



Impoliteness Strategy for Cyberbullying in Indonesian on Instagram Social Media

(Strategi Ketidaksantunan pada *Cyberbullying* Berbahasa Indonesia di Media Sosial Instagram)

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Abstract: Power relations in the use of language on social media can give rise to language deviation in the form of hate speech or cyberbullying. This research aims to explain how impolite strategies in the form of cyberbullying speech in Indonesian on social media have the potential to violate the Electronic Information and Transactions (ITE) Law. This research uses a content analysis method. The researchers utilized a scrutinizing approach through the Scrutinize, Be Free, Get Involved, Talk (Simak Bebas Libat Cakap/SBLC) technique as a basic stage and a note-taking technique was applied as an advanced technique. This research data is in the form of fragments of netizen comments and captions on Ayu Ting-Ting's haters account on Instagram which contains cyberbullying hate speech conveyed by netizens on Instagram. The research results show that there are two types of impoliteness strategy, namely positive impoliteness and negative impoliteness. Positive impoliteness was found in nineteen comments with a percentage of 38%, while negative impoliteness was found the most with thirty-one comments with a percentage of 62%. Negative impoliteness strategy is higher because there are many characteristics of negative impoliteness strategy, including attacking or threatening negative face of the interlocutor, impoliteness by scaring the interlocutor, impoliteness by ridiculing or mocking, impoliteness by warning the interlocutor. The conclusion of this research is that more negative impoliteness strategy is used when using Indonesian on social media. This tendency is the cause of the increasingly widespread cyberbullying that occurs in the use of social media today.

Keywords **cyberbullying, negative impoliteness, positive impoliteness, instagram social media**

Abstrak: Relasi kuasa pada pemakaian bahasa di media sosial dapat menimbulkan penyimpangan bahasa dalam bentuk ujaran kebencian ataupun *cyberbullying*. Penelitian ini bertujuan untuk menjelaskan bagaimana strategi ketidaksantunan bentuk ujaran *cyberbullying* berbahasa Indonesia di media sosial yang berpotensi melanggar UU ITE. Penelitian ini menggunakan metode analisis isi. Peneliti memanfaatkan pendekatan simak melalui teknik SBLC sebagai tahap dasar serta teknik pencatatan yang diterapkan sebagai teknik lanjutan. Data penelitian ini berupa penggalan komentar warganet dan caption pada akun haters Ayu Ting-Ting di Instagram yang memuat tuturan kebencian bersifat *cyberbullying* yang disampaikan warganet di Instagram. Hasil penelitian menunjukkan bahwa terdapat dua macam strategi ketidaksantunan yaitu ketidaksantunan positif (*positive impoliteness*) dan ketidaksantunan negatif (*negative impoliteness*). Ketidaksantunan positif ditemukan sembilan belas komentar dengan persentase 38%, sedangkan ketidaksantunan negatif ditemukan paling banyak dengan tiga puluh satu komentar dengan persentase 62%. Strategi ketidaksantunan negatif lebih tinggi karena banyak terdapat ciri-ciri strategi ketidaksantunan negatif diantaranya menyerang atau merusak muka negatif mitra tutur, ketidaksantunan dengan menakut-nakuti mitra tutur, ketidaksantunan dengan mencemooh atau mengejek, ketidaksantunan dengan memperingatkan mitra tutur. Simpulan penelitian ini adalah bahwa lebih banyak digunakan strategi ketidaksantunan negatif pada pemakaian bahasa Indonesia di media sosial. Kecenderungan tersebut menjadi penyebab makin maraknya *cyberbullying* yang terjadi pada pemakaian media sosial saat ini.

Kata Kunci **cyberbullying, ketidaksantunan negatif, ketidaksantunan positif, media sosial instagram**

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INTRODUCTION

Language has basically become integrated and plays a major role in all areas of life (Cohen, 2014; Subyantoro, 2022) as well as being used as a means of communication (Diani & Yunita, 2022) and expression in all human activities (Busri & Badrih, 2022). Subyantoro (2019) also said that language is considered to be a more effective practical tool in its essential role in creating and implementing laws in social life. On the other hand, language can also be used as legal evidence (Sabrina & Setiawan, 2022). Currently, one of the uses of language in law that is interesting to discuss is the use of language in determining hate speech. Many cases of hate speech used on social media or what is commonly called cyberbullying have been found in recent years (Ardhianti & Indayani, 2022).

Hate speech is a communication activity carried out by certain individuals or groups regarding a topic that can offend other individuals or groups (Fasol, 2006; Olamide, 2014; Farnia, et al., 2014). Hate speech is related to freedom of expression (Glagiordone, et al., 2014) and also contains a criminal motive (Almagor in Gagliardone, 2014). Apart from that, in linguistic studies hate speech can occur in all forms of vocabulary, sentence patterns, pragmatic utterances and language style which tend to be considered to be included in hate speech (Adilla, 2009; Syafyahya, 2018; Permatasari, 2019). Hate speech that attacks or threatening negative face of the interlocutor, by frightening the interlocutor, and by ridiculing or mocking, when it is done on social media, it is called cyberbullying.

Many researchers have previously conducted a lot of research related to hate speech. Febriyanti's research (2018) is an example of research with the aim of explaining the reasons why someone commits hate speech on social media and how to prevent that person from committing hate speech. Arsel (2018) conducted research to find out the background of why someone commits hate speech on various social media, one of which is Facebook, and to understand the process and strategy of someone carrying out hate speech via Facebook. However, these two studies only focus on the factors that cause hate speech on social media, while this research will refer more to strategies of language impoliteness in hate speech on social media.

In line with this, Saifullah (2016) stated that the presence of cyber in virtual media has become a driver for relations with the media and the public environment to make them more powerful and equal. Cyberbullying includes children or teenagers often experiencing forms of violence perpetrated by their peers through the digital world. Alamsyah (2011) with language that can have an impact both explicitly and implicitly (Lestari, 2016). Currently, cyberbullying can be said to be a public health problem (Aboujaoude, et al., 2015) with fatal impacts (Chun, et al., 2020) which is becoming popular among teenagers (Waasdorp & Bradshaw, 2015) with the spread continuing to increase every day (Palupi in Inderasari, et al., 2021). In theory, cyberbullying can even refer to acts of suicide (Brailovskaia, et al., 2018) which have ultimately been identified as an important problem among teenagers in recent years (Slonje, et al., 2013).

Cyberbullying is an example of symbolic violence until it is not seen as violence (Mansor, 2014; Sari, 2012; Sari, 2019). Bourdieu suggests symbolic violence as an act of cultural mechanisms that is perpetrated indirectly (Ritzer & Goodman, 2004). Violence in the symbolic category is actually considered stronger than physical violence, so it becomes something that makes every individual afraid (Bhat, 2008; Brequet, 2010; Bauman, et al., 2013).

Impoliteness itself is a negative behavior or attitude that is interpreted and looking at the context of the utterance first (Culpeper, 2011). Culpeper (2008) states that impoliteness is an action in the form of communication that aims to threat the face of the target (the interlocutor). Culpeper (2005) explains that impoliteness can occur if in communication the speaker has a facial target, the interlocutor thinks the speaker is carrying out an offensive act, or a combination of these two situations. Both Culpeper (2008) and Bousfield (2008) added that there is a key that can make impoliteness present, namely the intentional factor.

Mills (2003) explains that impoliteness can only be studied through pragmatics and must be linked to an understanding of the speech environment from several broad modes of discourse. Bousfield (2008) suggests that impoliteness is a form of conversation that can cause face-threatening conflict. Even though the definition of impoliteness seems so clear, impoliteness cannot be said to be absolute because of the values of politeness and impoliteness not seen literally, but also seen and determined by other things, for example the context, the speaker's intention, the reaction of the interlocutor, existing norms, and the surrounding culture. Research on cyberbullying is also receiving a lot of attention. Widodo's (2017) research is a study that is appropriate to the topic of this study, but the previous study only aims to identify different types, explain strategies, and explain forms of hate speech, while this study is to understand the impoliteness strategy in Indonesian language forms of cyberbullying speech on social media has the potential to violate the Electronic Information and Transactions (ITE Law). Apart from that, Linawati's (2017) research discusses hate speech in cyber media where readers' feedback on *tribunnews.com* in its online newspaper contains hate speech in the form of defaming and insulting someone, provoking someone, defaming, inciting, and commit other acts of disrespect. This research also only focuses on the form of hate speech that is carried out, whereas this research wants to look at impoliteness strategy in cyberbullying acts.

Based on this background study, the focus of the problem discussed further in this article is what are the impoliteness strategy of the forms of cyberbullying speech in Indonesian on social media that have the potential to violate the ITE Law? The aim of this research is to analyze impoliteness strategy in Indonesian form of cyberbullying speech on social media which have the potential to violate the ITE Law. The contribution of this research can practically help the public in preventing positive or negative comments given by users or netizens on social media; and theoretically can provide an overview and understanding of better methods to use in identifying negative comments.

METHOD

The method in this research chooses the content analysis method. Furthermore, Bungin (2011:203) states that content analysis is a systematic, objective and honest method for analyzing communication based on new information. Content analysis of research data relates to information in the form of fragments of netizen comments. The data for this research are excerpts from website comments and captions on Ayu Ting-Ting's Instagram hater accounts, which were screened for the presence of hate speech containing cyberbullying on Instagram. There are several Instagram accounts of Ayu Ting-Ting haters, namely @bukankfans_reall, @ayu_janda_gantel, @ayugatal pelakor, @haters_quntijandagatel, and @duniajaer. The Instagram account was chosen based on the number of followers and of course Instagram haters towards Ayu Ting-Ting's Instagram.

Furthermore, the scrutinizing method will be used in writing the research. The scrutinizing method functions to scrutinize to the internet users' comments on Instagram. Instagram social media has become a medium that is used as material for scrutinizing. The basic technique used is the Scrutinize, Be Free, Get Involved, Talk (*Simak Bebas Libat Cakap/SBLC*), the researchers are not involved in dialogue, conversation, or interactive dialogue; So, the researchers did not participate in the conversation process of people talking to each other. The advanced technique used is the note-taking technique. The note-taking technique is carried out by recording on data cards in the form of fragments of comments from netizens on Instagram, then continuing with classification or grouping of data using certain writing tools. The results of recording in the form of research data are further classified or grouped using certain writing tools. The recording results in the form of research data are then stored in a medium called a data card. The data collection tool in this research is in the form of a data card.

The data analysis stage is the stage carried out after the data is obtained. At this stage, the researchers use the method equivalent, that is, a method for analyzing research material, the determining factors of which are external, scattered and do not belong to the language under consideration. In presenting the data, data analysis is presented by descriptively explaining grammatical

rules from a pragmatic aspect by considering the context of the utterance which can be immediately understood after reading.

The validity of the data of this research uses triangulation method, namely triangulation technique related to technique for obtaining or collecting data. For data originating from incident data sources, data can be obtained using observation technique or scrutinizing and note-taking techniques, as well as involvement technique depending on the focus of the research (Sudaryanto, 1988a & b).

RESULTS AND DISCUSSION

The impoliteness strategy in the comments in the hater accounts towards Ayu Ting-Ting on Instagram is explained as follows.

Positive Impoliteness

Positive impoliteness is related to deliberately carrying out impolite actions in order to attack or bring down one of the parties. There are two types of positive impoliteness strategy that have been studied by researchers (1) Strategy of impoliteness utilizing harsh words as a form of swearing, and (2) impoliteness strategy, using bad calls or names.

1) Strategy of impoliteness utilizing harsh words as a form of swearing

The impoliteness strategy that utilizes harsh words as a form of swearing appears in the following analysis.

Positive Impoliteness Analysis 1

(1)	@Love_loverne69 commented on the account@haters_quentijandagatel
Forms of Hate Speech	@Ayutingting92 the incarnation of the devil, a cursed woman
Context	AYU TING-TING SAYS RAFFI NAGITA'S HOLY PROMISE EVENT IS A HOLY DAMN PROMISE EVENT
Impoliteness Strategy	Positive Impoliteness

Speech (1) is insulting hate speech. The photo uploaded by the @haters_quentijandagatel account shows that Ayu Ting-ting's photo is juxtaposed with a photo of Alien. The meaning of this statement was that the account @menilibra_09 insulted Ayu Ting-ting, according to whom Ayu Ting-ting was a woman with an evil heart and an aura like the devil. Harsh speech that stimulates the speaker's emotions and puts the interlocutor a corner is impolite speech. Comment Marker on this statement is **A woman who is really evil at heart**. The sentence spoken encourage the speaker's emotions so that the speech becomes impolite and becomes hate speech. Based on the results of data analysis, the form of cyberbullying speech uses positive impoliteness strategy. According to Permatasari (2019) the purpose of hate speech is to incite hatred and provoke a person or group of people.

Speech that can cause division can be said to be positive impoliteness which aims to threaten the positive face of the speaker. Speech (1) is a strategy of impoliteness, namely the words "devil" and "cursed". This word is a curse or swear word. The word devil means a spiritual being who tries to lead humans astray from God's guidance; Devil. Apart from that, there is the word "cursed" which means cursed; cursed person. In this case, inappropriate nickname was used as a rudeness strategy to attack Ayu Ting-Ting. This comment can certainly provoke social conflict which then leads to group and individual hostility. This comment is also a rude comment because they can embarrass the person you are talking to because of the speaker's own emotional desires. This comment can also bring someone down due to the emotional feelings and words spoken (Levinson, 1987; Kim, 2002; Pyle, 2008; Glagjordone, 2014).

Positive Impoliteness Analysis 2

Table 2
Positive impoliteness analysis 2

(2)	@Menilibra_09 commented on the account@haters_quentijandagatel
Forms of Hate Speech	Yes, this woman has a really bad heart, that's why no matter how expensive the treatment, the aura is still demonic...!!!
Context	AYU TING-TING IS EQUATED WITH AN ALIEN IMAGE
Impoliteness Strategy	Positive Impoliteness

Speech (2) is an insulting hate speech. The photo uploaded by the @haters_quentijandagatel account shows that Ayu Ting-ting's photo is juxtaposed with a photo of Alien. The meaning of this statement was that the account @menilibra_09 insulted Ayu Ting-ting, according to whom Ayu Ting-ting was a woman with an evil heart and an aura like the devil. Harsh speech that stimulates the speaker's emotions and puts the interlocutor into a corner is impolite speech. The Comment Marker on this statement is **A Woman who is really evil at heart**. The sentences spoken encourage the speaker's emotions so that the speech becomes impolite and becomes hate speech.

Based on the results of data analysis, the form of cyberbullying speech uses positive impoliteness strategy. Previous research on ATT shows similarities with [Pramujiono's \(2012\)](#) research which discusses Bown & Levinson's television discourse in terms of positive-negative politeness representation.

Speech that can cause division can be said to be positive impoliteness which aims to threaten the positive face of the interlocutor. Comment (2) is an impolite strategy, namely using the words "evil" and "the aura of the devil". The word is very rude because the word evil has a very bad meaning and various other bad expressions. The word devil means an invisible creature which is considered an evil spirit and has the aim of misleading humans from God's guidance. The comment is a comment that falls into the impolite category with the aim of cornering the interlocutor. The words "evil" and "devil" are considered to fall into the category of hate speech because the interlocutor is considered to be a woman who is very bad, like a spirit. The impolite strategy consists of using inappropriate nickname to bring down Ayu Ting-ting. The comment can definitely end up causing social problems and have an impact on conflicts between groups or between individuals. The comment also include comment that can bring down feelings due to emotional feelings. The comment can also bring someone down due to the emotional feelings and words spoken ([Levinson, 1987](#); [Kim, 2002](#); [Pyle, 2008](#); [Glajordone, 2014](#)).

Positive Impoliteness Analysis 3

Table 3
Positive impoliteness analysis 3

(3)	@Lilykatitlyn commented on the account@ayu_janda_gantel
Form of Hate Speech	Is it just my feeling? Now the japok's skin is dull and not as clear as it was when she was hot with Mamad. So it's back to the way it was before when she didn't know Mamad. It's white, but normal, not clear white, not like it when she was a home-wrecker (laughing out loud emoticon)
Context	AYU TING-TING MESSAGES HER MOTHER'S FEET WEARING A HOUSE DRESS WITHOUT MAKE UP
Impoliteness Strategy	Positive Impoliteness

Comments in data (3) include provoking or inciting hate speech. The form of speech "Is it just my feeling? Now the japok's skin is dull and not as clear as it was when she was hot with Mamad. So, it's back to the way it was before when she didn't know Mamad. "It's white, but normal, not clear white, not like it when she was a home-wrecker (laughing out loud emoticon)" in the context of AYU

TING-TING MASSAGING HER MOTHER'S FEET WEARING A HOME DRESS WITHOUT MAKE UP means that the @lilykatitlyn account has provoked other netizens to blaspheme Ayu Ting-Ting. A harsh speech that stimulates the speaker's emotions and puts the interlocutor into a corner is impolite speech. The Comment Marker on this statement is **Is it just my feeling? Now Japok's skin is dull and not as clear as it was when she was hot with Mamad.** The sentence spoken encourage the speaker's emotions so that the speech becomes impolite and becomes hate speech.

Based on the results of data analysis, the form of cyberbullying speech uses positive impoliteness strategy. Mills (2003:139) explains that the speech form can only be understood or analyzed using pragmatics if they are linked to the understanding of a group or community by looking at the themes of broad discourse strategies between speakers.

Speech that can cause division can be said to be positive impoliteness which aims to threaten the positive face of the speaker. Comment (3) is a comment that is a form of provocation or incitement that uses components of expressions of hatred capable of provoking social problems. The positive impoliteness strategy used by the speaker is *Is it just my feeling? Now Japok's skin is dull and not as clear as it was when she was hot with Mamad.* The impolite strategy consists of inappropriate insult to bring down Ayu Ting-Ting. The comment can create social conflict which results in clashes between groups or between individuals. The comment can also bring someone down due to the emotional feelings and words spoken (Levinson, 1987; Kim, 2002; Pyle, 2008; Glagjordone, 2014).

2) Impoliteness strategy using bad calls or names

The strategy of impoliteness, using bad calls or names appears in the following analysis.

Positive impoliteness analysis 4

Table 4
Positive impoliteness analysis 4

(4)	@Marlindamega comment on the account@lambe_turahnetizen
Forms of Hate Speech	Damn you bitch, hope you die
Context	AYU TING-TING PRETENDS TO STEP BACK TO BE HOLD BY ANDI ARSYIL
Impoliteness Strategy	Positive Impoliteness

The comment constitutes an insulting hate speech. In the video uploaded by the account@lambe_turannetizen shows that Ayu Ting-ting deliberately stepped back to be held by Andi Arsyil. The meaning of this hate speech is:@marlindamega criticized Ayu Ting-ting, who according to her was a "bitch" woman and cursed Ayu Ting-ting to die. The word "bitch" in this context has a negative meaning, meaning a bitch. The harsh speech that stimulates the speaker's emotions and puts the interlocutor into a corner is an impolite speech. The Comment Marker on this statement is **the bitch**. The sentences spoken encourage the speaker's emotions so that the speech becomes impolite and becomes hate speech.

Based on the results of data analysis, the form of cyberbullying speech uses positive impoliteness strategy. The results of research on ATT's Instagram account show harmony with the results of Pramujiono's research (2012) in his research entitled *Bown and Levinson's representation of the positives and negatives of politeness in television dialogue discourse*.

Speech that can cause division can be said to be positive impoliteness which aims to threaten the positive face of the speaker. The speech contains the word "bitch" which means like or want to have sex (about women); lascivious. This word is a curse or swear word. Additionally, there is the word "die" which means the soul has departed; no longer alive; lifeless. If you look at the context, the speaker insults Ayu Ting-ting as a woman who likes to have sex and prays for her death. The impolite strategy consists of using inappropriate nickname to bring down Ayu Ting-ting. The comment can clearly create friction between groups and individuals. The comment also includes the use of inappropriate words that can arouse the speaker's own emotional feelings. The comment can also

bring someone down due to the emotional feelings and words spoken (Levinson, 1987; Kim, 2002; Pyle, 2008; Glagjordone, 2014).

Positive Impoliteness Analysis 5

Table 5
Positive impoliteness analysis 5

(5)	@Anthjulianto commented on the account@haters_quentijandagatel
Forms of Hate Speech	Chameleon face. If you don't make up, you'll be like a mother after washing and ironing
Context	AYU TING-TING SITTING SUPINELY IN FRONT OF RUBEN
Impoliteness Strategy	Positive Impoliteness

Speech (5) is a blasphemous hate speech. In the video uploaded to the account @haters_quentijandagatel shows that Ayu Ting-Ting deliberately sat supinely in front of Ruben. The meaning of this statement is: @anthjulianto demeaning Ayu Ting-Ting if she doesn't make up, her face is like a chameleon that changes and looks like a mother after washing and ironing. A mother after washing and ironing here has a negative meaning which is likened to "maid". The speech was considered to have demeaned Ayu Ting-ting. Harsh speech that stimulates the speaker's emotions and puts the person speaking into a corner is impolite speech. Marker Comments on the utterance Chameleon face. The sentences spoken encourage the speaker's emotions so that the speech becomes impolite and becomes hate speech.

Based on the results of data analysis, the form of cyberbullying speech uses positive impoliteness strategy. Research on ATT's Instagram account shows similarities with research by Ningrum, et al., (2018) with the title *Study of Hate Speech on Social Media*.

A speech that can cause division can be said to be positive impoliteness which aims to threat the positive face of the interlocutor. Comment (5) is a positive impoliteness strategy, namely "bad attitude" and "shabby". This word is a curse or curse word. Buluk means dirty because of dust. Meanwhile, the word bad attitude in Indonesian means having bad attitude. The impolite strategy consists of using impolite nickname to attack Ayu Ting Ting. This comment is definitely capable of creating social conflict which results in clashes between groups or between individuals. The comment can also bring someone down due to the emotional feeling itself. The comment can also bring someone down due to the emotional feelings and words spoken (Levinson, 1987; Kim, 2002; Pyle, 2008; Glagjordone, 2014).

Negative impoliteness

Impoliteness with a negative attitude or what is usually called negative impoliteness is related to deliberate actions involving impoliteness in order to bring down the speaker. Negative impoliteness strategy can be put forward based on data obtained which are grouped into three forms, namely (1) impoliteness with the aim of making the interlocutor afraid, (2) impoliteness involving ridicule or mocking, (3) impoliteness which is to give a warning to the interlocutor. The following is an analysis of negative impoliteness data.

1) Impoliteness strategy with the aim of making the interlocutor afraid

The strategy of impoliteness with the aim of making the interlocutor afraid appears in the following analysis.

Negative Impoliteness Analysis 1

Table 6
Negative impoliteness analysis 1

(1)	@Ismidyahutami13 commented on the account @lambe_turahnetizen
Form of Hate Speech	PLAGIARISM AMBASSADOR, BITCH ARTIST, ARTIST CAUGHT AS HOME-WRECKER, THE ARTIST OF BALAJAER. WKWK
Context	AYU TING-TING PROMOTES HER CAKE MADE
Impoliteness Strategy	Negative Impoliteness

Analysis of the speech in data (1) is a form of a defamatory hate speech. Defamation is an attack on the dignity and honor of an individual or slander. The form of speech "how come it's the same as "bite bite bite" is basically plagiarism @ayutingting92" in the context of AYU TING-TING PROMOTING HER CAKE MADE means that account@ismidyahutami13 accused of defaming Ayu Ting-Ting. Account @ismidyahutami13 defamed Ayu Ting-Ting in connection with her accusation that Ayu Ting-Ting imitated her merchandise jargon with Nagita Slavina's merchandise and accusation that Ayu Ting-Ting was a home-wrecker. However, in the accusation there is no real evidence that Ayu Ting-Ting was a home-wrecker. A harsh speech that stimulates the speaker's emotions and puts the interlocutor into a corner is impolite speech. The Marker Comment on the utterance is **the artist of balajaer**. The sentence spoken encourage the speaker's emotions so that the speech becomes impolite and becomes hate speech.

Based on the results of data analysis, the form of cyberbullying speech uses negative impoliteness. In the book *Impoliteness in Interaction* written by Bousfield (2008), it is explained that impoliteness is a form of conversation that causes a problem.

In this speech there is a form of critical speech which aims to attack the negative face of the speaker. Comment (1) is a comment that is a form of defamation with hate speech that can cause disputes, the speaker uses an impolite strategy, namely "PLAGIARISM AMBASSADOR, BITCH ARTIST, ARTIST CAUGHT AS HOME-WRECKER (SEIZED ANOTHER WOMAN'S HUSBAND)". This word is a curse or swear word. Plagiarism in the Great Dictionary of the Indonesian Language (KBBI) means taking or rewriting someone else's work but making it look like your own work. The word seize has the meaning of plunder; take it by force. If you look at the context, the speaker feels annoyed because in the video upload, Ayu Ting-Ting imitates Nagita's cake trade jargon. In this case, the speaker defames Ayu Ting-Ting by calling Ayu Ting-Ting a plagiarist and seizing someone's husband. The speaker used capital letters for emphasis. The impoliteness strategy takes the form of inappropriate insult to attack Ayu Ting-Ting. The comment can have an impact between groups and between individuals. The comment also makes the interlocutor's face threatened and cornered (Leech, 1993; Teasley, 2013; Donegan, 2012; Willard, 2011).

Negative Impoliteness Analysis 2

Table 7
Negative impoliteness analysis 2

(2)	@Putiahlfarizqia commented on the account @ayugatalpelakor
Form of Hate Speech	It's <i>najis</i> (disgusting) to look at her face, you're tacky praying for legal couple divorced! You don't really have a brain, sis! You're jealous huh?
Context	AYU TING-TING PRAYS FOR THE MARRIAGE OF RAFFI AND NAGITA TAKES APART
Impoliteness strategy	Negative Impoliteness

Speech (2) is a comment in the form of insult with an element of expressions of hatred that can cause social conflict. The speaker uses a positive impoliteness strategy, namely "Najis" which means dirt; disgusting. This word is a swear word. This word is usually used to swear or curse. Apart from that, there is also the word "tacky" which means very excessive; less harmonious; plebeian. The speaker made a comment that mean to equate Ayu Ting-ting with unclean dirt and like a tacky villager. This comment can clearly cause social conflict which results in clash between groups and between individuals. This comment is also an impolite comment because it can demean the interlocutor as a result of the speaker's own emotional impulses.

Based on the results of data analysis, the form of cyberbullying speech uses negative impoliteness. Data obtained from ATT's Instagram account shows similarities with the results of [Lestari's \(2016\)](#) study which explains that expressions of hate can be found in the United Kingdom in the phenomenon of Islamophobia.

In this speech there is a form of critical speech which aims to threat the negative face of the speaker. Comment (2) is a comment that is a form of insult with an element of expression of hatred which can cause social conflict. The speaker uses a positive impoliteness strategy, namely "Najis" which means dirt; disgusting. This word is a swear word. This word is usually used to swear or curse. Apart from that, there is also the word "tacky" which means very excessive; less harmonious; plebeian. The speaker made a comment that mean to equate Ayu Ting-ting with unclean dirt and like a tacky villager. This comment can clearly cause social conflict which results in clash between groups and between individuals. This comment is also an impolite comment because it can demean the interlocutor as a result of the speaker's own emotional impulses. These comments also make the interlocutor's face threatened and cornered ([Leech, 1993](#); [Teasley, 2013](#); [Donegan, 2012](#); [Willard, 2011](#)).

2) Impoliteness Strategy Involving Insult or Ridicule

Impoliteness strategy involving insult or ridicule appear in the following analysis.

Negative Impoliteness Analysis 3

Table 8
Negative impoliteness analysis 3

(3)	@Diandrakusumawij96 commented on the account @ayu_janda_gantel
Form of Hate Speech	Her face looks like a maid, there is no artistic aura at all
Context	AYU TING-TING MASSAGED HER MOTHER WITHOUT MAKE UP AND WORE A HOME DRESS
Impoliteness Strategy	Negative Impoliteness

Speech (3) is insulting hate speech. In the uploaded photo of @ayu_janda_gatel shows that Ayu Ting-ting is massaging her mother's feet, she wore a home dress and no make-up. The meaning of this hate speech is that @diandrakusumawij96 insulted Ayu Ting-ting that her face looks like a maid without any artistic aura at all. Harsh speech that stimulates the speaker's emotions and puts the interlocutor into a corner is impolite speech. The Comment Marker on this statement is her face like a maid. The sentences spoken encourage the speaker's emotions so that the speech becomes impolite and becomes hate speech.

Based on the results of data analysis, the form of cyberbullying speech uses negative impoliteness strategy. Data obtained from ATT's Instagram account shows similarities with the results of [Lestari's \(2016\)](#) study which explains that expressions of hate can be found in the United Kingdom in the phenomenon of Islamophobia. In this speech there is a form of critical speech which aims to attack the negative face of the speaker. The comment contains the word "maid" which means hired person; Her job is to help take care of household chores.

In this case the speaker insults Ayu Ting-Ting who looks like a maid. If seen in context, the comment is in accordance with what is in the photo upload. The comment clearly creates conflict in

the social sphere which has an impact on group and individual disputes. Apart from that, the comment can attack someone mentally due to the words they say. The comment also made the interlocutor's face threatened and cornered (Leech, 1993; Teasley, 2013; Donegan, 2012; Willard, 2011).

Negative Impoliteness Analysis 4

Table 9
Negative impoliteness analysis 4

(4)	@Brya_nstty commented on the account @haters_quentijandagatel
Form of Hate Speech	The face that has been made up here and there, like ripped jeans, it's still <i>buluk</i> (shabby) and the aura is getting uglier and gloomy
Context	AYU TING-TING UPLOADS HER SELF-PICTURE
Impoliteness Strategy	Negative Impoliteness

Speech (4) is a comment in the form of insults with elements of expressions of hatred that can cause social conflict. The speaker uses negative impolite strategies, namely "*buluk (shabby)*", "ugly" and "gloomy". This word is very rude because the word *buluk* means dirty because of dust. The word ugly means unsightly; bad. The word gloomy means lacking in light; not glowing. The comment constitutes impolite comment because it corners the person you are saying. The words shabby, ugly and gloomy are included as expressions of hatred because the speaker thinks that the person, she is saying has a dirty, unsightly face and is not glowing even though she has taken care of it. This comment can clearly cause social conflict which results in feuds between groups and between individuals. This comment is also an impolite comment because it can demean the interlocutor as a result of the speaker's own emotional impulses.

Based on the results of data analysis, the form of cyberbullying speech uses negative impoliteness strategy. The book entitled *Impoliteness in Interaction* written by Bousfield (2008) explains that impoliteness is a form of conversation that can cause disputes.

In this speech there is a form of critical speech which aims to threat the negative face of the speaker. Comment (4) is a comment with the aim of insulting that expresses hatred and can cause social conflict. Negative impoliteness strategy used by speakers include, "*buluk (shabby)*", "ugly", and "gloomy". These words are considered very inappropriate because the use of the word *buluk* means dirty with dust. The word ugly means unsightly; bad. The word gloomy means lacking in light; not glowing. The comment are considered inappropriate comment because it contains words that intend to bring down the party. The words shabby, ugly and gloomy are categorized as expressions that aim to express hatred because the speaker thinks that the person she is saying has a dirty, unsightly face and is not glowing even though she has taken care of it. The comment can clearly provoke conflict and has an impact on community or individual disputes. The comment can also be demeaning and put down due to being emotionally motivated. The comment can also bring someone down due to the emotional feelings and the words spoken (Levinson, 1987; Kim, 2002; Pyle, 2008).

Negative Impoliteness Analysis 5

Table 10
Negative Impoliteness Analysis 5

(5)	@Brya_nstty commented on the account @haters_ratujaerr
	Endorsement that prioritizes money is like this, pretentious
Form of Speech Hatred	to promote even though she doesn't use the product. She just wants to be white and is passionate about white injection. She wants to be pretty and is passionate about doing injection, using the thread, going to the derm*pr*
Context	AYU TING-TING PROMOTES MAKE UP ENDORSEMENT
Strategy of Impoliteness	Negative Impoliteness

The speech in data (5) includes provoking or inciting hate speech. The form of speech "Endorsement that prioritizes money is like this, pretentious to promote even though she doesn't use the product... She just wants to be white and is passionate about white injection. "She wants to be pretty and is passionate about doing injection, using the thread, going to the derm*pr*" in the context of AYU TING-TING PROMOTING MAKE UP ENDORSEMENT means that the @brya_nstty account is provoking you not to buy the product that Ayu Ting-ting is promoting because Ayu Ting-ting herself doesn't use that product. Harsh speech that stimulates the speaker's emotions and puts the person speaking into a corner is impolite speech. The Comment Marker on this statement is **Endorsement that prioritizes money is like this, pretentious to promote even though she doesn't use the product.** The sentences spoken encourage the speaker's emotions so that the speech becomes impolite and becomes hate speech.

Based on the results of data analysis, the form of cyberbullying speech uses negative impoliteness strategy. In Bousfield's (2008:72) opinion as seen in his book *Impoliteness in Interaction*, impoliteness is a form of mutual uttering that can become a problem.

In this speech there is a form of critical speech which aims to threaten the negative face of the speaker. Comment (5) is a comment in the form of provocation or incitement with an element of hatred, the speaker uses a strategy of impoliteness, namely "Endorsement that prioritizes money is like this, pretentious to promote even though she doesn't use the product." The impolite strategy consists of inappropriate insults to bring down Ayu Ting-ting. This comment can clearly create disputes between communities, between groups and between individuals. The comment can also drive someone into a corner. The comment also makes the interlocutor's face down and cornered (Leech, 1993; Teasley, 2013; Donegan, 2012; Willard, 2011).

3) Impoliteness Strategy Which is to Give a Warning to the Interlocutor

The strategy of impoliteness which is to give a warning to the interlocutor appears in the following analysis.

Negative Impoliteness Analysis 6

Table 11
Negative Impoliteness Analysis 6

(6)	@Menilibra_09 commented on the account @haters_quentijandagatel
Form of Hate Speech	Well, if a woman like this is shown in a porn video, people will still believe it... Nagita was made into hoax news, impossible that people would believe because Nagita's attitude is extraordinary good and her parents' upbringing, especially Mom Rieta, as a mother, is also extraordinary. The news about getting married to Igun is just a hoax...!!! Ciee pretends to be happy or really happy with Igun even though her heart is still in pain, hoping for another woman's husband who will continue to be someone who is, God willing, persistently will migrate to become a better husband, father, and household leader. Amen, Allah always protects Rans and Rafthar wherever they are from the intention of evil people... Amen @ayutingting92@nurulagustami @rieta_amelia @syahnazs @nissyaa @ollaramlanaufar
Context	AYU TING-TING SINGS WHILE HANGING ON IVAN GUNAWAN
Impoliteness Strategy	Negative Impoliteness

The speech in data (6) includes provoking or inciting hate speech. The form of speech "Well, if a woman like this is shown in a porn video, people will still believe it... Nagita was made into hoax news, impossible that people would believe because Nagita's attitude is extraordinary good and her

parents' upbringing, especially Mom Rieta, as a mother, is also extraordinary. The news about getting married to Igun is just a hoax...!!! Ciec pretends to be happy or really happy with Igun even though her heart is still in pain, hoping for another woman's husband who will continue to be someone who is, God willing, persistently will migrate to become a better husband, father, and household leader.. "Amen, Allah always protects Rans and Rafthar wherever they are from the intentions of evil people... Amen @ayutingting92 @nurulagustami @rieta_amelia @syahnazs @nissyaa @ollaramlanaufar @mrsayudewi." in the context of AYU TING-TING SINGING WHILE HANGING ON IVAN GUNAWAN, this means that the account @menilibra09 is provoking netizens. If Ayu Ting-ting is shown in a porn video, people will still believe it because of her behavior that likes to hang on and stick here and there with boys. The rude speech encourages the speaker's emotions and cornering the interlocutor is an impolite speech. The Comment Marker on this statement is **Well, if a woman like this is shown in a porn video, people will still believe it.** The sentence spoken encourages the speaker's emotions so that the speech becomes impolite and becomes hate speech.

Based on the results of data analysis, the form of cyberbullying speech uses negative impoliteness strategy. According to the book *Impoliteness in Interaction* by Bousfield (2008:72), there is an explanation which states that impoliteness is a form of relationship in communication that can lead to disagreements.

In this speech there is a form of critical speech which aims to attack the negative face of the interlocutor. Comment (6) is a comment that is a form of inflammatory provocation with an element of malice that causes disputes, the speaker uses a strategy of impoliteness, namely "Well, if a woman like this is shown a porn video, people will still believe it." The impoliteness strategy takes the form of inappropriate insults to attack Ayu Ting-ting. The comment can have an impact between groups or between individuals. This comment is also an inappropriate comment to say because it intends to corner someone. The comment also makes the interlocutor's face down and cornered (Leech, 1993; Teasley, 2013; Donegan, 2012; Willard, 2011).

Based on the analysis of all 50 data from this research, which is related to impolite strategies in Indonesian language cyberbullying speech on social media and has the potential to violate the ITE Law, a summary of the data is obtained as shown in Table 12 below.

Table 12
Realization of the Impoliteness Strategy in Indonesian Cyberbullying Speech on Social Media which Has the Potential to Violate the ITE Law

No	Impoliteness strategy	Frequency	Percentage
1	Positive	19	38%
2	Negative	31	62%
	Number	50	100%

Table 12 shows data on the highest realization of impoliteness strategy at 62% with negative impoliteness strategy. Meanwhile, impoliteness strategy with positive characteristics is at 38%. Strategy with negative impoliteness point is at a higher number because there are many characteristics of negative impoliteness strategy, including attacking with the aim of damaging the image of the interlocutor, impoliteness with the aim of giving fear to the interlocutor, impoliteness by mocking or ridiculing, and impoliteness by warning the interlocutor.

CONCLUSION

Based on the research results, it can be concluded that impoliteness strategy is divided into two, namely positive impoliteness and negative impoliteness. Positive impoliteness was found in nineteen comments with a percentage of 38%, while negative impoliteness was found the most with thirty-one comments with a percentage of 62%. Negative impoliteness strategy is higher because there are many characteristics of negative impoliteness strategy, including attacking or damaging the negative face of the interlocutor, impoliteness by scaring the interlocutor, impoliteness by ridiculing or mocking, impoliteness by warning the interlocutor. The tendency for more negative impoliteness

strategy to be used compared to positive impoliteness further strengthens the phenomenon of many acts of cyberbullying using Indonesian on social media. This research still needs to be followed up to obtain more comprehensive data by expanding the range of data sources by taking into account age, gender, social class, academic level, or profession of social media users. This needs to be confirmed with the assumption that cyberbullying tends to be perpetrated by almost all social media users without paying attention to age, gender, social class, academic level or profession of the social media users.

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