

Unveiling the Impact of Visual Presentation: Exploring Netizens' Hate Speech Comments in Jefri Nichol and Chika Candrika Drug Case in Instagram Comments

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Abstract: *This research investigates the prevalence and nature of hate speech directed at two Indonesian celebrities involved in drug cases. This research aims to identify types of hate speech and compare the frequency and content of these comments based on gender. Using a qualitative descriptive approach, data was collected from Instagram comments on posts related to the Jefri Nichol and Chika Chandrika drug cases. Comments were categorised according to Mondal et al.'s classification of types of hate speech. (2017). Analysis revealed that the most frequently occurring type of hate speech was related to behaviour, accounting for 52.86% of comments, followed by general insulting comments (30%), physical (10%), class-based (4.29%), and gender - based (2.86%). Specifically, there are no comments regarding race, sexual orientation, ethnicity, disability, or religion. These findings highlight that netizens focus more on celebrities' behaviour than their gender when expressing hate speech. This study underscores the important role of social media in shaping public discourse and the need for measures to mitigate online hate speech. Future research should explore the motivations underlying certain types of hate speech and the impact of social media platform policies on such behaviour.*

Keywords: *hate speech, Instagram, drug cases*

Abstrak: Penelitian ini menyelidiki prevalensi dan sifat ujaran kebencian yang ditujukan kepada dua selebriti Indonesia yang terlibat dalam kasus narkoba. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis ujaran kebencian dan membandingkan frekuensi dan konten komentar tersebut berdasarkan gender. Dengan menggunakan pendekatan deskriptif kualitatif, data dikumpulkan dari komentar-komentar di Instagram pada unggahan yang terkait dengan kasus narkoba Jefri Nichol dan Chika Chandrika. Komentar dikategorikan berdasarkan klasifikasi jenis-jenis ujaran kebencian dari Mondal et al. (2017). Analisis menunjukkan bahwa jenis ujaran kebencian yang paling sering muncul adalah yang terkait dengan perilaku, yaitu sebanyak 52,86% dari komentar, diikuti oleh komentar yang bersifat menghina secara umum (30%), fisik (10%), berdasarkan kelas (4,29%), dan berdasarkan jenis kelamin (2,86%). - berbasis gender (2,86%). Secara khusus, tidak ada komentar terkait ras, orientasi seksual, etnis, disabilitas, atau agama. Temuan ini menyoroti bahwa warganet lebih berfokus pada perilaku selebriti daripada jenis kelamin mereka saat mengungkapkan ujaran kebencian. Penelitian ini menggarisbawahi peran penting media sosial dalam membentuk wacana publik dan perlunya langkah-langkah untuk mengurangi ujaran kebencian online. Penelitian di masa depan harus mengeksplorasi motivasi yang mendasari jenis-jenis ujaran kebencian tertentu dan dampak kebijakan platform media sosial terhadap perilaku tersebut.

Kata kunci: ujaran kebencian, komen Instagram, kasus narkoba

1. INTRODUCTION

Social media platforms, especially Instagram, have become one of the most influential social media, playing an essential role in disseminating information and framing the public narrative. Instagram is also a very significant public discourse space where users can express their opinions on various latest issues. The information disseminated is also very diverse, ranging from social issues and political issues, and what often happens is legal cases that ensnare celebrities, which results in a lot of hate speech from netizens to these celebrities through the comments column. Legal cases involving famous figures, such as the drug cases of Jefri Nichol and Chika Candrika, have become a hot topic of discussion in cyberspace and are characterised by a surge in hate speech comments on their personal Instagram feed comments. This phenomenon becomes very relevant in today's digital era, where social media plays a significant role in shaping public opinion and often triggers extreme emotional responses, one of which is hate speech.

As stated by ElSherief et al (2018), hate speech is any speech that aims to discredit others. Hate speech on social media has gotten worse because it attacks in various ways, either by insulting the target's physical, ethnicity, or religion. Mondal et al. (2017) categorised hate speech into 10 categories; race, behaviour, physical, sexual orientation, class, gender, ethnicity, disability, religion, and other. Hate speech can have a significant negative impact on the target and can even cause mental damage due to receiving excessive hate speech. Hate speech is uttered because the target is disliked by the person who utters the hate or even by a close or loved one for making a mistake.

Several researchers have discussed the issue of hate speech in their studies. Sari (2020) discussed the type of hate speech and clarified the intention of the hate utterance. Axenborg (2016) discussed harassment and sexism faced by female politicians on social media. ElSherief et al (2018) discussed the target of direct hate speech, either its personal or general group. Fernandez and Farkas (2021) discussed racism and hate speech in the subfield of social media. Pulgarin et al (2021) discussed how the internet and social media constitute an opportunity for online hate speech. Guiora and Park (2017) discussed the harmful uses of the internet and the abuse of social media.

Although there is research on hate speech in social media comment sections, there are gaps in previous research. The gap left between the previous studies and this research is this study focuses on comparing hate speech on Instagram accounts between male and female celebrities who are caught in drug abuse cases. Referring to the gap, this research applied two formulations of the problem. First, what are the types of hate speech in Instagram feed Jefri Nicole and Chika drug case. Second, what is the comparison of hate speech in Instagram feed Jefri Nicole and Chika drug case. Therefore, this research can be used as a reference and inspiration for future studies that will examine the comparison of hate speech on social media, especially Instagram, between male and female celebrities.

2. RESEARCH METHOD

This study applies a descriptive qualitative method. According to Sugiyono (2001), the descriptive method does not aim to generalise research findings; rather, it is intended to characterise or examine them. Qualitative research derives its data from displays of spoken or written words that researchers observe, as well as items that are closely examined to capture the meaning that is suggested in the material documents (Moleong, 1998). The researcher is

the main instrument for this research and the supporting instrument is the gadget.

The data in this research is textual data in the form of documentation taken from Instagram comment. The data in this research were collected by note-taking technique derived from Instagram comment on Jefri Nichol and Chika Chandrika drug cases. The cases were taken because they have different personal branding and different gender as an object so the various comments will be known. After the data were collected, the researcher classified the data into 10 types according to Mondal et al (2017). To analyse the data, this research applies an analysis technique by Spradley (2016). Spradley (2016) states that there are four steps to analyse the data: a) domain analysis; b) taxonomic analysis; c) componential analysis; and d) finding cultural themes.

3. RESULT AND DISCUSSION

This section presents the results of our research, which examines the type and frequency of hate speech in Instagram comments related to the Jefri Nichol and Chika Chandrika drug cases. Based on observations made by the researcher on the kumparan.com post on Instagram social media, the researcher was able to collect 70 data points through the comments provided by Instagram account users. The data was then subjected to analysis and classification based on its type using Mondal et al. (2017) theory of hate speech. Based on the type, the researcher found that behaviour was the most frequent type of comment, while Gender was the least. Conversely, disability, ethnicity, race, religion, and sexual orientation were the types of comments that did not appear at all, likely because Instagram account users tend to highlight the actions or behaviour of the two celebrities.

Jefri Nichol

a. Physical

- The comment containing hate is "*GGG GANTENG GANTENG GANJA*," which was thrown by an Instagram account with the user name @billyclaudio. The comment is a strong insinuation directed at the perpetrator, namely the celebrity Jefri Nichol, and expresses regret for his physical appearance, which can be described as good-looking but uses drugs. This comment indirectly denigrates the physical appearance of the individual in question, suggesting that a person's physicality is not necessarily indicative of their moral character. Physical is a type of hate speech that is included in this hateful comment because the comment highlights the physicality of the perpetrator and then the actions he has taken and thinks are inappropriate.

- The statement "*Mukanya udah kotor kena narkoba*" commented by @the_real_angky17 constitutes hate speech by employing a physical attack. It targets the individual's facial appearance with the derogatory term "*kotor*", implicitly associating drug use with a negative physical state. This form of hate speech is damaging as it criticises uncontrollable attributes and reinforces negative stereotypes, potentially causing significant emotional harm.

b. Gender

- An Instagram account with the username @rojifhr made hateful comments involving gender in the post. His comment, "*Kebanyakan cowo yg komen, syukurin kelihatan iri semua sama jefri. Kalah ganteng ya*," indicates that in the post, more men are making hateful or

negative comments than women, including himself, who clearly mocked and denigrated the actions taken by the perpetrator. In the post there are hateful comments made by women but not a few who defend him because the perpetrator is good-looking. This hateful comment is an attack or demeaning remark based on gender, and it is classified as a Gender type.

c. Class

- Artists and celebrities are a social class that is viewed highly in society. Consequently, many people are already aware that an artist or celebrity will inevitably be caught in a drug case. As evidenced by the hateful comments made by Instagram user @danin.a.p, *"Rasain... kehidupan artis memang tidak jauh-jauh sama yang namanya narkoba. Setelah kemarin nunung sekarang ada lagi... Penjarain aja....."*. The user's assertion is that an artist or celebrity cannot be separated from drugs, regardless of gender. While not all artists or celebrities are affected by drug cases, the frequency and visibility of such cases have contributed to a negative perception of this social class in society. This hateful comment is included in the Class type because the Instagram account user emphasises the life of the artist or celebrity, a social class in society.

- The statement *"Bahan perusak masyarakat umum kapan para artis menjadi korban narkoba amat menyedihkan dgn kasus yg tidak terduga"* by @prettyliciousbeautycare_ exhibits a form of hate speech known as classism. It unfairly targets artists as a group, labelling them with the derogatory term *"bahan perusak masyarakat umum"* and implying a predisposition towards drug use and its negative consequences. This stereotypical portrayal not only stigmatises drug addiction as a whole, hindering access to support for those struggling but also promotes prejudice and discrimination against artists as a profession.

d. Behaviour

- An Instagram account with the user name @runn_dlo was observed making hateful comments about the actions taken by the celebrity named Jefri Nichol. His comment, *"Indonesia semakin hancur sudah sebaiknya dipenjarakan jangan dikasih keluar lagi yang begini,"* is indicative of his frustration with celebrities who are caught in drug cases, which have occurred with alarming frequency. The individual in question posits that individuals involved in drug-related offenses will inevitably cause irreparable harm, particularly in the context of Indonesia. Consequently, he advocates for the most severe form of punishment, namely imprisonment for life. This hateful comment can be classified as a behaviour type, as it elucidates the actions of the perpetrator and is deemed inappropriate in light of prevailing norms and applicable laws.

- The comment *"katanya sih kalo nggak narkoba nggak keren..."* posted by @dee86dee_ on Instagram constitutes hate speech through a behavioural attack. This statement subtly pressures individuals to conform to a drug-using lifestyle by equating coolness with substance abuse. Such rhetoric diminishes the value of individual choices and promotes a demonstrably false image that drug use enhances social standing. This glamorisation of drug use not only stigmatises those who make healthy choices but also risks normalising a dangerous and potentially life-threatening behaviour, potentially influencing others to experiment with drugs.

- From the comment *"Tatoan tapi gk pake narkoba... jangan nilai dari covernya"* posted by @wahyu_yohoho constitutes the use of hate speech through behavioural attack. This comment also has a sarcastic tone regarding the appearance of Jefri Nichol, who doesn't use tattoos but still falls into a drug case. This also implies the behaviour cannot be judged by its appearance, sometimes people with good appearance without tattoos or anything that indicates

bad behaviour can still do unethical behaviour like using drugs.

e. Other

- The disparaging remark made by Instagram account user @kurawanagahara is "#MAMPUSS." This comment contains harsh words or profanity directed at the perpetrator, celebrity Jefri Nichol, and his actions in connection with the drug case. This is a hateful comment that is highly demeaning and tends to ridicule the individual in question because the Instagram account user fails to recognize another point of view and immediately judges without considering all the facts. This hateful comment is also an example of indifference towards the perpetrator for his actions. It can be considered a type Other of hate speech because, according to its definition, hate speech can include various other factors that cause a person or group to become a target of hatred. In this case, the swear word.

- The Instagram comment "*Modyarr*" by @myteryo89 presents a challenge in categorization due to its ambiguity. Within Indonesian slang, the expression can hold various meanings depending on context. While it may function as a casual exclamation, it could also morph into a derogatory term expressing misfortune or even death wishes upon the recipient. This ambiguity necessitates examining the surrounding context, such as the content of the accompanying post and the relationship between the commenter and recipient, to determine whether it constitutes hate speech. Should the intent behind "*Modyarr*" be malicious, it can be classified as hate speech by targeting the recipient and potentially causing emotional distress. Furthermore, it fosters a hostile online environment and could contribute to cyberbullying. In essence, the interpretation of "*Modyarr*" as hate speech hinges on the context surrounding its use.

- The Instagram comment "*mampos*" commented by @juankhairl_ also shows ambiguity due to its angry and spontaneous tone. Like the comment "*modyarr*" before, "*mampos*" holds an expression into a derogatory term expressing misfortune or even death wishes upon the recipient. It is classified as hate speech because it targets the recipient and potentially causes emotional distress. Furthermore, it fosters a hostile online environment and could contribute to cyberbullying.

Table 1. Jefri Nichol's Drug Cases Instagram Comments

Types of Hate Speech	Frequency	Percentage
Race	0	0.00%
Behaviour	13	43.33%
Physical	4	13.33%
Sexual Orientation	0	0.00%
Class	2	6.67%
Ethnicity	0	0.00%
Gender	1	3.33%
Religion	0	0.00%
Disability	0	0.00%
Other	10	33.33%
Total	30	100%

This analysis of Instagram comments surrounding Jefri Nichol's drug case sheds light on the nature of the online negativity he faced. While a significant amount of hate speech was

present (43.33%), it primarily targeted his behavior, suggesting public disapproval of his actions. This raises a question: are online criticisms of celebrities shifting towards holding them accountable for their choices rather than resorting to personal attacks?

Chika Chandrika

a. Physical

- The following hate speech comment in writing by the Instagram account @emdeef25, who said in his comment, "*Cantik tapi bau*", which implied the physical appearance of Chika, who is beautiful but used drugs that make her smell bad, like drug users. This comment also implied his sarcastic opinion about Chika and Indonesian public figures in general who are involved in drug cases, which in many cases have beautiful and handsome appearances, but it cannot make them run away from drug cases. This kind of comment can be categorised as a Physical comment because it's clear that the comment mentions the contradiction between the appearance of Chika and his degenerated behaviours in using drugs, which is very contrary to social norms in Indonesia.

- The Instagram comment "*kalo nyabu mah pasti meleyot komuknya*" posted by @marioprml13 exemplifies hate speech categorised as a physical attack. This statement targets a physical characteristic, facial appearance supposedly associated with methamphetamine use, through the derogatory term "*meleyot*". This behaviour reinforces negative stereotypes about drug users, potentially leading to social stigma and discrimination. Furthermore, it engages in body shaming, which can cause significant emotional distress to individuals struggling with addiction or those with physical features aligning with the stereotype. A more productive approach would involve criticising the act of drug use itself, disseminating accurate information on substance abuse, and fostering empathy for those battling addiction.

b. Gender

- On Chika's drug case Instagram post, we also find comments about his genre as hate speech insults. The Instagram account with the name @qirkyalone commented, "*cik cik narkogirl*" which implied the use of hate speech in genre tendency because he/she said directly in his comment about the genre of Chika as a female who used drugs. In his/her comment there is also an implication of the use of sarcasm in the comment.

c. Class

- In one comment on Chika's drug case Instagram post, there is one account named @agus.gusto.10, which has a hate speech comment tendency on the social status of public figures in handling the criminal case. In his comment, he implied the use of a lawyer in finishing the Chika case, which made the punishment for Chika lighter, and she just got rehabilitation for three months instead of a prison sentence, which happened in most drug cases. This comment used social status as hate speech because the comment implied the differences in the social status of the drug case offender, which, in this case, also a famous public figure, has a different ending than the other drug case offender; this happened because famous public figures have more money, influence and connection which make them became more accessible to get out from the criminal case, unlike ordinary people in the same position.

d. Behaviour

- In the Chika drug case, an Instagram account named @cendana_haggy made a hateful comment with a sarcastic tone about the case that happened with Chika. In the comment,

he/she said, "*habis nyabu strong*", which implied a sarcastic tone about Chika, who became strong after he consumed drugs and his/her annoyance about Chika who used drugs. With the word "strong", this hate speech comment can be categorised as behaviour type, as it shows the actions of the perpetrator who is using drugs and is deemed inappropriate in light of prevailing norms and applicable laws.

- The Instagram comment "@ikanteri_dikeramasin's statement "*bocil banyak gaya. Akhirnya tidur di sel*" constitutes hate speech through a behavioural attack. It targets a specific behaviour, "*banyak gaya*" and associates it with a negative stereotype - delinquency and incarceration "*akhirnya tidur di sel*" - unfairly applied to a younger age group. This generalisation reinforces ageism and discourages open communication between generations. Effective communication should focus on addressing the specific behaviour, if problematic, without resorting to stereotypes or labels.

- Another comment, "*ga heran dia kan problematic dari dulu,*" from the account @adamrdb, can also be categorised as a behavioural attack because it targets specific behaviour, "*problematic dari dulu*" which is associated with a negative stereotype - delinquency and incarceration. It also shows the actions of Chika as the perpetrator who is using drugs and is deemed inappropriate in light of prevailing norms and applicable laws that also happened in the past.

e. Other

- The hate speech comment written by Instagram account user @sadun_mase, which commented, "*Satu kata buat dia. Gblk*". This comment contains harsh words or profanity directed at the drug case perpetrator, Chika and her actions in connection with the drug case. This is a hateful comment that is highly demeaning and tends to ridicule the individual in question because the Instagram account user fails to recognise another point of view and immediately judges without considering all the facts. This hateful comment is also an example of indifference towards the perpetrator for her actions. It can be viewed as a type of hate speech because, according to its definition, hate speech can include various other factors that cause a person or group to become a target of hatred. In this case, the swearing word.

- The Instagram comment "*Lah tolol*" posted by @bayuindrakah may constitute hate speech depending on the context surrounding its use. "*Tolol*" functions as a direct insult, albeit one that can vary in severity based on the situation. To definitively determine the presence of hate speech, a deeper understanding of the context is necessary. This includes examining the relationship between the commenter and recipient, as well as the content of the post the comment refers to.

- The Instagram comment "*bodoh,*" from account taniaputri322 also can be categorised as another type because it contains harsh words or profanity directed at the drug case perpetrator, Chika and her actions in connection with the drug case. It can be viewed as a type of hate speech because, according to its definition, hate speech can include various other factors that cause a person or group to become a target of hatred. In this case, the swearing word.

Based on the analysis above, it is found that in Indonesian clauses, users tend to insert Javanese words and phrases, causing the phenomenon of code-mixing. As well as the purpose of someone using code-mixing is to show the existence of the identity of each culture, namely Javanese culture, by using words in Javanese, speakers express their group identity, show cultural affiliation, and create a sense of community with interlocutors who also understand the Javanese language. This strengthens the social and cultural ties between them. As found in

the graphics below:

Table 2. Chika Chandrika's Drug Cases instagram Comments

Types of Hate Speech	Frequency	Percentage
Race	0	0.00%
Behaviour	24	60.00%
Physical	3	7.50%
Sexual Orientation	0	0.00%
Class	1	2.50%
Ethnicity	0	0.00%
Gender	1	2.50%
Religion	0	0.00%
Disability	0	0.00%
Other	11	27.50%
Total	40	100%

An analysis of Instagram comments targeting Chika Chandrika sheds light on the nature of the online negativity she faced. While a significant amount appears to be hate speech (around 60%), it's where this negativity is directed that's particularly interesting. The largest portion (60%) falls under "behaviour," suggesting criticism focused on Chika Chandrika's actions. This could involve harsh comments or insults directly related to her conduct.

The comments such as "*Modyarr*" and "*Lah tolol*" are categorised into other types of hate speech because they do not contain any criteria to include in the specific types of hate speech. These comments use swearing words or adjectives as a hate speech insult to the target. The point of interest of these types of data is not the same as the other. The impression of the data while it is read is that it brings a comedy effect while the other seems more serious.

There are 5 of 10 types of hate speech used in Jefri Nichol and Chika Chandrika's drug cases Instagram post by Mondal et al. (2017). The most dominant type of hate speech used is behaviour used in 52.86% of the comments, followed by other (30%), physical (10%), and the last is gender (2.86%). In Jefri Nichol's drug case Instagram post, there are 43.33% hate comments about behaviour which became the dominant type, followed by others type at 33.33% instances, which became the second dominant data, physical hate comments at 13.33%, class hate comment 6.67% and the last is gender just 3.33 %. In the Chika drug case Instagram post, quite similar to Jefri's case, there are 60% hate comments about behaviour which became the dominant type, followed by others type at 27.50% instances, which became the second dominant data, physical hate comments at 7.50%, class hate comment 2.50% and the last is gender with 2.50 %.

In conclusion, based on the Table of Jefri Nichol and Chika Chandrika's drug case comments, behaviour is the majority type used by Instagram users in talking either on Jefri Nichol or Chika Chandrika's drug cases, with both of them having a similar number of behavioural kind of hate speech as a dominant hate speech (43.33% and 60% respectively). According to Mondal et al. (2017), hate speech is that it offends people because of their personality behaviour. In Jefri Nichol and Chika Chandrika's drug case, it is the use of behaviour hate speech because the nature of the drug case is very against and violates the social norms and behaviours inside Indonesian people's society, which made the Instagram

user comments tend to condemn and insult the behaviour of Jefri Nichol and Chika Chandrika's drug cases after they read about the story for the first time.

These similar occurrences also show that Instagram users do not differentiate the different genders between Jefri and Chika on performing hate speech comments on their drug case Instagram post. The Indonesia Instagram users prefer to comment on the behaviour side because they tend to follow the headline of the Instagram post without reconsidering the gender of Jefri and Chika as a main factor in commenting on the drug cases, which is very against and violates the social norms and behaviours inside Indonesian people's society.

The Second most dominant occurrence is other types of hate speech, which cannot be categorised as other types. This can happen because the nature of this hate speech comment does not contain any criteria to include in the specific types of hate speech. These comments are usually just swearing words or adjectives as a hate speech insult to the target spontaneously. The point of interest of these data types is not the same as the other. The impression of the data while it is read is that it brings a comedy effect while the other seems more serious. From this, it can be concluded that most Instagram users who commented on the Jefri Nichole and Chika drug case often just commented for fun and in a direct manner and often without reading the full news and just know it from the headline.

From either Jefri Nichole or Chika's cases, the occurrence of other types of comment also became the second dominant, with Jefri Nichole cases (33.33%) and Chika cases (27.50%). This indicated that ambiguous swearing words like "*Bodoh*" and "*goblok*" are still used by many Instagram users regarding the different genders between Jefri and Nichole. They also often comment just for fun and in a direct manner because of the tendency of people who comment just by reading the headline without reading the full explanation.

The other types found in Jefri Nichol and Chika Chandrika's drug case Instagram post comments are Physical, with 13.33% occurrences in Jefri's case and 7.50% in Chika's case, Class comments 6.67% and 2.50%, surprisingly the least common types is Gender hate speech with 3.33% and 2.50% respectfully comments. The least common types used are gender- oriented hate speech because Instagram users tend to give hate speech comments based on the headline of the Instagram post, which is drug cases, and provide comments based on the violation of norms and lousy behaviour of Jefri Nichol and Chika Chandrika caused by the use of drugs.

4. CONCLUSION

This research investigates the type and frequency of hate in Instagram comments related to drug cases involving Jefri Nichol and Chika Chandrika. By categorising comments using Mondal et al. (2017) in the typology of hate, this research reveals that hate mostly focuses on behaviour, covering 43.33% of Jefri Nichol cases comments and 60.00% of Chika Chandrika cases comments. Notably, there were no cases of hatred related to race, sexual orientation, ethnicity, disability, or religion. This study highlights that Instagram users primarily target the actions and behaviour of celebrities, which reflect societal norms and moral expectations regarding drug use. This focus on behaviour shows the tendency of society to judge and condemn actions that deviate from applicable norms, especially those related to drug use.

The limited occurrence of gender-based hate suggests that while gender may be a factor, it is less prominent than the behaviour that elicits negative comments. This may indicate that societal discourse surrounding drug cases involving celebrities focuses more on the moral and

legal enforcement of their actions rather than gender. The findings of this research underscore the importance of understanding the dynamics of hate and hate on social media, particularly how figures become the targets of society. This also highlights the need for measures to address and mitigate online hate to protect individuals from its harmful effects. Future research could explore more underlying reasons for the prevalence of certain types of hate and hatred and the role of social media platforms in amplifying or limiting these negative interactions. By analysing and documenting these trends, this research provides valuable insights for policymakers, social media companies, and researchers aiming to create a friendlier, less harmful online environment.

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