The Hate Speech Behavior of Teenagers on Social Media Instagram

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Abstract

Purpose: The purpose of this study is to understand and describe the hate speech behavior of teenagers on social media Instagram.

Methods: This research is a descriptive qualitative research. Data collection techniques in this study used an open questionnaires that were spread directly. Respondents of the study amounted to 40 people with the criteria of high school / vocational students, have an Instagram account and are willing to become research informants by filling out informed consent.

Results: The results showed that the behavior shown by adolescents when they see content that contains elements of hate speech on Instagram, they just neglect the content, keep quiet, do not care, ignore the content and re-porting the content. Regarding the content of the hate speech accounts, some respondents claimed to have been affected by the contents of the hate speech accounts. The respondent stated that they had made hate speech comments on the account because they were affected by the contents, but there were respondents who stated that although they were affected by the contents of the account they never participated in hate speech. Related to disputes that often occur in the hate speech account's comment section, all respondents believe that there is no need to get involved in such disputes. However, some respondents claimed to have been involved in disputes that occurred in the comments section on the hate speech account. Some of the respondents stated that they themselves were insulted because they were carried away by emotion, while other respondents claimed to only advise the person who started the dispute in the comments section and did not participate in the utterance of hatred. The factors that influence the behavior of hate speech in adolescents on Instagram are psychological or psychological condition of the offender, namely high temprament, as well as tools, facilities and technological advances. The impact of the hate speech received by the victim is the psychological impact in the form of negative emotions and positive emotions. These negative emotions include feeling angry, uncomfortable, sad, depressed, embarrassed, afraid, insecure, and hurt. While positive emotions are feeling uplifting.

Value: Therefore, it is important to raise awareness about hate speech especially in social media so people can use social media in accordance with its function.

Keywords: *hate speech, teenagers, instagram*

INTRODUCTION SECTION

The era of globalization provides a major influence on the progress of world civilization, one of the influences is the advancement of information technology. It is undeniable that the development of information technology during the last decade is well liked by the world, including in Indonesia. This of course causes a significant increase in the number of internet users, one of which is online social media which is the most dominating example. In Indonesia, for example, the Director General of Informatics Applications (Aptika) of the Ministry of Communication and Information, Septriana Tangkary, stated that the number of internet users in Indonesia has now reached 82 million people and occupies the 8th position in the world. Of these, 95% use the internet to access social media (Kemkominfo, 2018).

Social media is an online media, with its users can easily participate, share and create content including blogs, social networks, wikis, forums and the virtual world. (Cahyono, 2016). Another

opinion says social media is a site where people communicate with friends they know in the real world and the virtual world (Aditya, 2015). Social media can be used for various things, including as a medium for spreading information, media for social interaction, and media for buying and selling business. Haryanto mentioned in his scientific work that using social media as a means of disseminating information and social interaction is an effective step because information can be found quickly and the interaction is not limited to individuals, but also to groups (Haryanto, 2015). One of the most widely used social media is Instagram.

Instagram is a social media application that functions to share user activities in the form of photos and videos and allows users to take photos, record videos, apply digital filters, and share them to various other social media services, including Instagram itself (Fakhry, 2018). Another definition of Instagram is a social media application from Smartphone which is one of the digital media that has almost the same function as other social networking applications, but Instagram places more emphasis on using photos as a forum for sharing information between users. Instagram can also provide inspiration and enhance creativity for its users, because Instagram has features that can make photos become more artistic, more beautiful and better (Atmoko, 2012).

The survey results from WeAreSocial.net and Hootsuite, Instagram is in the seventh position of the social networking application that has the highest number of users in the world. Other than using social media to share user activities through photos and videos, Instagram can also be used to promote business products. The total number of Instagram users in the world is 800 million in January 2018 (Databoks, 2018). The United States ranks first for most active Instagram users, reaching 110 million. In second place is Brazil which has 57 million users and in third place is Indonesia which has 55 million active users (Databoks, 2018). In addition, the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII) in collaboration with the Central Statistics Agency (BPS) showed that based on population, the largest number of internet users were in West Java Province with 16.4 million, followed by East Java 12.1 million users and Central Java 10.7 million users in 2013(Marius, Anggoro, & King, 2015).

80% of these users are teenagers in the 15-19 age range (Kemenkominfo, 2013). (Hurlock, 2009) states that in essence, adolescence is an important period, because at that time there is a change in emotions, interests, roles, bodies, and values so that it can have a direct impact on the individual concerned. Adolescents tend to want to try different lifestyles and decide for themselves the values, traits, and behavior patterns that best suit themselves, including when they use the internet and interact through social media (Qomariyah, 2011) also states that teenagers in general have not been able to distinguish good and bad things from the internet, unlike adults. Adolescents also have not been able to assess any internet activity that can provide benefits for themselves, also tend to be easily affected by the social environment without considering first the positive or negative impacts they will receive when doing certain internet activities.

The high rate of internet use among teenagers is certainly has an impact on its use. The impact has two equal parts, namely the opportunity for use and negative risks. (Utami, 2014), stated that the presence of modern information technology can certainly facilitate and assist youth in carrying out their daily tasks. The curriculum used today certainly requires references from journals, books and articles that can help students' learning activities. Distance and time no longer limit communication thanks to the existence of information technology, so that adolescents can fulfill their developmental tasks to have new, more mature relationships with their peers, both men and women. It can be concluded that if used in a healthy and appropriate manner, the advancement of information technology will be able to improve the quality of life of adolescents.

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It is not easy to define youth precisely, because there are many points of view that can be used in defining youth. The word "teenager" comes from the Latin adolescene meaning to grow or to grow maturity (Jahja, 2011). Many figures give a definition of adolescence, as DeBrun defines adolescence as a period of growth between childhood and adulthood.

The World Health Organization (WHO) sets limits on who adolescents are conceptually. WHO stated there were three criteria used namely biological, psychological, and socioeconomic. The first is the individual who develops when he first showing secondary sexual signs until the time he reaches sexual maturity, then the individual who experiences psychological development and identification patterns from children to adulthood, and there is a transition from full socioeconomic dependence to a state which is more independent (Putro, 2017).

Williams (2012) stated that teenagers have developed with significant technological advances, many teenagers today can not be separated from their cellphones that contain social media applications such as Twitter, Instagram and Facebook. Behind the positive effects, modern information technology can also pose a number of negative risks. Not all content that is contained on websites can have a positive impact on users. Without supervision, this unlimited benefits can actually cause various negative impacts, such as child pornography, identity theft, and online predators. It also makes adolescents more vulnerable to the negative impacts arising from internet abuse, one of the most alarming examples of internet abuse is the phenomenon of hate speech.

Hate speech is a crime in the form of insult, provocation, defamation, incitement, spreading false news, unpleasant acts, and all of these actions have a purpose or can have an impact on violence, disappearance, social conflict, and discrimination (Fakhry, 2018). Another definition of Hate speech is derogatory speech which targets the characteristics of a particular group, for example ethnicity, religion, gender, or sexual orientation (Ross et al., 2017).

Basically, hate speech is different from speech in general. This difference lies in intention, an expression in which it contains elements of hatred, attack and is indeed intended to have a certain impact, both directly and indirectly. According to Susan Benesch, if the utterance can inspire others to hurt and commit violence against individuals or groups, then the utterances are expressions of hatred (Anam & Hafiz, 2015).

Unesco (2015) conducted a study entitled "Countering Online Hate Speech" which mentions the growing development of online hate speech phenomena that cause various problems both inside and outside Europe. Even online hate speech is one of the main trends of the previous year. This study also mentions that hate speech through online media has grown rapidly and is alarming because it has the potential to reach a wider audience (Gagliardone, dkk, 2015).

Angga Pradipta, a student from the Department of Communication Studies at the University of Diponegoro, has presented the results of his research on the dangers of social media while working on his thesis entitled "Haters Phenomenon in Social Media". Of the 130 resource persons who have been interviewed about the behavior trends in the use of social media on Facebook and Instagram, the majority have already spoken of hatred (haters). The behavior appears from 90 percent of them posting sentences accusing or judging at least one to two times a day (Pradipta, 2016).

The factors that cause the perpetrators to do hate speech in social media, namely, factors from within the individual (internal) including the psychological state and factors outside the individual, namely environmental factors, lack of social control, community interest, community ignorance, technological factors and technological progress. However, the most common factor causing perpetrators to commit crimes is the internal psychiatric factor of the offender, namely high emotional power, besides that there are also facilities and technological advances that are

very influential because of the availability of accessible facilities and increasingly sophisticated technological advancements making it easier for every media user socially access all information without limits (Febriyani, 2018).

In Indonesia, the phenomenon of hate speech has become more frequent. The brawl between Sasmita Vocational School students and Bhipuri Vocational School in July 2018 in South Tangerang, ended in death. The group fights allegedly because of taunting each other on social media. This case was also responded by Agus Sudibyo, a social media observer. According to him, taunting each other on social media has a big influence to fight directly. Because, when communicating on social media a person cannot see the expression of the other person, so that someone will be free to talk without thinking first (Krestianti, 2018).

METHODS

This research uses descriptive qualitative research methods, the method used to describe or describe a research phenomenon. The informants in this study were selected using a purposive sampling technique by determining the criteria for informants who have been determined in accordance with the objectives of the study. The criteria to be used are: a). Students from high school / vocational school, b). Have an Instagram account, c). Willing to be a research informant and evidence with informed consent. The number of informants in this study were 40 people in accordance with predetermined criteria.

Data collection methods to uncover this study using the open questionnaire method that contains 7 questions. Data collection uses an open questionnaire by presenting questions that do not have answer choices so that participants can provide answers freely. Analysis of the data used in this study is to collect research data, data reduction by coding data and data reduction, data presentation, and drawing conclusions.

RESULTS

This study aims to understand and describe the behavior of adolescents regarding hate speech on Instagram social media. From the results of this study, it can be seen what teenagers do when they find content that contains hate speech on Instagram, what are the reasons that make teens say hate speech, and what is the impact for teens who have been victims of hate speech on Instagram.

Teen Behavior Regarding Hate Speech on Instagram

The behavior shown by adolescents when viewing content that contains hate speech on Instagram, is being indifferent and reporting the content. As many as 30 respondents were indifferent when they saw content that contained hate speech, this was seen from the respondents' responses which stated that when they saw content that contained hate speech on Instagram, they just remained silent, did not care and ignored the content. The reason why they choose to be so ignorant is that it is a waste of time and is not useful. This is in accordance with the statement of Subarkah (2016) which states that the majority of people prefer not to do anything when they see hate speech both directly and on social media.

Then, as many as 10 respondents stated that they would report the content with the report feature in the Instagram application. This shows that the respondent is able to think realistically, has a good attitude, and is more mature in how to deal with problems. This can be seen from the respondents' answers which stated that they had knowledge of the Information and Electronic

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Transaction Law (ITE Law).

As many as 37 respondents claimed to have seen accounts of hate speech on Instagram social media. There are two behaviors that adolescents exhibit when looking at hate speech accounts that contain hate speech on Instagram. 8 respondents claimed to have been affected by the contents of the hate speech account. 4 of the 8 respondents stated that they had made hate speech comments on the account because they were affected by the contents, while 4 other people stated that although they were affected by the contents of the account they never participated in hate speech. This is in accordance with Sidik Jatmika (Putro, 2017) about one of the special behaviors of adolescents is that they are more easily influenced than when they were children. This means that parental influence is getting weaker. Teenagers behave and have different preferences even contrary to family behavior and preferences. (Qomariyah, 2011) also stated that teenagers in general have not been able to distinguish good and bad things from the internet, unlike adults. Adolescents also have not been able to assess any internet activity that can provide benefits for themselves, also tend to be easily affected by the social environment without considering first the positive or negative impacts they will receive when doing certain internet activities.

Regarding disputes that often occur in hate speech accounts, all respondents believe that there is no need to get involved in such disputes. 8 respondents stated that it would only be a waste of time, 19 respondents stated that it was not useful, 10 respondents stated that it was not their business and 3 respondents stated that it could hurt others. Then, 2 respondents claimed to have been involved in a dispute that occurred in the comments section on the hate speech account. 1 of the 2 respondents stated that he was insulted because he was carried away with emotion, while 1 other person claimed to only advise the person who started the dispute in the comments section and did not participate in hate speech.

Reason for Perpetrators to Conduct Hate Speech

12 of the 40 respondents claimed to have spoken hate speech on Instagram. 8 people answered that the hate speech was aimed at classmates, 3 people answered that the hate speech was intended for juniors, and 1 person answered that the hate speech was aimed at government organizations. The way the respondents said hate speech differs, 3 respondents stated that they delivered hate speech in the intended victim's Instagram comment section, 6 respondents expressed hate speech with the direct messages or personal message feature, and 5 respondents claimed they used the Instastory feature in the Instagram app. This is in accordance with Sidik Jatmika (Putro, 2017) about one specific behavior of adolescents is that they begin to express their freedom and their right to express their own opinions. Inevitably, this can create tension and strife, and can keep teenagers away from their families and friends.

Based on the results of the study, there are 2 reasons why the respondent used hate speech. The first reason is that the respondent is accustomed to using hate speech on Instagram, and the second is because the respondent has a dislike for the victim of the hate speech they are addressing. 2 respondents claimed to have often spoken hate speech so they were accustomed to doing hate speech on Instagram. Whereas 10 respondents said they did not like the attitude of the victim, so they did hate speech on Instagram so that it could be seen by the victim and other followers. This is consistent with Febriyani's statement that the most common factor causing perpetrators to commit crimes is the internal psychiatric factor of the offender, namely high emotional power, besides that there are also facilities and technological advances that are very influential because of the availability of accessible facilities and increasingly sophisticated technological advancements making it easier for every media user socially access all information without limits

The Impact of Hate Speech on Victims

Based on the results of the study, 13 of the 40 respondents claimed to have been victims of hate speech on Instagram. Uniquely, all respondents who have been victims of hate speech on Instagram claim to get hate speech in the form of insults. 10 respondents get hate speech from their classmates, 1 respondent gets hate speech from their ex-boyfriend, while 2 other people get hate speech from strangers. Respondents who have been victims of hate speech on Instagram also get hate speech in various ways. 4 respondents stated that they got hate speech in the comments section on one or several photos in their Instagram account, 2 respondents got hate speech through the direct messages feature or private message in the Instagram application, while 7 others claimed to get hate speech through the Instastory feature in the Instagram app. This is in accordance with the results of Marwati's research on the factors that influence a person carrying out utterances of hatred, one of which is technological progress. William Warner said that the many negative contents that exist on the internet can be accessed by teenagers very easily. This makes teens able to interact with anyone without the limitations of space and time. Without supervision, this unlimited benefits can actually cause various negative impacts. It also makes adolescents more vulnerable to the negative impacts arising from internet abuse, one of the most alarming examples of internet abuse is the phenomenon of hate speech.

Based on the results of the study, the impact caused by hate speech received by the victim is a psychological impact in the form of negative emotions and positive emotions. There are more victims who feel negative emotions than victims who feel positive emotions. A total of 9 respondents mentioned that the expressions of hatred they got made them feel angry, uncomfortable, sad, depressed, ashamed, afraid, insecure, and hurt. That is because the hate speech they received was spread through Instagram, so there were many friends of the victims and friends of the perpetrators who saw it. Whereas 3 respondents said they felt more enthusiastic after getting hate speech, the hate speech made them want to become a better person and they believed that the perpetrators only felt jealous. Hall explained that these emotions would be beneficial for adolescents in their efforts to find their identity. The reaction of people around them will be a learning experience for adolescents to determine what actions will be taken later.

After that, the actions of the twelve respondents also varied, 1 respondent claimed to ask for an explanation from the perpetrator but without replying by saying hate speech too, 1 respondent reported the hate speech to his parents, 2 respondents claimed to reply to the perpetrator using hate speech too, and 9 other people did not take any action for fear that the offender would do something even worse.

Regarding whether or not to respond to the offender by using hate speech, 11 respondents stated that there was no need to reply to the offender by writing down hate speech, while 2 respondents claimed to reply to the offender by writing out hate speech was necessary because the respondent felt unacceptable and emotional when get insulted. In accordance with what was explained by Hall, adolescence is a period of sturm und drang which means hurricane and storm, a period full of emotion and sometimes emotional outbursts, which arise because of conflicting values. These passionate emotions sometimes make it difficult, both for adolescents and for the parents / adults around them.

CONCLUSION

The results showed that the behavior shown by adolescents when they see content that contains elements of hate speech on Instagram, they just neglect the content, keep quiet, do not care,

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ignore the content and re-porting the content. Regarding the content of the hate speech accounts, some respondents claimed to have been affected by the contents of the hate speech accounts. The respondent stated that they had made hate speech comments on the account because they were affected by the contents, but there were respondents who stated that although they were affected by the contents of the account they never participated in hate speech. Related to disputes that often occur in the hate speech account's comment section, all respondents believe that there is no need to get involved in such disputes. However, some respondents claimed to have been involved in disputes that occurred in the comments section on the hate speech account. Some of the respondents stated that they themselves were insulted because they were carried away by emotion, while other respondents claimed to only advise the person who started the dispute in the comments section and did not participate in the utterance of hatred. The factors that influence the behavior of hate speech in adolescents on Instagram are psychological or psychological condition of the offender, namely high temprament, as well as tools, facilities and technological advances. The impact of the hate speech received by the victim is the psychological impact in the form of negative emotions and positive emotions. These negative emotions include feeling angry, uncomfortable, sad, depressed, embarrassed, afraid, insecure, and hurt. While positive emotions are feeling uplifting.

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