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Analysis of Comments on Netanyahu's Instagram Account: Unveiling Cyberbullying and Its Impact on Social Construction

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Abstract

This study, titled Analyzing Comments on Netanyahu's Instagram: Unveiling Cyberbullying Types and Their Impact on Social Construction, aims to identify the types of cyberbullying and their impact on user interactions in the comments on Netanyahu's Instagram, using a descriptive qualitative method. Hinduja and Patchin's (2013) theory is applied to categorize cyberbullying into nine types, including rumor spreading, flaming, posting, captioning, commenting, messaging, information spreading, impersonation, tagging and untagging, cyberstalking, and physical threats. Berger and Luckmann's (1966) social construction theory is used to analyze the influence of cyberbullying on interactions, focusing on three components: externalization, objectivation, and internalization. The data is analyzed using Spradley's techniques, which include domain analysis, taxonomy analysis, componential analysis, and cultural theme analysis. The researcher serves as the main instrument, collecting and analyzing the data. The findings, based on comments from Instagram posts in June 2024, identified five types of cyberbullying: rumor spreading two data, flaming forty two data, captioning, commenting, and messaging fifty six data, cyberstalking three data, and physical threats nine data. Captioning, commenting, and messaging were the most frequent because the data focuses on comments, while flaming and physical threats occurred less often due to their more aggressive and serious nature.

Keywords: Cyberbullying, Psychoanalysis, Social Construction, Types of Cyberbullying

Introduction

In the digital age, the internet has become an integral part of daily life, particularly in Indonesia, where it has transformed how people access information and communicate. Social media platforms, or "media sosial" as they are known in Indonesian, facilitate these interactions by allowing users to connect and share content easily (Paramitha, 2011). Gunelius (2011) describes social media as a set of online tools that enable conversations, engagement, and participation, all of which are fundamental to the Web 2.0 experience. Yet, this digital convenience comes with its own set of challenges, including the rise of cyberbullying. Cyberbullying involves intentional harm inflicted through digital means, such as spreading harmful content or engaging in social aggression online (Willard, 2005). Research has shown that those who engage in cyberbullying often display certain traits, such as a temperamental nature or a lack of empathy, and may find satisfaction in their actions when they achieve their goals (Kowalski, 2008; Nasrullah, 2015). This behavior is not confined to any specific environment and can occur in schools, communities, homes, and notably, on social media platforms.

Among these platforms, Instagram has emerged as a particularly prevalent site for cyberbullying. Users often express their thoughts and seek attention through posts and direct messages, which can lead to a hostile environment. This is especially true for high-profile individuals like Tn. Netanyahu, whose involvement in the Israel-Palestine conflict has made him a frequent target of online harassment. The impact of cyberbullying extends beyond the individuals targeted; it influences how commentators perceive and interact with digital content. According to Berger and Luckmann's Social Construction theory (1966), cyberbullying can shape social perceptions and interactions through online engagement. For Tn. Netanyahu, the intense criticism and attacks he faces on Instagram, particularly concerning his decisions related to the Israel-Palestine conflict, exacerbate tensions and contribute to a polarized digital environment. This has significant repercussions, especially for Palestinian civilians, who are often affected by the negative discourse surrounding Netanyahu's posts.

Given the profound implications of cyberbullying in the context of influential figures like Tn. Netanyahu, this research seeks to explore this phenomenon more deeply. By focusing on Netanyahu's Instagram account, the study aims to identify the types of cyberbullying present and examine its effects on interactions in the comments section. Previous research provides useful context. Laora and Sanjaya (2021) investigated cyberbullying among Generation Z in Jakarta, analyzing its various forms and impacts using Willard's theory. Juditha Christiany

(2021) explored the rise of cyberbullying against celebrities on Instagram, highlighting the normalization of such behavior. Novitasari and Hia (2021) examined cyberbullying in the film *Cyberbully*, focusing on its psychological effects and the role of social media. This study stands apart by concentrating on Netanyahu's Instagram account, aiming to uncover the types of cyberbullying and assess how these behaviors influence interactions in the comment sections.

This research delved into the cyberbullying present on Netanyahu's Instagram account, focusing on identifying its types and understanding its effects on comment interactions. The study utilized Hinduja and Patchin's (2013) theory to categorize the types of cyberbullying and Berger and Luckmann's (1966) theory to explore its impact on interactions. Data were gathered from posts in English made on June 3, 6, 9, and 26, 2024, chosen for their high volume of comments. This study aims to shed light on the nature of cyberbullying on Netanyahu's Instagram and its effects on comment interactions. By providing insights into how digital platforms intersect with broader social contexts, the research seeks to enhance understanding of cyberbullying's impact on individual experiences and well-being. It is hoped that this study will serve as a valuable resource for students and others seeking a deeper understanding of the complex dynamics of cyberbullying.

Review of Literature

According to Freud (2002:3), psychoanalysis is a therapeutic approach designed to address individuals with nervous disorders. This method of therapy focuses on treating mental and emotional deviations. Fudyartanta (2005:17) elaborates that psychoanalysis delves into the unconscious aspects of the psyche, exploring motivations, emotions, conflicts, neurotic symptoms, dreams, and personality traits. Freud pioneered psychoanalysis to address neuroses and various mental health issues. Cyberbullying, defined as the use of electronic communication to harass or intimidate someone, has become a major issue with the rise of digital technologies. This form of bullying can manifest in various ways, such as harassment, impersonation, rumor spreading, and exclusion. Social media platforms like Facebook, Instagram, Snapchat, and TikTok frequently serve as venues for such activities (Kowalski et al., 2014). The anonymity these platforms provide often encourages bullies, allowing them to target their victims without facing immediate repercussions.

The impact of cyberbullying is significant, leading to anxiety, depression, low self-esteem, and in extreme cases, suicidal thoughts among victims. The pervasive nature of

digital abuse means it can intrude into victims' homes, unlike traditional bullying that typically occurs in specific locations like schools. Research indicates that the prevalence and severity of cyberbullying can differ by gender and age, with adolescent girls often more affected than boys, especially through social exclusion and rumor spreading (Smith et al., 2008). Effective strategies to combat cyberbullying include educational initiatives, parental involvement, and the enforcement of anti-bullying policies.

Programs such as the Olweus Bullying Prevention Program have been modified to address cyberbullying, aiming to foster a supportive school environment and educate students on responsible technology use (Olweus & Limber, 2010). Parental engagement is vital in monitoring and guiding children's online behavior, with studies indicating that open dialogue between parents and children about internet usage can help reduce cyberbullying (Mishna et al., 2010). Schools and governments also have a crucial role in implementing and enforcing anti-bullying policies and laws, which can deter bullies and provide a structure for addressing cyberbullying incidents (Hinduja & Patchin, 2013).

According to Hinduja and Patchin (2013), cyberbullying can be identified in nine main categories, each with its own characteristics and impact. Rumor spreading is a highly damaging form of cyberbullying, often conducted through social media or text messages, where gossip and false accusations are spread with the intent to damage someone's reputation. Flaming involves sending or posting rude or provocative messages to elicit negative emotions and demonstrate dominance. Posting refers to sharing embarrassing or negative images or content about someone, often without their consent. Caption, commenting, and messaging encompass various forms of offensive comments and messages, from direct insults to subtle sarcasm, often done anonymously or with fake accounts. Information spreading occurs when personal or sensitive information is disseminated without permission, such as phone numbers or personal issues, which can have serious consequences for the victim. Impersonation involves pretending to be someone else online, such as creating a fake profile to damage reputations or cause trouble. Tagging and untagging involve linking someone to unwanted content, while untagging can be used to avoid undesired associations.

Cyberstalking is the use of technology to intimidate or harass someone repeatedly, often by gathering personal information and using it to make the victim uncomfortable. Physical threats involve threats to someone's physical safety, which requires serious assessment to determine if the threat is genuine or just an emotional expression.

The social construction theory by Berger and Luckmann (1996) provides an important framework for understanding cyberbullying. According to this theory, reality is shaped through

social interaction, with ³ three main components: externalization, objectivation, and internalization. Externalization is the process through which individuals express their thoughts and actions to the outside world, such as through insulting posts or messages on social media. Objectivation occurs when these expressions become part of the objective reality recognized by the community, for example, when insulting comments are liked or approved by many people on an online platform. Internalization involves the adoption of this objective reality into an individual's consciousness, influencing how they think and interact. Victims may internalize negative messages, affecting their mental health and interactions, while perpetrators may internalize norms that support their behavior.

Social media, as an institution, regulates user behavior and shapes norms through its policies and algorithms. Algorithms that promote viral content can exacerbate cyberbullying, while platforms with lax enforcement of rules may reinforce such behavior. Online communities can also reinforce a culture of trolling and insults, often supported by media representations that do not fully convey the serious impact of cyberbullying or reinforce stereotypes about victims and perpetrators.

Methodology

The research focuses on analyzing Benjamin Netanyahu's Instagram account, specifically posts made on June 3, 6, 9, and 26, 2024. The primary aim is to examine comments in English that contain elements of cyberbullying, including negative remarks, insults, and threats directed at Netanyahu. Additionally, the study will explore comments reflecting aspects of social construction, such as externalization, objectivation, and internalization, to understand how these processes influence and shape cyberbullying behaviors.

The data collection process involves a structured approach where the researcher first accesses Netanyahu's Instagram account to establish the context. The researcher then analyzed and screenshot relevant comments from the specified dates to ensure accurate documentation of cyberbullying instances. This systematic approach is designed to capture and preserve the original content for further analysis.

Data analysis will follow Spradley's (1980) framework, incorporating domain, taxonomy, componential, and cultural theme analyses. Domain analysis focused on categorizing types of cyberbullying, while taxonomy analysis will organize these types and social construction components into distinct categories. Componential analysis investigated

how these categories interact, and cultural theme analysis integrated the findings to draw comprehensive conclusions about the broader social implications of cyberbullying.

Findings and Discussion

Findings



Figure 4. 1 Datum 2

The comment "new Hitler" on Netanyahu's Instagram account is an example of **flaming**, a type of cyberbullying characterized by posting offensive, angry, or provocative messages meant to elicit strong emotional reactions. Referring to someone as "new Hitler" is a derogatory and inflammatory insult designed to provoke rather than contribute constructively to a conversation.

The "new Hitler" remark exemplifies **externalization**, as it represents an outward manifestation of cyberbullying intended to cause harm and provoke. The public nature of social media amplifies this impact, highlighting how such comments can spread and affect a broader audience.

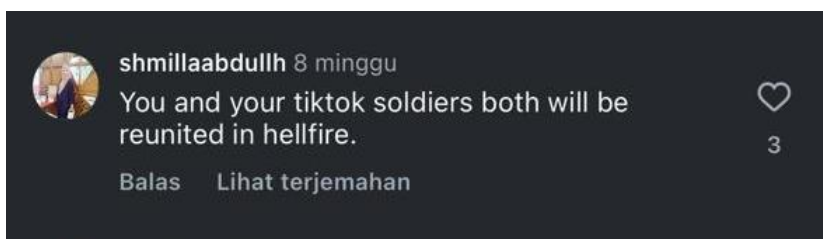


Figure 4. 2 Datum 4

The comment "you and your TikTok soldiers will be reunited in hellfire" qualifies as a **physical threat** due to its implication of severe punishment or harm, referring metaphorically to hellfire as a place of intense suffering. Despite the metaphorical language, the comment clearly suggests potential danger or death for those mentioned, aiming to intimidate and instill fear, which is characteristic of physical threats in cyberbullying.

In the context of the Israel-Palestine conflict, comments directed at the Prime Minister of Israel, such as this one, fall under the category of commenting in cyberbullying studies.

These remarks are typically public comments rather than private messages or social media posts and are often designed to influence public opinion or express provocative personal views. The comment demonstrates externalization by projecting aggression and hostility through a digital platform, making it visible to others and adding to the ongoing discourse.



Figure 4. 4 Datum 16

The comment “Monster Netanyahu, we will see you, life will never get peace forever” directed at the Prime Minister of Israel can be classified as **cyberstalking**. This is because the comment includes threats and hostile statements about the target's future, suggesting persistent harassment and a continuous lack of peace. Such remarks are intended to induce fear and anxiety about the target’s well-being and future, which aligns with the characteristics of cyberstalking. Furthermore, the comment is considered cyberstalking due to its repeated nature.

In the context of the Israel-Palestine conflict, comments directed at the Prime Minister are typically categorized under **commenting** in cyberbullying studies. This is due to the fact that these hostile remarks are made publicly in the form of comments, rather than being sent as private messages or standalone posts. The act of **externalizing** involves projecting personal, internalized hostility into a public forum, making these feelings and judgments visible to others and influencing the online discussion about Netanyahu.

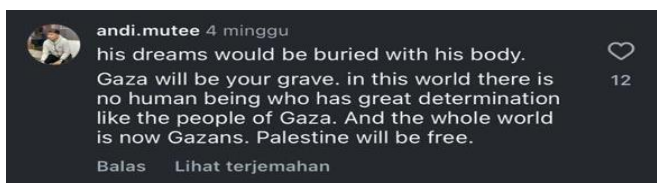


Figure 4. 1 Datum 55

The comment on Netanyahu's Instagram contains elements of **physical threats** by explicitly suggesting violence. The phrase "His dreams would be buried with his body. Gaza will be your grave" implies that Netanyahu will meet a violent end. This statement classifies the comment, directed at the Prime Minister of Israel within the context of the Israel-Palestine

conflict, as part of cyberbullying through **commenting**. The comment externalizes severe personal threats and hostility, using direct language and geopolitical references to convey these sentiments publicly, affecting how others perceive both Netanyahu and the commenter's intentions.

Table 4. 1 Table of Component Analysis

Cyber-bullying Types	Social Construction Components			Total
	S1	S2	S3	
T1	2	0	0	2
T2	42	3	0	45
T4	56	3	1	60
T8	3	0	1	4
T9	9	0	0	9
Total	112	6	2	120

Notes :

T = Types of Cyberbullying

S1 = Externalization

S = Social Construction Components

S2 = Objectivation

T1 = Rumor Spreading

S3 = Internalization

T2 = Flaming

T3 = Posting

T4 = Caption, Commenting, and Messaging

T5 = Information spreading

T6 = Impersonation

T7 = Tagging and Untagging

T8 = Cyberstalking

T9 = Physical threats

The data found in this research consist of two of rumor spreading in externalization, forty-two of flaming in externalization, three of flaming in objectivation, fifty-six of caption, commenting, and messaging in externalization, three of caption, commenting, and messaging in objectivation, one of caption, commenting, and messaging in internalization, three of cyberstalking in externalization, one of cyberstalking in internalization, and nine of physical threats in externalization.

Discussion

Caption, commenting, and messaging (T4) are the most prevalent forms of cyberbullying, primarily occurring in externalization (S1). These are followed by flaming (T2)

and physical threats (T9), which also predominantly happen in externalization (S1). Cyberstalking (T8) and rumor spreading (T1) are less frequent, with T8 occasionally appearing in internalization (S3) and T1 being restricted to externalization (S1). This pattern indicates that externalization is a major area for visible and frequent cyberbullying, while internalization is less common due to its more personal and less visible nature.

Previous research provides additional context. The study by Laora and Sanjaya (2021), titled “Fenomena Cyberbullying di Media Sosial Instagram (Studi Deskriptif Tentang Kesehatan Mental Pada Generasi Z Usia 20-25 Tahun di Jakarta),” highlights the severe mental health impacts of cyberbullying, including depression, stress, paranoia, insecurity, and temperamental issues. Juditha Christiany’s (2021) study, “Analysis of Content: The Case of Cyberbullying Against Celebrities on Instagram,” shows that cyberbullying can occur spontaneously and uncontrollably, often with little regard for the victim's psychological wellbeing. It notes a troubling trend where bullying is increasingly normalized rather than seen as unethical, partly due to the influence of gossip accounts and easy social media access. This study uses Michele Willard’s cyberbullying theory to explore these dynamics. Novitasari and Hia’s (2021) study, “Cyberbullying in Movie Cyberbully: An Analysis From The Psychological Perspective,” emphasizes how social media activity can trigger cyberbullying and advises the younger generation to use social media wisely to avoid negative impacts.

The findings from these studies, along with my own research, indicate that platforms like Instagram are frequently used for cyberbullying. All three studies reference Michele Willard’s theory, which identifies four main types of cyberbullying: flaming, cyberstalking, impersonation, and outing. Flaming involves posting offensive comments to provoke or upset others. Cyberstalking is marked by repeated, targeted harassment or threats through digital means, causing significant distress. Impersonation involves pretending to be someone else online to deceive or harm them, while outing is the act of sharing someone’s private information without consent, akin to “information spreading” in Hinduja and Patchin’s theory but with different terminology. Willard’s theory provides a structured framework for understanding and categorizing these behaviors, aiding researchers and practitioners in identifying, addressing, and mitigating the impact of harmful online actions.

Conclusion and Suggestions

This study highlights important findings about cyberbullying on Benjamin Netanyahu's Instagram account, particularly in the context of the Israel-Palestine conflict. The analysis

shows that Netanyahu's Instagram comments frequently feature cyberbullying behaviors, including flaming, captioning, commenting, messaging, physical threats, and cyberstalking. These observations demonstrate how social media platforms like Instagram can serve as venues for not just political expression but also for aggressive and harmful conduct.

The study also underscores that the nature of cyberbullying on Netanyahu's Instagram is significantly influenced by the political and conflict context, with the most frequent instances occurring in the externalization component. This reflects the public nature of interactions and comments in a politically charged environment. To effectively address and mitigate cyberbullying, it is essential to develop prevention and intervention strategies that take into account these political and social dimensions.

For future prevention and intervention efforts, social media platforms should improve their monitoring and moderation tools to manage high-risk areas such as captions and comments, utilizing advanced algorithms to detect and respond to cyberbullying behaviors like flaming and offensive remarks. They should also create accessible reporting mechanisms and support resources for users affected by cyberbullying. Educational institutions should incorporate comprehensive cyberbullying prevention programs and provide training for students, educators, and staff. Additionally, individuals are encouraged to engage in responsible online behavior, educate themselves about cyberbullying, and contribute to fostering a positive online environment by seeking support and reporting abuse when necessary.

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