



Cyber harassment: hate speech with news spread hoax death via the tiktok account @p*****a

Sri Narti¹, Yanto²

^{1,2}Department of Communication Sciences, Bengkulu Dehasen University, Indonesia

ARTICLE INFO

Article history:

Received Jun 27, 2023

Revised Jul 24, 2023

Accepted Aug 4, 2023

Keywords:

Cyber harassment

Hate speech

Hoax

KBGO

TikTok

ABSTRACT

Social media TikTok is a means of communication for today's society. The content presented on TikTok varies, from positive to negative, so it reaps a lot of comments from netizens. Cyber harassment in this research is hate speech dissemination of news hoax artist death and netizen comments. This study aims to discuss hate speech spreading hoax news as a form of Online Gender-Based Violence and social interaction with netizens in the TikTok comments column. The data sources come from comments from TikTok users while the data collection techniques are through observation, documentation, and literature studies. Furthermore, the data were analyzed using social identity theory. The findings in the study showed three forms of online gender-based violence. First, the slanderous hate speech of the account owner for the victim. Second, hate speech netizens ridicule and annoyance for the account owner with language style satire. Third, hate speech netizen humiliation and dropping of social identity for victims with sarcasm style. Netizens interact through the comments column with their group identity and the communication encountered is the use of non-standar language. Form of violence such as anger, annoyance, curiosity, and even humiliation. The solution offered apply ethics, morals, and empathy in social media.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Sri Narti,

Department of Communication Science,

Bengkulu Dehasen University,

Meranti Street No.32, Sawah Lebar, Sub-district Ratu Agung, Bengkulu City, Bengkulu Province 38228.

Email: srinarti@unived.ac.id

1. INTRODUCTION

The easier it is to keep up on social media, where people spend more time on social media tools or gain track of how they live as social humans, the more widespread technological developments are. This reflects the claim stated by Ningrum, et al, (2018) that Indonesia has a significant number of social media users, which makes it easy for people to communicate. In 2023, Indonesians will still favor TikTok as one of the top social media sites. The results of a study titled "State of Mobile 2023" by the research firm Data.ai, which defines TikTok as the most popular social media app downloaded in Indonesia in 2023 well-equipped to iOS nor android, back up this.

TikTok is an application that let users make and share short films based on their tastes. Through TikTok, anybody can watch videos for free and stay up to speed on items from entertainment to information sharing. You may like, comment, and share the videos, and then swipe up to see the next one. Generation Z dominates the use of TikTok, yet over time, it has also gained popularity with individuals. The bulk of TikTok users in Indonesia are part of the millennial

generation, often known as generation z, and school-aged children, according to Handy, et al (2020).

With 30,7 million users, Indonesia makes it one of the fourth-highest TikTok user countries world Rayana (2020). Based on TikTok data, it has more than 2.2 million active users in Indonesia, and 57% of them are women. TikTok is the preferred social media site for a lot of women. TikTok has both positive as well as negative impacts, as well as cases of cyberbullying and cyberharassment.

According to Komnas Women, the number of complaints of violence against women grew from 4,322 problems in 2021 to 4,371 cases in 2022, as per the 2023 Annual Records Komnas Women (2022). 3 domains-the personal domain (2098 instances), the public domain (1276 cases), and the country domain (68 situations)-are used to analyze complaints. In the author's opinion, an uncertain social media platform with many bogus accounts could be the main cause of the reason so many of these kinds of instances occurred.

Based on the author's literature studies, there are several relevant and up-to-date studies that have been conducted by previous researchers regarding Cyber harassment and Gender-Based Online Violence (KBGO) or violence perpetrated by someone by directly attacking gender and sex through internet technology facilities (Kusuma & Arum, 2020). Related research has been conducted by (Adkiras, 2021; Alipan et al., 2020; Barlett et al., 2021; C., 2020; Estévez et al., 2019; Fleet et al., 2018; Khan et al., 2023; Qureshi et al., 2020; Riyayanatasya & Rahayu, 2020; et al., 2021; Topping et al., 2021), said that cyber harassment is intentional behavior such as spreading pictures, videos and comments to hurt other people's feelings through social media. Cyber harassment or cyber bullying continues to develop along with current technological advances so that cyber security becomes an important issue that must be studied, such as sexual harassment, exclusion, intimidation, ridicule, anger, threats, sexual comments, spreading hoaxes, and slander are the most dominant forms of cyber harassment that occur among female adolescents. So that the danger is not only physical but also psychological, coupled with the inconsistent KBGO laws. According to (Prameswari, 2021 and Stevens et al., 2021) the impact of Online Gender-Based Violence (KBGO) is not lighter than sexual violence in the real world. Research on violence in the form of slander has also been carried out by (Asha et al., 2018 & Fajrin, 2021) the spread of fake news is a conventional crime, not only misleading but there are separate motives that can cause harm to society so that regulations are needed *hoax* as a criminal act. TikTok is the latest social media platform that allows users to remain creative and share interesting videos with each other, interact in the comments column or via personal short messages (Bulele & Wibowo, 2020; Denwigwe, C.P., 2020; Gardella et al., 2020; Hamin & Rosli, 2018), KBGO often occurs on tiktok social media such as *ascyber harrasment*, *nonconsensual pornography or revenge porn*, and also *sextorsi*. This is also reinforced by the results of research (Choirunnisa, 2021; Hidayah et al., 2021; Kang et al., 2022; Kessler, 2020; Lismini, 2023; Reed et al., 2019; Wan Rosli et al., 2021)) which states that victims *sextorsi*, *cyber sexual harassment* including KBGO can be in the form of rights to get assistance and recover the victim's condition *sextorsi* as before. Based on the literature study, the authors can conclude that Online Gender-Based Violence (KBGO) has often occurred on social media, especially TikTok, Facebook, and Twitter. The resulting effect is not good for the victim *cyber bullying* or *cyber harassment* including the perpetrator because the bad culture of social media will become an identity and tradition that will be passed down to the generations around him. If this problem is not addressed immediately, then this will become a construction that is considered cultural on social media and there will also be an increase in the perpetrator's motives and other forms of KBGO that will emerge.

Based on the study of the literature, the authors concluded that gender-based online violence (KBGO) has been popular on social media, specially TikTok and Twitter. This is because one of them, TikTok, has only just been set up and does not yet have permanent blocking traits. KBGO shifts, so if this problem is considered to be tiny, the effects can be hazardous to the individuals. A person who engaged in cyberbullying or cyber harassment is also a victim of such acts because the negative social media culture will spread to the generations around him. If this problem is not resolved very once, this construction will begin getting viewed poorly on social media. Also, there will be an increase in the motives of the perpetrators and an increase in fresh forms of KBGO.

Officials, comedians, artists, and other celebrities whose use social media endure bullying. Like denigration, which is one type of cyberbullying that ends in defamation, which gets worse due to the slander that is disseminated. SlanderThe spread of hoaxes or false information is increasing on social

media, through chat rooms, and even in remote regions of the world. starting with the issues of health, the economy, and politics, the life of the artist, and ending at someone's demise. Hoax is harmful because it has passed on incorrect information that is not supported by facts, which makes the public worried. A lot of criminals spread information via their accounts and receive feedback from online users, as seen in the comments column. Fake news is meant to mislead while broadcasters know that what is caused is fake as it lacks a basis but just can convince readers and listeners to accept it (Supriyadi & Husnul, 2019)

The variety of frauds in the news is rising. According to the writer, death among celebrities today is not an act of charity or a joke on social media, which is starting to be created. The author's initial results indicate that social media accounts often subscribe to news of an artist passed off. Video titles are adjusted to appear differently in thumbnails. Some artists fall victim to social media scams that are created mainly for hits and content. Hoax thrilled the artist died away as it did for Ruben Onsu, Ivan Gunawan, Vicky Prasetyo, Acha Septriasa, Mandra, Marshanda, Andre Taulany, Tukul Arwana, and the most recent, Agnez Monica (Agnez Mo), who has been regularly reported dead in various timelines. Several celebrities express outrage at the news and finally exposed the hoax, but not all famous people do so; some opt to remain quiet and say not. Most con circulate by a source who is unknown on the YouTube channel.

Research on KBGO has been extensively investigated in the past, departing from many prior literature studies, with forms of violence reported on account owners due to goods the person he caused seemed bad and even excessive according to netizens therefore he got hate speech from netizens. The form of KBGO raised is slander hoax death, which has never been investigated as a form of KBGO, even though it starts often and is even crueller than other forms of KBGO because people who are still alive are said to have died. The author noted a gap from previous studies that made this research different from the others. On top of that, violence happens through bogus accounts or spreading hoaxes. They'll likely get two violent treatments all at once in the same room, based on the author's assumption. Humans do truly find death to be scary. One knows that they pass on, so to do so or to criticize someone who lives on when they go on is cruel.

Certainly, there is still a lack of understanding about Indonesian society as a whole which leads to the widespread bullying occurring on TikTok. This must cause concern in Indonesia as more and more people are experiencing mental disorders caused by a lot of gadgets and social media. Social identity theory, which covers the psychology of social interactions between groups, group processes, and social self, is the theory employed in this study (Tafjel, 1982). As to this perception, an individual's emotions, thoughts, and behaviors are an echo of the group values to which they belong. Therefore, it may be inferred that the social identity in issue is a person's self-concept derived from his knowledge learned as he was part of a certain social group and internalized. Values, emotional, participation, empathy, and even the way of shared pride.

This article discusses account owners who dared share a fake about the end of an artist and using hate speech to acquire hate speech from web surfers as well. Given the significance of the discussion regarding hoax slander deaths, this article aims to discuss the news hoax death as a part of KBGO in the form of slander. Additionally, the author will go into further detail about interactions that take place on the social media platform TikTok through the comments column of users to the news hoax death spread on account @p*****a. The author's strives to explore the forms of hate speech on TikTok, social interaction, and its solutions.

2. RESEARCH METHOD

In this writing, the writer uses a qualitative approach. Qualitative research results in more comprehensive case studies. In this writing, the author uses observation and documentation methods in paying attention to Online Gender-Based Violence (KBGO) that occurs in female artists through the news hoax spread by one of the accounts, namely in the form of slander and death hate speech from comments regarding the news spread on social media TikTok. This study uses a descriptive qualitative type, which utilizes primary data and secondary data. The primary data source analyzed comes from the news of the death of artist Agnez Monica in the comment column on social media TikTok via the account @p*****a. While the secondary data, the authors conducted literature studies taken from journals and other internet sources that are valid and relevant. For data sourced from literature, the

process is carried out by searching for some literature that is in accordance with the author's research topic in the latest international journals both in google scholar, DOAJ, and other journal download websites using keywords such as hate speech, KBGO, hoax, cyber harassment, and gender relevant to the author's research topic. After that, the author will review the journal one by one by classifying and concluding it. In analyzing the data, the author collects data from observations and literature which is then analyzed using social identity theory (Tafjel, 1982), then compiled into a complete text in its preparation so that it fits the existing case.

3. RESULTS AND DISCUSSIONS

Hate speech for spreading death hoax news as a form of KBGO via the TikTok account @p*****a

UNESCO (2015), conducted research that stated that online hate speech is a growing phenomenon, causing various problems in Europe and outside Europe. Easy access to the internet and social media and the fast flow of information make hoax news very easy to spread. The issue that is being discussed is the news of the death of a famous artist named Agnez Monica (Agnez Mo) and this is not the first time it has been reported. It has even been circulated several times on various platforms spreading hoaxes that this artist has died when in fact he is still alive. Recently it has reappeared on several YouTube channels Sunday, April 30, 2023, and most recently on social media TikTok with the news title "Agnez Monica Funeral Procession in San Diego Hills, Kerawang West Java" on the TikTok account @p*****a. Accompanied by a photo of the location of a modern Christian cemetery in San Diego Hills memorial park, an ambulance, several private cars, buses, coffins, tombstones, and several wreaths and white decorations clearly say that the artist Agnez Monica died when someone attacked her. Known in the parking lot of the Westmoreland Pennsylvania shopping center, United States (TikTok account @p*****a).

The circulation of a news hoax regarding the death of artist Agnez Mo on the TikTok account @p*****a, also adds to the number of cases of cyber harassment, in this research is hate speech form of KBGO from online defamation (defamation and insult).



Figure 1. TikTok account @p*****a

The identity of the account owner @p*****a comes from Surabaya as parjicool. There are already 26 (twenty-six) content created, all containing content with his little family, especially his daughter's activity spill. The account owner is a young couple who currently have two daughters. The account owner is not from the famous tiktokers, only content news hoax the death of Agnez Mo the most viral with likes posts 60.0K. Own followers amounted to 7145, which men-share news hoax with 11.8K, which played 8869 videos repeatedly, and with 2004 comments netizens.

The forms of Online Gender Based Violence (KBGO) found where hate speech account owners in the shape of online defamation (slander and insult), this action is carried out by spreading inappropriate information to damage one's reputation and intentionally misleading others. From the news submitted, it can be seen that several sentences were used by the account owner @p*****a in conveying the news of the death of artist Agnez Monica, such as the naming of artist Agnez Mo, who is familiarly called by that nickname, domiciled in America In the United States, as it is known that this artist has indeed been domiciled in the United States for a long time, there is also a vocal music label contract in the US which indicates that this artist is indeed a singer

and the modern Christian San Diego Hills cemetery which refers to the religion professed by this artist Agnes Monica. Christian, there are no photos of the artist including his family and closest friends. Out of sync between the news conveyed and the photos or pictures in the video, this news is a clear hoax and this action refers to slander in the form of KBGO because the person is still alive but is said to have died.

Hoax is false reporting in an attempt to deceive or influence readers or listeners to believe the news being spread, even though the news source or account owner knows that the news being conveyed is not based on a valid source. Because on the TikTok account @p*****a, it is conveyed that the news of the death of the artist Agnez Monica, which in the narration explained at the end of the video, namely: *"The narration above was obtained from many sources whose truth cannot be trusted, the news is still being investigated for the accuracy and validity of the news.@p*****a).*

The account owner himself knows that news about Agnez Monica's death has been circulating on several channels on youtube which is not yet clear, but the account owner instead of seeking clarification from the news, instead participate in spreading the news hoax via his TikTok social media. Judging from this action, the author thinks this is done for the sake of content and clicks. Besides that, there is a lack of media literacy and empathy from the account owner.

If in Hidayah, et, all's research (2021), TikTok as social media is not friendly in presenting a gendered space that is used by women to express through content her videos and disproving the construction-based perpetuation of the definition of beautiful women netizens. Account owners create content with the identity of Barbie to reap hate comments from various netizens for displaying personal photos dressed up like Barbie dolls. Meanwhile, in the author's research, the victims did not make them content or do strange things, but instead get hate speech in the form of defamation by spreading the news hoax that the victim had died and the violence was obtained not through the victim's account but from the perpetrator's account.

So, there are three forms of KBGO found in this study. First, KBGO is addressed by the account owner to the artist by delivering a news hoax about the death of the artist, which means this is included in the KBGO in the form of slander by spreading the news hoax. Second, KBGO is directed by netizens for the account owner because netizens are aware and know that the news hoax, for netizens, hate speech by giving critical comments with language style satire, and regional languages. Third, with the KBGO form of humiliation and the fall of identity indirectly provided by netizens addressed to the victim or artist who was reported dead. Because without netizens realizing it, style sarcasm, which is used in the comments column has taken the form of KBGO in the form of humiliating or belittling the artist, which ends in the fall of the artist Agnez Monica's social identity. If the artist reads the comments, the artist's popularity will fall due to hate speech containing sarcasm, netizens do not know what the artist feels when reading hate speech although indirectly not for the victim or it could also be intentionally for the victim. So, I can conclude, the perpetrator of KBGO on the TikTok account @p*****a there are two first are the account owner for spreading hoax news of the death of artist Agnez Monica and the second is a group of netizens who give hate speech with sarcasm style aimed at the victim.

Social interaction with netizens in response to the spread of the new hoax artist's death via the comments column on the TikTok account @p***a**

Social media is used as a place to do cyberbullying through hate comments or cyber harassment (Hidayah et al., 2021). Social media is different from print media such as magazines and newspapers because on social media there is direct interaction between publishing videos and reading audiences. This interaction is carried out through the comments column on TikTok, which is located next to the video. The audience in this study is netizens or cybercitizens, namely people who are actively involved in online communities.

Hoaxes always go hand in hand with utterances of hate (hate speech). There are several issues tax and hate speech, including SARA (ethnicity, religion, and race), politics, science, health, religion, and celebrities. Among these issues, the most viral in the news hoax is the theme of politics, SARA, and slander of celebrity death.

As well as communication interactions hoax slander the death of artist Agnez Monica on the TikTok account @p*****a. How to interact on TikTok through the comments column. Social

interaction netizens seen from the interactive participation of the message feedback which eventually unknowingly formed a group. The feedback received varied from curious comments to expressions of annoyance, humiliation, and dropping of identity. According to (Ningrum et al, 2018), the open nature of social media TikTok with comment facilities for users can lead to high public behavior to hate speech.

Netizen son my tiktok account @p*****a socialize because they have similar characteristics which can be seen from the comments netizens uniform although the use of the style of language used is different but when interpreted the meaning is almost the same and refers to the meaning of satire with satire and sarcasm. The communication encountered is the use of language that is not standard and considers EYD not important. Sometimes it is not clear to whom the comment is directed whether it is the account owner or the artist who is slandered. Ethics or morals in social media are very necessary so that all netizens when in the virtual world understand their rights and obligations as citizens of the virtual world.

Hate speech that happened to the account @p*****a is connected with the social identity theory of (Hendri, 1982), which classifies the component processes of social identity into three parts. First, social identification refers to self-definition by individuals that are intended to be seen by others as the identity of membership in certain social categories. Second, social categorization is the tendency of individuals to organize their social environment through the formation of meaningful groups for them. Third, social comparison, is the feeling that their group is better than other groups by comparing their social identities and emphasizing the differences felt inside and outside the group.

In this study, it was found that netizens identify with the environment in the group, and netizens feel better about the environmental group. From the netizen comments column, three identities were found, namely first, the identity of netizens with subordinate or minority groups, namely from women who are active on social media who are easy to believe, not careful with messages conveyed either in the form of text or photos. the one in the video. Seen from comments like "Really," and "Is it true?" "Is this true or a lie," but on Instagram, how come, Agnes, didn't make a story at all? and others. Comments like this mostly come from comments from mothers who are not yet able to distinguish news hoaxes from original news, and lack media literacy skills so they are less thorough and critical in responding to the news but they participate in the comments column and exist on social media TikTok.

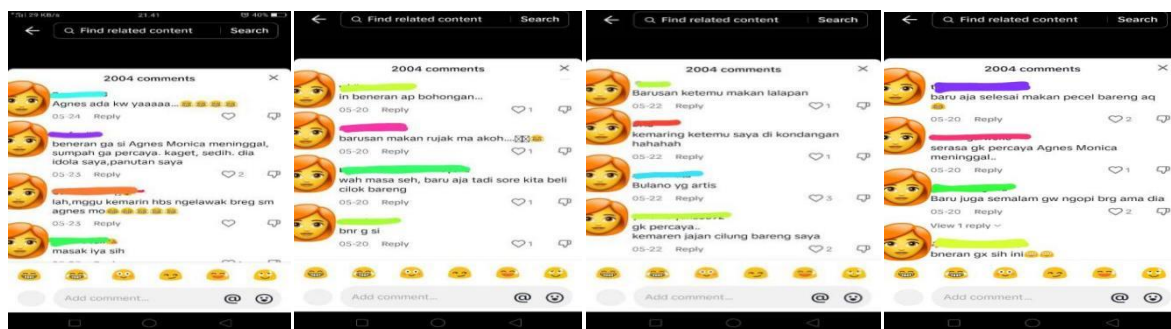


Figure 2. Quotation Hate Speech with Satire Language Style on the TikTok account @p*****a

This news content has already created several communities netizens. So there are misunderstandings, some belief, some don't believe, some are curious, and some are even still unsure. But for netizens whose knowledge is limited, of course, there are still those who believe and agree with the news and are even doubtful or still question its truth so they follow along and share. So that raises questions and perceptions of each netizen as seen in figure 2.

Furthermore, secondly, the identity of the majority or dominant group of netizens comes from young people, namely men, and women, but those who dominate are men with a fairly good level of literacy and broader knowledge and are active on social media. So it is not easy to believe the news because these people tend to be critical with high digital literacy and immediately search various print media, electronic media, and social media related to the news being spread. Because

the identity of netizens in this group is critical, it leads to hate speech addressed to the account owner in the form of annoyance and anger like the word "Hoax." *'ah I don't believe it', 'slandorous news', 'haters', what news is this? believe'*. The social identity of this group is critical, not easy to believe. He also discovered the use of the Sundanese regional language in hate speech and the last is nonverbal language in the form of emotion laughing with various forms of laughter to express ridicule or mockery of the account owner who spreads hoaxes. This is reinforced by the results of research (Irawan, 2018), that hate speech in Indonesia is done verbally and nonverbally which is conveyed directly or through social media.



Figure 3. Hate Speech Quotations in Satire Language Style and Regional Language on the TikTok account @p*****a

Based on research results taken from the comment column of netizens through the TikTok account @p*****a as shown in Figure 3, the style of language used by netizens is dominating the style of language-satire which is often associated with humor as well as parody which is usually mocking or criticizing the news hoax the. Hate speech netizens those aimed at account owners tend to contain meaningful criticism netizens do not agree with the slanderous information conveyed by death. Satire is a style of language that expresses satire on a situation or refers to a person. Satire is usually conveyed in the form of irony, sarcasm, or parody. The identity of this group considers themselves smarter than other groups, including smart in processing words satire used. The style of language satire that is used is mostly irony, as if they are familiar with the artist being reported on, even though it is contrary to what he said. Seennetizens describe the state of something different from the original, an example of the expression is *"Just ate rujak ma akoh, ah.. really, just this afternoon we bought cilok together, yesterday we met eating fresh vegetables, I don't believe it, yesterday I had cilung snacks with me, yesterday I met at the invitation... hahaha... just now finished eating pecel with me, just last night I had coffee with him, and others.* This means that they often meet and eat together which indicates closeness to the artist which is reported even though in reality there is no or on the contrary there is no closeness to the artist.

The satirical language style of this group is a satirical language style that contains jokes, and humor, and it can be seen that the group with this identity is intellectuals with extensive, critical, and up-to-date knowledge. Groups like this are not easily influenced by hoax news because they can distinguish hoax news from genuine news with their good media literacy skills and have quite good ethics in social media. The figure of the artist Agnez Mo is known for being multitalented and far from sensations and gossip, with the status of an unmarried woman full of myriad achievements so that there is no loophole for people to bring her down but through her personal life such as her love story and spreading slanderous news of her death. However, other parties who may not like this are used as an outlet to insult victims through other people's accounts.

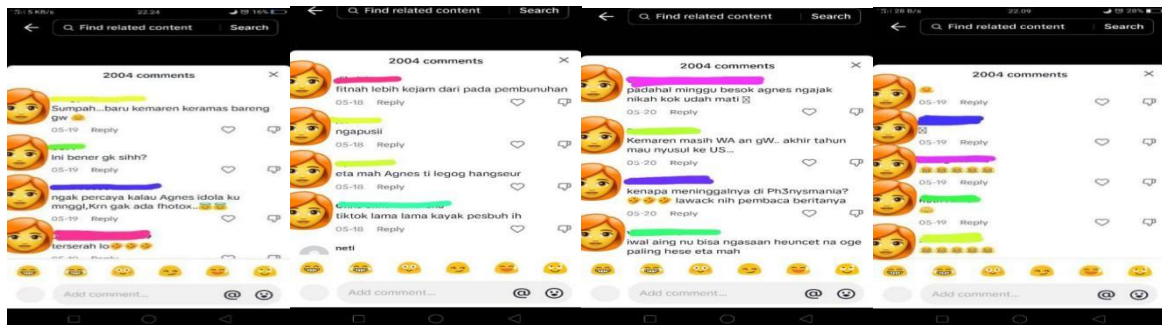


Figure 4. Sarcasm Language Style Hate Speech Quotes on the TikTok Account @p*****a

Third, the identity of group netizens in which there is an emphasis on raising group self-esteem by highlighting the degree they have. In this identity netizen group, in daily social life, this figure of speech is used as a form of expression of emotion or anger towards someone, including being upset. seen through naughty or impolite hate speech comments on the @p*****a account as shown in picture 4, namely "I swear.... just washed my hair with me yesterday," "even though Agnez asked me to marry tomorrow, how come already dead," yesterday I was still WA and I...want to come to the US at the end of the year, 'even though yesterday afternoon we were scavenged together, we sold them together', "poor mothers believe you", it's up to you." This means considering the artist is low and cheap. The style of sarcasm used is to satirize or make fun of artists by using harsh words and tending to be negative. There was an emphasis on different behavior differences between the previous groups. In this group, netizens use satirical language style occasionally as well as language that is not standard but contains elements of sarcasm in a negative direction. Tend to hate speech it is sarcasm. Sarcasm is insults and reproaches that express irritation and anger by using harsh words. Of course, this figure of speech can hurt the artist's feelings with the bitterness of the diction he uses. Figures of sarcasm use ridicule, satire, or harsh words that are intended to insult. It can be seen that the style of sarcasm given by this group identity group is a word or sentence that has a negative and harsh connotation, contains the meaning of ridicule, satire, or ridicule, and his language always contains bitterness and is not pleasant to hear.

In addition, the use of the Sundanese regional language was also found hate speech and the last is nonverbal language in the form of emotion laughing with various forms of laughter to express ridicule or mockery of news hoaxes. But on the other side netizens indirectly with a style of sarcasm which is expressed in a figure of speech irony intend to laugh at the news hoax but indirectly also dropped the figure of the artist who was reported. Netizens with hate speech those who dare to speak the truth but are not good at processing their sentences can be a conflict for netizens seven have a bad impact on both netizens as well as the account owner. This identity group lacks empathy and does not maintain ethics in social media. According to the author, this is a new finding in the author's research because hate speech netizens with sarcasm style has dropped the social identity of artist who are already high to a very low social identity. The social interaction of netizens in the comments column on the TikTok account @p*****a also tends to be similar to mentioning as if netizens have a special relationship with the artist and the sentence also smells negative even though the artist does not do anything as netizens say. The interaction occurs in a group of netizens who have the same views and goals and after being known by netizens with this group, all of them aremen.

The solution offered is to minimize KBGO spreading hoax news on Tiktok

The growth of hoaxes and hate speech is influenced by digital developments, low media literacy, and public culture. According to the author, five solutions can be taken to stem the growth and development of hate speech on social media TikTok, namely: First, starting from the individual himself, apply ethics, morals, and empathy in social media. Whether the perpetrators of spreading hoaxes or netizens, avoid hate speech and start speaking or writing with good ethics without having to hurt other people's feelings. Second, the need for cooperation between families, schools,

law enforcement, and the government in minimizing the current prevalence of KBGO. Active in carrying out media literacy activities on an ongoing and consistent basis in various circles of society, especially housewives. Third, start cultivating the attitude of tabayun (clarification). Tabayun is the sense of seeking clarity about something until the situation is clear and correct. It is this critical and selective attitude that the author means is tabayun. Spreading information without verification and clarification is not a good move. Fourth, netizens who have good media literacy skills, be smart in processing and composing words, even in a satirical language style, it should not contain sarcasm or even cynicism that can lead to divisions. Keep using good ethics and language without negative charges. In addition, avoid discrimination in groups or forums even though differences of opinion often occur. Fifth, victims such as artists who are often reported dead need to speak up and then make clarifications on various platforms so that the perpetrators of hate speech spreading hoax news do not continue to spread this information as well as answer the curiosity of netizens.

4. CONCLUSION

Phenomenon development hoax and hate speech in the form of slander or death among celebrities, one of which is due to the participation of the community itself. Because it's easy to believe news without cross-checking the source directly, besides that, the culture of gossip or backbiting seems to justify every conversation, especially among celebrities. Community traditions netizens tend to like to talk about unnecessary things, the ugliness of other people including personal things. So that the habit of slander, backbiting, and namimah seems to have become a culture of society. The implications of the results of this study can be seen the impact of hate speech spreading hoax news of the death of artist Agnez Monica on the TikTok account @p*****a that is, some netizens believe, hesitate and are curious even though it is hoax news. In part, netizens do hate speech in the style of satirical language and sarcasm. As for the contribution in this study, the author hopes that it can be a good input for account owners, netizens, the public, and artists as victims that death hoax news is not something that is considered a joke or other purpose because this behavior includes violating religious norms, norms of decency, and media ethics and is not good for cultivating it. Language is culture. The author's advice is good language because it reflects the nation's culture. As for suggestions for future research, it is better to examine by comparing media ethics and the culture of foreign netizens in social media. Ethics in media is very important, so avoid hate speech both propagator hoax or netizens.

REFERENCES

- Adkiras, F. (2021). Konstruksi Hukum Perlindungan Korban Kekerasan Berbasis Gender Online Menurut Hukum Hak Asasi Manusia. *Jurnal Lex Renaissance*, 6(2), 376–390. <https://doi.org/10.20885/jr.vol6.iss2.art12>
- Alipan, A., Skues, J. L., Theiler, S., & Wise, L. (2020). Defining Cyberbullying: a Multifaceted Definition Based on the Perspectives of Emerging Adults. *International Journal of Bullying Prevention*, 2(2), 79–92. <https://doi.org/10.1007/S42380-019-00018-6/METRICS>
- Asha, P., Prasanna, A. L. S., & Vennela, K. (2018). *Detection of Cyber Harassment*. 7, 497–500.
- Barlett, C. P., Simmers, M. M., Roth, B., & Gentile, D. (2021). Comparing cyberbullying prevalence and process before and during the COVID-19 pandemic. *The Journal of Social Psychology*, 161(4), 408–418. <https://doi.org/10.1080/00224545.2021.1918619>
- Bulele, Y. N., & Wibowo, T. (2020). Analisis Fenomena Sosial Media Dan Kaum Milenial: Studi Kasus Tiktok. *Conference on Business, Social Science and Innovation Technology*, Vol 1(No 1), 565–572. <http://journal.uib.ac.id/index.php/cbssit>
- Choirunnisa, S. (2021). Legal Protection Against Women Victims of Sexual Harassment Through Social Media (Cyberpom). *The Indonesian Journal of International Clinical Legal Education*, 3(3), 367–380. <https://doi.org/10.15294/ijicle.v3i3.48266>
- Denwigwe, C.P., et al. (2020). *Cyber Harassment , Cyber Denigration and Social Adjustment among Secondary School Students in Calabar Education Zone , Cross River State , Nigeria*. 59(3), 338–344.
- Estévez, E., Estévez, J. F., Segura, L., & Suárez, C. (2019). The influence of bullying and cyberbullying in the psychological adjustment of victims and aggressors in adolescence. *International Journal of Environmental Research and Public Health*, 16(12). <https://doi.org/10.3390/ijerph16122080>
- Fajrin, A. (2021). *Penyebar Berita Bohong (Hoax) Sebagai Tindak Pidana Dalam Perspektif Hukum Pidana Positif Oleh : Atika Fajrin Program Studi Hukum Pidana Islam (Jinayah) Fakultas Syari ' Ah Institut Agama Islam Negeri (lain) Bukittinggi Abstrak*. lain Bukit Tinggi.
- Fleet, D. Van, White, L., & Fleet, E. W. Van. (2018). Baseballs or Cricket Balls: On the Meanings of Bullying and Harassment. *Journal of Human Resource and Sustainability Studies*, 06(01), 131–148. <https://doi.org/10.4236/jhrss.2018.61032>

- Gardella, J. H., Fisher, B. W., Teurbe-Tolon, A. R., Ketner, B., & Nation, M. (2020). Students' Reasons for Why They Were Targeted for In-School Victimization and Bullying. *International Journal of Bullying Prevention*, 2(2), 114–128. <https://doi.org/10.1007/S42380-019-00017-7/METRICS>
- Hamin, Z., & Rosli, W. R. W. (2018). Cloaked by cyber space: A legal response to the risks of cyber stalking in Malaysia. *International Journal of Cyber Criminology*, 12(1), 316–332. <https://doi.org/10.5281/zenodo.1467931>
- Hendri, T. (1982). *Social Identity and Intergroup Relations*. Cambridge University Press. https://books.google.co.id/books?hl=id&lr=&id=q0wFY3Dcu1MC&oi=fnd&pg=PR11&dq=Social+Identity+Intergroup+Relations.+Cambridge&ots=qwvrAe2wGu&sig=G_40mJaMo5WCj-1hou1eSD7DQzc&redir_esc=y#v=onepage&q=Social+Identity+Intergroup+Relations.+Cambridge&f=false
- Hidayah, A., Marcelawati, Y., & Saputra, H. (2021). Cyber Harassment: Fenomena Hate Comment Di Era Pandemi Covid-19 Pada Akun Tik-Tok @Y***Q. *Jurnal Masyarakat Maritim*, 5(1), 9–17. <https://doi.org/10.31629/jmm.v5i1.3419>
- Kang, N. G., Kuo, T., & Grossklags, J. (2022). Closing Pandora's Box on Naver: Toward Ending Cyber Harassment. *Proceedings of the International AAAI Conference on Web and Social Media*, 16(lcwsn), 465–476. <https://doi.org/10.1609/icwsn.v16i1.19307>
- Kessler, G. C. (2020). Protected ais: A demonstration of capability scheme to provide authentication and message integrity. *TransNav*, 14(2), 279–286. <https://doi.org/10.12716/1001.14.02.02>
- Khan, N. F., Ikram, N., & Saleem, S. (2023). Digital divide and socio-economic differences in smartphone information security behaviour among university students. *International Journal of Mobile Communications*, 22(1), 1–24. <https://doi.org/10.1504/IJMC.2023.131802>
- Komnas Perempuan. (2022). *CATAHU 2023 Komnas Perempuan: Kekerasan terhadap Perempuan di Ranah Publik dan Negara Meningkatkan*. Komnasperempuan.Go.Id. <https://komnasperempuan.go.id/siaran-pers-detail/siaran-pers-komnas-perempuan-tentang-peluncuran-catahu-2023-komnas-perempuan>
- Lismini, R. (2023). Online Gender-Based Violence (Kbgo) Ethnography Study On Twitter. *Syntax Admiration*, 4(5), 623–633.
- Ningrum, et al. (2018). KAJIAN UJARAN KEBENCIAN DI MEDIA SOSIAL Dian Junita Ningrum, Suryadi, dan Dian Eka Chandra Wardhana Program. *Jurnal Ilmiah Korpus*, 2(3), 241–252.
- Prameswari, et al. (2021). Kekerasan Berbasis Gender Di Media Sosial | Prameswari | *PAMALI: Pattimura Magister Law Review*, 1(1), 56–61. <https://fhukum.unpatti.ac.id/jurnal/pamali/article/view/484/250>
- Qureshi, S. F., Abbasi, M., & Shahzad, M. (2020). Cyber Harassment and Women of Pakistan: Analysis of Female Victimization. *Journal of Business and Social Review in Emerging Economies*, 6(2), 503–510. <https://doi.org/10.26710/jbsee.v6i2.1150>
- Reed, E., Wong, A., & Raj, A. (2019). Cyber Sexual Harassment: A Summary of Current Measures and Implications for Future Research. *Https://Doi.Org/10.1177/1077801219880959*, 26(12–13), 1727–1740. <https://doi.org/10.1177/1077801219880959>
- Riyayanatasya, Y. W., & Rahayu, R. (2020). Involvement of Teenage-Students in Cyberbullying on WhatsApp. *Jurnal Komunikasi Indonesia*, 9(1). <https://doi.org/10.7454/jki.v9i1.11824>
- Stevens, F., Nurse, J. R. C., & Arief, B. (2021). Cyber Stalking, Cyber Harassment, and Adult Mental Health: A Systematic Review. *Cyberpsychology, Behavior and Social Networking*, 24(6), 367–376. <https://doi.org/10.1089/CYBER.2020.0253>
- Supriyadi, A., & Husnul, H. (2019). Hoaks Dalam Kajian Pemikiran Islam dan Hukum Positif. *SALAM*, 5(3), 291–306. <https://doi.org/10.15408/sjsbs.v5i3.10366>
- Topping, C., Dwyer, A., Michalec, O., Craggs, B., & Rashid, A. (2021). Beware suppliers bearing gifts!: Analysing coverage of supply chain cyber security in critical national infrastructure sectorial and cross-sectorial frameworks. *Computers & Security*, 108, 102324. <https://doi.org/10.1016/J.COSE.2021.102324>
- Uday, R. (2020). *Meski Indonesia Salah Satu Pengguna TikTok Terbesar, ByteDance Pilih Singapura Sebagai Sasaran Investasi - Selular.ID*. Selular.Id. <https://selular.id/2020/09/meski-indonesia-salah-satu-pengguna-tiktok-terbesar-bytedance-pilih-singapura-sebagai-sasaran-investasi/>
- Wan Rosli, W. R., Ya'cob, S. N., Abu Bakar, M. H., & Mohd Bajury, M. S. (2021). Governing the Risks of Cyber Bullying in the Workplace During the Era of Covid-19. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(10), 334–342. <https://doi.org/10.47405/mjssh.v6i10.1079>
- Wijaya, M. H. dwi, & Mashud, M. (2020). Konsumsi Media Sosial Bagi Kalangan Pelajar: Studi Pada Hyperrealitas Tik Tok. *Al-Mada: Jurnal Agama, Sosial, Dan Budaya*, 3(2), 170–191. <https://doi.org/10.31538/almada.v3i2.734>