

ANALYSIS OF NEUTRALIZATION THEORY IN HATESPEECH CASES AGAINST KEKEYI, YOUNG LEX AND NISSA SABYAN ON INSTAGRAM

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ABSTRACT

In this study, the author discusses the case of hate speech on Instagram social media using four sources whose identities are kept secret. This hate speech originated from sources who did not like the nature or physical characteristics of certain public figures such as Kekeyi, Young Lex, and Nissa Sabyan. These public figures become hate speech target on social media, especially at Instagram. Otherwise, they still famous and have a lot of fans and many haters. There are external and internal factors that encourage sources to utter hate speech. The theory used is the neutralization technique popularized by Sykes and Matza who say that violators can ignore moral and social sanctions to commit criminal acts. Origins of the theory roots form delinquency, but in this paper we use it on cyber hate. Offenders, as an individual who subscribes generally to the morals of cyber society but who is able to justify his own delinquent behaviour through a process that we called "neutralization". The method used by the researcher is descriptive qualitative. The results obtained from this study are that there are neutralization techniques used by the resource persons such as denial of responsibility, denial of victim, denial of injury, appeals to higher loyalties and condemnation of the condemners.

Keywords: Cyber Crime, Hate Speech, Instagram, Techniques Of Neutralization

1. BACKGROUND

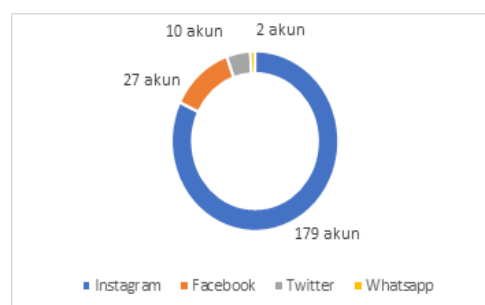
Nowadays, Indonesians like to share information. Along with the development of digital technology that has penetrated into various fields, the flow of information circulation is increasingly difficult to control. Former Minister of Communication and Information Rudiantara stated that at least 170 million Indonesians have at least one cell phone or at least one SIM card. This allows them to exchange information quickly. Social media and chat applications are his favorite media. However, this seems to have sparked a new controversy. (Kompas, 2017). Currently, the behaviour or criminal act that requires serious attention is hate speech, namely "a person or group that provokes, incites, or insults and communicates with several different individuals or groups". Race, colour, gender, disability, sexual orientation, nationality, religion, etc."

Hate speech can be spread in various ways, including campaign speeches, banners or posters, social media, dissemination of public opinion" (demonstrations), religious conferences, print and electronic media, and brochures. Hate speech is a word that is prohibited in the form of action, spelling, or practice because it can trigger violence and prejudice by the statement maker or victim of the law (Febriyani, 2018). According to a study by the Ditreskrimsus Polda Metro Jaya, Instagram ranks first as a social media platform commonly used to spread hoaxes and malicious expressions from April to early May 2020 (Velarosdela, 2020).

In the data above, it is stated that the results of the investigation from April to May 2020 contained 2 WhatsApp accounts, 10 Twitter accounts, 27 Facebook accounts, and 179 Instagram accounts. Therefore, the Metro Jaya Regional Police has asked the Ministry of Communication and Information to block the 218 social media accounts.

In the case of Selebgram or sensational Artist, Rahmawati Kekeyi Putri Cantikka is already known as

an artist who invites public attention. At first the makeup video 25k challenge using balloons and makeshift tools was able to attract public attention and many gave praise until Kekeyi was invited to be a guest by other artists and celebgrams, this was appreciated because she dared to look different than other beauty vloggers. However, as time went on, Kekeyi again reaped the attention of the public by involving himself in romance dramas, he was invited by infotainment events and entered in various media headlines, the case continued until he caused a stir in the community because of the nose filler he did and posted on his Youtube channel, and here it is many negative comments made by netizens.



Picture 1. Investigation Data Direskrimsus Polda Metro Jaya April – May 2020

Source: reprocessed by the authors

Recently, the public has also been enlivened with hot cases regarding the issue of infidelity between the artist and singer of spiritual songs, Nissa Sabyan. According to rumors spreading on the internet, Nissa had an affair with Ayus, a member of the Sabyan Gambus band who already has a legal marriage certificate. This case began with rumors of an affair between Nissa and Ayus from the viral content of Tiktok to the climax of the confession of Ayus' younger brother, Fadhila Nova, then Fadhila, the younger brother of Ayus, confirmed that his brother had cheated on his wife. (Fitrianum, 2021).

The public became crowded, especially on Nissa Sabyan's social media, which netizens attacked with Hatespeech because it did not reflect as a good person as a spiritual singer whose songs practice religious values. But it doesn't stop there, this hatespeech case continues to take many victims as happened with the case of Younglex who was bombarded with hate speech for allegedly committing plagiarism in his latest music video. The reason is, the music video is accused of imitating the Music Video (VM) entitled "Lit" belonging to Lay Zhang, a member of EXO. (Rantung, 2021).

Younglex himself felt that Lay's fans were too overreacted and did not give good advice but with harsh words such as "embarrassing Indonesia". It didn't stop there because his son was also bullied by netizens, so he held a competition to find the address of the perpetrator. On the other hand, netizens were furious with Younglex's response to their criticism, as if they underestimated Younglex's plagiarism and participated in angering fans with words such as "But before that, why am I upset, because it's always the reaction of Kpop fans who are stupid and squishy? too overreacted".

Based on the facts obtained today, the author believes that there are many reasons behind Indonesian people expressing various creations, opinions, and ideas on social media rather than face-to-face, but they do not realize that they are doing the right thing or whether it violates the norm, whether it is subversive, does it violate other people's rights, so it is necessary to analyze the factors of the crime... therefore the author draws the conclusion to conduct research with the title of the thesis, namely Analysis of Neutralization Theory in the Case of Hatespeech Against Kekeyi, Younglex and Nissa Sabyan on Instagram.

2. METHODS

This type of research is descriptive in nature and is carried out to describe a set of symptoms or events from a population objectively. Descriptive research is a method for finding new meanings, explaining conditions of existence, determining the frequency of occurrence of something, and classifying information. Descriptive studies are conducted with a focus on certain aspects and often show the relationship between various variables. Descriptive research aims to focus on basic "how" questions and to describe the characteristics of the phenomenon or problem under study by trying to obtain and communicate facts clearly, thoroughly, and completely without a lot of unnecessary detail. In addition to knowing what happened, the researchers think they want to uncover how it happened. (Cut Medika Zellatifanny, 2018). The data collection techniques used are:

1. Observation

Observation is a complex process, consisting of biological and psychological processes. The most important

thing in using observation techniques is to rely on the researcher's observations (Hardani, 2020).

There are two senses that are very important to observe, namely the eyes and ears. Therefore, these two senses must be very healthy. In observation, the eyes benefit more than the ears. Eyes have a weakness that tends to get tired easily. To overcome this biological weakness, you need to do the following: (1) Take advantage of more opportunities to view data; (2) Using other people to participate as observers; (3) Get more similar data. Meanwhile, efforts to overcome psychological weaknesses include: (1) increasing adaptability; (2) habits; (3) curiosity; (4) reduce prejudice; (5) have projection (Hardani, 2020).

2. Interview

An interview is a conversation in which two or more people directly ask and answer questions or have a specific purpose. The conversation is an interview with both parties, namely the interviewer who asked the question, in response to the question. The purpose of conducting interviews, especially emphasized by (Guba, 2008): describes people, events, activities, organizations, emotions, motivations, needs, interests, etc.

The steps in this research are:

a. Pre-Research

1. Identify the problem to be studied such as the title and research theme.
2. Literature review of previous research
3. The purpose of research related to this research is that it can be put to good use.

b. Research Process

1. Observations related to the case under study can be in the form of text, photos, stories, pictures.
2. Interview with the perpetrator about what was not obtained during the observation.

c. Reporting Stage

1. Data analysis, processing the data obtained from the research process stage.
2. Making research conclusions from data analysis.
3. Writing Research Results.

3. RESULTS AND DISCUSSION

Overview of the Hate Speech (Offenders Perspectives)

In this study, the researcher took 4 (four) sources from each post from the Public Figures, the data from the sources above were taken directly from the Hatespeech actors and have been anonymized according to the request of the informants.

1. Ari

Ari is a pseudonym given by the author to keep the real name of the owner of the Instagram account a secret. The interview with Ari was conducted on June 02, 2021. The author chose Ari because he is one of the many Hatespeech actors who are willing to be interviewed regarding his comments on Younglex. The contents of

the comments are as shown in the table above, namely “maybe descendants are stupid? Who knows?”

2. Nia

Nia is also a pseudonym used by the author to cover the real identity of the owner of the Instagram account. The interview with Nia was held on May 31, 2021. When asked if Nia was willing to be interviewed regarding hate speech on social media Instagram, she immediately agreed. Nia made a negative comment in the Younglex Instagram comment column, namely “this person is insane”.

3. Fadil

Fadil is one of the sources that the author gets, Fadil is also a pseudonym given by the author in order to keep his true identity a secret. He was interviewed on June 9, 2021 via Instagram direct message. The content of the comments he made to Kekeyi in the Instagram comments column was “I’m disgusted for a long time. Not because of the physical, but because you’re a hypocrite. Yesterday, he said that he didn’t want to stir because he didn’t want to change God’s creation. So now your nose is pointed, what’s the difference?”

4. Restu

Restu is the last resource that the author got, the name is a pseudonym that the author uses as well. Restu was interviewed on June 11, 2021, via direct message on Instagram. He was willing when asked to speak about hate speech on Instagram, along with his comments to Nissa Sabyan, “Lonte lonte lonte sharia. You bastard... Nissa lonte sells self-respect for the sake of a career. A hijabi bitch...a sharia girl...the first sharia girl in the Republic of Indonesia.”

Tabel 1. Offender’s Speech

No	Name of Resource Person (disguised)	The target public figure	Interview time	Comments
1.	Ari	Younglex	June 2, 2021	
2.	Nia	Younglex	May 31, 2021	
3.	Fadil	Kekeyi	June 9, 2021	
4.	Restu	Nissa	June 11, 2021	

Source: reprocessed by the authors

Hate Speech Evidence Analysis with Neutralization Theory

In this study, the author discusses the case of hate speech on Instagram social media using four sources whose identities are kept secret. This hate speech

originated from sources who did not like the nature or physical characteristics of certain public figures such as Kekeyi, Younglex, and Nissa Sabyan. There are external and internal factors that encourage sources to utter hate speech. The theory used is the neutralization technique popularized by Sykes and Matza who say that violators can ignore moral and social sanctions to commit criminal acts. The argument that the perpetrator uses to commit his crime comes from what is essentially unrecognizable in his self-defense. Therefore, perpetrators provide justification to justify their actions.

Neutralization theory talking about individuals who are trying to rationalize or neutralize morals so that they can deviate, in the sense of criminal acts (Siegel, 2000). Then, this technique also explains a person’s steps in neutralizing his evil. Matza also emphasized that this technique is usually used by individuals to justify the crimes that the perpetrators have committed (Qamar, 2018).

Sykes and Matza illustrate that the essence of the neutralization technique actually occurs before the perpetrators commit their crime, not after the crime, which means that the perpetrator first thinks about justifications for future actions so that he does not regret all his actions in the future (Ramadhan, 2010). In this case, there are several neutralization techniques used by the sources before making hate speech, which are as follows:

1. Denial of Responsibility

Denial of Responsibility occurs when the perpetrator states that he is a victim of the situation, what is meant is that the perpetrator lives in a bad environment and lacks love from the family. This justification talks about the perpetrator who considers himself innocent or has not deviated because he has experienced many bad things in his environment. The perpetrator defines himself as losing responsibility, in other words, the perpetrator neutralizes the powerlessness of himself.

2. Denial of Injury

This neutralization technique focuses on perpetrators who assume that their actions or deviations do not cause harm to other people or the wider community. This technique is related to how dangerous the impact is that the perpetrator causes, in the sense that the perpetrator does not feel that he has caused harm to the community so that the perpetrator justifies his action as a harmless action.

3. Denial of Victim

Neutralization technique called Denial of Victim is a form of technique where perpetrators rationalize and justify their actions as legitimate actions, and the target of their actions (victims) are considered people who deserve punishment or the impact of their actions. Perpetrators also believe that these people are entitled to any action taken by the perpetrator.

4. Condemnation of Condemners

This neutralization technique is used as a form of rejection. Where the perpetrator acts on the basis of

a form of protest and considers all parties who think differently with his actions or words as people who are more guilty than him, the perpetrator considers people who do not agree with his thoughts or actions to be envious, hateful, and labeled as people who do not competent.

5. Appeals to Higher Loyalties

The perpetrator stated that the violation was aimed at the greater good is the understanding of Appeals to Higher Loyalties according to Matza. At this main point, it is explained that the perpetrator committed his crime or neutralized his crime by assuming it was done for a more important interest. Matza mentions these interests such as for siblings, parents, and groups of friends. However, the main point is that deviations from certain norms can occur not because the perpetrator does not know it is wrong, but because there is an urgent situation and it involves a higher loyalty that should take precedence.

In this study, the author will describe the sources one by one in a systematic arrangement so that it can be seen what neutralization techniques are used by each resource person. The arrangement is as follows:

1. Ari

The resource person with the initials Ari performed two neutralization techniques before committing his hate speech act, these techniques will be described as follows:

a. Denial of Injury

“Honestly, no. Because I think he is also doing the same thing without thinking about the consequences of his actions. Doing the same thing in terms of making hate comments.”

Judging from the quote above, Ari also rejects any harm on the part of public figures, he feels that his actions do not harm people at all. The reason he can say is because according to him Younglex has also done the same thing, in the sense of making hate comments against K-popers. According to him, when someone has done the same thing, then when he accepts it back there will be no pain.

b. Appeals to Higher Loyalties

“Because the person concerned himself gave a bad comment to a culture, which I myself am a fan of that culture. Like seriously dude? Don’t get messed with K-popers.”

Based on the statement above, Ari considers that Younglex is appropriate and appropriate to get forms of hate speech from netizens, especially Younglex has also attacked K-Pop culture according to Ari. It can be seen that Ari justified his actions on the basis of revenge, he did not accept his favorite culture was ridiculed so he turned it around with hate speech in the comments column of Younglex’s Instagram. Ari did this for the sake of his fellow group, K-Popers fans.

2. Nia

The resource person with the initials Nia performs a neutralization technique before committing his hate speech act, the technique will be described as follows:

a. Denial of Victim

“No wonder, if he is still aware of his mistakes and repeats the same mistakes.”

In the statement made by Nia, she considers the public figures (Younglex) to be deserving of punishment or the consequences of their actions. The impact in question is hate speech made by several netizens in Indonesia, including from Nia herself. In the sense that when someone makes a mistake, then he deserves to be punished. Based on the explanation above, Nia has done the Denial of Victim technique, because she feels that Younglex is not a victim.

3. Fadil

The resource person with the initials Fadil performed a neutralization technique before committing his hate speech act, the technique will be described as follows:

a. Denial of Responsibility

“But again, if all of his actions have become public consumption, and accept it or not, that’s the consequence of his post.”

Based on the words of the informant named Fadil above, it can be concluded that the perpetrator feels that Kekeyi deserves hate speech. Because according to him, all actions taken by public figures have become their respective risks or consequences of their postings.

b. Denial of Victim

“I feel that his actions are not in accordance with his previous statement which said that he did not want to wear braces because he changed God’s creation. What is clear is that he is a hypocrite, because it does not match his words.”

Judging from Fadil’s statement, it can be said that he indirectly rejected the existence of victims. He did not consider Kekeyi as a victim, because he felt Kekeyi deserved the hate speech. This is because Kekeyi is a hypocrite, and does not match the words. In the past, Kekeyi talked about not being able to change God’s creation, but over time he changed his promise, so Fadil called it a hypocrite and deserved negative comments.

4. Restu

The resource person with the initials Restu performed three neutralization techniques before committing his hate speech act, these techniques will be described as follows:

a. Denial of Injury

“Yeah, no... that’s what Nissa wanted bad comments about. He’s always heartless. He must have had feelings too. If he had a heart he wouldn’t be someone’s husband’s mistress for 2 years.”

Based on the words of a source named Restu, it was said that he did not feel that anyone was harmed by his

comments. The thought is based on himself, according to him, Nissa doesn't have a heart, therefore Nissa can't think about someone's feelings. The rejection of the losses made by Restu is in the form of his thoughts that think Nissa has no heart, besides that, according to him, Nissa also provoked netizens to make bad comments regarding his behavior, because he showed a bad nature, namely seizing someone's partner.

b. Denial of Victim

"No wonder.. Let him immediately give clarification to the public that he is married to Ayus and has become an actor. I think she's beautiful, smart, I don't know, Mulan Jamilah's incarnation."

Based on Restu's statement regarding Nissa's case, he concluded that Nissa was the right person to get hate speech and did not consider Nissa a victim here, in the sense that he was in denial of victim. The statement was caused by Nissa who took someone's husband for 2 years. The annoyance was vented by giving bad sentences in the comments column on Nissa's Instagram.

In conclusion, the relationship between hate speech cases expressed by sources and neutralization techniques can be illustrated as follows:

Table 2. Classification of Hate Speech Cases with Neutralization Technique

	Ari	Nia	Eminent	Approval
<i>Denial of Responsibility</i>	-	-	-	-
<i>Denial of Injury</i>	V	-	-	V
<i>Denial of Victim</i>	-	V	V	V
<i>Condemnation of The Condemners</i>	-	-	-	-
<i>Appeals to Higher Loyalties</i>	V	-	-	-

Based on the classification table above, it can be concluded that the four sources in this study have a relationship with the neutralization technique. The Denial

Table 3. Hate Speech Text

YOUNGLEX ACCOUNT		KEKEYI ACCOUNT		NISSA SABYAN ACCOUNT	
CONTEXT	HATE NARRATIVE	CONTEXT	HATE NARRATIVE	CONTEXT	HATE NARRATIVE
Younglex is suspected of plagiarism in his latest music video entitled "The Last King"	<ul style="list-style-type: none"> Maybe heredity is stupid? Who knows? This person is insane 	Kekeyi posted on her Instagram account about filler the nose he just did.	<ul style="list-style-type: none"> I'm disgusted for a long time. Not because physical, but because you're a hypocrite. Yesterday you said you don't want braces because of God's creation, now your nose is sharp, what's the difference? 	Nissa Sabyan stumbled upon the issue of an affair with one of the members from the Sabyan Gambus group, causing a divorce.	<ul style="list-style-type: none"> Sharia lonte lonte You bastard... Nissa lonte sells self-respect for the sake of a career. A hijabi lonte... the first Sharia clown in the Republic of Indonesia

of Injury technique was carried out by Ari and Restu considering that they refused to accept any harm received by the victim or the public figure. then the Denial of Victim technique is also widely used, namely by Nia, Fadil, and blessing because they also deny that the public figures are not victims, but someone who deserves the impact of their bad actions. Condemnation of the Condemners and Denial of responsibility were not found in this study, considering that all sources did not distract from their hate speech and did not deny responsibility for their actions. Lastly for Appeals to Higher Loyalties, refers to Ari. Ari feels that he was a victim too, so his act still under control and he get worst.

CONCLUSIONS

In this study, based on what the researcher has done using qualitative types and qualitative descriptive methods, it can be concluded that there are several neutralization techniques used by the informants before committing hate speech. The sources did this not without reason, but there were several incidents that made them motivated to utter hate speech. The public figures who became victims were Nissa Sabyan, Kekeyi, and Younglex. As for our sources, namely Ari, Nia, Fadil, and Restu, the names have been disguised by the authors in order to maintain their identities. The following are the neutralization techniques used by the informants:

1. Ari: Denial of Injury and Appeals to Higher Loyalties
2. Nia: Denial of Victim
3. Fadil: Denial of Victim
4. Restu: Denial of Injury, and Denial of Victim

Based on the parts that have been done in this study, the researcher has summarized suggestions and inputs so that they can be used as evaluation materials in future criminology studies. The following are suggestions from the authors regarding this research and for future criminology studies:

1. It is hoped that everyone will not easily utter hate speech against anyone, even if someone made a mistake, it

would be better to be reminded, not to be blasphemed or bullied.

2. Conducting similar studies as a first step and multiplying studies related to hate speech, especially in Instagram media.
3. Develop a similar type of study, especially with a qualitative descriptive method in examining the problems that exist in social media related to a crime.

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