

## Lovers Versus Haters Contestation In Cyberbullying Behavior On Social Media Platform Instagram

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### KEYWORDS

Cyberbullying; lover;  
hater; social cognitive;  
reciprocal determination

### ABSTRACT

In the 20th century the digital era began to develop and when computer technology slowly began to enter various industries which then moved into the public domain, from the massive development of digitalization flows that always experienced a significant increase in users in all parts of the world, including in Indonesia in the use of digital channels so that eventually it became a digital communication. One of the digital channels that people need in everyday life is a social media platform where people use it to exchange information effectively and efficiently. Cyberbullying behavior or cases in Indonesia always increase every year because many of Instagram's social media users get cyberbullying treatment and a public figure is no exception. This study will look at the contestation of likes and dislikes from netizens or in this case lovers and haters that occur on Instagram social media, using the reciprocal determination model from Albert Bandura's social cognitive theory. Researchers will see and observe how cyberbullying on Instagram social media continues to exist and seems to never end. Researchers will use a qualitative method approach used by researchers to study the state of an object and rely on a narrative approach from facts found during field observations, while the type of data used is more likely to be primary data obtained from literature tracing such as books, scientific journals, and news and observations that occur in existing phenomena and are related to research problems.

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### Introduction

The digital era began to develop in the 20th century when computer technology slowly entered various industries which then moved into the public domain, and for forms of digital media which were initially only radio and television where radio and television were the first examples of mass media, then have developed every year so that most digital

media fall into one of the main subgroups which include audio, video, advertising, *website*, social media and so on (Singgalen et al., 2018).

Radio itself is the first media used to convey a message and along with the development of the era radio is now able to convey other information such as entertainment, lifestyle, music, health, culinary and also as a promotional media for a company or institution. Then television itself is an electronic mass media that can broadcast broadcasts or convey messages in the form of sound and images or *audio-visual* (Prayugo & Kamalia, 2022).

Then from the existence of digital media today, now access to social media has become one of the primary needs of everyone because of the need for information, entertainment, education, and access to knowledge from all different hemispheres. The world is flattening and everyone can access anything from any source (Friedman, 2007).

Based on theories related to media and social, it can be interpreted that social media can be seen from the development of how the relationship between individuals and media devices. The social media that is often used by the people of Indonesia, especially the younger generation, is including whatsapp, instagram, tiktok, twitter, facebook and so on which is very massively used so that it becomes a digital communication (Nasrullah, 2017).

In recent years communication carried out by the community in each individual is more precipitating related to virtual communication which according to Walter (1991: 5) on the reason why communication using computer media or communication technology is more desirable than direct communication is due to the first there is self-presentation, the second attribution and the third intensity (Fathurrohman et al., 2017).

In its journey, the world of digitization, on average, the younger generation, especially students, actively use social media such as Instagram, Whataspp, Twitter and YouTube. Often digital media has a direct impact both positive impacts and not a few also have a negative impact such as the adoption of negative attitudes or behaviors, to the facility of comparing oneself with others (Pengabdian Kepada Masyarakat Hal, J., Dian Lestari, A., Erawati, D., & Andriany, 2016).

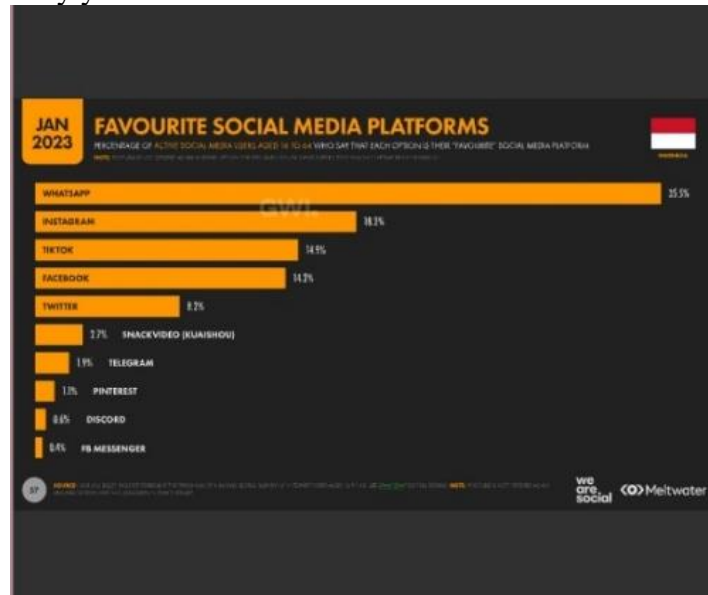
At this time we are in a new information era, where people or every individual can be connected and organized to be able to exchange information with each other through digital channels which then users are referred to as netizens, both netizens who are wise and do not spread negative things are commonly called *lovers* and vice versa netizens who are not wise and spread negative things are commonly called *haters*. Love and hate are associated with an interaction that can contribute to disintegration or loss of wholeness leading to division (SUPRIYATNA, 2016).

*Lovers* and *haters* are scattered in cyberspace which is extreme split into two because through cyberspace or in this case related to social media increasingly find many things that can be expressed freely on social media which in the end is faced with two different reactions, the law of *like* and *dislike* As if it is commonplace, many netizens are not wise in using social media and express their dislike so that many netizens are trapped in hatters groups and lead to rampant cases of cyberbullying (Indonesia, 2023).

The number of internet users in Indonesia has reached 77% or as many as 213 million people of the total population of Indonesia in January 2023, which is 276.4 million people, an increase of 5.44% compared to the previous year in January 2022. Then the average Indonesian recorded 98.3% of internet users using mobile phones and for 7 hours 45 minutes / day which means that the majority of Indonesians have used digital communication in their daily lives.

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The number of Instagram social media users in Indonesia itself is ranked second highest after whatsapp social media, but the difference is that the reach in Instagram social media is more public and the public can access it very easily so that it is very possible for netizens to gather in Instagram spaces. Data states that Instagram users in Indonesia in the past year reached 18.2% of the entire population of Indonesian people which certainly always increases every year.



**Figure 1**  
**Number of Social Media Users in Indonesia**  
(Source: We Are Social, 2023)

Of the many Internet users in Indonesia, it is often a space to appreciate and even sadly also become spaces to blaspheme and judge each other in comment columns and posts from photos to videos. That is what worries all of us in seeing the phenomenon of digitalization that is not directly proportional to the wisdom in its use, the negative impact of digital communication is a change in social behavior where changes in social behavior not only reduce the intensity of society towards social life, but also the rampant cases of *cyberbullying* in adolescents.

*Cyberbullying* itself begins with bullying behavior which is in understanding a desire to hurt. This desire is shown in action, causing a person suffering. This action is performed directly by someone or a group of people who are stronger, irresponsible, usually repetitive and done with a feeling of pleasure (Muzdalifah, 2020).

Then with the development of digital media today, *bullying* behavior has penetrated through the internet or digital media, namely bullying carried out indirectly using digital media called *cyberbullying*. The formulation of the problem in this study is the increase in *cyberbullying cases*, in the last two years in Indonesia there have been 3,077 junior and senior high school students, as many as 45.35% of students have been victims and 38.41% of students have *cyberbullied* (Center for Digital Society, 2021).

The main characteristics of adolescents include rapid physical growth, high self-awareness, and always interested in trying something new. Adolescence is not the end of personality formation but is one of the main stages in the formation of one's personality (Imani et al., 2021).

Therefore, this study aims to be able to see and analyze the contestation or competition that exists on Instagram social media related to its users, which in this case

are called netizens, both *lovers* and *haters* who then comprehensively this research also tries to dissect the amount of dominance that exists in Instagram media both in support and appreciation (*lovers*) and in blasphemy and hate speech (*haters*) who eventually appeared cases of *cyberbullying* on the Instagram social media.

In this case, the sample in making observations in research related to the contestation of *lovers* and *haters* on Instagram social media is to see posts and comments from net citizens or netizens from @teukuryant Instagram account, where he is a *public figure* with a total of 354 posts and 4.4 million *followers*.

From these observations, there will be a tendency and involvement of *lovers* and *haters* when giving reactions or responses to a post which ultimately opens up opportunities for cyberbullying victims then this will be correlated with social cognitive communication strategies with *reciprocal* determination models. This model consists of 3 factors that influence behavior, namely the interrelationship of behavior, environment (social), and individual (cognitive), in other words *the reciprocal determination* model is a causal model (Abdullah, 2019).

## Research Methods

Research is actually a scientific method used by researchers to obtain data in accordance with certain goals and functions, then this research uses a qualitative approach, the type of research used by researchers to study the state of an object and relies on a descriptive approach from facts found during field observations, while the type of data used is more likely primary data obtained from literature tracing such as books, scientific journals, and news and observations that occur in existing phenomena and are related to research problems (Sugiyono, 2016).

In this study, researchers also used a data collection instrument with a list of questions and observations on Instagram social media related to the contestation of *lovers* and *haters* on the influence of digital communication on Instagram social media.

Where the results of interviews and data samples as support in this study, in this case also contain the process of taking data both from the point of view of *lovers* and the point of view of *haters* from what they have done and the impact given to other Instagram users as well as observations from comment rooms in a post.

**Table 1 Key Data Informants**

No	category	Account Name	Number of Pos	Folowers
1	Victim	teukuryantr	354	4.4 Million
2	Lovers	lily.sherly	29	239
3	Lovers	makmin_	2.888	20.1 Thousar
4	Lovers	tatasalva27	3	370
5	Haters	ulan.sari02	7	305
6	Haters	lasa.ria4560	0	10
7	Haters	fit.wijayantiiii	292	2.140

(Data retrieved March 6, 2024).

**Tabel 2 Supporting Informant Data**

No	category	Account Name	Number of Posts	Folowers
1	Commentator	Karina_ nadila_123	0	1
2	Commentator	meelyyy	0	0
3	Commentator	Putriiiii24	0	43

(Data retrieved March 6, 2024).

This is used based on the consideration and purpose of research conducted as an effort to describe the contestation or competition of cyberspace in this case on Instagram social media both from the side of *lovers* and *haters* with existing case studies and with observations looking for the amount of dominance between *lovers* and *haters* So that there will be a positive or negative impact and one of the negative impacts of digital communication on social media.

Then for the positive impact of digital communication on social media is innovation, productivity efficiency and connectivity. As well as for the negative impact of social media is related to data security, hoaxes, privacy issues and hate speech and *cyberbullying*, the imperfect maturity of adolescent thinking has a negative influence on bad information through social media. As we know, social media is a place for teenagers to pour freedom of expression, be it in the form of images or messages that are sometimes misleading (Yuhandra et al., 2021).

By using the approach of Social Cognitive Communication Theory, because this theory describes that every behavior or behavior is influenced by *reciprocal determination*, namely personal (cognitive), behavioral, environmental (social) so that *conditioning* and *modeling* occur.

Then researchers use previous studies as consideration and become Riview Literature in writing this study. The first research conducted by Heny Agusputa Dewi in 2020 entitled "Factors Affecting Cyberbullying in Adolescents" using qualitative research methods with the results that individual factors related to Cyberbullying behavior include experience, perception, gender, age, and psychological control. The second study conducted by Imani et all in 2021 entitled "Prevention of Cyberbullying Cases for Teenagers Using Social Media" using primary and secondary data source research methods with the result that prevention that can be done is by controlling yourself in behaving and wisely using social media. The third study conducted by Sitorus in 2017 entitled "Haters Phenomenon as a Negative Impact of Social Media Development in Indonesia" using descriptive qualitative research methods with the results that researchers use Mc Luhan's technology determination theory which explains changes in communication between celebrities, fans and haters with samples of Mulan Jamila, Ayu Ting-Ting and Bella Shofie. The fourth research conducted by Sri Mulianti Abdullah in 2019 entitled "Social Cognitive Theory" using the Theoretical Study research method with the result that every human being can be influenced by Reciprocal Determination factors, namely between personal or cognitive, environmental or social and behavior. The fifth research conducted by Erga Yuhandra et all in 2021 entitled "Legal Counseling on the Positive and Negative Impacts of Using Gadgets and Social Media" using the theory of Observation on the community with the result that awareness is needed to the public related to legal awareness and rights and obligations in behavior.

Regarding this from the results of a literature review of five articles that discuss both in terms of causal factors, haters phenomenon, theory, and prevention. Researchers tried to conduct research to complement the results of previous research by looking more deeply at the reasons why cyberbullying behavior, especially Instagram social media using social cognitive theory.

## Results and Discussions

With the massive development of information technology and digital media communication in the midst of society, especially the younger generation, it has made Indonesian society hegemonized with existing developments to be attached to digital culture in everyday life.

This phenomenon tends to affect the attitudes and behavior of the user community, because digital media has integrated as a process structure and is an *imperactive* characteristic of the development of the millennial generation society which means that digital media has become an inseparable part of people's life patterns and can shape how to think, behave and ultimately direct humans to move according to what they think.

This is also inseparable from changes in communication patterns that have become habits, namely the use of digital communication, which must also be considered related to the positive and negative impacts.

However, there are several negative impacts that really need to be considered in the massive use of digital communication, one of which is very worrying is the rampant cases *cyberbullying* in the younger generation. Thus the theory of communication with a Social Cognitive approach is indispensable in preventing *cyberbullying* in the younger generation.

The social media platform is often used in carrying out actions or behaviors *cyberbullying* is the Instagram social media platform because it occupies the second position as the most users in Indonesia after the WhatsApp social platform. Why more Instagram related to my actions or behavior *cyberbullying* Because it is public, unlike WhatsApp which is more private, not everyone can access.



**Figure 2**  
**Teuku Ryan's Instagram Profile**  
(Source: Instagram teukuryantr)

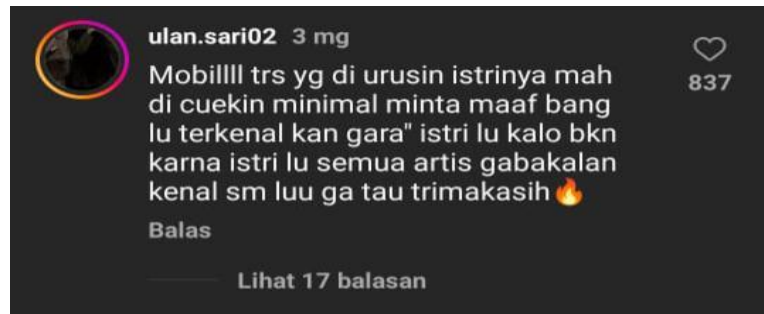
The man, whose real name is Teuku Rushariandi, was born in 1994 in Langsa City, Aceh. The name Teuku itself was obtained from his father who came from Aceh. Teuku Ryan successfully obtained a bachelor's degree at Syiah Kuala University, Banda Aceh. Then he continued his education at the University of Muhammadiyah Jakarta majoring in the Faculty of Economics and Business.

He is an actor and married Ria Ricis in 2021, then lately there have been several issues of Teuku Ryan's household rift with Ria Ricis and the divorce hearing has been held on February 19, 2024 and this is one of the loopholes for netizens to give their comments, both in encouraging from the *side of lovers*, as well as giving hate speech from the side of *heaters*.



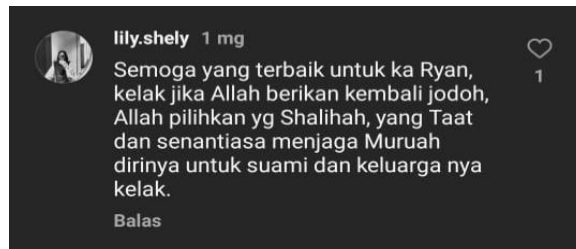
**Figure 3**  
**Teuku Ryan's Post Sample One**  
(Source: Instagram teukuryantr)

In his post on February 17, 2024, Teuku Ryan shared his activity by posing while carrying tools to paint his car. The post was liked by her 91,786 followers and 1,803 comments.



**Figure 4**  
**Comments of One Haters**  
(Source: Instagram teukuryantr)

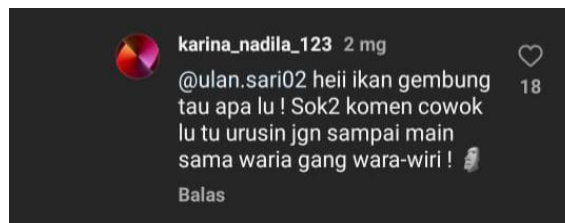
The Instagram account ulan.sari02 gave his comment to the post of the teukuryantr Instagram account who was sharing his activities painting cars, the comment gave a harsh criticism to Teuku Ryan which contained his frustration because he thought Teuku Ryan had been indifferent to his wife and gave blasphemies such as "... Lu is famous for your wife..." And the comment has 837 likes.



**Figure 5**  
**Comments of One Lovers**

*(Source: Instagram teukuryantr)*

Looking different from the ulan.sari02 Instagram account, lily.shely's Instagram account was even seen giving her prayers and support to Teuku Ryan in her comments on the teukuryantr's Instagram account post which was sharing her activities painting cars. He commented, "Wishing you all the best to Brother Ryan,...." And the comment has 1 like.



**Figure 6**  
**Comments from One Follower (Commentator)**

*(Source: Instagram teukuryantr)*

The Instagram account karina\_nadila\_123 gave its response to comments from haters through the comment column which also seemed to provide a bad narrative and seemed to be vilifying or hate speech.

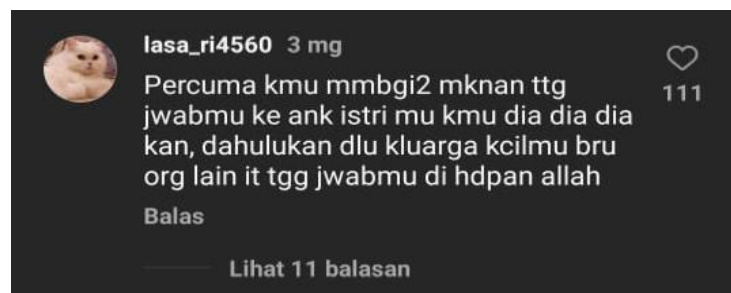


**Figure 7**  
**Teuku Ryan's post Sample Two**

*(Source: Instagram teukuryantr)*

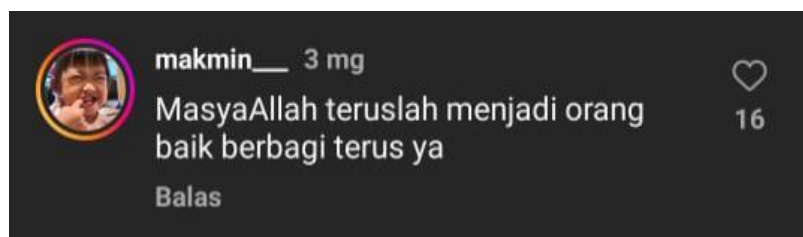
In his post on February 13, 2024, Teuku Ryan shared his activities that were seen sharing rice or food with the surrounding community. The post was liked by her 33,983 followers and 587 comments.





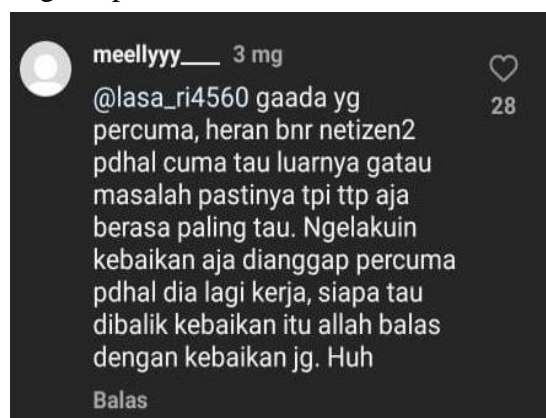
**Figure 8**  
**Comments of One Haters**  
(Source: Instagram teukuryantr)

In the post of Teukuryantr's Instagram account which is seen distributing free rice or food to the public, there are comments from lasa\_ri4560's Instagram account which are used as a form of criticism to Teuku Ryan because he thinks that Teuku Ryan is more focused on other people than his own family, especially his wife and children, as seen from his tweet in the comment section by saying "... Put your little family first and then someone else..." And the comment has 111 likes.



**Figure 9**  
**Comments of One Lovers**  
(Source: Instagram teukuryan)

makmin\_ Instagram account commented on the post shared by teukuryantr's Instagram account who was distributing free rice or food, he gave a positive response by saying "... Continue to be a good person..." And the comment had 16 likes.



**Figure 10**  
**Comments from One Follower (Commentator)**  
(Source: Instagram teukuryan)

Meellyy's Instagram account gave her response to comments from *haters* Through the comment column, what is seen is that this gives more understanding to *haters* or another netizen with better language.

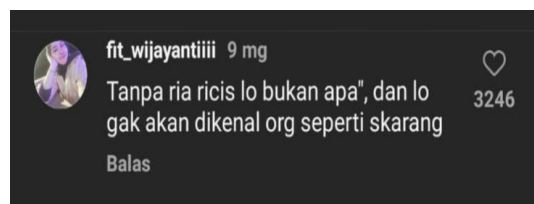


**Figure 11.**

**Teuku Ryan's post Sample Three**

*(Source: Instagram teukuryan)*

In his post on February 17, 2024, Teuku Ryan shared his activities that were seen posing at the Prophet's Mosque. The post was liked by her 378,509 followers and 2,371 comments.

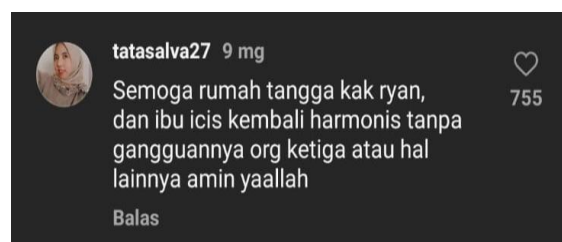


**Figure 12.**

**Comments of One Haters**

*(Source: Instagram teukuryantr)*

From the post, one of the dislike comments to Teuku Ryan submitted by fit\_wijayantiiii Instagram account, he said that "Without Ria Ricis Lo is nothing....." and the comment had 3246 likes.



**Figure 13.**

**One of Lovers' Comments**

*(Source: Instagram teukuryantr)*

But from Teuku Ryan's post sharing his activities at the Prophet's Mosque getting positive comments and support from one of his followers from the tatasalva27 Instagram account, he commented "Hopefully the household of brother Ryan and mother icis return to harmony...."



**Figure 14.**  
**Comments from One Follower (Commentator)**  
(Source: Instagram teukuryan)

The putriiim24 Instagram account gave its response to comments from haters through the comment column as well who seemed to be giving input to criticism or hate comments netizens (*Haters*).

From the results of the sample that we use as data to analyze the contestation of netizens on Instagram social media, it can be seen from the data that netizens who position themselves, both *lovers* and haters, are actually born from the perspective or view of each individual in seeing the phenomenon that exists on social media, especially Instagram, which is felt to be still a subjective assessment of each individual. But when viewed from an action, *haters* seem to be more aggressive in commenting than netizens who position themselves as *lovers* and victims.



**Figure 15**  
**Examples of Aggressive Behavior of Haters**  
(Source: Instagram teukuryan)

It can be seen from the example of the comment column above, in one of teukuryantr's Instagram account posts where haters show aggressive behavior they always feel better perspective than others.

### Discussion

The phenomenon of changing social behavior as a result of digital communication that continues to grow changes people's behavior, in this case people do excessive behavior when using mobile phones in daily activities even a study shows that this behavior ultimately contradicts social norms that exist in society, especially the tradition of mutual respect for

each other and even mushrooms such as sarcasm behavior, racism *cyberbullying*, and so on (Boestam & Des Derivanti, 2022).

Then what often happens is an example of *cyberbullying* actions or behavior on Instagram social media is hatespeech both in the comments column in the form of words, through photos made memes and through videos that all have elements of hate speech or demeaning forms of each other, the form can be in the form of sending hurtful messages or using images, leaving *voicemail* messages who are cruel, call continuously without stopping but say nothing (*silent calls*), create embarrassing websites for victims, victims are avoided or shunned from chat rooms and others, and "*happy slapping*" which is a video in which the victim is humiliated or *bullied* and then disseminated (Zakiyah et al., 2017).

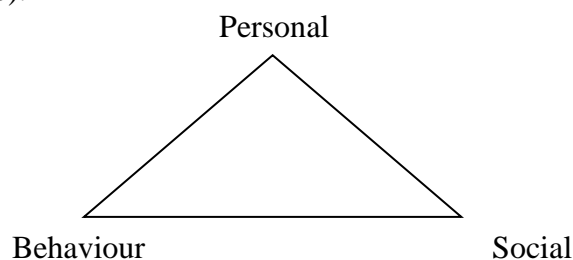
Daily use of social media for more than 2 hours increased cyberbullying by 66% and teens who used social media were more likely to engage in cyberbullying 1.16 times and then played video games an average of 3 hours or more per day were particularly vulnerable to cyberbullying and 70% of students had posted photos and 44% of their personal information online, providing an opportunity to use information to fight back they (Dewi et al., 2020).

From the results of the study, it turned out to be directly proportional to the number of likes in the comment column which resulted in negative comments being liked more than positional comments and *haters* were more dominant than *lovers*.

Then it all becomes a factor why negative comments or *cyberbullying* continue to occur and seem to be a problem that never ends and will be analyzed with social cognitive communication theory.

The social cognitive theory that has been developed by Albert Bandura, is based on the proposition that both socially and cognitively is central to everyone in understanding human motivation, emotions and actions.

This theory views that theories that learn from response consequences as a cognitive process or an ability that includes thinking, knowing, remembering, judging and an action solving problems. The element contained in social cognitive theory is the element of reciprocal determination where this concept is interrelated between the environment and behavior (Tarsidi, 2010).



**Figure 16**  
**Reciprocal Determination**

(Source: *Social Foundation of Thought and Action: A Social Cognitive Theory*, 1986).

The reciprocal relationship contained in the model above, does not mean equal in the strength of influence between the two directions. Nor in terms of patterns and forces that influence each other between causal factors. The forces of influence that occur can be different for different behavioral activities, different individuals and in different sets of situations. When urgent environmental conditions influence behavior, then the dominance of power is in the causative factors of the environment. When environmental influences are weak, personal factors can be the dominant influencing factors (Abdullah, 2019).

An example of a reciprocal determination model related to negative comments or *cyberbullying* on Instagram social media is as follows.

- The environment or comment spaces on social media influence behavior (too many negative comments will affect negative behavior as well) and behavior will affect individuals.

As seen in the sample of teukuryantr Instagram account posts, negative comments are more liked by net citizens than comments to provide encouragement and support and the best prayers, where the environment is very influential on individual behavior, as a result net citizens become carried away by their mindset to take a negative view and many also participate in negative comments.

- Behavior affects the individual (too much negative individual behavior will affect other negative individuals as well) and the individual will affect the environment.

As seen from the point of view that aggressive behavior from netizens makes other individuals feel that what haters say is the most correct thing because aggressive behavior makes *haters* dominate the comment column.

- The individual will influence the environment (a negative individual will make the environment negative) and then the environment influences behavior.

As seen from the point of view, when individual characters like to give more negative comments or criticism, they will often do negative things as well, thus affecting the environment and behavior.

The illustration above illustrates that the environment will affect behavior and behavior affects individuals then individuals will affect the environment and vice versa. Thus a cognitive each individual can realize and choose the consequences of actions taken both positive and negative, which are carried out by the process of observation so as to lead humans to knowledge, rules, attitudes, skills, strategies and beliefs about something.

From the theory of social cognitive communication which then developed into *social learning* and *observational learning* so that the learning procedure became two, namely *Conditioning* (Habituation of Responding) and *Imitation / Modeling* (Imitation)

This experiment shows that there is a direct learning process through *observational learning* activities and an imitation process called modeling. This experiment resulted in a *theory of social learning*. Social learning theory explains that human behavior is not only influenced by stimulus response (S-R) but the result of interaction between the surrounding environment and the human cognitive scheme (Wahyuni & Fitriani, 2022).

So, the effect of imitation or modeling when an individual often sees a phenomenon on Instagram with negative things unconsciously the individual will imitate the same thing and do negative things too, and vice versa. But cognitively each individual can determine the consequences of the desired response both positive and negative.

Although *cyberbullying* behavior is carried out on the basis of subjectivity between individuals, there must be an action that can reduce *cyberbullying cases* on social media, especially Instagram which is indeed the platform with the second most users in Indonesia. The assessment *of likes and dislikes* on someone's posts becomes natural when done wisely and without bullying elements on social media and only temporary outbursts of frustration or even just following along.

To be a limitation in a comment or assessment of netizens on social media, there must be an instillation of understanding of Law Number 11 of 2008 concerning Electronic Information and Transactions (ITE Law). In general, the ITE Law is a law that regulates and refers to the protection of all Indonesian citizens if anyone who feels harmed by his good name or feels insulted can report to the authorities. Because *cyberbullying* has a bad impact

on victims, which can make low self-esteem, decreased grades, depression, anxiety, changes of heart, and so on (Sitorus & Irwansyah, 2017).

## **Conclusion**

The contestation of lovers and haters on Instagram social media is to see posts and comments from net citizens or netizens from @teukuryant Instagram account, where he is a public figure with a total of 354 posts and 4.4 million followers. From the data it can be seen that:

Netizens who position themselves, both lovers and haters, are actually born from the perspective or view of each individual in seeing the phenomenon that exists on social media, especially Instagram, which is still a subjective assessment.

Haters seemed more aggressive in commenting than netizens who positioned themselves as lovers and victims.

The influence of the reciprocal determination model is that the environment influences behavior and behavior affects individuals. Then behavior affects individuals and individuals affect the environment. As well as individuals influencing the environment and the environment influencing behavior.

The reciprocal determination model of social cognitive theory will end in the procedure of habituation of responding (conditioning) or in the procedure of imitation (imitation).

There must be an instillation of understanding of Law Number 11 of 2008 concerning Electronic Information and Transactions (ITE Law) as protection for all Indonesian citizens if anyone feels aggrieved by their good name or feels insulted.

Cyberbullying has an impact on victims that can lead to low self-esteem, decreased grades, depression, anxiety, changes of heart, etc.

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