

VERBAL VIOLENCE IN NETIZEN COMMENTS ON SOCIAL MEDIA
ACCOUNTS TIKTOK @LILU_LINAMUKERJI

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Abstract

Keywords: Verbal Violence, Social Media, Language Style

This study aims to determine the forms and verbal violence used in comments on the @lilu_mukerji TikTok account. This study uses a qualitative descriptive research method. The data source in this study came from netizen comments on the social media TikTok. Data collection used the *Simak Bebas Libat Cakap* (SBLC) with the recording method. The data were analyzed using the equivalent referential method with the comparative linking technique, connecting and comparing verbal violence based on satire (cynicism, sarcasm, irony, satire, and innuendo). The analysis shows that verbal violence in netizen comments on the @lilu_mukerji TikTok account uses language styles in words, phrases and sentences. In contrast, netizens use types of language: satire, sarcasm, cynicism, irony and satire. Then, from the 120 data analyzed, 53 types of language styles were found, namely sarcasm in the form of words, phrases and sentences. Cynicism, as many as 37 in the form of phrases and sentences. Irony as much as 17 in the form of phrases and sentences. There are 13 satires in phrases and sentences, while the innuendo style is not found in this study. Of the several styles of satire in verbal violence used by netizens on the TikTok account @lilu_linamukerji, the most dominant style is sarcasm, as much as 53 out of 120 data. These findings illustrate the dissatisfaction of netizens with Lina Mukerji's posts on her TikTok account. Netizens feel the sentiment towards Lina Mukerji even though the post that is presented does not contain a story but triggers a lot of harsh comments.

Kata Kunci: Kekerasan Verbal, Media Sosial, Gaya Bahasa

Abstrak

Penelitian ini bertujuan untuk mengetahui bentuk dan jenis kekerasan verbal yang digunakan netizen dalam komentar di akun tiktok @lilu_linamukerji. Penelitian ini menggunakan metode penelitian deskriptif kualitatif. Sumber data dalam penelitian ini berasal dari komentar netizen di media sosial tiktok. Pengumpulan data menggunakan teknik *simak bebas libat cakap* (SBLC) dengan metode pencatatan. Data dianalisis menggunakan metode padan referensial dengan teknik hubung

banding yaitu menghubungkan dan membandingkan kekerasan verbal berdasarkan bentuk sindiran (sinisme, sarkasme, ironi, satire dan innuedo). Hasil analisis menunjukkan bahwa bentuk kekerasan verbal dalam komentar netizen di akun tiktok @lilu_linamukerji yaitu gaya bahasa dalam bentuk kata, frasa dan kalimat. Sementara jenis gaya bahasa yang digunakan netizen, yaitu bahasa sindiran, sarkasme, sinisme, ironi dan satir. Dari 120 data analisis ditemukan jenis gaya bahas yaitu sarkesme sebanyak 53 dalam bentuk kata, frasa dan kalimat. Sinisme sebanyak 37 dalam bentuk frasa dan kalimat. Ironi sebanyak 17 dalam bentuk frasa dan kalimat. Satire sebanyak 13 dalam bentuk frasa dan kalimat, sedangkan gaya innuendo tidak ditemukan dalam penelitian ini. Dari beberapa gaya sindiran dalam kekerasan verbal yang digunakan netizen di akun tiktok @lilu_mukerji tersebut yang paling dominan yaitu gaya sindiran sarkasme sebanyak 53 dari 120 data. Temuan tersebut memberikan gambaran ketidakpuasan netizen terhadap postingan Lina Mukerji dalam akun tiktaknya. Netizen merasa sentimen terhadap Lina Mukerje meskipun postingan yang disajikan tidak mengandung tuturan, namun memicu banyak komentar-komentar keras.

INTRODUCTION

Social media has become a necessity for various groups. Apart from just being for entertainment, social media can also support business and digital marketing. Among them are introducing themselves as content creators, promotions and even education. One social media that many people love is the TikTok platform. TikTok is a music video social networking platform originating from China. It is more appealing than other social media platforms because it has visualization and audio features, so those who use it feel entertained by the sound choices that can be used. The uniqueness of this platform certainly has various effects. Both in terms of social norms and language ethics. One of them can be seen from the use of language in the comments of its users, commonly referred to as netizens.

Netizens usually express their opinions in the comments column available in content creators have posted. They responded to the content presented in harsh language. This usually causes a mutual influence reaction. Thus, netizens flocked

to comment in various language styles; one of them was verbal violence in comments using satire.

Verbal violence is written or spoken words in cursing, satirizing, dominating, swearing, threatening, and so on (Astuti & Suryatmini, 2008) . It intended to attack someone's mind or soul. Verbal violence carried out continuously can cause depression for the victim if the victim cannot manage his mind and soul.

The use of language on social media has attracted the attention of language observers. Some research has been done on using language in social media. One of them is language research by (Sibarani, 2021) entitled *Kekerasan Verbal Pada Media Sosial Danies Chariesta (Kajian Pragmatik)*. This research describes the types of verbal violence in the social media TikTok, Instagram, and Youtube Danies Chariesta. The results found types of verbal violence in the form of indirect violent speech acts, direct violent speech acts, alienating violent speech acts, and repressive speech acts.

Furthermore, a similar study (Annisa et al., 2022) entitled *Sarkasme Netizen di Media Sosial Tiktok* was also researched. This research was presented in Seminars and published in Indonesian Language and Literature proceedings. This study discusses the form of sarcasm used on social media TikTok. The results found that sarcasm removes face, threatens face, plays face, and the category of levity.

Similar research has also been conducted by (Hasanah et al., 2021). This research is entitled *Analisis Penggunaan Gaya Bahasa Sarkasme Netizen di Media Sosial Instagram*. This research was conducted to describe the form and meaning of using sarcastic language by netizens on Instagram. The study's results found various forms, namely, forms of expressing opinions, refusals, prohibitions, delivery of information, affirmations, orders, questions, statements, and statements of greeting. While the types of changes in meaning found are coarsening meaning, narrowing meaning, and broadening meaning.

In line with the research above (Paramita et al., 2022) researched *Analisis Penggunaan Gaya Bahasa Sarkasme Netizen di Media Sosial Facebook*. This

research found various forms, including expressing opinions, refusals, prohibitions, information delivery, affirmations, orders, questions, and statements of equality. While the types of changes in meaning are found, coarsening meaning, narrowing meaning, and broadening meaning.

Similar research was also researched by (Andriarsih & Asriyani, 2020) with the title *Analisis Penggunaan Bahasa Sarkasme Pada Komentar Netizen di Media Sosial Instagram*. This research describes netizens' language when using social media, which primarily uses sarcasm. The study's results found irregularities in social media, one of which was due to the form of sarcasm. If used not at the right time and place, and hurt someone's feelings.

Based on researches carried out by previous researchers, they have never discussed research on verbal violence in comments by netizens on the social media tiktok @lilu_mukerji. This research focuses on the form of language style and verbal violence used in the comment column made by netizens on content uploaded by the @lilu_mukerji account. Research that raises the topic of speech on social media such as TikTok has been carried out by previous language researchers. However, research on verbal violence in netizen comments on the @lilu_linamukerji account has never been done. Therefore, researchers have the opportunity to examine verbal violence in netizen comments on @lilu_mukerjee's TikTok account. Research that raises the topic of speech on social media, such as TikTok, has been conducted by language researchers before. Research on verbal violence in netizen comments on the @lilu_linamukerji account has never been done. Therefore, researchers can examine verbal violence in netizen comments on the @lilu_linamukerji TikTok account. The researcher chooses the @lilu_linamukerji account because the account owner, Lina Mukerji, is one of the controversial creators. Uploaded *mukbang* content often triggers a variety of scathing comments. Even so, the @lilu_linamukerji account has quite a large number of followers. During the researcher's observation period, the account's number of followers was 315.7K. This is certainly interesting to study. Thus the researcher wants to know the form of verbal violence in netizen comments on the TikTok account @lilu_linamukerji.

The theory used in this research is Lardellier's theory of freedom (Sariah, 2021), which states that violence can be interpreted as a principle of action based on force to coerce other parties. Herlina in (Sariah, 2021) verbal violence triggers threats, ostracism, insults, giving harsh criticism, making fun of, eliminating opportunities, satirizing, being mean, covering up information and interfering with personal interests. In addition, swearing is also a form of expression of anger which is classified as verbal violence. Thus it can be concluded that verbal violence is carried out through spoken and written words intending to hurt other people's feelings. The purpose of verbal violence is to attack a person's mental state so that they experience psychological pressure.

In connection with the theory above, the verbal violence perpetrated on the TikTok account @lilu_linamukerji is inseparable from the use of satirical language. The style of language that is used as a reference in this research is the style of satire that is expressed (Keraf, 2010), where this style of satire includes cynicism, sarcasm, satire, irony and innuendo. Cynicism is an irony of a cruder nature. This means satire, whose reference differs from what is contained in the series of words. Cynicism is satire in the form of doubt that contains ridicule of sincerity and sincerity.

Meanwhile, sarcasm is a rougher reference than cynicism. It is a reference containing bitterness and bitter reproach. Sarcasm may or may not be ironic, but what is clear is that this style is always going to offend and is not pleasant to hear. Unlike sarcasm, satire is an expression that ridicules or rejects something. This form need not be ironic. Satire contains criticism about human weakness. The main goal is to make improvements both ethically and aesthetically. This means that the satirical style has a purpose and constructive criticism. In line with that, the irony is derived from the word *ironia*, which means deception or pretending. Irony is a reference that wants to say something with a meaning or purpose different from what is contained in the series of words. Irony will work if the listener is also aware of its true meaning. Therefore, irony requires awareness from the listener. While the style of innuendo satire differs from the previous

style, this style minimizes the actual reality. It expresses suggestive criticism, which is indirect and often seems harmless at first glance.

METHOD

This research uses a qualitative descriptive method which aims to describe, explore, and analyze utterances on the TikTok account @lilu_linamukerji. This method describes written words and observed behavior. The data in this study is in the form of verbal violence contained in netizens' comments on the TikTok account @lilu_linamukerji. Data were collected using the *Simak Bebas Libas Cakap* technique (SBLC) and continued with the Mahsun recording method (Sariah, 2021). The data were analyzed using the equivalent referential method with the comparative linking technique, connecting and comparing verbal violence based on satire (cynicism, sarcasm, irony, satire and innuendo). Furthermore, the coding of words, phrases, and sentences was done by classifying data, data reduction, and interpretation according to qualitative research methods.

FINDING AND DISCUSSION

Based on data analysis, researchers found some verbal violence in netizen comments on the @lilu_linamukerji TikTok account. The verbal violence uses a satirical language style. The satirical language styles include irony, sarcasm, satire, and innuendo. Of the 120 data on verbal violence in comments by netizens on the TikTok account @lilu_linamukerji, sarcasm was used the most. The order of using satirical language style in netizen comments on the @lilu_linamukerji account was 53 sarcasm, 37 cynicism, 17 ironies, 13 satires, and 0 innuendo.

The following table shows the results of identifying verbal violence by netizens on the @lilu_linamukerji TikTok account.

Table 1. Results identification of verbal violence

Language style	Form of Speech	Amount
Sarcasm	Words, phrases and sentences.	53
Cynicism	Words, phrases and sentences	37
Irony	Phrases and sentences	17
Satire	Phrases and sentences	13
Innuendo	-	0

From the table above, it can be seen that the style of language used in netizen comments on the content on the @lilu_linamukerji TikTok account is a style of cynicism in the form of words, phrases, and sentences as many as 37 out of 120 comment data. Meanwhile, the style of sarcasm in words, phrases, and sentences was 53 out of 120 commentary data. Furthermore, the style of irony is in phrases and sentences totaling 17 out of 120 comment data, while satire is in the form of clause phrases and sentences totaling 13 out of 120 data. Data analysis on netizen comments on the @lilu_linamukerji TikTok account did not find any innuendo style.

Of the 120 data analyzed, sarcasm was the most widely used. Sarcasm is a style of satire that contains bitterness and bitter reproach. Sarcasm may or may not be ironic, but what is clear is that this style is always going to offend and not be pleasant to hear. For example, it can be seen in the following example of using sarcasm style;

(90) *Gara' mkn babi jadi masuk tv (Because of eating pork, it's on TV)*

(91) *Kerbao (Buffalo)*

(98) *Ati2 liwat kandang sapi, d sangkakno rumput rupane ijo (Be careful passed the cow pen, at Sangkakno green grass)*

The 3 examples above illustrate the use of sarcastic satire in netizens' comments on Lina Mukerji's TikTok account. In the example data (90), *Gara' mkn babi jadi masuk tv* @lilu_linamukerji who has no skills or achievements to enter the entertainment world. The opportunity for @lilu_linamukerji to enter the TV station was only because of the controversy over his blasphemy case after uploading pork-eating content on her TikTok account. Meanwhile, in data (91), netizen comments using the word "*kerbao*" say that Lina Mukerji's body is as big as a buffalo. The word buffalo shows verbal violence in a sarcastic style because it

equates humans to buffalo. This sentence is certainly very hurtful because it contains elements of bullying.

Furthermore, in the third sentence the example data (98) shows the meaning of body shaming the account owner @lilu_linamukerji in a sarcastic style. This scathing comment started with uploading Lina Mukerji's content, walking waddling in a mall in a feminine costume with high heels. The netizen's comments indirectly mean that Lina Mukerji's appearance is unattractive. The sacramental style used in netizen comments on the TikTok account @lilu_linamukerji is ironic. This means likening other objects as a reference. The references used by netizens are none other than animal names, such as buffalo, pigs and cows which aim to insult or criticize.

In addition to verbal violence in the form of sarcasm, there is also a style of cynicism. Of the 120 data analyzed here, cynicism ranks second after sarcasm. Cynicism is an irony of a cruder nature. This means satire, whose reference differs from what is contained in the series of words. Cynicism is defined as satire in the form of doubt that contains ridicule of sincerity and sincerity. For example, as in the example sentence data below;

(50) *Gimana mau betah gk sih punya bos kaya mbaknya (How can you feel comfortable with a boss like her)*

(82) *Artis di bidang apa ya? (Artist in what field?)*

(99) *Entah outfit yg kek gimna yg cocok buat mbak yg satu ini (I don't know which outfit is suitable for this lady)*

In the data example (50), *Gimana mau betah gk sih punya bos kaya mbaknya* satire in a cynicism style marked by the use of the word *feel at home*. This comment implies that Lina Mukerji has a bad character and temperament as a boss. Meanwhile, in data (82), *Artis di bidang apa ya?* Categorized as a sinism is marked with interrogative sentences that mean being worried and, at the same time, insulting the information conveyed by Lina Mukerji in its content. Furthermore, in data (99), *Entah outfit yg kek gimna yg cocok buat mbak yg satu ini*, the sentence in data (99) shows a cynic satire style, where the sentence has the

meaning of stating that Lina Mukerji was never appropriate to wear any outfit or clothing.

The sentences in the example data above illustrate netizens' responses to the contents of the speech and the attitudes and conditions that existed for Lina Mukerji. The content of Lina Mukerji's story in its content sparked quite a negative response from netizens. The type of cynicism in the form of words, phrases and sentences in comments by netizens on the TikTok account @lilu_linamukerji is interpreted as mockery by netizens regarding Lina Mukerji's situation. Netizens use the cynical language style to express their distrust of netizens with anything Lina Mukerji conveys.

Furthermore, the style of satire occupies the third position out of 120 data analyses. Satire is an expression that laughs at or rejects something. This form need not be ironic. Satire contains criticism about human weakness. The main goal is to make improvements both ethically and aesthetically.

(55) *Kaya nggak biasa bersepatu (look like is not used to wearing shoes)*

(101) *Kak cobalah untuk merawat diri pasti cantik kk (Sis, try to take care of yourself; yo must be beautiful, sis)*

The two examples of netizen comment data above illustrate the use of satirical style. In data (55), *Kaya nggak biasa bersepatu*, indicating that Lina Mukerji's gait is like having difficulty when using high heels. This comment is said to be satire because it contains the meaning of harsh satire that builds Lina Mukerji to use something appropriate. Netizens indirectly said that Lina Mukerji was inappropriate to wear high shoes. Furthermore, on data (101) *Kak cobalah untuk merawat diri pasti cantik kk*. This comment aims to satirize Lina Mukerji, which is packed with sentences of suggestions for taking care of her. This means that in this sentence, there is a goal for Lina Mukerji to pay more attention to herself by doing various beauty treatments. This data shows the use of a satirical style to provide good benefits.

Netizens use this satirical style to show concern for Lina Mukerji. Of all Lina Mukerji's followers, some have empathy, even though they comment

sarcastically. However, the satire conveyed contains a purpose for good with the hope that Lina Mukerji will not become an object of blasphemy by netizens.

Furthermore, the 120 data found forms of verbal violence packed with irony. Irony means deception or pretense. Irony or satire is a reference that wants to say something with a different meaning or purpose from what is contained in the series of words. Irony uses a series of words to deny the true meaning.

(33) Sayang duwit aku 1 M tapi sayang masih di tangan orang. (Too bad my money is 1 billion but unfortunately still in the hands of people)

(39) Aku klok nyuruh2 mbak aku. Gak lupa bilang "Tolong ambilin" dan makasih ya udah diambilin. (If I told my sister to do it. Don't forget to say "Please take it" and thank you for taking it)

In the data example (33), *Sayang duwit aku 1 M tapi sayang masih di tangan orang*. This sentence intends to satirize Lina Mukerji, who once declared that she had much money, but in this content, Lina Mukerji said that her condition needed loan assistance to help her friends. Next, on data (39) *Aku klok nyuruh2 mbak aku. Gak lupa bilang "Tolong ambilin" dan makasih ya udah diambilin*. The sentence includes verbal violence with irony style. If referring to the true meaning of this comment tells itself well. Nevertheless, this sentence conveys that Lina Mukerji did not have a friendly and polite attitude toward her assistant when she ordered her to take eyelash glue.

This irony style is not widely used by netizens in commenting on the @lilu_linamukerji account. Netizens prefer to convey comments in a sarcastic style. However, from the small number, it can be understood that not all netizens comment or respond to every post on the @lilu_linamukerji account in a negative tone. Even though the style conveyed is equally satirical, it is just that the presentation of the language used is lighter and not classified as harsh.

CONCLUSION

From several descriptions of the analysis results, it can be concluded that forms of verbal violence in netizens' comments on the @lilu_linamukerji TikTok account are words, phrases and sentences. Meanwhile, the types of verbal

violence in the satirical style used by netizens in their comments on the @lilu_linamukerji TikTok account are cynicism, sarcasm, satire, and irony. 53 sarcasm innuendo in the form of words, phrases and sentences. Cynic satire was found in 37 forms of phrases and sentences. While irony satire was found 17 in the form of phrases and sentences. Furthermore, as many as 13 satirical allusions are in phrases and sentences. Innuendo style was not found in this study.

Of the several styles of satire in verbal violence used by netizens on the TikTok account @lilu_linamukerji, the most dominant style is sarcasm, as much as 53 out of 120 data. These findings illustrate the dissatisfaction of netizens with Lina Mukerji's posts on her TikTok account. Netizens feel sentiment towards Lina Mukerje even though the posts presented do not contain a story but generate a lot of harsh comments. The free use of language in the digital era influences anyone to comment harshly. Even though laws and regulations have restricted digital media, it is not uncommon for verbal violence to continue to occur on social networks.

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