

REPRESENTATION OF CYBERBULLYING IN SOCIAL MEDIA INSTAGRAM (SEMIOTIC ANALYSIS ON @RACHELVENNYA ACCOUNT)

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ABSTRACT

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As the world of technology develops, communication patterns also evolve. This is marked by the emergence of new media known as social media. The use of social media also has negative effects, one of which is the phenomenon of cyberbullying. Instagram is one of the social media platforms where this phenomenon occurs the most. Like Rachel Vennya, an influencer as well as a public figure who has experienced cyberbullying on her Instagram account. This study aims to analyze the verbal and non-verbal meanings of posting images and language text comments on the Instagram account @rachelvennya based on Ferdinand de Saussure's semiotic theory. The research method used is a qualitative approach with a descriptive research type. Data collection is done by making observations and observations, assisted by documentation. The research results show that 5 different Rachel Vennya Instagram posts reap negative comments that contain elements of cyberbullying. And 5 of these posts have different forms of cyberbullying, 2 of which are sexual harassment, and the other 3 posts are harassment / humiliation, and satire. Conclusion: The impact of this cyberbullying action is to limit the comment column on the @rachelvennya Instagram account. And the language used by cyberbullies seems harsh, frontal and impolite

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1. Introduction

In the current era, technology is experiencing very rapid development. The development of technology has resulted in the development of communication patterns, this is characterized by the existence of new media which makes it easier for humans to convey information and communicate. One of them is digital media, where this media is widely used by humans. This new media makes it easier for people to convey information accurately and quickly via the internet. The Internet is a network that allows connections and communication exchanges between computers and communication systems throughout the world. With all its benefits,

such as reducing communication time and costs, the internet is very important for society. The ease of obtaining information has made the internet a preferred medium for the public (Soraya, 2017).

Social media is a platform where various information can be shared and seen by everyone. Users can share photos, share insights, share hobbies, and even find and add friends (Nisak & Hariyanto, 2017). The development of Social Media began with Friendster, My Space, LastFM which were used as social networks. Then it developed into Facebook and Instagram which are still used today, in fact these two social media are still quite popular even though more and more new social media are emerging. The development of new technologies and platforms is changing the social media landscape, creating new ways to interact, share and connect with others. Therefore, social media is an ever-changing and dynamic domain that has a major impact on modern society. Apart from disseminating information, from a communication perspective social media also allows for the influence of changing behavior and shaping public opinion.

Instagram is a social media that is growing quite rapidly, because Instagram offers interesting features as a photo and video sharing application. Quoted from salamoon, the photos and videos are visual signs or a collection of elements that have a specific meaning. So that from these elements will lead to different perceptions (Afifa, A., & Kusnarto, 2022). In addition, Instagram also provides space for users to be able to express themselves with the profile or account feature, which is a tool to support user creativity. Instagram also provides a filter feature that can be used when taking pictures, everyone can also create and share their filters with others. Therefore, social media is also often known as free media, where everyone is free to express themselves. Just by having an internet connection, someone can access social media (Mamahit & Pratiwi, 2022).

Communication using media is called mass communication, or the process of delivering messages through electronic, print, and online (internet) media. The communication message itself is an idea or thought that is embodied by symbols that contain meaning and are shared equally by the communicator (Hariyanto, 2021). Mass communication and social media have a significant role in shaping public opinion. Information presented by mass communication and social media can shape the perceptions of certain individuals and groups regarding an issue. Social media also provides facilities for users to dialogue and discuss an issue which allows various points of view to emerge and can influence public thought patterns and opinions.

Based on data from Napoleon Cat on the DataIndonesia.id website, in December 2022, the number of Instagram users in Indonesia numbered 97.17 million, a slight increase of 0.1% from 97.07 million in the previous month. This number also increased by 5.01% from the same period the previous year. In January 2019, the number of Instagram users in Indonesia was 92.53 million. In contrast, 51.4% of Indonesian Instagram users are female, and 48.6% are male. In addition, 38% of Instagram users are from the 18-24 year age group, 29.8% from the 25-34 year age group, 12.5% from the 13-17 year age group, 29.8% from the 35-44 age group years, 12.5% from the age group 45-54 years, and the rest is the age group 45-54 years (Mustajab, 2022).

Representation is a depiction of the reality of a culture which is manifested in the form of symbols, meanings and signs. Representation provides a way of interpreting an object that is depicted (An Nur, 2022). In the process of representation, the use of social media is often

misused, and has a negative impact on its users. One of them is the emergence of the term cyberbullying, which has recently been found on social media. And Instagram is the number one media used as a media platform for bullying or cyberbullying.

This research has been carried out by many researchers regarding the phenomenon of cyberbullying on social media. The first research was written by Vienna Maulidya Putri in 2018, research entitled "Analysis of Cyberbullying in Social Media (Study on Social Media Accounts of Marion Jola @lamarionj)" studied that society currently undervalues messages posted on social media, which makes it easier to doing bad things there. One of the impacts is cyberbullying or cyberbullying. Cyberbullying is an abusive action that is intentionally done repeatedly by someone with the aim of wanting to make the victim hurt and it is not easy to be able to defend himself. The object of this research is one of the participants Indonesian Idol in 2018, Marion Jola. She was cyberbullied because of the immoral video case that she allegedly played. This made netizens comment about the truth (Vienna Maulidya Putri et al., 2018).

The second study was conducted by Christiany Juditha in 2021, with the title "Content Analysis on Cyber Bullying of Celebrities on Instagram", that this bullying can be seen from two sides: perpetrators, victims, and celebrities. There are situational factors that encourage someone to cyberbully because they have experienced cyberbullying before, which then encourages them to do the same thing again. Bullying that happens to artists is often found on social media, this is because celebrities are famous people and are a source of news. Making gossip accounts take advantage of this, by providing information that triggers fights between fans and haters on social media. This phenomenon that occurs on the internet shows that most netizens do not understand social media literacy. including an understanding of the ethics of interacting on social media (Juditha, 2021).

The third study, entitled "The Phenomenon of Cyberbullying Among Ulama' in the Digital Dakwah Era (Case Study of Gus Miftah's Instagram Account)" conducted by Nur Laili Sa'adah revealed that the forms of cyberbullying received by Gus Miftah included flaming, denigration, Impersonation/Mask Grading, and exclusion. In addition, there was an impact on Gus Miftah's Instagram account, namely the reduced number of followers. Although several informants claimed that Gus Miftah's preaching was no longer liked, Gus Miftah's loyal followers remained (Dakwah, 2022).

The fourth research was conducted by Muhammad Irfan, Shelsa Bela, Tiara Aryanti, and Anastasia Ari. The research entitled "Cyberbullying Phenomenon in New Media Technology (Instagram) Perspective of Communication Studies" shows that the development of virtual technology in addition to experiencing positive developments also has negative effects. So the problems faced by cyberbullying are ethics and morality. The phenomenon of cyberbullying itself can be experienced by everyone, both ordinary people and public figures. Victims and perpetrators of cyberbullying come from teenagers, this means that understanding of ethics and morals is still not properly realized (Irfan et al., 2020).

Quoted from Meyfina, cyberbullying is bullying of other people using digital technology, one of which is social media (Rahdianni et al., 2023). One of the factors in the occurrence of cyberbullying is someone who wants to express certain feelings by sending messages containing insults, insults, even harsh words aimed at someone with the aim of wanting to see the victim get hurt. It can be interpreted by the existence of cyberbullying, it becomes a separate fear that will be felt by the victim and even cause trauma. In addition, cyberbullying

also has a negative impact on the psychology of the victim, such as a lack of confidence, trauma, mental pressure, and can even make the victim commit suicide. Cyberbullying takes many forms that include behavior to harm, intimidate and harm others online. Among them are, a.) Harassment and humiliation, a form of cyberbullying that uses harsh words, insults personally and hurts someone's feelings. b.) Sexual harassment, namely sending unwanted or sexually inappropriate messages to someone. c.) Defamation, namely spreading false information, slander or rumors that damage a person's reputation. It can happen through private messages or public posts.

Several cases of cyberbullying that occurred in the world. The first case occurred in China. A woman named Zheng Linghua almost committed suicide, because she was bullied about her appearance. Zheng Linghua is known on social media as the "pink hair girl". In July 2022, he became the victim of cyberbullying after posting photos and videos showing how proud he was to be accepted into graduate school. Given her pink hair, the 23-year-old woman's announcement received a lot of comments. These comments filled several Chinese social media, such as Douyin, Weibo, and Xiaohongshu. The perpetrators linked Zheng Linghua's pink hair color to prostitution. For 6 months he faced cyberbullying perpetrators, and on January 23, 2023 he chose to end his life (Hestianingsih, 2023).

The second case occurred in Indonesia. This cyberbullying phenomenon was widely discussed in 2019, which was experienced by teenagers who were still in junior high school. The reason is, this case is not only in the form of cyberbullying, but also persecution. Teenager named Audrey experienced abuse by high school students, due to revenge. Previously, Audrey and the high school student mocked each other on social media, but because they did not accept that Audrey was persecuted by several people who were a gang of high school students. This case was trending on Twitter and the hashtag #JusticeforAudrey was formed, so several celebrities visited Audrey who was being treated at the hospital. However, when the results of the examination came out, it turned out that the wound that Audrey was talking about was not found. This made the public furious and thought that this case was a hoax (Fadhil, 2019).

The object of this research is the @rachelvennya account, an influencer known as Rachel Vennya receives negative comments from netizens in almost all of her posts. Rachel is known to the public because of her love story with her husband and parenting of children, which has inspired the public. However, she was criticized for her decision to remove the hijab in 2020 after divorcing her husband. Then he also became a topic of conversation because his case escaped from quarantine in 2021, this made netizens send more and more hate comments on their Instagram.

This study aims to analyze and explain the verbal and non-verbal meanings of several photos and negative comments on several Rachel Vennya Instagram posts, using semiotic theory, which is a method or method for analyzing and studying the meanings of symbols in a message or text. Then from this meaning it can be seen the forms of cyberbullying experienced by Rachelvennya. Therefore researchers are interested in examining more deeply about "Representation of Cyberbullying Forms in Instagram Social Media (Semiotics Analysis on @rachelvennya Account)".

2. Methods

This study uses a qualitative research method with descriptive presentation, with the aim of explaining the phenomenon in depth and through in-depth data collection as well. Quoted from Febriani, Research on cyberbullying is research that aims to gain an understanding of social conditions about what is experienced by research subjects, such as behavior, perceptions, actions, and motivation, verbally and in language (Vienna Maulidya Putri et al., 2018). There are several reasons why the qualitative method was chosen for this study. One of them is the fact that this method has been widely used and can provide clear and in-depth analysis compared to quantitative methods. In addition, this method has been used by many previous studies on similar themes to provide a more in-depth analysis.

The analysis process certainly requires primary and secondary data, this study uses primary data such as screenshots, writing, and photos. While secondary data is taken from books, journals or previous research, and data sources from the internet. Secondary data is taken as supporting material from research where the information provided is in the form of facts and in accordance with related references. The selection of data collection techniques in this study is to use observation or observations, also assisted with documentation. The documentation in question is screenshots of several Instagram posts uploaded to her @rachelvenya account. This data collection technique is also useful for finding out which forms of cyberbullying attack Rachel Venny on her Instagram account.

According to Berger, Ferdinand de Saussure and Charles Sander Pierce were two different founders of semiotics who did not know each other and developed their own fields. Saussure's scientific focus is linguistics, while Pierce's is philosophy. Semiotics according to Saussure is as long as human behavior and actions have meaning or function as a sign, then there will be a system that allows that meaning. Ferdinand Saussure's Semiotic Theory has 2 parts, the signifier and the signified, both of which are put together to produce a sign. Meanwhile, according to Pierce, humans can only reason through signs. In his mind, logic is the same as semiotics and semiotics can be applied to all signs (Mudjiyanto & Nur, 2013). Meanwhile, Roland Barthes is Saussure's successor, in theory almost literally derived from linguistic theory according to de Saussure. According to Barthes, studying semiotics is about how humans understand the world around them, so that objects are implied messages (Rahmawati Wulansari, Rivaldi Abdillah Setiana, 2020).

Ferdinand De Saussure's semiotic theory is used in this study. This theory states that signs are positioned in human communication by choosing between what is called the signifier and what is called the signified (Rukmanasari & Hakim, 2023). Saussure said semiotics is a field that studies the function of signs in social life. This field investigates aspects of signs and laws that govern them (Triwahyuningsih et al., 2022). Researchers analyzed verbal and non-verbal meanings in posts uploaded by the Instagram account @rachelvennya which reaped negative comments and contained elements of cyberbullying, so as to get the desired data evidence.

3. Results and Discussion

This research examines the form (signifier) of cyberbullying and determines the meaning (signified) in each upload on Instagram @rachelvennya. Researchers analyze the meaning of non-verbal and verbal. Non-verbally, the researcher analyzed photos that have cyberbullying elements. While verbally, the researcher analyzed the descriptions of the negative comments that resulted in cyberbullying. In accordance with Ferdinand de Saussure's semiotic

analysis, namely the aspects of the signified and the signifier, the research results will be presented in the form of a table below :



Figure 1 : Rachel Vennya's Instagram
(Source: Instagram @rachelvennya, 22 December 2020)

Table 1 : Analysis of Non Verbal Messages (Figure 1)

Signifier	Signified
Shoulder-length hair is black	With hair that is not neatly combed, it means that Rachel Vennya has indeed decided to take off her hijab.
Pose with a flat face without expression	There are several meanings, if someone displays an expressionless face. The first is to hide his feelings and the second is that the person doesn't care about what is going on around him.
Close-up photos (close up shots)	This shooting technique indicates that the photo focuses on Rachel Vennya's face.

The analysis of the post illustrates that Rachel Vennya wants to show herself choosing to remove the hijab. However, this reaped negative comments filled with disappointment from fans and other Instagram users or netizens.

Table 2 : Verbal Message Analysis (Figure 1)

Signifier	Signified
Description of the comments in the upload Figure 1. "Menajiskan (Defiled)"	In the description of the comment, it means that the photo uploaded by Rachel Vennya makes some users dislike and even feel disgusted. This is a sense of disappointment from netizens about what he did.

Rachel Vennya's decision to take off her hijab surprised and disappointed fans and netizens. Rachel Vennya is known by netizens for her way of educating children and has become a public figure as well as a role model from various circles. When she shared a post about her decision to remove the hijab, her fans expressed their disappointment through her Instagram comment column, even negative comments. Verbal messages expressed by other Instagram users are insults aimed at Rachel Vennya .



Figure 2 : Instagram @rachelvennya, 22 December 2020

Table 3 : Analysis of Non Verbal Messages (Figure 2)

<i>Signifier</i>	<i>Signified</i>
Wearing a white crop top and black bottoms	The choice of style means relaxed but stylish like the holiday moments, crop tops are the right choice to use while on vacation
Posing with red roses	Red roses have a romantic meaning and express love, it might be being felt by Rachel Vennya who is in love with someone
Mirror selfie photo poses	With this technique of taking pictures, it means that Rachel Vennya wants to show herself also the atmosphere of the room that will be the place to live during the holidays.

The analysis of the post illustrates that Rachel Vennya wants to forget for a moment all the problems that are happening to her life, she wants to enjoy life with a short vacation with those closest to her. The red luxurious flower on the hand expresses her current feelings of being in love.

Table 4 : Verbal Message Analysis (Figure 2)

<i>Signifier</i>	<i>Signified</i>
Description of the comments in the upload Figure 2. "Belum sah udah ahh candaa sah aaahh (Not yet legal, already ahh jokes, legal)"	In the description of the comment, it means that the photo uploaded by Rachel Vennya made some users interpret other things besides their appearance. Some netizens gave quite vulgar comments, they thought Rachel was on her honeymoon with her lover abroad.

The photo uploaded by Rachel invites many perceptions from other Instagram users, they think that Rachel Vennya is not only on vacation but on a honeymoon with her lover in a luxury hotel abroad. In fact, Rachel Vennya posted this photo with the aim of wanting to share her news about being on vacation, against the background of the atmosphere of the city of Dubai. Some of the comments given by netizens have elements of vulgarity, leading to sexuality.



Figure 3 : Instagram @rachelvennya, 19 May 2022

Table 5 : Analysis of Non Verbal Messages (Figure 3)

<i>Signifier</i>	<i>Signified</i>
Wearing a gray bikini	The choice of bikini style is Rachel Vennya's way of showing her freedom of expression.
Against the backdrop of the pool and beach	Rachel Vennya chose to take a photo with a swimming pool and beach in the background to show that she is passionate about water-related activities.

Posing with a smiling face	The smile expression has several meanings, confidence and happiness. Rachel Vennya showed a smiling expression wanting to show her happiness and confidence.
Full shot photo	This shooting technique means that the photo is directed at Rachel Vennya.

Table 6 : Verbal Message Analysis (Figure 3)

Signifier	Signified
Description of the comments in the upload Figure 3. "Lonte (Bitch)"	In the description of the comment, netizens insult Rachel Vennya because her appearance and clothes are increasingly exposed. The word lonte has elements of rudeness and is inappropriate to use for someone. Lonte itself means a whore, this word is often used for insults and swearing.
Description of the comments in the upload Figure 3. "Nga kuat deh (It's not strong enough)"	In the description of this comment, it means that Rachel Vennya's posts, which are increasingly here, are more open, making fans and netizens even less strong.

Someone's post on social media describes their behavior while in the real world, so does Rachel Vennya. Her posts, which are increasingly open and free, have made some fans feel disappointed and annoyed, considering that she used to wear the hijab and was closed. They consider all the suggestions and words of encouragement to return to their old self as if they were not heard and just past wind. Also the negative comments on other posts also don't make Rachel Vennya take care of her image even more.

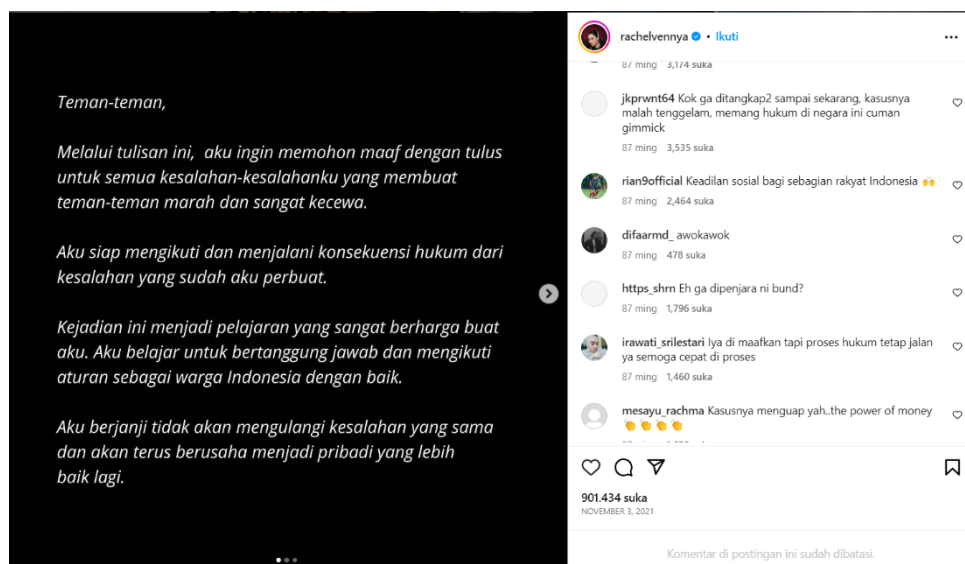


Figure 4 : Instagram @rachelvennya, 3 November 2021

Table 7 : Analysis of Non Verbal Messages (Figure 4)

Signifier	Signified
Letter of apology for his actions	This article was written by Rachel Vennya as an apology addressed to fans and all Indonesian people for their wrong actions.

This photo containing a long text is an apology that Rachel Vennya expressed to fans and all the Indonesian people for her actions that escaped from quarantine and went abroad when Covid was rampant. Rachel Vennya's actions went viral and ended peacefully without being imprisoned, this made the public angry.

Table 8 : Analysis of Verbal Messages (Figure 4)

Signifier	Signified
Description of the comments in the upload Figure 4. " Kok gak ditangkap2, sampai sekarang kasusnya malah tenggelam, memang hukum di negara ini cuma gimmick (How come you weren't arrested, until now the case has sunk, indeed the law in this country is just a gimmick)"	In the description of the comment, the meaning of gimmick in slang is sweetener. Netizens think that the law in Indonesia is only a sweetener, not something that must be obeyed. They asked why the Rachel Vennya case was not brought up, and even drowned.
Description of the comments in the upload Figure 4. " Eh nggak dipenjara ni bund ? (Eh, aren't you in jail, bro?)"	This comment has the meaning of asking why Rachel Vennya was not arrested after making a fatal mistake.

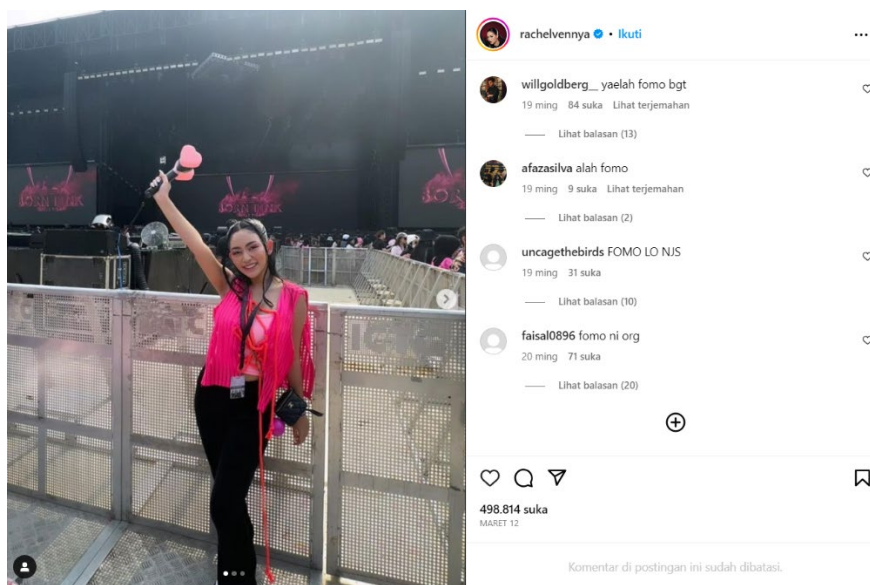


Figure 5 : Instagram @rachelvennya, 12 March 2023

Table 9 : Analysis of Non Verbal Messages (Figure 5)

Signifier	Signified
Wearing a pink shirt and black pants	The choice of pink and black clothes is Rachel's way of adjusting to the theme of the event she is attending.
Holding a lightstick	Lightstick is a tool used to identify an idol group. Usually used when a concert event takes place. Rachel held a

	lightstick indicating she was attending a concert by an idol group.
Full shot photo	This shot indicates that the photo is on Rachel Vennya.

This post was uploaded by Rachel Vennya during a concert by a K-pop group or Korean idol holding a concert in Indonesia, namely Blackpink. Rachel Vennya deliberately chose a pink and black style to match the color theme of the concert. However, this upload caused a lot of negative assumptions from netizens, considering that Rachel Vennya is not a K-pop fan.

Table 10 : Analysis of Non Verbal Messages (Figure 5)

<i>Signifier</i>	<i>Signified</i>
Description of the comments in the upload Figure 5. "yaelah fomo banget", "alah fomo", "FOMO LO NJS", "fomo ni org".	In the description of the comment, the meaning of fomo stands for "Fear of Missing Out". The meaning of FOMO is a person's fear or worry that they will miss or miss an interesting event or opportunity experienced by other people. FOMO can happen to someone without necessarily liking it. This comment means that Rachel is a person who just follows trends without knowing the meaning of the concert.

This post uploaded by Rachel Vennya drew negative comments from other Instagram users, they expressed their frustration that Rachel Vennya only followed what was trending without knowing the true meaning of the Blackpink concert. Netizens think that only those who are part of the Blackpink fandom are allowed to attend the concert. Some of them even sent harsh words containing elements of cyberbullying.

From these 5 posts, it can be seen that the five posts received different forms of cyberbullying, depending on the type of post made by Rachelven. And almost every Instagram post Rachelvennya receives negative comments, whether in the form of sarcasm or insults, forcing Rachelvennya to limit comments to her Instagram account @rachelvennya. He also often deletes negative comments that might disturb his mental health, because the language used looks harsh.

4. Conclusion

There are several conclusions from the research based on the findings and analysis. First, the cyberbullying behavior that occurred on Rachel Vennya's Instagram account met several criteria:v (1) Demeaning behavior: sending messages or comments that insult or demean someone based on physical appearance, religion, or other personal characteristics. Several Instagram users sent negative comments aimed directly at Rachel Vennya, regarding her appearance and personal characteristics. (2) Humiliation and ridicule: using harsh words, ridicule or insults continuously to humiliate a person or a particular group. Several Instagram users provided negative comments in the form of harsh words and ridicule referring to the element of cyberbullying in some of Rachel Vennya's posts.

Second, from the results of research and analysis using Ferdinand de Saussure's semiotic theory, it is concluded that the cyberbullying experienced by Rachel Vennya on her Instagram account consisted of several forms, including harassment, sexual harassment, and satire. There

is also an impact caused by the act of cyberbullying that was experienced by Rachel Vennya, namely the limited comments column on her Instagram account. Instagram has a new feature that limits comments and removes unwanted comments, such as negative comments. This shows that many users continue to harass with inappropriate language. Then, the form of cyberbullying on Instagram is louder, frontal, and less polite, because on Instagram users can send messages that are directed directly at the victim.

Third, based on the results and discussion in this study, it is concluded that cyberbullying occurred when Rachel Vennya decided to take off her hijab. Then Rachel Vennya continued to experience this phenomenon when she uploaded a photo of herself which received negative comments, such as wearing open clothes (bikini or swimsuit) or bad behavior. This made netizens or netizens send negative comments on Rachel Vennya's posts.

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