

Stimulus and Response of Verbal Violence Delivered and Gender Acceptance in Social Media: A Psycholinguistic Study

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Abstract

This research is motivated by the application of the Psycholinguistic Study framework with a focus on gender-based verbal violence on social media on Instagram and TikTok accounts. This study uses the Psycholinguistic Behaviorism theory pioneered by John B. Watson. This type of research was conducted using a qualitative descriptive approach. The research sample was taken by purposive sampling technique based on certain considerations in accordance with the research objectives. The data collection technique uses observation and documentation techniques. Data analysis activities are data reduction, data presentation, and drawing conclusions. The data in this study are in the form of written comments in verbal violence on social media in the form of 100 data contained in Instagram and TikTok media accounts spoken by netizens who write comments on other people's media accounts. The results of this study found the stimulus and response to verbal violence that was delivered and received by gender on social media using Watson's theory (1958) which contained three principles in the flow of behaviorism, namely, firstly emphasizing conditioned responses as elements or builders of actors, secondly behavior is learned as a consequence of environmental influences, the third focuses on animal behavior.

Keywords: Behaviorism Theory, Verbal Violence, Social Media.

INTRODUCTION

Verbal violence that is widely expressed in social media is in the form of ridicule, insults, defiant behavior, belittling someone, and several other forms of verbal violence. This usually happens by assessing physical disability, as well as saying stupidity and fondness, religion, ethnicity, physical condition as a whole and so on, even though this verbal violence does not cause physical damage, but has a negative impact on the psychological side of the victim. Verbal violence is done through the term word. For example, yelling, cursing, insulting, dubbing, slandering, spreading bad information, making accusations, refusing rudely, and humiliating someone using spoken language.

In communicating, especially as active users of social media, we often unknowingly find various forms of verbal violence, as in the example above. Even on the status comments posted, harsh terms and insults are always found. It can also be seen on social media that there are many slanders that are scattered so that readers must be vigilant so that they are not easily provoked towards acts of violence by rely on obscure words status on social media. With this, it can be known that verbal violence on social media has become commonplace for consumption.

The problem that arises from cases of verbal violence on social media is one of the crimes in the internet world, namely cyber bullying. Cyber bullying is easier to do because the perpetrator does not need to meet face to face with other people who are the target of cyber bullying. They can say bad things and easily intimidate others because they use the internet or smartphones, without having to see the effect it has on other people. Cyber bullying is generally carried out through the media of social networking sites such as Facebook, Twitter, Instagram and Tiktok. Cyber bullying is a more severe form of bullying that has a psychological impact, especially on children, compared to what happens in the real world because it can reach

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anyone who is a victim of cyber bullying.

One of the most popular social media is Instagram and TikTok. Instagram, which was released in 2010 and TikTok which was released in 2019, presents various features such as sharing photos, sharing videos, and sharing events that we experience every day that can also be uploaded on Instagram. In fact, we can access not only news from within the country, from all corners of the world. From just sharing daily stories, culinary, beauty, lifestyle, and much more can be found on social media called Instagram and TikTok.

Instagram and TikTok also provide a comment column, so that everyone can comment on uploaded photos or videos that have been uploaded to the account. The comments column is right below the uploaded video or photo. In the comments column, everyone can write comments in various forms of writing, various forms of language, and various forms of sentences. The comments written in the comments column are not always good, sometimes some are funny, some are controversial, and some are even quite rude and insult the account owner.

One that is contained in the comments is violence. Violence can be interpreted as a principle of action based on force to coerce other parties without consent (Lardellier, 2003: 18). According to Chirpaz in Haryatmoko (2007:120) violence is hitting and injuring both the soul and body forcefully and without rules, violence can also be deadly, for example by separating people from their lives or by destroying the basis of their lives. Through suffering or misery, violence can represent crimes suffered by humans, but they can also be committed against other people.

Baryadi (2012: 35), states that verbal violence is an act of violence by someone through language activities that use words, sentences that can help victims feel psychologically hurt. This verbal violence does not target the victim's physique but to the victim's psychology.

Herlina (2016: 133), argues that verbal violence also includes, threats, ostracism, insults, giving scathing criticism, making fun of, eliminating opportunities, satirizing, being evil, covering up information, and interfering with personal interests. *Verbal abuse* itself is a form of action that uses words or language used to humiliate, belittle or slander and hurt other people (King in Paramita, 2012: 255). Verbal abuse can certainly be annoying social development and hinder character development. Verbal violence is used as a tool to hurt others by misusing language, without knowing how to function properly and politely.

Verbal violence is referred to as 'hate speech'. It tends to convey hatred to the recipient through words that are known in social patterns as derogatory and dehumanizing. Hornsby (2000:98) states that, hate speech can be a term used to describe statements directed at people who are intended to offend them because of their gender, race, disability, or sexual orientation, and who use hate speech, words that generally understood as direct contempt and hostile or instinctively understood.

Thus, verbal violence is a form of psychological violence that uses verbal language as a means of protecting oneself or venting from actions that have been experienced, verbal violence is also a form of intentional action (fad or joke), and verbal violence is a form of mental or moral crime committed by any individual who incurs criminal acts. It also has a very negative impact, because it will make other people insensitive, interfere with emotional development, and eliminate self-confidence which is the cause of suicide, and causes memory loss.

Theoretical Review

Theory Of Behaviorism

This study uses theory *Behaviorism* John Brodus Watson. *Behaviorism* analyze only observable behavior, which can be measured, described, and predicted. The originator of this theory is John B. Watson (1958) in his writings "*Psychology AS the Behaviorist Views It*". Watson is known for being a sire *Behaviorism*. The theory focuses attention on aspects that are directly felt towards language attitudes, as well as the correlation between *StimulusAnd Response* (S -R) on the world around him.

Irfan, AM Taufan asfar, et al (2019: 2) argue, *Behaviorism* is one of the schools of psychology that believes that

studying individual behavior must be carried out on every activity that can be observed, not on hypothetical events that occur within individuals. Based on theory *behaviorism*, all attitudes include reactions (*response*) caused by stimulation (*stimulus*). Watson, also insists emphatically, rejects the effects of instinct (*instinct*) and awareness of behavior. So, each attitude can be learned according to the relationship *stimulus-response*. Later, the tribal theory *behaviorism* better known as learning theory, because according to them all human behavior except *Instincts* a learning process. Learning is a change in the behavior of organisms against environmental influences. *Behaviorism* just wondering how the previous behavior of an object is controlled by environmental factors. Someone is considered to have learned something, if he can show changes in his behavior.

According to this theory, in learning what is important is *inputs* which form *stimulus* and *output* which form *response*. Learning theory *Behaviorism*, see the individual as a being *reactive* who gave *response* to the environment. Experience and nurture will shape their behavior.

Jannah (2015: 3) revealed, *behaviorism* only analyze behavior that appears in a person that can be measured, described, and predicted. *Behaviorism* view too, that when born, basically humans do not bring any talent. Humans will develop based on *stimulus* received from the environment. A bad environment will produce good people. People *behaviorism*, focuses on a truly objective scientific approach. All behavior is learned by relationship *stimulus – response*.

In learning based on the stimulus - response relationship, Watson put forward two important principles, namely (1) recency principle (principle of novelty), and (2) frequency principle (frequency principle). According to recency principle, if a stimulus has just evoked a response, then the possibility of that stimulus to elicit the same response if given bait again will be greater than if the stimulus is given bait after a long time. According to frequency principle, if a stimulus is made to cause a response more often, then the possibility that the stimulus will cause the same response at another time will be greater. Fundamentally, Watson rejected mind and consciousness as subjects in psychology and defended behavior (behavior) as a subject of psychology.

There are 3 Principles in flowbehaviorism: 1) Emphasizing the conditioned response as an element or builder of the actor. Conditions are the external environment that is present in life. Behavior arises as a response to the conditions that surround humans and animals. 2) Behavior is learned as a consequence of environmental influences, so actually behavior is formed because it is learned. The environment consists of both past and recent experiences, physical and social material. An environment that will set an example and individuals will learn from it all. 3) Focus on animal behavior. Humans and animals are the same, so studying animal behavior can be used to explain human behavior.

Definition of Verbal Violence

Dominic A. Infante, professor of communication from Kent State University, in Neuliep (in Noh & Talaat, 2012) explains verbal aggression is a form of symbolic aggression which includes the use of verbal and non-verbal communication to dominate and attack other people's positions in a topic of communication and/or one's self-concept. The content of verbal aggression is in the form of character attacks, attacks on one's competence, insults, obscene/dirty words, painful teasing, ridicule, and non-verbal signs, such as pointing the middle finger.

According to Grady in Noh & Talaat (2012), verbal violence is words that attack and injure individuals, words that contain false statements, or words that state things that are not true that aim to attack someone. Verbal violence is like a kind of punch that attacks the psyche but leaves no scars, in contrast to physical punches whose scars can be seen. This causes verbal violence to be difficult to detect because it leaves invisible scars. Victims of verbal violence can only be known within a certain period of time certain conditions, usually characterized by low self-esteem and self-worth (Noh & Talaat, 2012).

Grady (in Noh & Talaat, 2012) added that the impact of verbal violence could be worse because verbal violence has an impact on adolescent psychology, so the impact will affect the next developmental period. This threatens the further development of adolescents because it has an impact on the mentality of the individual. Brendgen et al. (in Noh & Talaat, 2012) based on the results of his research stated that verbal

violence includes psychological violence against adolescents.

Garbarino et al. (in Noh & Talaat, 2012) describe verbal violence as emotional violence that can affect adolescent self-development and adolescent social skills, as well as have an impact on adolescent psychological behavior patterns. Adolescents who develop from an abusive home environment make adolescents insensitive to their surroundings.

Evans (2006) adds that aggression in the form of offensive words to injure someone, for example labeling a person with someone's personality is a bad act, because it will disrupt the mindset of the victim of verbal violence and in the end this mindset will be carried over to the next stage of development (Evans, 2006).

Based on several definitions put forward by experts, it can be concluded that verbal violence is aggression committed by individuals in the form of offensive words to injure other people.

Social Media

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

As stated by Henderi, that the notion of social media is a web-based social networking site that makes it possible for each individual to build a public or semi-public profile in a restricted system, list other users with whom they are connected, and view and explore their list of connections made by other people with a system (Henderi, 2007: 3). Meanwhile, according to Kotler and Keller (2012), social media is a means for consumers to share text, image, video and audio information with each other and with companies and vice versa (Purba et al., 2023).

New web technologies are making it easier for everyone to create and most importantly distribute their own content. Post on Blogs, tweets, Instagram, Facebook, or videos on YouTube that can be reproduced and viewed by millions of people for free. Advertisers do not have to pay a lot of money to publishers or distributors to place their ads. Now advertisers can create their own content that is interesting and seen by many people (Zarrella, 2010: 2).

RESEARCH METHOD

The type of research used in this study is qualitative research which utilizes the method of presenting the results of the analysis in a descriptive form (Herman et al., 2024). The research data was carried out by taking data sharing about verbal violence on social media Instagram and TikTok with up to date information according to current developments or phenomena. According to Sudaryanto (2015: 13) research using descriptive techniques in the realm of language is research that does not change data in its analysis, but is done by describing and describing the data by the researchers themselves (Purba et al., 2024; Munthe et al., 2024). This is what underlies this research to describe the results of the analysis related to the stimulus and response to gender-based verbal violence on social media. Data can be taken from comment columns written by netizens or people who use these social media accounts. The data sources for this research are social media Instagram and TikTok in the form of uploaded posts, comments, images and other things related to verbal violence that occur in the Instagram and TikTok applications which are shared from 2021 to 2023. The tools used in this research are cellphones and laptops. to help access information on social media.

FINDINGS AND DISCUSSION

The types of data identified based on Instagram and TikTok in social media found 100 data, consisting of three principles, namely; the first emphasizes the conditioned response as an element or actor builder, the second behavior is learned as a consequence of environmental influences, the third focuses on animal behavior.

The researcher will present the results of the analysis of the stimulus and response to verbal violence that is

conveyed and received by gender on Instagram and Tiktok social media based on Watson's theory (1958) which there are three principles in the flow of behaviorism, namely, first emphasizing conditioned responses as elements or builders of actors, second behavior is learned as a consequence of environmental influences, the third focuses on animal behavior.

The percentage of the majority of types of verbal violence is calculated based on $\text{Percentage} = (\text{Number of parts}) / (\text{Total number}) \times 100\%$. Which found that thirty-five percent of all data is the principle of emphasizing conditioned responses as an element or builder of actors, forty-two percent of all data is learned behavior as a consequence of environmental influences, and twenty three percent of all data is focusing on behavior animal.

Emphasizing the Conditioned Response as An Element or Builder of the Actor

Emphasizes the conditioned response as an element or builder of the doer. Conditions are the external environment that is present in life. Behavior arises as a response to the conditions that surround humans and animals. The data emphasize conditioned responses as elements or builders of actors, including:

Data 1. Stimulus: "The mother is stressed" (Instagram account @hilyatulmunah)

Response: "yes to you" (Instagram account @rofiatulfitria)

On stimulus @hilyatulmunah expressed by the words "The mother is stressed as an insult directly on the Instagram account @riaricis1795. Say "The mother is stressed it means "his mother is crazy". Then in response by one netizen @rofiatulfitria by writing "yes to you". Based on the data above, there is Watson's first principle because there is an emphasis on conditions from the external environment that is present in a person's life and then writes impolite language without thinking about the feelings of the Instagram account owner.

Data 2. Stimulus: "If the brain is sold, it sells expensive... it's never been used The problem"

(Instagram account @dedyefi) Response: "you low, bro" (Instagram account @cahya)

On stimulus @dedyefi can be expressed as a form of verbal abuse insulting someone by writing "The brain sells expensive when it's sold... it's never used, the problem is "means that the brain in humans is not used properly. One of the netizens @light9 respond by replying to comments like "you low bro" which means that those who comment have lower thoughts. This behavior appears as a form of stimulus and response that is conveyed and received by someone from the conditions that surround humans contained in the first Watson principle.

Data 3. Stimulus: "It looks like a hammer" (Instagram account @antiedharmajati882)

Response: "Just give it up, your eyes are myopic or your heart is rotten Can Hate comen with innocent babies??" (Instagram account @siti_hindun)

With a stimulus @antiedharmajati882 which is written in the comments column of the Instagram account @rizkybillar by writing "It looks like a hammer" as a form of verbal violence insulting or ridiculing the face of a baby who is considered ugly. The utterance means to give a bad or bad impression. Then in response by one netizen @siti_hindun by replying to comments by writing "As long as you don't mind, your eyes are nearsighted or your heart is rotten, can you hate coming on to innocent babies?". The netizen's response shows the defense of @rizkybillar's child who has been blasphemed by others without thinking about the feelings of his parents.

Based on the data above, there is Watson's first principle on stimulus @antiedharmajati882 which is assumed to be verbal violence insulting or ridiculing the condition of other people by looking at life and their environment.

Behavior is Learned as a Consequence of Environmental Influences

Behavior is learned as a consequence of environmental influences, so behavior is actually formed because it is learned. The environment consists of both past and recent experiences, physical and social material. An environment that will provide examples and individuals will learn from all of that. Data from Behavior as a Consequence of Environmental Influences, including:

Data 4. Stimulus: "Age is old, behavior doesn't change"

(Instagram account @beautifulwipertiwi156)

Response: "@indahdwipertiwi156 you're still

young the work is over what do you

think if you're old, what will you

do?" (Instagram account

@nikitamirzanimawardi_172)

On a stimulus such as "Age is old behavior does not change" written by @beautifulwipertiwi156 in the comments column on the Instagram account @nikitamirzanimawardi_172 personally, it is a form of direct verbal violence with rude and impolite language with the aim of embarrassing @nikitamirzanimawardi_172. Then respond by @nikitamirzanimawardi_172 by writing a comment @beautifulwipertiwi156 you're still young what do you do when you're old? "this comment means that "@beautifulwipertiwi156 still younger than @nikitamirzanimawardi_172 it is inappropriate to give negative comments about himself and bring down someone's self-esteem. Based on these data, there is a second Watson principle due to environmental influences which provide an example for individuals to give harsh comments with the aim of hurting the feelings of the Instagram account owner.

Data 5. Stimulus: "just want sma widow caper wkw"

Instagram account

@222,709,060,405)

Response: "@222,709,060,405 I'm jealous to

see happy people wkw" (Instagram

account @lovelive45_)

The stimulus above identifies forms of verbal abuse that insult and embarrass someone's status by deliberately writing words "Widow" which means a widow doesn't deserve to be happy by having her new partner and giving negative comments to her @rachelven. Then in response by other netizens namely @lovelive45_ write "@222,709,060,405 I'm jealous to see happy people wkw" This response aims to make people aware that it is not permissible to judge someone with impolite language. Based on these data, it can be said that behavior is learned as a consequence of environmental influences from Watson's second principle.

Data 6. Stimulus: "It's nice to be in a position like that in

licking. It must be really ticklish"

(Instagram account @oryzasativa_)

Responses: "@oryzasativa_ really delicious

coyyyy, but you want in my ex”

(Instagram account @khafi_32)

In the above stimulus is a form of direct verbal violence where account Instagram @oryzasativa_write comments like “It's nice to be in a position like that in licking. It must be really ticklish” which has a negative meaning for sexually harassing women's intimate parts. The comment was written because of a photo post @belsinclairwho are doing sports with their hands upside down and their feet up and wearing sports clothes that are super tight and sexy. Then respond by@khafi_32 “@oryzasativa_ It's really good coyyyy, but you want it in my ex” which is a form of negative response because of the impolite stimulus and it is considered normal to write bad comments on social media. This is a form of verbal violence, harassing and giving negative labels. Based on the above data is the second Watson principle because there is environmental influences that are not good make netizens comment that are not good too

Data 7. Stimulus: “Look at the way he talks, it's not true,

his words are not clear, what are you

asking, what are the answers”

(Instagram account @ 5xmn.m)

Responses: “koyo yourself no ae wokk”

(Instagram account

@ariantiwulandari40)

This stimulus is a form of direct verbal violence directed at @asilamaisa. Stimulus written by@5xmn. Mlike “Look at the way he talks, it's really awkward, his words aren't clear, what are you asking, what's the answer?”which is an insult or mockery to @asilamaisa who is speaking on a talk show. In the comments there are words “eneg” which means feeling like vomiting, sick, nauseous. This word is impolite language. With this comment stimulus, it was responded by@ ariantiwulandari40by writing “koyo yourself no ae wokk” which means insinuating back on that @5xmn.mit's the same as @asilamaisa when talking. This response occurs due to the influence of the environment from the stimulus saying bad things that stimulate saying bad things are also found in Watson's second principle.

Focus on Animal Behavior

Focus on animal behavior. Humans and animals are the same, so studying animal behavior can be used to explain human behavior. The data focuses on animal behavior, including:

Data 8. Stimulus: “Skip. It doesn't match” Instagram

account @anggunrikaf)

Response: “I don't ask for your opinion,

anjayy, it's not really important”

(account Instagram @saraavt)

With the stimulus written by the account@gracerikaflike “Skip. it doesn't match" commented that he did not like seeing celebrity @rachelvennya have a new lover who was a handsome and young foreign man posted on his personal Instagram account. Then in response by netizens@saraavtwrite “I'm not asking for your opinion, anjayy, it's not that important.". The speech is written with an emotional feeling and writes impolite words like "anjayy” the word means the animal "dog". Therefore, the speech in response by@saraavt is a form of verbal violence contained in the third principle of Watson, namely focusing on animal behavior.

Data 9. Stimulus: “watch out, it's hard to get in the

beach sand” Instagram account

@fetiskma_27)

Response: “@fetiskma_27anjir” (Instagram account @ayy_3006)

The stimulus above is a negative form of verbal violence by writing comments “watch out, it's hard to get into the beach sand” which means porn on the female body parts, namely the intimate genitalia. This comment was written because his Instagram account @rachelvennya posted a photo of him and his friend wearing bikinis. Then respond by @ayy_3006 by writing “@fetiskma_27anjir” which means a dog. Based on the data above, it can be said that a form of verbal violence is contained in the third Watson principle because the stimulus in the comment was responded to by one of the netizens who was affected and focused on animal behavior.

Data 10. Stimulus: “His face looks like a pig wkwkw”

(Instagram account

@fridayolianda_)

Response: “@fridayolianda_ it looks like which language is rubbish”

(Instagram account @sulapcyril)

Stimulus @fridayolianda_ is a form of direct verbal violence directed at @linamukherjee who committed the act of eating pork for the sake of content, it is known that he is Muslim. The comments are written as "Her face like a pig wkwkw" which means likening a human face like a pig. Then respond by @cyril magicwrite comments you can see which language is rubbish" this comment is written by showing a sense of emotion and annoyance because it considers the comment that was written @fridayolianda is a very rude comment and put others down. Based on these data, it is a form of verbal violence on the third Watson principle which focuses on animal behavior.

CONCLUSION

Based on the results of the research and discussion described above, it can be concluded that: 1. The form of language used in social media Instagram and TikTok seen from the effectiveness of the sentences has the following characteristics: straightforwardness, accuracy, and clarity, 2. The form of comments on Instagram and TikTok posts are in the form of: swearing, swearing, insults, ridicule, giving negative labels, and associations with animals and tend to demean women more. A verbal violence comment can be said to be violence in communication depending on the context of the conversation. The context of the conversation really determines a word, clause, or sentence is a verbal violence. In addition to this, the meaning contained in a comment also determines whether the comment contains elements of verbal violence or not. The hope is for netizens that with regard to the communications we carry out, especially on social media Instagram and TikTok, we should always be ethical in communicating, both directly and indirectly. Do not use communication that contains elements of verbal violence. Because it can harm yourself and others.

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