

## VERBAL VIOLENCE ON TIKTOK SOCIAL MEDIA: PSYCHOLINGUISTIC STUDY

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**Abstract:** *Verbal violence is violence that involves emotion. Verbal violence, for example, when someone uses their words to attack, dominate, ridicule, manipulate, and humiliate other people and affect the mental health of that person. This type of research was conducted using a qualitative descriptive approach. The research sample was taken by purposive sampling technique based on certain considerations according to the research objectives. The data used in this research is in the form of expressions of verbal violence committed by the public/netizens in written form. The data collection techniques are data reduction, data presentation, and drawing conclusions. The results of this study found several forms of verbal violence in various situations, according to Tower's theory (2005) five forms of verbal violence were found, namely yelling, swearing, giving negative nicknames or labeling, isolating or embarrassing, and belittling abilities. The form of verbal violence on TikTok shows that the public or netizens have not been able to behave politely in language, due to the lack of awareness of social media users in ethics when responding to information contained on TikTok social media. The cause of the occurrence of verbal violence, due to a sense of emotion, dislike, and anger.*

**Keywords:** *Verbal Violence, Social Media, TikTok*

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### Introduction

The presence of social media has had an impact on many aspects of human life, language is no exception. Social media or often called the virtual world has a different character from the world outside the internet or often called the real world. Verbal communication in cyberspace is also different from verbal communication in the real world because the media is also different. One of the most popular social media is TikTok. TikTok, which was released in 2019, offers various features, such as sharing photos, sharing videos, and sharing events that we experience every day, which can also be uploaded to Instagram. In fact, we can access not only news from within the country, from all corners of the world. From just sharing stories Daily life, culinary, beauty, lifestyle, and many more can be found on social media called Instagram and TikTok.

TikTok also provides a comments column, so that everyone can comment on uploaded photos or videos that have been uploaded to the account. The comments column is right below the uploaded video or photo. In the comments column, everyone can write comments in various forms of writing, various forms of language, and various forms of sentences. The comments written in the comments column are not always good, sometimes some are funny, some are controversial, and some are even quite rude and insult the account owner. One that is contained in the comments is violence. Violence can be interpreted as a principle of action based on force to coerce other parties without consent (Lardellier, 2003: 18). Violence can be classified into two types, physical violence and symbolic violence. Symbolic violence can be divided into two types, namely violence committed through nonverbal symbols or also known as nonverbal symbolic violence and violence committed through verbal symbols or often called verbal violence (Baryadi 2002: 20).

Verbal violence itself is violence that uses language, namely violence that uses words, sentences, and other elements of language (Baryadi, 2012: 35). Verbal violence is "violence against feelings". Issue harsh words without physically touching, slanderous words, words that threaten, frighten, insult or exaggerate other people's mistakes are forms of verbal violence (Sutikno, 2010). The problem that arises from cases of verbal violence on social media is one of the crimes in the internet world, namely cyber bullying. Cyber bullying is easier to do because the perpetrator does not need to meet face to face with other people who are the target of cyber bullying. They can say bad things and easily intimidate others because they use the internet or smartphones, without having to see the effect it has on other people. Cyber bullying is generally carried out through the media of social networking sites such as Facebook, Twitter, Instagram. Cyber bullying is a more severe form of bullying which has a psychological impact, especially on children compared to what happens in the real world because it can reach anyone who is a victim of cyber bullying, can be accessed at any time (Hana & Suwarti, 2020: 1).

Nowadays many people who comment on posts use verbal violence. This is because netizens have the freedom to explore social media so that they are free to speak on social media without thinking about the consequences that occur afterwards. The researcher focuses on choosing social media TikTok in examining verbal violence on social media.

## **Literature Review**

### **Definition of Verbal Violence**

According to Chirpaz (in Haryatmoko, 2007: 120) violence is hitting and injuring both the soul and body forcefully and without rules, violence can also be deadly, for example by separating people from their lives or by destroying the basis of their lives. Through suffering or misery, violence can represent crimes suffered by humans, but they can also be committed against other people.

According to the Big Indonesian Dictionary V edition, violence is the act of a person or group of people causing injury or death to other people or causing physical damage or other people's property. In addition, there is also Lardellier's opinion (in Haryatmoko, 2007: 119) that violence is a principle of action that is based on strength to coerce other parties without consent. According to Galtung (1992: 64) violence is the cause of the difference between the potential and the actual. Violence is someone's actions that can cause other people to experience injury, pressure, injury, and even death. Someone commits real violence, namely by physically injuring other people, but it can also be through actions that can forcibly destroy the basis of one's life without rules that can limit that person. According to Baryadi (2012: 35), violence is not only physical, such as hitting, killing, slapping, kicking, and so on. Violence can also be in the form

of speech that can injure, isolate, and hurt someone's heart. Violence itself can be divided into two types of violence, namely physical violence and symbolic violence. Physical violence is an act of someone who causes another person to be hurt and injured by his actions. This violence usually targets the physical victim with the aim of injuring or even killing the victim. namely physical violence and symbolic violence. Physical violence is an act of someone who causes another person to be hurt and injured by his actions. This violence usually targets the physical victim with the aim of injuring or even killing the victim. namely physical violence and symbolic violence. Physical violence is an act of someone who causes another person to be hurt and injured by his actions. This violence usually targets the physical victim with the aim of injuring or even killing the victim.

Symbolic violence is violence that does not directly affect the victim or is only symbolic. Violence can be divided into two, namely verbal violence and nonverbal violence. Verbal violence is an act of violence by someone through language activities that use words, sentences that can make the victim feel psychologically hurt. This verbal violence does not target the victim's physique but to the victim's psychology. Non-verbal violence Non-verbal violence is violence that is not directed at the victim, but this violence occurs through the media. The purpose of this nonverbal violence is violence committed by a person or group of people to protest or bring someone down through activities that can represent the annoyance of that person or group of people (Baryadi, 2012: 35). Verbal violence is an act of symbolic violence perpetrated by someone against another person through an intermediary or directly through speech, words, writing, pictures, or the like which aims to make the victim experience misery, pressure.

### **Forms of Verbal Violence**

There are forms of verbal violence based on experts, according to Tower (2005), There are various forms of verbal abuse, namely:

1. Snapped or scolded loudly,
2. Swearing is like saying inappropriate words, not good at expressing anger, including:
3. Giving negative nicknames or labeling, namely giving identification marks through the form of words in the form of classification and also grouping based on something that fits the class or situation.
4. Isolate or belittle abilities Social

### **Media Sosial**

Social media is one of the instant media which currently has various functions in its role. Besides functioning as a tool for communication, the mass media is also a means for its users to dig up various information. The definition of social media is not necessarily an unfounded idea put forward by these experts. Social media has a role and impact on people's lives that must be designed in such a way in such a way that social media remains true to the function and purpose of social media itself and has benefits in the life of every individual.

Social media is a web-based social networking site that makes it possible for individuals to build public or semi-public profiles in a restricted system, list other users with whom they are connected, and view and explore their list of connections made by others with a system (Henderi, 2007: 3). According to Phillip Kotler and Kevin Keller, social media is a means for consumers to share text, image, video and audio information with one another and with companies and vice versa (Kotler, Keller 2012: 568).

Social media is an online medium, with users able to easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds (Cahyono, 2016). It is undeniable that social media has a big influence in one's life. Someone who starts small can become big with social media, or vice versa. For the community, especially among teenagers, social media has become an addiction that makes its users go a day without opening social media (Putri et al., 2016).

### **TikTok**

TikTok is an application from China that was just launched and entered Indonesia at the end of 2017. According to Viv Gong, Head of Marketing Tik Tok said that Indonesia is ranked 6th in the world in terms of the number of internet users, so this is the basis for the Tik Tok application to enter Indonesia. TikTok is an application created by a company ByteDance from China which is engaged in artificial intelligence technology which is well known in the world in terms of distributing information through media or electronic products. TikTok itself can be downloaded by users through the Google Play Android application and the App Store. Globally, the TikTok application has been downloaded more than 500 million times with daily video viewers reaching 10 billion and 150 million users with the United States and the United Kingdom being the highest contributors. TikTok is a new social media that provides a platform for its users to be able to express their talents through video content. TikTok turns the user's phone into a walking studio. Lasting approximately 15 seconds, this application presents interesting and easy-to-use special effects so that everyone can easily create cool videos. Inside there are Special effects such as effects shaking and shivering on videos with electronic music, changing hair color, 3D stickers, and other properties. In addition, creators can further develop their talent without limits by simply tapping into TikTok's extensive music library. This is what makes TikTok different from other social media and supports users to express themselves in channeling their talents.

### **Psycholinguistics**

Psychology comes from the English psychology. The word psychology comes from the Greek (Greek), namely from the root word psyche which means soul, spirit, soul and logos which means science. So, etymologically psychology means psychology. Linguistics is the science of language with its characteristics. Language itself is used by humans, both in speaking and writing and is understood by humans both in listening and reading. Based on the understanding of psychology and linguistics in the previous description, it can be concluded that psycholinguistics is the science that studies language behavior, both visible behavior and invisible behavior. According to Chaer (2003:5) Psycholinguistics describes processes on going psychology. If, a person utters the sentences he hears when communicating and how language skills are acquired by humans. In more detail, Chaer (2003: 6) states, psycholinguistics explains the nature of language structures, and how these structures are obtained, used when speaking, and when understanding the sentences in that speech.

### **Method**

The type of research used in this study is qualitative research which utilizes the method of presenting the results of the analysis in a descriptive form. The research data was carried out

by taking data sharing about verbal violence on social media TikTok with up to date information according to current developments or phenomena. According to Sudaryanto (2015: 13) research using descriptive techniques in the realm of language is research that does not change data in its analysis, but is done by describing and describing the data by the researchers themselves. This is what underlies this research to describe the results of the analysis relating to forms of gender-based verbal violence on social media. Data can be taken from comment columns written by netizens or people who use these social media accounts. The data source for this research is the TikTok social media in the form of uploaded posts, comments, images and other things related to verbal violence that occur in the TikTok application which will be shared in 2023. The tools used in this research include cellphones and laptops to help access existing information. on social media.

### **Result and Discussion**

In the analysis of forms of verbal violence on social media Instagram and TikTok found in the comments, status, and image columns which are grouped into five categories, namely forms of verbal violence, yelling, swearing, giving negative nicknames or labeling, isolating or embarrassing, and belittling abilities. According to the classification of Tower (2005) the following is realized:

1. Yelling is verbal violence that someone does to the opponent he says by scolding using a loud voice

Data: @Farel Aditya

Case: Masalah farel dengan Dr. Richard

Comment Form: @Ean: gak tw diri!

@jia: gak sadar diri!

@evtica: gak bersyukur!

This form of comment expresses anger at @Farel Aditya for being ungrateful or ungrateful to @Dr. Richard because he has been facilitated with all the necessities of life and is being schooled in a good place. Comments like: gak tw diri!, gak sadar diri!, gak bersyukur! is a form of verbal violence yelling where there is an exclamation mark which is an emotional outburst of yelling expressed by @Ean, @jia, dan @evtica through sentences written in the comments column. Therefore, comments on the data include sentences of direct verbal violence aimed at @Farel Aditya by using an exclamation point as a sign of yelling.

2. Forms of Verbal Violence Swearing is violence that is carried out by saying inappropriate words to express emotions. Direct verbal abuse of this abuse originates from the feeling of annoyance, hatred, and the emotional feelings of the speaker with a negative meaning directed at the partner he said.

Data: @Oklin Fia

Case: Oklin makan es krim

Comment Form: @edo astrada: l\*nt\*

@i am Poodle: najiss

@Dante: anak anjing

@edo m: anjay

@Seorang manusia biasa: Emang anj

@alkhudri783: anj memermalukan agama islam aj tuh cwek

Comments written by some netizens are a form of direct verbal violence aimed at artist @Oklin Fia by using the words: “l\*nt\*, najiss, anak anjing, anjay, Emang anj, anj mempermalukan agama islam aj tuh cwek”. The word netizen wrote was because @Oklin Fia was licking ice cream. The content then reaped controversy. Initially, @Oklin Fia was offered ice cream by someone who was suspected of being a man. However, he refused. "Klin, do you want it or not?" asked the man in the video. Suddenly the man put ice cream near his cock. Instead of continuing to walk, he stopped and then licked the ice cream. @Oklin Fia takes a sitting position looking at the camera. The video received many comments from netizens and many considered the action to be indecent and towards pornography.

3. Forms of Verbal Violence Giving Negative Nicknames / Labeling usually occurs when there is dislike for a person or certain group. This verbal violence usually arises because there is an assumption or accusation against a certain person or group

Data: @Syahnaz

Case: Syahnaz selingkuh dengan Rendy

Comment Form: @Nuli: tuh cewek suka suami orang

Comments written by @Nuli in the comments column @Syahnaz show a sense of dislike and negativity. The written word is “tuh cewek suka suami orang”. This comment means a woman who wants someone else's husband or what is called a usurper for someone else's man (Pelakor). A quality woman must have her life principles, according to her faith. The comment is a form of verbal violence giving negative nicknames/labels to put down and insult someone they don't like.

4. Forms of Verbal Violence Isolating or Humiliating is verbal violence that aims to embarrass the victim in front of many people. Verbal violence isolates or embarrasses this occurs when the speaker spreads the shortcomings of his speech partners in front of others on purpose.

Data: @lolly

Case: loly mabuk

Comment Form: @Rere: lebih mirip mpok elly sugigi dari pada momy nikmir

@Fahd: Mak anak sama aja

@lolly's post on his TikTok which clarified that he was drinking liquor and in a drunken state reaped many comments written by netizens in his comments column. Comments such as: “lebih mirip mpok elly sugigi dari pada momy nikmir”, “Mak anak sama aja” Comments @Rere and @Fahd mean to embarrass that loly's face is similar to the artist elly sugigi's family and he has the same attitude and characteristics as his mother likes to get angry and speak harshly then be marked with “emojicons” or the symbol of laughter however, gives a negative meaning to hurt the feelings of others. This can also be said as a form of verbal violence to isolate or embarrass someone by physically insulting them.

5. Forms of Verbal Violence Harassing Ability is isolating or harassing someone's ability, namely making someone's existence lower.

Data: @Rachel venya

Case: Postingan Barbie dirinya

Comment Form: @Wahyudi Ichsan Jaya: mirip barbie kumalasanto

@decha\_norma: ini Barbie fersi jahatnya gitu ngak sii

Comments by @Wahyudi Ichsan Jaya and @decha\_norma are said to be a form of verbal

violence that insults abilities, that is, it is a harsh criticism and satire. Comments like “mirip barbie kumalasantanto” and “ini Barbie fersi jahatnya gitu ngak sii which means that @Rachel venya's face, which is dressed up like a Barbie, is considered not beautiful like a Barbie and not good to look at. This harsh satire was made by @bapak miko and @decha\_norma to make the person feel incapable of singing talent and belittle other people's abilities.

**Table 1: Results of Analysis of Forms of Verbal Violence**

No	Bentuk Kekerasan Verbal	Presentasi
1	Snapped	15%
2	Cursing	40%
3	Giving Negative Nicknames/Labels	10%
4	labeling Isolate/Shame Harass	20%
5	Undermine ability	15%
<b>Total</b>		<b>100%</b>

Based on Table 1, it can be explained from the 5 forms of verbal violence analyzed, the first form of verbal violence was snapping at 15 (15%), the second form of verbal violence was cursing, namely 40 (40%), the third form of verbal violence was giving the nickname negate/ labeling 10 (10%), the fourth form of verbal violence isolate/shame 20 (20%), and the fifth form of verbal abuse insults the ability of 15 (15%). These results prove that a form of verbal violence **Cursing** more dominantly used by netizens to attack someone they don't like.

### Conclusion

The problem in this study is the verbal violence contained in the comments on the TikTok account in 2023. Through the results of the research and discussion it can be concluded that the verbal violence in the comments column of the TikTok account is divided into five verbal violence, namely (i) verbal violence snapping, (ii) verbal abuse cursed, (iii) verbal violence gave negative labels/labeling, (iv) verbal violence isolated/embarrassed, and (v) verbal violence insulted abilities. The results of the research that have been found can be evidence that the occurrence of verbal violence on social media TikTok tends to be overlooked because of the form of speech in a sentence or often results in perpetrators not being aware of the actions being carried out through the media. The use of language that is often used in TikTok media carries out several actions in hurting other people by writing insulting words, cursing, demeaning, insulting, and other bad things.

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