

ONLINE GENDER-BASED VIOLENCE (KBGO) ETHNOGRAPHY STUDY ON TWITTER

Rita Lismini

Fakultas Ilmu-Ilmu Sosial Universitas Dehasen Bengkulu

Email: rithaliskini25@gmail.com

Abstrak:

This study aims to determine online gender-based violence in the form of online sexual harassment (Cyber Sexual Harassment) that occurs on Twitter. This research uses CMC (Computer-Mediated Communication) theory, and the type of research used is qualitative research using ethnographic methods. The results of this study show that there are six categories of cyber sexual harassment, the first is a direct threat of sexual or physical violence which is any effort, either physical or verbal that leads to a person's sexuality or sexual organs without obtaining consent and has elements or threats. Second, online harassment is an act of sexual harassment through unwanted messages, attention, and contact or intended to embarrass the victim. Third, abusive comments are negative words and without censorship can even be read or may be shared by others.

Keywords: KBGO; Twitter; Netnography; CMC theory.

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INTRODUCTION

One type of crime that is often found in community life that disturbs social order is violence (Wilson & Kelling, 2017). In general, violence is a form of action that causes injury, disability, illness, or suffering to others. One element that needs to be considered here is in the form of coercion or unwillingness or the absence of consent of the other party who is injured (Hardani & Bakhtiar, 2010). Although violence is synonymous with physical behavior, violence is all forms of behavior, both verbal and non-verbal, carried out by a person or group of people

against a person or group of other people, causing negative physical, emotional, and psychological effects on those targeted (Hardani & Bakhtiar, 2010).

Violence committed against a person can be based on a person's inherent social background or social identity. This is because there is a feeling of superiority or strength compared to the victim who is considered weaker and helpless, then leads to actions that want to control and if they do not get the consent of the victim, then the act of violence arises. Social identity in this context is the gender that a person is attached to. In the social construction of gender, there is a system called patriarchy. Patriarchy is a social system in which men dominate, oppress, and exploit women. The dominance of men over women stems from the biological differences they have. Men are considered to have a stronger physique while women are considered weak.

There are at least 8 forms of gender-based violence on social media reported to Komnas Perempuan, namely cyber grooming, cyber harassment, hacking, illegal content, infringement of privacy, malicious distribution, online defamation, and online recruitment. Meanwhile, in the Internet Governance Forum, it was explained that gender-based violence on social media covers a spectrum of behavior, including stalking, intimidation, sexual harassment, defamation, hate speech, and exploitation (Lismini et al., 2023).

Social media, which is a form of progress in internet technology, has a positive impact and is also a place for the development of online sexual harassment (cyber sexual harassment). Acts of cyber sexual harassment often occur unnoticed by social media users. One of them is in the Twitter application. The Twitter application can be a place for women to work and express themselves, this can be seen from the many women who become content creators in the application ranging from fashion content, beauty content, food content, and so on.

According to research conducted by Morgan (2018), 76% of 1,000 female respondents under the age of 30 have experienced online sexual harassment. Forms of solicitation for seductive and disruptive chat are things that can already happen in the context of social media. Not much different from verbal abuse that occurs in the real world, words that are usually spoken directly are now transformed into unpleasant writing, seduction, and teasing on social media. Twitter social media is also a place to share various experiences of sexual harassment obtained by users of the media.

Referring to Komnas Perempuan Annual Record data Catahu, Cyber Gender-Based Violence (KBGS) faced an increase of 348%, from 409 cases in 2019 to 1,425 cases in 2020. Threats and acts of disseminating sexually charged material belonging to victims and sending sexual material to harass or hurt victims are two types of Cyber Gender-Based Violence (KBGS). The increase in reporting data is due to the intensity of internet use during the pandemic, the socialization of understanding of cyber-based violence among the public, and the strengthening of digital intelligence among young women.

Looking at the data, crimes that occur against women also suspect a greater number of victims of harassment but do not report what they experience. This is because there are not enough regulations that guarantee legal protection for victims so victims do not take legal action in resolving cases, but immediately choose to delete social media accounts or withdraw from social interactions. This is also exacerbated by the uncertain condition of victims where victims often get accusations and stigmas so that victims are afraid to report. Law enforcement itself tends to drop the stigma that blames the victim or victim blaming (Rahmi, 2018).

In positive law in Indonesia, the rules used to handle cases of online sexual harassment (cyber sexual harassment) currently only refer to a few regulations, namely the Criminal Code (KUHP) Article 282 concerning crimes against decency, Law Number 44 of 2008 concerning Pornography and Law Number 19 of 2016 concerning Transaction and Electronic Information. However, when cases of online sexual harassment occur, existing regulations still cannot protect victims and provide victims with the rights of victims of online sexual harassment that must be met. The ITE Law and the Pornography Law still focus on solving cases by providing punishment or sanctions to perpetrators and forgetting the concept of victim protection which is needed.

Therefore, it is necessary to add rules against the background of online sexual harassment (cyber sexual harassment) to increase the punishment of perpetrators. The existence of this legal instrument is expected to be a "protector" for victims of online sexual harassment (cyber sexual harassment). So it is not impossible anymore with the development of the era of information technology and various kinds of social networks this will cause acts of online sexual harassment (cyber sexual harassment) will be more widespread and more commonplace. With laws and regulations governing cases of online sexual harassment (cyber sexual harassment), in the future, it can solve this problem and can provide a deterrent effect on perpetrators so that the community can be more careful not to commit acts of online sexual harassment (cyber sexual harassment) and it is also hoped that the protection of women as victims of online sexual harassment (cyber sexual harassment) can be realized.

Based on the background above, the problem in this study is How to Study the Netnography of Online Gender-Based Violence (KBGO) on Twitter? This study aims to find out the Netnographic Study of Online Gender-Based Violence in the form of Online Sexual Harassment (Cyber Sexual Harassment) that occurs on Twitter. The benefit of this research is that it can add to the wealth of knowledge, in terms of Online Gender-Based Violence Netnography Study (KBGO) in the form of Online Sexual Harassment (Cyber Sexual Harassment) that occurs on Twitter and the results of this study can be used as a reference for further researchers.

METHOD

This type of research uses qualitative methods. Qualitative research methods are research methods used in examining natural object conditions, (as opposed to experiments) where researchers are the key instruments of data retrieval techniques carried out by triangulation (combined), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Sugiyono, 2019). Opinion Moleong (2005) said that qualitative research is research that aims to understand the phenomena experienced by research subjects such as behavior, perception, motivation, action and others holistically and using descriptions in the form of words and language, in a certain natural context and utilizing various scientific methods.

This type of research is qualitative descriptive research. Syaodih Sukmadinata (2013) states that descriptive research is the most basic form of research. It aims to describe and describe existing phenomena, both natural and man-engineered phenomena. This study is descriptive qualitative with an ethnographic method. Netnography is a way to conduct research over the internet, using publicly available information that everyone is free to search for or share through social media.

Netnography is an online field-based observational study of participants using computer-mediated communication as a source of data to arrive at an ethnographic understanding and representation of cultural or communal phenomena. In essence, ethnography is a method that relies on computers or Computer-Mediated Communications (CMC), which is communication that occurs through computers or networks. CMC includes forums, postings, instant messages, e-mails, chat rooms, and mobile text messaging."

"Literature study is a data collection technique carried out with data or information material through scientific journals, reference books, and publication materials available in libraries (Ruslan, 2013)". With this, research efforts carried out can be good because it is not only based on one's thoughts as researchers but the thoughts and opinions of experts or other writers. So that it can be compared as well as references that can provide direction to researchers.

Book References

In this study, researchers used several books whereby collecting data or information through reading materials about the problem under study. With this technique, it is expected to get theoretical support in the discussion of problems, namely by quoting the opinions of experts, this is expected to clarify and strengthen the discussion to be described.

Previous Studies

In this study, researchers collected several previous studies to be used as examples, such as previous theses.

Online Data Search

In any research, data collection can also be carried out online or through internet media by searching and collecting information in the form of data related to the research being

researched by researchers. Among them are website addresses such as www.google.com, electronic journals, blogs, online news, and others.

Bakri (2021) also mentions two types of data analysis in ethnography, namely coding-based analysis methods and hermeneutic interpretation. In analyzing qualitative data, ethnography uses an inductive approach. Induction is a form of logical reasoning in which individual observations are constructed to make more general statements about phenomena.

Inductive data analysis is a way to manipulate the entire body of recorded information that has been collected during our ethnographic research. In general, this inductive data analysis includes the entire process of transforming products collected from ethnography (through participation and observation) namely various downloaded textual and graphic files, transcripts of online interviews, reflective field notes that are into a representation of finished research, whether in the form of articles, books, presentations, or reports. In an ideal form, with an intellectual spirit, what is meant by analyzing and interpreting data inductively is processing and refining raw data, and extracting it to obtain the essence of the data.

This data that has been processed, refined, and extracted can then be formulated into the form of theoretical statements that can lead us to a new understanding of a phenomenon. An ethnography must also construct an interpretation of hermeneutics. This means that we must make interpretations that are coherent and free from contradictions, understandable to the audience who will read, supported by relevant examples, have relevance to the relevant literature, enlighten and nourish in uncovering new dimensions of the problem at hand, as well as generate insights that explicitly improve our current understanding of a problem.

An ethnography that uses an interpretation of hermeneutics is also written in a prose style that is persuasive, engaging, engaging, stimulating, and inviting, as well as using illusions, metaphors, parables, and analogies. A good interpretation of hermeneutics will explore the social and historical context of the data and present a subtle, specific, and nuanced cultural interpretation. Davis Taylor (2019) says that: Interpretation, in the sense of being relevant to hermeneutics, is an attempt to make clear, to understand an object of study. This object should, therefore, be a text, or text-analog, which in some way is confused, incomplete, cloudy, seems contradictory - in one way or another, unclear. This interpretation aims to bring to light an underlying coherence or reason. It is therefore from this that we have an expectation of meaning from the context of what has been studied.

RESULTS AND DISCUSSION

After reading archives of *Online Gender-Based Violence (KBGO)* cases on *Twitter*, participating and engaging, and making immersion records, researchers then took 50 cases that were *up* (raised) and posted via *Twitter*. Furthermore, from the 50 cases, researchers conceptualized and found at least 11 abstractions and got 6 main topics that were most expressed by netizens in posts on *Twitter*. Here are six key topics discovered by researchers:

Table 1
Research Results, 2023

a. Category: Direct Threat of Sexual or Physical Violence	b. Category: Online Harassment	c. Category : Rude Comments	d. Category : Sex Hate Speech	e. Category: Victim Blaming	f. Category: Use of Indecent Images
Definition: Forms of violence that are carried out directly or involve the physical victim	Definition: Harassment carried out through unwanted messages, attention, or contact	Definition: Negative words or language	Definition: Acts related to words, and insults against individuals or groups on sexual grounds	Definition: The act of seeking justification used to corner/blame the victim	Definition: Misuse of shared photos or images

By categorizing cases of sexual violence on Twitter, it will later help researchers in seeing how Twitter netizens respond to understanding about Online Based Sexual Violence (KBGO) crimes. Coding is a coding process, where researchers identify and label each data relevant to the research question. After repeatedly reading the coding data and seeing the relationship between codes, then researchers can get concepts that categorize from the coding.

A. Categories of Direct Threat of Sexual or Physical Violence

In the first category, researchers see that many cases include threats of sexual or physical violence that occur, it's just that there may be some cases that are not exposed on social media Twitter considering the possibility of protecting victims who are exposed to cases of threats of sexual or physical violence, but on social media, there are also those who are not. Objection to sharing other people's stories or sharing personal stories through social media Twitter so that others are also protected and more vigilant in the future and this does not happen to others.

Sexual or physical violence usually occurs because of the desire of the perpetrator and the opportunity to commit sexual or physical violence. This action is also due to the stimulus from the victim who provokes the encouragement of the behavior. This sexual or physical violence has a very significant impact on the victim, both long-term and short-term in the form of an impact on the physical aspect, namely hurt on the victim's body parts, the psychological aspect of the victim's mental disturbance as a result of the sexual or physical violence he gets and the social aspect, namely the view of others towards the victim, for example, the victim is ostracized by his social environment both in the realm of education and in the social realm of the environment The victim stayed.

These impacts occur singly and separately but are interrelated which can add to the complexity of the problems experienced by victims. This physical impact can also result in the psychological suffering of the victim. Examples in the short term are physical injuries ranging from mild to severe to limb loss and even death. While the examples of medium and long-term pregnancies are unwanted and generally end in unsafe abortion.

To the theory of Computer-Mediated Communication (CMC) in this category of direct threats of sexual or physical violence, communicants or communicators do not always have to

be in the same place when communicating and Twitter media can be a substitute for communication partners, either only partially or completely.

B. Category: Online Harassment

The second category of Online Harassment in this study shows that there are many online harassment acts committed by others to their victims, which on average are all women. Online harassment is sexual harassment in which all behaviors, both verbal and physical, refer to unwanted sexual behavior and are carried out explicitly or implicitly to make someone feel offended, humiliated, and even intimidated in their environment. On social media Twitter, a lot of people commit online harassment, especially the most frequent cases are online sexual harassment where the perpetrator deliberately conducts harassment in the form of video call sex, messages, unwanted attention, or contact.

In addition, the cause of online harassment is that the perpetrators from the beginning did have evil intentions to harass women, plus they felt free to express their opinions on social media without any obstacles. In this Online harassment category based on Computer-Mediated Communication (CMC) theory, communication partners do not have to be in the same place and the communication process does not have to be done simultaneously.

C. Categories Rude Comments

The third category of Rude Comments, in this study researchers found that there are still a lot of Twitter net citizens who do not sort out negative words because Twitter itself does not have a feature that supports automatically deleting negative comments. So that on the Twitter application, everyone can comment rudely or have negative connotations without fear of our account being automatically blocked by the application. The emergence of rude comments from perpetrators due to negative prejudice against a certain person or group. And this condition is driven by the internet world itself, the internet world or cyberspace allows someone to find anonymity. With this condition of anonymity, someone will become more courageous and free to make rude words or comments.

In this rude comment category, based on the theory of Computer-Mediated Communication (CMC), communication partners can certainly be anywhere, and the process of communicating in this category, of course, mental processes during communication can be replaced by information processing tools, namely through social media, Twitter applications.

D. Sex Hate Speech

The fourth category of Sex Hate Speech in this study shows that researchers here found examples of cases on Twitter about hate speech and victim sexuality, it turns out that there are still account owners who deliberately give hate speech and treat the sexuality of others and share it with the public, especially in a sophisticated era, one of which is through the Twitter

application. This sex hate speech occurs because of the increasing use of internet networks, sex hate speech often occurs and is underestimated by the public because of the lack of socialization about the law in the use of social media.

This category of Hate Speech is the same as before based on the theory of Computer-Mediated Communication (CMC) communicants or communicators do not always have to be at the same place and time when communicating, then in this category also mental processes during communication can be replaced by the media, namely social media Twitter.

E. Categories Victim Blaming

The fifth category of Victim Blaming in this study shows that victim blaming is a general reaction of the community to criminal cases that have just befallen people around them. This reaction can be done with or without involuntary either through words or attitudes shown to the victim. Most people are probably aware that anyone can experience bad things. But sometimes the person cannot think clearly when it comes to protecting himself from the perpetrator. In this category, researchers observed that unwittingly victim blaming can make victims feel as if they are being attacked continuously.

This can eventually develop into mental disorders, such as anxiety disorders, depression, and post-traumatic stress disorder. Victim Blaming can occur as a result of a society that often underestimates because the crime occurs due to the victim's fault. Someone who does victim blaming means having a response that tends to blame the victim for what happened to him. The person does not blame the perpetrator, even justifies his actions. Many cases of victim blaming are based on ignorance and indifference of others to the details of the events that occurred.

This response is also mostly done due to the feeling or illusion that by blaming the victim, the world seems to be a safe place. The reason is that no one wants to harm or harm others if it is not triggered by the victim himself. This Victim Blaming category is certainly related to the theory of Computer-Mediated Communication (CMC), namely the receiver and the giver of information can carry out the communication process not at the same time and place.

F. Categories of Indecent Image Use

The sixth category of indecent imagery in this study shows that it is no secret that various technologies that exist today make life much easier. But unfortunately, there are still many people who even use technology for inappropriate things. Instead of making it easier, misuse of technology often drags people into the hospital chair. For example, the use of camera and video technology that is now in every cellphone is not used properly and wisely.

The cause of the use of indecent images is that it is undeniable that with the ease of access and the lack of restrictions imposed by social media providers, many perpetrators of

negative content are hidden. Currently, there are still many online media users who have unconsciously participated in the spread of negative content. For example, sharing or sharing with other users. In the last category, the use of indecent images is based on the theory of Computer-Mediated Communication (CMC), the communication process does not need to be done at the same time and the communication process can be replaced through the media, namely social media, and Twitter.

In the categories discussed earlier, this study was conducted to be able to look back at cases of Online Gender-Based Violence (KBGO) that exist on social media Twitter widely and quickly. So that it can provide an overview of what Online Gender-Based Violence (KBGO) looks like, all of which are published on social media Twitter. Researchers also chose the theory of Computer-Mediated Communication (CMC). This theory is a communication theory that develops along with the development of communication and information technology. KBGO is an act of sexual violence or harassment that harms one gender, especially women through internet media. Among social media platforms, one of them is Twitter, in which KBGO is not uncommon.

Twitter users in Indonesia are very many and are dominated by women. Coupled with rules that do not bind someone makes KBGO on Twitter is even more vulnerable. As explained in the six categories above in CMC theory that the Indonesian population mostly uses social media, especially Twitter as a source of entertainment and overflows what its users want. They tend to share entertainment content or stories of the user that may be widely circulated freely on the Twitter social media page without censorship and follow-up from the twitter social media application that may have a negative impact.

In this study, researchers also illustrate that so many recent cases regarding KBGO are the rise of online sex fraud, the spread of negative content such as photos and videos disseminated on social media without censorship, and many more cases divided into 6 categories mentioned above and from year to year there are always many cases published by Komnas Perempuan and activists who care about Online Gender-Based Violence. In CMC theory in this study, researchers found new things that KBGO cases are increasing every year, directly proportional to the increase in online media users.

KBGO cases on social media are now becoming an increasingly serious problem because the number continues to grow but is not accompanied by clear and binding rules. KBGO which occurs a lot on social media, especially Twitter, has a similar pattern, namely perpetrators make threats, intimidation, deception, fraud, and violence against KBGO cases that occur on social media cannot be handled properly by application owners and law enforcement. This is because there are no binding regulations from social media platforms and the government so the process of law enforcement and checking from the platform takes a long time or is ignored at all. Therefore, through this research and the use of CMC theory that the communication process through the use of two or more computers involving humans in certain contexts

requires more special arrangements by taking into account the protection of victims, the law, and the platform (media) because to encourage the acceleration of handling the next KBGO cases that may be widely spread on social media.

On Twitter media platform, it should be a media platform be able to filter negative content and prevent it by automatically blocking it so that Twitter can be used healthily and become a more informative and educational platform. While a form of protection for themselves, Twitter media users can take account privacy measures so that not everyone can access the account freely, filter friendships and ignore posts that smell negative.

CONCLUSION

In this case, the cases of Online Gender-Based Violence that researchers can summarize are: (a) Forms of violence committed directly or involving the physical victim. Sexual or physical violence usually occurs because of the desire of the perpetrator and the opportunity to commit sexual or physical violence. (b) Harassment is committed through unwanted messages, attention, or contact. The reason for this online harassment is that the perpetrators from the beginning did have evil intentions to harass women, plus they felt free to express their opinions on social media without any obstacles. (c) The emergence of abusive comments from perpetrators due to negative prejudice against a particular person or group and this condition is driven by the internet world itself. (d) Acts relating to words, and insults against individuals or groups on sexual grounds. (e) Acts of seeking justification are used to corner or blame the victim. (f) Misuse of photos or images disseminated. The cause of the use of indecent images is that it is undeniable that with the ease of access and minimal restrictions imposed by social media providers many perpetrators of negative content are hidden.

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