Motives of Cyberbullying Behavior by Teenage K-Pop Fans on Twitter Social Media

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***Abstract**.*

The current development of internet technology around the world is increasingly sophisticated, all levels of society can enjoy the benefits of this internet. The existence of social media has now become a primary need that cannot be separated from human life. The presence of increasingly diverse social media has become a place for young K-Pop fans to cyberbully on various applications, one of which is Twitter. The selection of topics in this article aims to find out the motives or reasons behind these young K-Pop fans carrying out acts of cyberbullying. In research on this topic, the author will use qualitative methods by collecting non-participatory observational data and in-depth interviews with two informants, whom the author has traced and indeed indicated to be perpetrators of cyberbullying on social media Twitter. The results of the study found that the motives of young KPOP fans to carry out cyberbullying on Twitter social media were due to the nature of fanaticism towards idols, feeling annoyed and angry when they saw posts/tweets that vilified idols, jealousy or envy of other idol fans, lack of understanding of ethics and norms -norms of behavior on social media, and feel satisfied and happy if they feel they have won the debate.

***Keywords**: Motive, Cyberbullying, Twitter, Social Media.*

Abstrak.

Saat ini, perkembangan teknologi internet di seluruh dunia sudah semakin canggih, seluruh lapisan masyarakat dapat menikmati manfaat internet ini. Keberadaan sosial media kini sudah menjadi kebutuhan primer yang tidak bisa dipisahkan dari kehidupan manusia. Hadirnya sosial media yang semakin beragam justru menjadi tempat para remaja penggemar K-Pop melakukan cyberbullying di berbagai aplikasi, salah satunya Twitter. Pemilihan topik dalam artikel ini bertujuan untuk mengetahui motif atau alasan dibalik remaja-remaja penggemar K-Pop tersebut melakukan tindakan cyberbullying. Pada penelitian dengan topik ini, penulis akan menggunakan metode kualitatif dengan pengumpulan data observasi non partisipasi dan wawancara mendalam terhadap dua orang informan, yang penulis sudah telusuri dan memang terindikasi menjadi pelaku cyberbullying di sosial media Twitter. Hasil penelitian menemukan motif remaja penggemar KPOP melakukan tindakan cyberbullying pada sosial media Twitter yaitu dikarenakan sifat fanatisme terhadap idola, rasa kesal dan marah saat melihat

postingan/cuitan yang menjelek-jelekkan idola, cemburu atau iri terhadap penggemar idola lain, kurangnya pemahaman tentang etika dan norma-norma perilaku di media sosial, serta merasa puas dan senang jika merasa dirinya sudah memenangkan perdebatan.

Kata kunci: Motif, Cyberbullying, Twitter, Media Sosial.

INTRODUCTION

In this digital era, the development of information and communication technology has changed the paradigm of social communication in such a way that there are no longer boundaries between distance, space and time. The manifestation of the existence of technological developments is the emergence of social media. Social media is online media that makes it easy for users to participate, share and create content, including blogs, social networks, wikis, forums and cyberspace. However, with the existence of social media from the development of information and communication technology, cyberbullying or bullying behavior on social media is increasingly rampant.

Studies related to this title are as follows. First, research that focuses on the negative impact of social media. Arthamevia, et.al (2022) states that there are still many social media users who do not apply good and polite social media ethics. Second, Anwar, et.al (2020) states that one of the negative impacts arising from the existence of social media is cyberbullying. Third, according to Anshori, et.al (2022) to deal with cyberbullying on social media, it is necessary to take preventive action through ethics education.

Furthermore, research that focuses on cyberbullying behavior by K-Pop fans on social media. First, according to Marsinun and Riswanto (2020) based on the results of statistical data, most of the perpetrators of cyberbullying are teenagers. Second, Anggraeni, et.al (2022) states that perpetrators carry out cyberbullying for many motives, one of which is that the user feels annoyed with someone. Third, Taufik and Ramadhana (2022) stated that the fanaticism that fans have also makes them willing to do anything for their idols to do things that are aggressive in nature. Fourth, Agnesnsia (2019) states that the occurrence of fan wars between fandoms is an effort to defend the idol you like to maintain self-esteem. Fifth, according to Savira (2021) there are fans who disguise themselves as members of certain fandoms and then pit them against one another, dividing the fandom. Sixth, Sahara, et.al (2022) states that cyberbullying between K-Pop fans occurs due to competition which frustrates the group. Seventh, Ayuningtyas (2019) states that self-control, empathy, and demographic factors have a significant influence on cyberbullying behavior in the K-Pop fan community.

The difference between this research and previous studies is that of the many social media platforms, Twitter is one of the platforms that researchers research because it is widely used for cyberbullying. In this sophisticated era, Twitter is one of the places where teenage K-Pop fans interact with each other. However, many of them still carry out harmful actions such as cyberbullying. Therefore, the author sees this opportunity and aims to analyze the motives behind teenage K-Pop fans carrying out cyberbullying on social media Twitter.

THEORETICAL STUDIES

The basic theory of the experts that underlies this research is a theory that discusses what social media is. First, the theory put forward by Boyd (2009) states social media as a collection of software that allows individuals and communities to gather, share, communicate and in certain cases collaborate or play with each other. Second, according to Van Dijk (2013) social media is a media platform that focuses on the existence of users that facilitates them in their activities and collaborations.

Furthermore, the basic theory discusses the definition of cyberbullying. First, the theory put forward by Disa (2011) suggests that cyberbullying is the misuse of technology by someone by sending messages or uploading pictures and videos for someone with the aim that that person can be humiliated, tortured, made fun of, or threaten them. Second, according to Rastati (2016), spreading rumors about someone, stalking them, or threatening them through various electronic media can be classified as cyberbullying. Kowalski, et. al (2014) also added an explanation from cyberbullying that the intended electronic context is like; emails, blogs, instant messages, text messages. Aimed at someone who couldn't easily defend himself.

The basic theory then discusses the definition of motive. Giddens (1991) defines a motive as a drive or driving force, which inspires human action along a cognitive or behavioral trajectory to satisfy needs. Motives do not have to be consciously felt. Motive is more like a "feeling state". In addition, according to Sherif & Sherif (1956), motives are internal factors that give rise to various intentional behaviors, all internal influences, such as needs, driving forces and desires stem from the functions of the organism, ambitions and tastes stem from these functions.

There are several reasons which concern on the object of this present study. First, the reason the researcher chose the motive for cyberbullying behavior as the object of this research is because during a time when technology is developing increasingly sophisticated today, humans take advantage of this to interact with each other online with the existence of the

internet and social media. However, there are still many negative impacts arising from the existence of the internet and social media, such as the rise of cyberbullying by teenage K-Pop fans. Therefore, researchers want to find out more about the motives behind young K-Pop fans carrying out cyberbullying on social media Twitter, which has rarely been discussed in previous studies. Second, researchers also want to further discuss the forms that are carried out by teenage K-Pop fans from cyberbullying behavior on social media Twitter and how to avoid it.

Based on the explanation above, the formulation of the research problem is as follows.

1. What is the motive behind teenage K-pop fans carrying out cyberbullying behavior on Twitter?
2. How is the form of cyberbullying carried out by teenage K-pop fans on Twitter?
3. What is the purpose of teenage K-pop fans cyberbullying on Twitter?

RESEARCH METHODS

In this study, researchers used qualitative methods. Qualitative research is conducted with the aim of explaining something in depth. Qualitative research refers to the meanings, concepts, characteristics, and definitions of the things studied (Salim & Syahrum, 2012). Researchers also used data collection techniques in the form of non-participant observation, documentation, and in-depth interviews.

Researchers use non-participant observation techniques because researchers will only observe how cyberbullying behavior is carried out by young K-Pop fans in the Twitter application. Through this technique the researcher tries to get data in the form of observations that the researcher will do with several cyberbullying perpetrators in the form of documentation. Next, the researcher will conduct in-depth interview sessions with several informants to obtain the necessary answers, which generally cannot be answered only with questionnaire-based questions. In this study, researchers will interview two K-Pop fan informants who are also cyberbullying perpetrators and active Twitter users who are 19 years old.

RESULT AND DISCUSSION

Based on the research results by conducting non-participant observations, documentation, and in-depth interviews, it can be seen that the cyberbullying behavior carried

out by young K-POP fans on social media Twitter has several motives behind it. According to the results of in-depth interviews with two informants who are young K-POP fans and perpetrators of cyberbullying, these motives include that the perpetrators feel annoyed and angry when they see posts/tweets that badmouth their idols on Twitter. In addition, they admit that they responded to the post/tweet to defend and provide refutation of fake news directed at their idol.

The perpetrator stated that the expected response from the victim was to respond aggressively as well. According to them, seeing the victims feel their emotions escalate brings their own pleasure. Moreover, if there are many who support perpetrators of cyberbullying behavior by liking, sharing, and replying to their responses. Not only that, perpetrators said that they sometimes felt ashamed after reading the responses back, but did not feel guilty. If the perpetrator sees the victim apologizing because their post/tweet has reaped pros and cons, the perpetrator feels satisfied and happy because they feel they have won the debate.

Image 1. @jayrmtd's response to posts/tweets insulting her favorite idol

From the findings of non-participant observations that researchers conducted on the Twitter application, it is known that Twitter users who post their responses intend to defend their idols by using fan accounts. However, the choice of words used was so inappropriate that he unknowingly carried out cyberbullying behavior. The @jayrmtd account is also seen comparing its idols to other idols, thereby inviting conflict between K-POP fans and different fandoms.

jee 🪶
@sxychm

Replying to @jayrmtd

exo-l ini… 🙂 awas ye kalo sampe army nge clapback trs mrk playvict lg, SUMPAH SUMPAAHHH NI FANDOM GUA SAMAIN SAMA BLINK, TOLOL BEGO GA KETOLONG, GABISA DIKASIH TAU.

20:43 · 26 Dec 22 · **7,941** Views

51 Likes

Ibu Lurah⁷-Military Wife
@suprajimin

Replying to @jayrmtd

Gw udah diem ye liat liat ketololan exol modelan gini. Lama lama eneg jg, paling sok tau, dikasi bukti playing victim terus bilang "LAH FANDOM LO DULUAN YG MULAI" gak monyet, lo duluan yg cari masalah bgst. Idol lo flop

Translate Tweet

19:35 · 26 Dec 22 · **1,323** Views

21 Likes

Image 2. One of the comments supporting @jayrmtd's response

Replies by accounts @sxychm and @suprajimin seem to have contributed to the response posted by @jayrmtd. They try to defend their idols by writing harsh, insulting, insulting and hurtful words in the comments column, which is a form of cyberbullying behavior. Their hate speech also uses anonymous accounts or fan accounts where their personal data is not there. This makes them not afraid of the victim's condition.

The aim of cyberbullying perpetrators to respond to sensitive posts/tweets about their idols is that they feel they have to correct fake news but with inappropriate words about their idols so that no one insults them. They think that the responses given are just ordinary opinions to defend or clear the good name of the idol. However, without them knowing it, it is included in the act of cyberbullying. The perpetrator admitted that it was the momentary emotion that made him act without thinking about the impact.

CONCLUSION AND RECOMMENDATION

It can be concluded that the motives of young KPOP fans to carry out cyberbullying on Twitter social media can be caused by fanaticism towards idols, feeling annoyed and angry when they see posts/tweets that vilify idols, jealousy or envy of other idol fans, lack of understanding of ethics and norms. -norms of behavior on social media, and feel satisfied and happy if they feel they have won the debate. Therefore, efforts are needed to increase the understanding and awareness of young KPOP fans about the ethics and norms of behavior on social media, as well as teach them how to communicate and interact in a healthy and positive

manner on social media. In addition, there is also a need for supervision and law enforcement against cyberbullying, as well as support from families, schools and fan communities to encourage KPOP fans to behave properly and responsibly on social media.

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