psychological aspects, both consciously and unconsciously, that make up personality. In line with that, according to Hjelle & Ziegler (Ja'far: 2015) psychoanalysis is a method of therapy for personality disorders a technique for investigating the thoughts, behavior, and feelings of a person who is not aware of it. Likewise, according to Carl Jung (in Rumenta: 2018) Psychoanalysis is a theory that emphasizes that all aspects of an individual's personality experience a holistic development. Simply put, each person's personality actually undergoes a process of evolution. Jung based his theory on the idea that there are two levels in the psyche, namely consciousness and unconsciousness. This study was conducted to determine the cyberbullying that happened through netizens' comments on an Indonesian artist's post on a digital platform.

Semiotics is one of the analytical techniques that will be used in this study by analyzing every symptom contained in a sentence. Semiotics is also called as semiology which was used in Swiss by Ferdinand De Saussure. Through development, semiotics itself can also develop and be formed into several different methods (Bouzida, 2014). The semiotics used in this study is through the perspective of Roland Barthes which consists of two signs that must be analyzed, namely the signifier and the signified. Through this analysis, the researcher can show the real meaning of the content being analyzed. In analyzing the meaning, three main elements are used, namely denotation, connotation, and myth (Gora, 2016). The researcher used semiotics analysis that are established by Roland Barthes because there is a need to analyze the meaning contained in the posts uploaded by Prilly on the Instagram account.

METHOD

This research was conducted using a qualitative approach to text analysis research methods. The researcher used text analysis research in order to know in detail about the content and its meaning in analyzing the data taken in this study, namely cyberbullying that

occurred in the comment column of the @prillylatuconsina96 account. This qualitative text analysis was intended to approaching based on their underlying assumptions regarding text data, text analysis methodologies and it is classified as positivist, linguistic, or interpretative.

The data source in this study was taken from social media, namely Instagram because it was currently the most effective for writing negative comments through social media. This research was about the life content of the artist Prilly Latuconsina who was one of the victims of cyberbullying so it would be more appropriate to take data from her social media and also as the times change, more artist were being ridiculed by netizens and netizens were able to issue harsh words for self-satisfaction. The data to be taken in this study is the comment column via the @prillylatuconsina96 account.

The data in this study were taken from comments of netizens through photo that posted by @prillylatuconsina96. The data used is in the form of embedded text in their comments. the supporting data was a screenshot of the comment column on Instagram.

RESULTS

What types of cyberbullying were found in Female Artist’s Instagram accounts?

Based on Willard’s theory (2004) there were seven types of cyberbullying namely Flaming, harassment, denigration, impersonation, cyberstalking, outing and trickery, and exclusion. The table below showed total number of types of cyberbullying found on @Prillylatuconsina96 Instagram accounts. From the selected Instagram comments, there were found 26 comments that contained cyberbullying, which consist of 7 flaming (31%) , 9 Harrasment (33%) and 10 Denigration (36%).

total percentage of Cyberbullying on @Prillylatuconsina96 Instagram accounts.

No	Cyberbullying	Occurence	
		Frequency	Percentage
1	Flaming	7	31%
2	Harassment	9	33%
3	Denigration	10	36%
4	Impersonation	0	0%
5	Cyberstalking	0	0%
6	Outing	0	0%
7	Trickery and Exclusion	0	0%
	Total	26	100%

The netizens created negative comments in Indonesian female artist's account that can be seen from the data below:



Picture 1 Flaming Cyberbullying

Based on the data above, seven cyberbullying which were categorized in the flaming category were found. In the first comment, @v***** invited Prilly to go to Oyo where this is an unfavorable place or a negative place to be. This comment appeared because of Prilly's photo upload, the way she wore the dress that quite open invited the negative comments for Instagram users. Due to this situation, @v***** put a comment “ke oyo yuk kak” that contained irritation and abusive language.

In the second comment, @m***** she typed ‘prillyBANGSAT’ which can be meant as a negative word. The comment was better known as a bastard but ruder. Both statements were categorized in the flaming type because there was an element of rude messages conveyed to the public.

These three comments were really sensitive and hurt the the people’s feeling when reading it. people must be able to think about the feelings of others when giving some comments.



Picture 2 Harassment Cyberbullying

The comments above were included in the category of harassment cyberbullying because there was a user who continues to comment on Prilly's account with identical meanings but in different sentences. A comment can be said to be harassment because it occurs continuously. Several other users put bad comments to Prilly, but not repeatedly. In the first comment, @a***** she stated “kok bajunya kek burung merak”. Practically, this comment did not really bully Prilly because @a***** only commented on the clothes that Prilly was wearing. However, this comment was considered as a bullying action because Prilly’s clothes did not look like a peacoc at all and looked very elegant. Her clothes were designed from other designer so that bullying was not given to Prilly but rather to the designer who design the clothes.

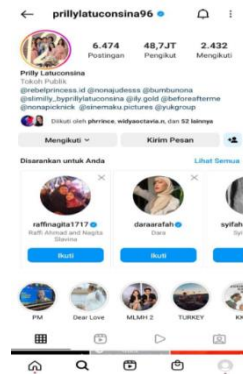


Picture 3 Denigration Cyberbullying

The picture above was a combination of comments put forward by several people with the same account but in different comments. The @s***** account commented three times, namely by stating “Prilly goblok”, “Prilly jelek” and “Prilly Pendek”. The comments were categorized as denigration cyberbullying because one account could provides comments repeatedly with identical meaning but in different sentences. In that sense, there was a meaning that stated Prilly as an ugly artist with a short and stupid stature.

As it was known, artist's life was very often published in public and could be easily found. Therefore, the comments given can be said still as a rumor, making the statement a form of denigration cyberbullying.

Why the post that show the cyberbullying exist on Female artists' Instagram Accounts?



Picture 4 Instagram Account @Prillylatuconsina96

The object of this research is taken from @prillylatuconsina96 who uploads her daily life through Instagram as content that shows her life. she has 48.7 million followers on her instagram. Researcher would analyze the post that show the cyberbullying exist on female artists' instagram accounts based roland bathers.

Posting 1



Picture 5 @prillylatuconsina96 post

Denotation Meaning

The meaning of the denotation contained in the post is from Prilly's style, which shows her shoulders too much and is very sexy. This behavior made netizens give negative comments to Prilly

Connotation Meaning

The connotation of Prilly Latuconsina's photo showed a feeling of being happy and appreciating the clothes she was wearing. However, Prilly's feelings when reading

netizen comments can make her feel sad and depressed. The form of cyberbullying felt by Prilly creates emotional feelings that will make Prilly sad.

Meaning of Myth

The myth is that this uploaded photo gives a different appearance from Prilly's daily life. The elegant dress made Prilly look more mature, feminine and sexy. This made netizens show negative views and became an opportunity for individuals who hated Prilly to cyberbully. From the visible body shape, that's why netizens give more hate comments in Prilly's posting.

Posting 2



Picture 6 @prillylatuconsina96 post

Denotation Meaning

The meaning of the denotation in this third post is shown from the way Prilly poses looking at the other way, not directly at the camera. Through this pose, Prilly shows almost half of her body and you can see the clothes used on the inside.

Connotation Meaning

The meaning of the connotation can be seen from Prilly's point of view, which is not concerned with what society says. This can be seen from Prilly's actions, which did not immediately delete the post and did not respond to messages of criticism and cyberbullying that were given to her.

Meaning of Myth

Myths are found in Prilly's appearance which shows that she looks beautiful from all sides. Every woman wants to show her appearance to society in a different way. This should not be a reason for someone to get cyberbullying.

Posting 3



Picture 7 @prillylatuconsina96 post

Denotation Meaning

The second post is an image uploaded by Prilly showing the side of her shoulder. When viewed from the other side, Prilly's back is very visible and the clothes she wore are very loose. This made netizens give hateful comments. As it is known, Indonesia is a country that has an understanding of polite clothing. This makes the clothes used by Prilly become one of the factors that hate speech is widely given in her posting.

Connotation Meaning

The meaning of the connotation can be seen from Prilly's expression showing a flirting face which shows that she is the same as women in general who want to show off her nice clothes. However, because Prilly is one of the celebrities who is the center of attention, she receives criticism regarding how she dresses.

Meaning of Myth

The myth is that Prilly's condition to become an artist and be known by the public means that she must be able to have a strong mentality to master any cyberbullying given to her. Prilly is a woman who is the same as women in general, but her profession, which is known by the public, makes her the center of attention and gets cyberbullying.

Why did the particular types of cyberbullying become dominant?

Based on the analysis that had been done, it was clear that every hate comment given as cyberbullying was categorized as flaming, harassment, and denigration. Cyberbullying occurred because of violence committed on online media. The act of cyberbullying that was often seen in the comments given is denigration. Denigration became dominant because the object of this research was the artist who often received

blasphemy and false news about them. Artists must have a strong mentality because they often get blasphemy from their followers.

DISCUSSIONS

Based on the results of the analysis that has been carried out with semiotics by Roland Barthes, it is known that the three posts uploaded by Prilly have different meanings. In the first photo, Prilly shows her face towards the camera and only shows the front. In the second photo, Prilly shows the back of her body and faces the three, but in the third photo Prilly did not face the camera and still shows her back with open clothes. The denotative meanings of the three posts show that Prilly has a desire to style according to a style she thinks is good, but this has received criticism from the public. In the connotative sense, Prilly shows a happy feeling from the clothes she is wearing. This catches the attention of haters and opens up opportunities for hurtful comments and criticism. The myth is that Prilly is an ordinary human being who also wants to show her beautiful face and express herself on social media. However, this cannot be done openly because he is more often the center of attention.

CONCLUSIONS

The researcher concludes several vital points, namely :

1. After the findings were made, the researcher found various forms of cyberbullying carried out by Instagram users. The types of cyberbullying that occur were flaming, harassment, and denigration. However, from the 22 comment fields, 7 of them entered the harassment category, 8 entered the denigration category, and 7 entered the flaming category because netizens used harsh and impolite words.
2. The researcher found that the cyberbullying occurred in Prilly Latuconsina's Instagram comments on her Instagram photo invited reaction from readers with harsh words that indicated about how netizens viewed the photo in question using semiotic studies.
3. The study found that the meaning of hate speech words contained in the comments column in Prilly's post with Carl Jung's theory gave the group a sufficient picture in terms of cyberbullying.

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