VERBAL VIOLENCE IN DIGITAL SPACE: CASE STUDY OF PUTRI INFLUENCER ON TIKTOK ACCOUNT @PUTRIIPADANG

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ABSTRACT

This study aims to determine the background of verbal violence on the Tiktok account @Putriipadang and explain the forms of verbal violence in the comments column on the Tiktok account @Putriipadang and describe the emotional impact and social impact that arises from verbal violence on the Tiktok account @Putriipadang. This research was conducted on the Tiktok account @Putriipadang. The method used in this study is Netnography. The data collection technique used is by using archives, data elicitation and field notes. The results of this study reveal that verbal violence on the Tiktok account @Putriipadang reveals that Putriipadang's viral content went viral because of its different physical appearance. The forms of violence in the comments column are in the form of insults, sarcasm and labeling of Putriipadang's face. The verbal violence of the Tiktok account @Putriipadang has an emotional impact in the form of feeling watched and psychological trauma received by Putriipadang. And also has a social impact by closing the comments column on one of his posts.

Keywords: Verbal Violence; Digital Space; TikTok.

INTRODUCTION

In the digital era that is currently growing rapidly, online social interaction spaces such as social media, a forum, and video-based applications have become part of everyday life which are certainly loved by the younger generation. The form of social media that is currently popular is applications such as Tik Tok, Instagram, and X, where this social media is only to support communication and self-expression, but in this application it often becomes a space that is vulnerable to verbal violence that occurs in it.

This situation makes social media likened to two poles of a magnet that attract each other, one having a positive side and the other having a negative side. The same is true for social media, wich can put its users on one side magnet. Moreover, not many from one side of social media possess ethics in using social media.

An example that often occurs on social media is violence that occurs from social media users who are unethical in playing social media and cause other users to be insulted, cursed, disturbed and make threats to other parties who use social media. Wardani and Fajriansyah (2017). Verbal violence itself is uttering harsh words without physically touching the victim. Slanderous, threatening, frightening, insulting, exaggerating words are part of verbal violence (Sutikno, 2010).

The social media platform that is currently popular among users is the TikTok application. This application provides a lot of entertainment through short videos and educational content. Users of this application have made it very easy to spread information to other users around the world. However, users of this application also face negative impacts, namely the numerous negative comments directed at other social media users.The negative comments aimed at victims constitute a form of verbal abuse, given in the form of negative remarks. This needs to be better addressed by users. Because making negative comments is an irresponsible action that can have a harmful impact on the victims.

This verbal violence is very important to be raised because in the current global effort to create a safe and inclusive environment. Many social media users do not realize that they can be perpetrators or even victims of verbal violence themselves. They also do not understand the impact of typing in the comments column that they leave is already part of the verbal violence that occurs on social media. Verbal violence is a painful treatment and emotional abuse that occurs continuously until it causes a bad influence on a victim of verbal violence (Armiyanti, Aini & Apriana, 2018).

The purpose of this study is to analyze the background of verbal violence on the @Putriipadang Tiktok account, identify forms of verbal violence on the @Putriipadang Tiktok account, and to analyze the impact   verbal violence on the TikTok account @Putriipadang.

RESEARCH METHODS

In this study, the researcher used a qualitative research method with a Netnography approach. Netnography is an anthropological research method via the internet, utilizing public information that can be accessed by anyone via social media. Data Collection Techniques in Netnography research are.

1. Archives, archival data is existing data that researchers have copied from online community members' communications via the internet. The amount of this kind of data is so large and easy to download that handling it can be quite daunting. Therefore, researchers may need to filter their data to some extent to increase relevance.
2. Data Elicitation. elicited data is data created by researchers together with members of a culture (community) through personal and communal interactions. Researchers post and comment, send e-mails, chat, or conduct interviews via instant messaging, as common procedures in data collection in netnography.
3. Field Notes, it is a record written by researchers based on their observations of the community, members, interactions, meanings, researcher participation, and sense of membership.

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RESULTS AND DISCUSSION

Based on the result of the research that has been conducted, the rasearchers found findings regarding the verbal abuse that occurred towards Putriipadang, namely:

The background of verbal violence on the TikTok account @Putriipadang.

1. Viral Content
   Viral content that triggers verbal violence tends to trigger strong emotional reactions from Tiktok social media users. The reactions shown by users are certainly offensive comments for Putriipadang, by commenting negatively and insulting her. Tiktok social media also often promotes content that generates a lot of interaction, including negative comments and hate speech, this often happens on Tiktok social media where the algorithm of the social media provides and promotes content that has negative interactions in the comments column.

2. Physical Appearance
   Putriipadang's physical appearance is the target of verbal violence on Tiktok social media. Differences in physical appearance are often the main reason for someone to insult others, where Putriipadang has a different physical appearance from other people so that Tiktok social media users make Putriipadang the target of verbal violence on social media.

Forms of verbal violence on the TikTok account @Putriipadang.

1. Curse
   Where the form of verbal abuse is insulting is attacking with harsh words or insults that aim to degrade Putriipadang, where this will cause the victim to experience psychological pressure. On the Tiktok social media account @Putriipadang, this insult often appears in the aggressive comment column.

2. Sarcasm
   Sarcasm in the form of verbal violence in Putriipadang's comment column is in the form of a satirical sentence, which is used to insult and criticize Putriipadang in a veiled manner. In digital communication such as Tiktok. Sarcasm can trigger misunderstandings and strengthen verbal conflicts because there is no intonation of voice, so this will create misunderstandings.

3. Labeling
   The labeling found in the comments column on Putriipadang's Tiktok account is a square face and a comment with the nickname adudu. The square face itself was given by users because Putriipadang's face itself has a square posture so that users label Putriipadang with a square face. Then the nickname Adudu is a nickname given by users who see Putriipadang as having similarities with the alien animation character. Users give the label Adudu where Putriipadang's square face has similarities with the face of a character named Adudu where the character also has a square head.

The impact of verbal violence on the TikTok account @Putriipadang.

1. Emotional Impact
   a. Causing a sense of pressure on Putriipadang, where this feeling of pressure is obtained because of the insults given by users in the comments column. The insults given to Putriipadang in the form of insults make Putriipadang feel emotionally pressured.
   b. The emergence of physical and psychological trauma which resulted in the physical condition of Putriipadang who experienced the consequences. It is seen that Putriipadang thought about the insults given to her which resulted in her falling ill. So this has an impact on Putriipadang's health and psychology.

2. Social Impact
   Closing the comment column on several posts. Closing the comment column on a post shows that Putriipadang does not want interaction from users in the comment column by insulting her. This also shows that Putriipadang does not want to see insults and insults to her in the comment column on the posts she uploaded on her Tiktok account. By closing the comment column, comments that insult her will not appear again.

The results of the research found the impacts of verbal abuse occurring on the TikTok account @Putriipadang, namely emotional and social impacts. The negative comments made in the comment section of the TikTok account @Putriipadang create a feeling of being watched and pressured, which

will cause Putriipadang to suffer from psychological trauma and will affect her body, leading to pain due to the trauma she experiences. As a result, there was a time when posts on the TikTok account @Putriipadang disabled the comment section. Therefore, the negative comments directed at her would not be seen by her.

CONCLUSIONS

Based on the results of research on verbal violence that occurred on the @Putriipadang Tiktok account, there are several things found in verbal violence in the digital space today that are often found. Researchers found that Putriipadang who went viral on Tiktok social media could go viral because she was different from other Tiktok social media users, a slightly different appearance, and a boxy face made many users start commenting on Putriipadang's physical appearance so that it could go viral. The form of comments received by Putriipadang in the comments column were comments that were insulting, sarcastic and labeling Putriipadang. Where sarcastic comments themselves were given to Putriipadang to insult her. The impact of verbal violence on Putriipadang's Tiktok account is the emotional impact and social impact that can be seen in several of Putriipadang's posts. By feeling watched on social media and the emergence of psychological trauma. So that Putriipadang closed the comment column feature on her posts. To minimize the negative comments that she always gets from Tiktok users.

ACKNOWLEDGEMENTS

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