

## The motivation of flaming perpetrators as cyberbullying behavior in social media

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### ABSTRACT

The most troubling behavior of cyberbullying is flaming on social media. Technological sophistication makes it easy for everyone to create fake accounts for negative comments to bullying activities on social media. The impact is very detrimental, especially for victims or targets. The most frequent consequences are deep trauma, fear, anxiety, lack of confidence, mental illness, and depression, and they can even motivate the victim to commit suicide. This impact is considered quite dangerous for the victim. Therefore, concrete handling and solutions are needed that can be implemented according to the motivation of the perpetrators to do hate speech and cyberbullying. This study aimed to identify the motives of flaming perpetrators through social media and formulate strategic and practical recommendations for preventing flaming behavior. By identifying through a qualitative approach, phenomenological research strategies, and in-depth interviews with 10 (ten) research informants, the research aims to obtain a comprehensive picture of the motivations of flaming actors in social media. The results of this study indicate some of the motivations of flaming actors in social media, namely excessive fanaticism, personal interests, spontaneous emotions and anxiety, low digital literacy, the anonymity of netizens on social media through second accounts, and lack of empathy. The motivations found in this study are the basis for formulating strategic and practical recommendations in preventing flaming behavior in social media through the KIFE Model (Collaboration, Innovation, News Framing, and Peer group Education). It is practical and effective for Media Literacy and Healthy Digital.

**Keywords:** Cyberbullying; flaming; motivation; social media; strategic recommendations

### *Motivasi pelaku flaming sebagai perilaku cyberbullying di media sosial*

### ABSTRAK

*Perilaku cyberbullying yang sangat meresahkan adalah flaming dalam media sosial. Kecanggihan teknologi membuat setiap orang mudah membuat akun-akun palsu untuk berkomentar negatif hingga melakukan kegiatan bullying pada media sosial. Dampaknya pun sangat merugikan terutama bagi korban atau target sasaran. Akibat yang paling sering terjadi adalah trauma mendalam, ketakutan, kecemasan, tidak percaya diri, penyakit kejiwaan, depresi dan bahkan bisa membuat korban termotivasi untuk bunuh diri. Dampak ini dinilai cukup membahayakan korbannya. Oleh karena itu, perlu penanganan dan solusi konkret yang dapat diimplementasikan dengan disesuaikan pada motivasi pelaku melakukan hatespeech dan cyberbullying. Tujuan penelitian ini adalah untuk mengidentifikasi motif-motif pelaku flaming melalui media sosial serta perumusan rekomendasi strategis dan efektif dalam pencegahan perilaku flaming. Dengan identifikasi melalui pendekatan kualitatif, strategi penelitian fenomenologi, dan wawancara mendalam terhadap 10 (sepuluh) informan penelitian sehingga tujuan penelitian untuk mendapatkan gambaran yang komprehensif mengenai motivasi pelaku flaming dalam media sosial. Hasil penelitian ini menunjukkan bahwa beberapa motivasi pelaku flaming dalam media sosial, yaitu dorongan fanatisme berlebihan, kepentingan personal, emosi spontan dan kecemasan yang berlebihan, literasi digital yang rendah, anonimitas netizen di media sosial melalui second account dan minimnya empati. Seluruh motivasi yang ditemukan dalam penelitian ini menjadi dasar penyusunan rekomendasi strategis dan efektif dalam pencegahan perilaku flaming dalam media sosial berupa Model KIFE (Kolaborasi, Inovasi, Framing pemberitaan, dan Edukasi peer group) yang praktis dan efektif tentang Literasi Media dan Digital Sehat.*

**Kata-kata Kunci:** Cyberbullying; flaming; media sosial; motivasi; rekomendasi strategis

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## INTRODUCTION

Increasing social problems accompany the increasing number of internet users due to the misuse of deviant internet technology. One of the problems is caused by cyberbullying actors. A psychologist emphasized it from the University of Indonesia, Kasandra Putranto. He said, "Although it is useful for daily activities, the use of smartphones is also a high risk for online bullying. It is because many still have not been properly educated in terms of their use" (Azizah, 2021). The presence of social media as a form of internet technology development provides easy access for anyone to create an account and use social media for whatever activities they want. For cyberbullying perpetrators, the advantages of features on social media are widely used by users for various activities, such as sharing and obtaining information and communicating, making it easier for cyberbullying actors to carry out their actions in spreading hate speech. Then, the easy access and use of every feature in social media is the main reason many cyberbullying perpetrators use social media for activities related to online bullying.

This phenomenon is so ironic because the ease of access and use of social media is not balanced with good social media literacy, so cases of cyberbullying are often found, which are carried out and harm other social media users (Alfianto, 2022). According to data from the anti-bullying charity Ditch the Label is an institution dedicated to promoting equality and supporting young people who have been negatively affected by bullying. It mentions the data that social media is the most frequently used to carry out online bullying activities, which is known as cyberbullying. It is based on a survey conducted on 10,020 teenage respondents from the UK, with characteristics in the form of an age range from 12 to 20 years, showing that 42% of them have admitted to being victims of cyberbullying on social media, Instagram. Cyberbullying is a complicated social problem, especially since many social media users quickly make negative comments and even post hoaxes or slanderous information about people they do not like. Until 2021, there are still many cases of cyberbullying, especially among teenagers. Based on the data, as many as 60% of teenagers claimed to have experienced bullying, and 87% had online

bullying experiences (Pratama, 2021). This research was conducted in May-April 2020 with the benchmark "Digital Civility Index" or "Digital Civilization Index," which shows the level of civility of netizens in the digital world. The result is that Indonesian netizens are ranked 29<sup>th</sup> or third lowest as 'disrespectful netizens.' This research was conducted in 32 countries with a total of 16,000 respondents with 503 Indonesian netizens (Nugraha, 2021). Factors influencing this assessment are the actions taken when surfing cyberspace and social media. For Indonesia, the three most frequent acts of cyberbullying are the spread of hoaxes and fraud as much as 47%, hate speech at 27%, and discrimination at 13%. This action was performed by 48% of foreigners, and 24% occurred in one week. Even the coordinating minister for Human Development and Culture (Menko PMK), Muhadjir Effendy, discussed the bullying experienced by children in Indonesia. Muhajir said 45 percent of children in Indonesia were victims of cyberbullying throughout 2020 (Utami, 2022).

The severity of the various cyberbullying cases certainly has short-term and long-term effects on a person. There are severe effects, such as excessive trauma, depression, and social anxiety, and some wish to commit suicide. According to research results from UNICEF (Al-Ansori, 2021), three impacts can be felt by victims of cyberbullying. First, mentally, the existence of cyberbullying makes victims feel ashamed, stupid, and even unable to control their emotions toward themselves and others. The victim suddenly withdraws from his environment, feels insecure, and prefers to be alone. The worst effect is that the victim could lead to attempted suicide. Second, emotionally, cyberbullying can cause the victim to lose interest in something. Victims who initially behave normally, cheerfully, and happily can become moody and sensitive. Third, cyberbullying can physically make the victim overthink the problem at hand. Finally, depression that is felt can cause a person to be lazy to eat and have difficulty sleeping. It can cause his physical health condition to decline.

Some cases of cyberbullying harming victims are very concerning and shocking to the virtual world. One of them is the case of a fifth-grade elementary school (SD) boy in Tasikmalaya, West Java, who died of depression

after being a victim of bullying by his colleagues. The victim was forced to have sex with a cat and then recorded using a cellphone, and the video was shared on social media (Wismabrata, 2022). There was also a suicide case by a man with the initials VM (26 years old) who decided to commit suicide in Paninggilan, Ciledug, Tangerang City, on Saturday, March 13, 2022, because he could not stand being bullied on social media Twitter (Iqbal, 2022). In addition, another cyberbullying that shocked netizens, especially in Indonesia, was the news of the death of Choi Jin Ri, commonly called Sulli, a former member of the girl band f(x), which became the main topic of conversation. Sulli's death was caused by suicide by hanging herself in her apartment. Sulli is suspected of experiencing severe depression due to constantly receiving hate speech from internet users. Sulli received various hate speeches and insults, including cyberbullying (Putri, 2019). The various cases above result from cyberbullying, which is detrimental to the victim.

Cyberbullying can be interpreted as intentionally bullying or hurting others through cell phones, internet networks, and other electronic devices (Rifaudin, 2016). Categorize nine types of cyberbullying: flaming, online harassment, identity theft, outing, exclusion, miss information, cyberstalking, happy slapping, and sexting (Newey & Magson, 2010). Of all these types of cyberbullying, the thing that is often done by social media users and classified as a social problem that needs to be addressed by all parties is flaming. Flaming is cyberbullying in discussion rooms or chat and comment fields because specific individuals or groups convey angry and disrespectful messages online (Rusyidi, Bintari, & Wibowo, 2019).

One of the Flaming that went viral became the subject of much discussion among netizens, namely the case of Florence Sihombing. Florence is one of the netizens involved in the flaming case on social media because she could not contain her emotions about the events she had experienced and then vented those emotions in social media posts. Netizens consider the content of the post written by Florence Sihombing to be very down and demeaning to the people of Yogyakarta. Florence tweets, "Jogja is poor, stupid, and uncultured. My friends in Jakarta-Bandung, please do not live in Jogja." Then

continued with a follow-up message, "People of Jogja B\*\*\*\*\*. My Brother wants to buy Pertamina 95 because, using a motorbike, he has to queue in the car lane and he does not get served. They were told to queue in the motorbike lane for a long time. Discrimination. Do they think that I cannot pay? Huh. KZL." (Evani, 2014). In the end, what Florence did result in him being sentenced to two months in prison and a probationary period of six months by the Yogyakarta City Court and being fined 10 million rupiahs (Isnaeni, 2017).

Furthermore, other cases of political flaming occurred in Indonesia, especially in the period leading up to the presidential and regional head elections. We often find negative, rude, and insulting comments in the comment column on social media and even the comment column on online news. One of them is based on research (Putri, 2019), which resulted in various findings of flaming that occurred on the news themes of "Cak Imin Cawapres" *kompas.com*, which included the flaming in the form of obscene comments, blasphemy, insults, and dominated by ridicule (Putri, 2019). Other flaming cases can take the form of the rise of the PKI in Indonesia, then hate speech with religious nuances, as well as those with a tone of intolerance that occurred from the 2014 presidential election to the 2017 regional head election. Even nasty comments said one of the presidential candidates had a mental disorder and was a psychopath. All political flamings always appear on social media in a political context (Purbolaksono, 2018).

Based on research Anggreni, Nugroho, Luthfi, Kresna, and Santoso (2019) from observing behavior on Twitter in the 2018 North Sumatra Regional Election, it is revealed that communication via social media does not only produce positive words of support but also swear words. No less than six types of swear words were used in the study that observed behavior on Twitter in the 2018 North Sumatra Pilkada. The six words include adjectives, nouns, verbs, animal names, foreign language swearing, and adverbs. These various swear words are used by both male and female users.

Social media users can be more aware and careful in making comments, post content, or any messages that can be disseminated quickly. The various cases above show that flaming is cyberbullying that needs

concrete handling. One is by creating an effective prevention strategy so that flaming is not carried out. The prevention strategy considers the motivation for flaming, which needs to be studied in depth first. Therefore, this study will discuss what and how is the underlying motivation of someone in doing flaming activities on social media. The results of this study, which are in the form of a person's motives in carrying out flaming activities, finally produce strategies for preventing flaming behavior in social media.

There are several definitions and explanations regarding flaming. According to Bell (2004), flaming is a variety of messages in cyberspace that use abusive language and can provoke commotion with other users. In addition, flaming is a term in the online world given to unpleasant user behavior (Moor in Elliot, 2012). According to Hills (in Crawford, 2004), fanaticism is not just a label or category but is a practice and an identity. Flaming, racial slurs and hate speech often confirm the identity of the supported party and separate themselves from the hated party. Laming is defined as online fights that use harsh language and angry sentences. Then, according to (Willard, 2005). Flaming can also be interpreted as heating situations or other people by using rude and disrespectful language, insulting, or dropping a reputation until it ends in a fight on social media.

Several categories of flaming are divided into four categories. First, direct and intentional flaming is characterized by explicit and intentional message content with clear intent and purpose to insult, incite, and cause quarrels against a person, group, and ideology. Second, indirect flaming is characterized by a message mission that aims to instigate or insult a person, a group, or an ideology. However, not everyone can interpret the message as flaming, or only certain people and groups understand the content of the message sent. Third, direct flames are characterized by messages that directly refer to a person, situation, or place to spread flames. Fourth, direct flames can be followed by direct and intentional flaming or indirect flaming. Lastly, Satirical Flames are characterized by sarcasm and poetic sentences intended to insult or incite to cause quarrels against a particular person, group, or ideology. Satirical flames can also be followed by direct and intentional

flaming or indirect flaming (Nitin et al., 2011).

Motivation theory related to flaming can be viewed from Abraham Maslow's Motivation Theory on the Hierarchy of Needs Theory. Maslow hypothesizes that there are five levels of needs in all humans that underlie someone to do something (Maslow, 1984), consisting: a) Psychological needs include needs related to a person's biological and psychological forms of hunger, thirst, protection [clothing and housing], sex, and other physical needs; b) Security needs include safety and protection against physical and emotional harm; c) Social needs include the need for affection, belonging, acceptance, and friendship; d) Appreciation needs include needs based on internal respect factors such as self-esteem, autonomy, and achievement as well as external respect factors such as status, recognition, and attention; e) Self-actualization needs include the drive to become what one is capable of becoming, including growth, reaching one's potential, and self-fulfillment.

Referring to the motivation theory above, every motivation for social behavior, such as flaming, is based on the factors that influence flaming. Many factors affect flaming. Computer-mediated communication explains several factors that influence flaming, consisting of a) Deindividuation is a condition that occurs when a person is in a group. Then, the person will behave as the group behaves. When in a group, individuals tend to be more accessible to exhibit anti-normative behavior than when not in a group; b) Online Disinhibition is a condition in which the loss of social and visual cues is one of the characteristics of online communication. The loss of this cue affects a person's freedom to use the internet and express his opinion without the need to be bound by existing moral rules and values. Therefore, it is the effect of online disinhibition. c) Miscommunication. Lacks nonverbal cues when conducting computer-based communication compared to face-to-face communication, which allows for miscommunication. Differences in assessing the content of the message can also make the message considered flaming even though the sender and recipient did not intend to flame. The ambiguity of the message confuses one and invites one to express oneself more openly. The more open the message of frustration is, the more likely it is to become aggressive and hostile; d) Empathy (Moor, 2007). People



who do cyberbully show a lack of empathy compared to people who do not cyberbully; e) Other Factors. Another factor that can cause someone to flame is anxiety (Steffgen, König, Pfetsch, & Melzer, 2011) explain. Someone can feel excessive anxiety because of a particular person or group's post content. Then, they are provoked because of the comment or message, so they will immediately flame and attack other people to reduce their anxiety.

The factors above are the basis of the emergence of motivation for flaming on social media. These factors are the main keywords in the list of research questions regarding the motivation for flaming on social media. Various references, theories, and concepts related to motivation theory and the triggering factors for flaming will be discussed with the research results. Exciting findings were found regarding what motivation can encourage the emergence of flaming in social media.

## RESEARCH METHOD

Research that discusses the motives of flaming behavior in social media can be studied using an interpretive paradigm and a qualitative research approach. The motives of flaming behavior can be studied from the personal experience of the perpetrator according to inductive logic in qualitative research. Qualitative research always uses inductive logic. It starts from a specific description of field data (interviews or observations) and then draws more macros into general patterns and concepts (Patton, 2002). This study uses a qualitative approach because this study wants to research in-depth on phenomena that often occur in society, especially cyber society, regarding flaming. Various activities arise from this flaming, namely the presence of hate speech or utterances that have the nuances of hatred and insult on social media. This study wanted to determine the motivation of flaming in spreading and writing hate speech on social media, so an inductive pattern is needed in the research process.

Analysis in a qualitative approach considers social, political, economic, cultural contexts, and so on (Stake, 2010). The assumption is that phenomena that occur are not seen as appropriate but are formed from a particular context (Yin,

2011). In this study, analysis was carried out on the results of in-depth interviews with various research informants. Qualitative analysis was carried out on the text of the interview results, which were analyzed with coding (open, axial, and selective coding). Furthermore, this study was also assessed as sensitive to context.

The research strategy used is phenomenology by extracting research data through in-depth interviews and distributing open question forms to all informants. Phenomenology is the science of the essence of consciousness and the ideal essence of objects correlated with consciousness. Phenomenology is also a philosophical approach to investigating human experience. The central concept in phenomenology is meaning. Meaning is an important content that arises from the experience of human consciousness. The research was carried out in-depth and thoroughly to identify the essential qualities of the conscious experience (Smith, 2009). This study used a phenomenological research strategy to explore the human experience, especially flaming perpetrators seen from their motivations related to flaming in the media social.

Research data were collected through in-depth interviews and the distribution of open question forms in the form of questions related to a person's motivation for flaming. The researcher refers to the informant selection strategy using mixed variation sampling. The selection of informants using this sampling technique aimed to obtain varied informants following the case under study. The variety of informants was seen from various ages. The topics of flaming cases differed from one another (political flaming, flaming related to religion, flaming related to specific hobbies/interests), as well as the diversity of levels of flaming carried out and various domiciles in the West Java area. Ten informants were selected according to the sampling criteria above. The selection of informants was based on observations in comments on social media that contained hate speech. Then the researchers contacted one by one to ask about their willingness to become informants and their suitability with the research data criteria, which required experience in flaming on social media. The initials of the ten informants, namely St, Su, Ra, De, Re, Yu, Ca, Ma, An, Si.

## RESULTS AND DISCUSSION

Flaming behavior is the behavior of sending text messages with harsh words and frontal. This treatment is usually carried out in chat and comment fields on social media, such as by sending pictures, writing harsh words, and hate speech intended to insult the person being addressed and using angry words (Willard, 2005). Each flaming is carried out for different reasons and motivations. Based on the results of interviews with ten informants, those who have done flaming activities on social media have various motivations for flaming:

Fanaticism in this context is a condition of feelings and beliefs of a person or group who adheres to an ideology, religion, culture, or anything in excess which causes various positive and negative impacts. One of the negative impacts of this fanaticism is conflict, a feud accompanied by violence. On social media, it is often shown by hate speech and flaming, bullying, and negative comments that are rude and disrespectful. It can hurt the feelings of the victim. This fanaticism can also trigger flaming. For example, supporters of the Liverpool versus Manchester United (MU) football club show flaming to each other because of the excessive love of fans for each football club. It makes them hate other football clubs, which are competitors of their favorite football club (Gray, Sandvoss, & Harrington, 2007).

Dominantly, informants answered that the main reason for flaming was to defend their idol. For example, an informant who is a member of a particular artist or boyband or girl band will defend his idol if there are netizens who make negative comments against his idol. As for the other case, an informant who is a fan of the selebgram in Indonesia, namely Artist F. As the news circulates in infotainment, artist C is suspected of causing trouble and insinuating that artist F, the informant, as a fan, wants to defend his idol. Therefore, he always comments negatively about artist C's activities and what he wears, which leads to hate speech, such as throwing harsh words by mentioning the names of animals, body shaming, and calls that lead to ridicule. In other cases, fans of LK and RB artists also excessively defended themselves if netizens made negative comments against them. The fans did not hesitate to berate and even gave hate speeches to netizens who

commented negatively on their idols, such as hurling scathing criticism and mentioning animal names to netizens who criticize LK and RB.

Extreme fanaticism can trigger someone to do excessive defense against their idol. For example, someone who feels fanatical about something will feel excessive love and ownership so that if something happens to the object or subject he likes, he will defend himself excessively, even not hesitating to hurl verbal violence both verbally and in writing. Especially on social media, access to social media is effortless in commenting and posting various content without any filters from the relevant social media. Therefore, it makes someone free and easy to write hate speech that leads to flaming in minutes.

Fanaticism is not only about fanaticism toward idol figures from the entertainment world but also about giving excessive support to specific ideologies. The virtual world is a flow of information essential to constructing the ideological pillars of religious and political narratives that construct fanaticism (Nurish, 2019). For example, nowadays, many people worship religious leaders and do not even care about the content of the da'wah they convey, whether it is conveyed in favor of certain groups. The content concerns the social interests of many people or is only based on political interests. This fanaticism also leads to an increasingly open attitude of intolerance that can take the form of character assassination, identity violations, verbal and nonverbal violence, and even aggression against groups of religious fanaticism.

The flaming perpetrator is also caused by personal interests so that everything that is wanted and needed can be fulfilled. An informant stated that there was flaming in the form of hate speech thrown in the comments column of people he did not like, aiming that other people could follow the same behavior as him. Therefore, they will get support for the opinions expressed in the comment's column. Then, flaming also occurs so that other people voice their interests. For example, one of the informants stated that he had made negative comments with the nuances of verbal violence or in the form of harsh words. It is directed at the government and several government officials as a form of criticism of policies and government

regulations in every news about the extension of the PPKM (Enforcement of Restrictions on Community Activities) to anticipate the spread of the Covid-19 virus. The main reason is to provoke other netizens to voice their criticism. It is because the impact of the PPKM dramatically affects the sales of products from his business, so if the PPKM is extended, it will undoubtedly affect income and people who order or buy the product. Therefore, harsh criticism is packed with harsh words.

According to Abraham Maslow's Hierarchy of Needs Theory (Maslow, 1984), every human has needs that underlie him to carry out certain activities. There are five needs levels, the most significant composition being biological, psychological, security, and esteem. Several informants answered that the motivation for flaming was because they had needs that needed support. Following the informant's answer, the flaming behavior was carried out due to socio-economic factors and certain ideological factors that underlie the flaming. Through comments with harsh words, his opinions and needs will be supported by other netizens. Therefore, the flaming aims to provoke his comments to be approved and justified by others. They hope their opinions and comments will be considered so their needs can be defended and met.

Flaming on social media is also motivated by spontaneous emotions and excessive anxiety. Spontaneous emotions are usually based on the lack of ability to control emotions in everyone. If there is something he does not agree with and does not agree with, it can motivate someone to make a nasty, harsh comment. Some informants consider social media is a vibrant medium for personal information. If there are posts deemed not to follow the understanding, ideology, and culture they believe in, it will undoubtedly trigger pros and cons. Those who refuse and dislike the posts or content displayed motivate someone to comment with hostile and harsh criticism.

Comments are written in the direction of hate speech and aim to criticize the issues and news currently viral on the issue of the third period of the president's leadership. Many comments responded pros and cons of this issue, including informants who responded harshly. It arises because there is excessive anxiety that the issue becomes real. Therefore, it causes spontaneous emotions that are difficult

to control. It triggers or motivates someone to show flaming behavior by giving harsh comments and criticisms. For example, one of the informants told his experience with flaming that had been done.

Communication in cyberspace sometimes refracts visual and social cues that can make someone emotional, and anxiety arises, eventually triggering someone to flame out on social media. In addition to spontaneous emotions, excessive anxiety also can motivate flaming behavior. A person feels anxious because he is provoked to see comments or messages sent by a social media user to divert and reduce his anxiety (Alonzo & Aiken, 2004). They will be flaming and attacking the person who wrote the message. Then, these are coupled with a person's desire to dominate and control other people or specific situations that can motivate someone to behave flamingly.

Literacy in Indonesia is still relatively low when compared to other countries. Based on a survey conducted by the Program for International Student Assessment (PISA) released by the Organization for Economic Co-operation and Development in 2019, it was stated that Indonesia's literacy level was ranked 62nd out of 70 countries. Therefore, Indonesia is in the bottom ten countries with low literacy levels (Utami, 2021). In social media, as a form of digital media development, many users still need to understand its use. Unfortunately, the ITE Law is not strict enough to take firm action against flaming perpetrators, so everyone can use social media to do whatever they want.

It has been found that someone close to digital media but does not have good digital literacy and is unable to criticize the messages around him will affect him to respond carelessly (Saputra, 2018). Thus, it can be concluded that low digital literacy can trigger someone to carry out cyberbullying, one of which is flaming. Furthermore, the relationship between media literacy harms the tendency of cyberbullying (Rahmani, 2021). Therefore, media and digital literacy need to be developed and improved so that cyberbullying behavior is not carried out.

Online disinhibition is when social and visual cues are biased and no longer visible. It is one of the characteristics of online communication (Alonzo & Aiken, 2004). This condition impacts their freedom to use the internet and express their opinions without worrying about the

existing moral rules and values. It is the effect of online disinhibition. Then, in cyberspace, it allows pleasant freedom for users. Without realizing it, their fingers and a single click can trigger fun without thinking about the impact experienced by flaming. Many flaming victims of the existence of freedom online.

Another motivation found in this study that can trigger flaming behavior is the freedom to comment and carry out any flaming because social media creates the potential for anonymity through second accounts. On social media, it is easy for someone to create a fake account and use the fake account to comment in the comment's column of other social media accounts. Indonesian people have a culture that likes to follow trends or talk about something viral. In order to be able to comment on other people's accounts easily, he will create a second account so that his real identity is not known. The flaming victims even find it challenging to identify the second account owner who carried out the flaming.

For example, one of the informants with a second account is more accessible and confident in commenting anything on the content of other people's posts on social media. The ease of using a second account motivates someone to do flaming. Even someone who has an introverted character tends to be open and easy to comment on using a second account on social media. With a second account, his real identity will not be known, and he will not even know other account owners who also make scathing comments on post content on social media. The great potential of technological sophistication in social media, on the one hand, provides benefits. However, on the other hand, it can be an open field that frees people to criticize and submit comments regardless of the appropriateness of the language or words used.

Furthermore, there is also a condition called individualization. Individualization is a condition that occurs when a person is in a group, then that person will behave as the group behaves. The group becomes a reference for the behavior carried out by each member. When in a group, individuals tend to be more accessible to exhibit anti-normative behavior than when not in a group. In essence, he feels confident because the comments submitted are the same as those made by others, even though the comments are delivered with harsh words and language. This

individualization is further strengthened by the ease of using a second account so that comments are submitted without using an account from their identity and that they are more flexible in flaming on social media.

Empathy is the ability to understand what another person is feeling, see from that person's point of view, and also imagine that person's position. A lack of empathy will make it easy for a person to conclude as early as possible all situations and conditions around him, including when he reads or sees various post content or news spread on social media. Low levels of empathy can trigger flaming behavior. This lack of empathy is also due to a person's high egotism and assumption that his opinions are correct. Therefore, when flaming is carried out, he considers it the most appropriate activity, regardless of whether the words and language he conveys will hurt other people's hearts.

Someone who lacks empathy will not hesitate to use harsh words, such as "stupid, monkey, dog, disgust," and other harsh words to satisfy their desires and feelings to comment on and criticize others. The informants feel relieved, satisfied, or happy after writing scathing comments and harsh words to defend their opinions. He was not even aware of the dire consequences if a person was depressed by such harsh insults and ridicule. For him, the flaming victim deserves insults and harsh comments.

Cyberbullying people lack empathy compared to people who do not do cyberbullying, including flaming as one of its forms (Steffgen, König, Pfetsch, and Mezler, 2011), who explains that. The perpetrators quickly say rudely and write hurtful sentences, even with the excuse of giving criticism so that the flaming victim realizes his mistake. It is inappropriate because criticism and comments can also be conveyed in polite, good language and logical explanations. If someone chooses to express criticism harshly, it means he has low empathy, so he is not aware of the negative impact that will result from flaming.

The findings of this study, which focus on identifying the motivations of flaming perpetrators, have become the basis for finding effective strategies for preventing flaming on social media that are more targeted because they are tailored to the motives of the flaming perpetrators themselves. Some models of a flaming prevention strategy that can be



recommended according to the motivation of the flaming perpetrator:

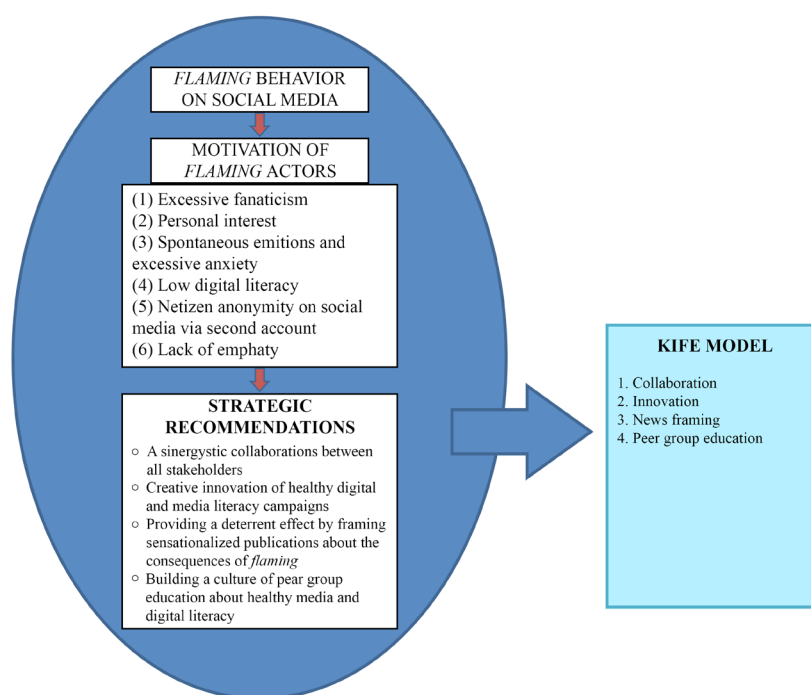
Cyberbullying is not merely a problem that is the government's responsibility and the perpetrators of cyberbullying itself but the whole community, including parents, community schools, law enforcers, and opinion leaders (Rahayu, 2013). All parties are responsible for the flaming problem that occurs in Indonesia. These parties need to collaborate to minimize flaming cases that occur synergistically. From the government side, they need to enforce strict rules against flaming perpetrators and intensify campaigns to the public through various communication media, both mass media and digital media (Pasaribu et al., 2020). In addition, the government also needs to consider inserting materials or subjects on healthy media and digital literacy in the curriculum in various educational units from primary and secondary to higher education.

Furthermore, opinion leaders (community leaders) should be involved. They can be religious leaders, influencers, and traditional leaders trusted and recognized by many. Previous scientific articles (Listiyani et al., 2020) confirm that the role of schools, communities, and families, as well as all elements of society, is also expected to increase digital literacy. It can help shape the character and morals of teenagers who understand the norms that apply in relationships, especially in the cyber world. It is essential to minimize bullying that can lead to mental damage to the nation's children. In implementing and inviting participation in healthy media and digital literacy, support from all community leaders is needed to build a more intelligent and wiser society through healthy media and digital media. Finally, in terms of community groups or communities. Indonesia, with its culture, likes to build certain groups in society. Within the community, it is necessary to understand the essence of the existence of community groups as a medium and a means of developing positive hobbies and interests. In every meeting and activity, every member of the community needs to try to direct it to various positive things and activities. Of all the strategies described in various previous studies on healthy media and digital literacy efforts, they have been running and have had a positive impact. However, what needs to be done now is Synergistic Collaboration, meaning that a

media and digital literacy program needs good cooperation from all parties to support the literacy program. For example, literacy programs about the dangers of flaming and how to avoid it, all parties, starting from the government through the Ministry of Communication and Informatics and a law emphasizing sanctions for flaming, need to support a campaign. Then, all community leaders also need one voice to succeed in the literacy program for their community groups.

Education and campaigns about healthy media and digital media literacy have been carried out by various agencies and institutions, both government institutions and community institutions. Digital media literacy, one of which is on social media, is needed to criticize the content spread in this media. Content on digital media, especially social media, is unique compared to conventional media. On social media, every user can produce content without going through the editing process first. Therefore, every social user must have high literacy skills to criticize any content they receive (Limilia et al., 2021). However, education and campaigns that discuss the dangers of flaming and being competent in using healthy media and digital media have yet to be done much. Campaigns about the forms of flaming, the dangers of flaming and intelligent ways to use digital media healthily need to be packaged out of the box, creative, and even potentially viral. Developing the right program plan is necessary to prepare innovative education and campaigns. One way is by using influencers who significantly influence the community; even their content is often viral and discussed by the public. Then, campaigns and education can be designed with unusual packaging and in collaboration with popular communities that impact society. The program can be run and implemented by taking advantage of viral moments in the community. For instance, when the "Citayam Fashion Week" goes viral, we can take advantage of this moment to hold healthy media and digital literacy activities with shades of Citayam Fashion Week.

At this time, news about flaming behavior already exists. Some have gone viral, for example, the case of insulting the people of Jogja by a graduate student at one of the educational institutions in Jogja, namely Florence Sihombing. However, similar cases



Source: Processed Data, 2022

**Figure 1 Flaming Behavior and the KIFE Model (Strategic Recommendations for Prevention of Flaming Behavior)**

related to hate speech and even abusive speech successfully processed by law have rarely been sensationally exposed by the media. All media should expose cases related to insults to provide a deterrent effect on the perpetrators. Therefore, when material about media and digital literacy is delivered during lectures or when delivering seminar materials, these examples can be raised and can influence many people because they describe stories about flaming perpetrators and the consequences of their behavior. In addition, sensational and simultaneous (continuous) reporting will immediately provide a deterrent effect on the perpetrators. With the continuity of sensationalized news that will significantly impact the audience, especially on social media, they will feel afraid if they flam. Social media is the most accessible medium to document its digital footprint. That way, the positive impact is that social media users will be more careful in using social media. The use of social media will undoubtedly be more positive and healthier.

Education through peer groups is the final recommendation to implement in realizing healthy digital and media literacy, mainly to prevent flaming behavior. The peer group is the most influential in Indonesian society. They

are a group of people who may have a uniform age or age range that is not much different and have the same status. Some even share the same culture with whom one generally relates and associates. Peer groups can be formed because of their profession, hobbies, work, and living environment (Damsar, 2015). In addition to social group friends, peer groups can also be family, friends in a housing area, one village, one neighborhood, or one particular community. Peer groups in the community are considered trendsetters in the immediate environment. Everything conveyed by a group or community can influence and be approved by its members. Therefore, in conducting education about flaming behavior and its dangers, it is necessary to start from the closest community/group, namely family. Every family needs a literacy agent who can direct and educate family members so that it is not easy to carry out flaming activities, especially on social media.

The four prevention strategies above are called the KIFE Model (Collaboration, Innovation, News Framing, and Peer Group Education) about healthy media and digital literacy, as shown in figure 1.

## CONCLUSION

Flaming is carried out by sending or writing comments in a harsh tone, mocking or insulting someone, which can impact conflict, quarrels, hurt, sadness, and deep depression. Therefore, flaming is considered a dangerous cyberbullying behavior. Furthermore, with the development of technology and increasingly sophisticated social media, the possibility of flaming will increase, and its occurrence will increase. Therefore, there needs to be a concrete solution in the form of strategies to prevent flaming behavior by considering the motivational aspect of a person flaming.

In this study, it was found that there are six main motivations for someone to flame on social media: (1) Excessive fanaticism, (2) Personal interest, (3) Spontaneous Emotions and Excessive Anxiety, (4) Low Digital Literacy, (5) Anonymity Netizens on social media through Second Accounts, and (6) Lack of Empathy. These six motivations have become the basis for formulating strategic and practical recommendations in preventing flaming behavior in social media in the form of synergistic collaboration between all stakeholders, creative innovations for healthy media and digital literacy campaigns, providing a deterrent effect by framing sensationalized publications about the consequences of flaming and building an education culture for peer group about healthy media and digital literacy. All these recommendations are called the KIFE model (Collaboration, Innovation, News Framing, and Peer Group Education). Collaboration refers to collaboration from all parties, namely the government, communities and NGOs, the community, and opinion leaders (religious leaders, influencers, and traditional leaders). Then, campaigns should be innovated to be more interesting and follow the habits of today's society, as well as news framing by the media with sensational packaging related to sanctions for flaming perpetrators, as well as regular education in peer groups around us. The hope is that people in Indonesia can be more aware that whatever the motivation behind flaming behavior is still not proportional to the consequences and impacts that will occur on flaming victims.

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