

ANALYSIS OF RESTRICT FEATURES IN CYBERBULLYING PREVENTION ON INSTAGRAM

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Abstrak. *Cyberbullying adalah perilaku agresif dan tidak terpuji, dengan memberikan kritik jahat yang tidak memikirkan perasaan korban melalui media digital, dan mengakibatkan rasa kecemasan atau depresi (Nansel et al., 2001; Olweus, 1993a). Melihat adanya masalah cyberbullying di instagram yang membesar, dan memakan banyak korban, pihak intagram merilis sebuah fitur dengan tujuan sebagai aksi anti-bullying untuk mencegah atau mengurangi aksi cyberbullying. Fitur tersebut dinamai Restrict. Peneliti melakukan penelitian mengenai cyberbullying di instagram dan menganalisis +fitur Restrict, apakah fitur ini memberikan efek atau tidaknya dalam mengatasi cyberbullying. Teori yang digunakan pada penelitian ini adalah teori disonansi kognitif dan teori media baru dengan metode kualitatif. Pengambilan data dilakukan dengan cara wawancara. Subjek dalam penelitian ini merupakan korban cyberbullying di instagram. Hasil penelitian menunjukkan bahwa korban cyberbullying, menggunakan Restrict untuk membatasi para penindas, agar komentar yang dikirim tidak dilihat orang lain dan korban, kecuali si penindas sendiri. Korban tidak ingin melihat komentar secara langsung, agar tidak merasa sedih atau mental down karena komentar atau direct message yang dikirim. Bisa disimpulkan bahwa fitur Restrict efektif atau bermanfaat dan memiliki efek dalam pencegahan cyberbullying di instagram.*

Keyword: *Media sosial, Instagram, Fitur Restrict, Cyberbullying.*

Abstract. Cyberbullying is an aggressive and dishonorable challenge, by giving malicious criticism that is not approved by the victim's feelings through digital media, and overcoming frustration or depression (Nansel et al., 2001; Olweus, 1993a). Seeing the existence of cyberbullying problems on Instagram that is enlarged, and taking many victims, the party released a feature with the aim of an anti-bullying action to prevent or replace cyberbullying actions. This feature is called Limit. Researchers research cyberbullying on Instagram and analyze the Limit feature, whether this feature provides an effect or not in dealing with cyberbullying. The theory used in this research is cognitive dissonance theory and new media theory with qualitative methods. Data is collected by interview. Subjects in this study were victims of cyberbullying on Instagram. The results showed that victims of cyberbullying, using restrictions to approve the oppressors, so that the comments sent were not seen by others and victims, issued by the oppressor himself. Victims do not want to see live comments, so they are not accepted or bounced down because of direct comments or messages sent. It can be concluded that the Restrictions feature is effective or beneficial and has an effect on cyberbullying coverage on Instagram

Keyword: Social media, Instagram, Feature Restrict, Cyberbullying.

INTRODUCTION

Along with the changing times, the media is increasingly diverse and growing. Initially, communication in the media goes in the same direction, which means that media lovers can only enjoy the content that is presented by media sources only. However, with the development of the times, people who were previously only media connoisseurs can no longer enjoy content from media that are exposed to it but can already participate in filling in the media content. The emergence and development of the internet bring a new way of communication in society.

This new media did not escape the use of the internet. Statista data shows Indonesia is included in the 10 countries with the largest internet users in the world. Indonesia is ranked fifth with 143.26 million internet users as of March 2019.

Social media was present, then changed the paradigm of communication in today's society. Communication is unlimited in distance, time, space. It can happen anywhere and anytime, without having to face to face. Social media can negate social status, which is often a barrier to communication. With the presence of Instagram, Twitter, Facebook, Google+, Tan tan and the like, people without having to meet, can interact with each other.

Instagram social media is a social media that is on the rise with 1 billion active users per month with an increase of around 200 million from 2017 and ranks the 4th most used social media in Indonesia after YouTube, Facebook and Whatsapp. It could be interpreted that there was an increase of around 900 million users from 2013.

According to the WeAreSocial.net and Hootsuite survey results, Instagram is the seventh-highest number of social media platforms in the world. Social media has changed the world a lot. From negative to positive and vice versa. Turn the mind that we have. Then although there are many benefits of Instagram social media, the Instagram platform is not immune from its negative side.

The consequences that arise must also be aware, in the sense that social media increasingly opens up the opportunity for each individual involved in it to freely express their opinions. But self-control must also be possessed so that the

freedom possessed also does not violate boundaries and does not offend others.

Cyberbullying, Willard (2005) explains that cyberbullying is a cruel treatment that is done intentionally to others by sending or circulating harmful materials or engaging in forms of social aggression using the internet or other digital technologies.

In Kompas.com news on 21/07/2017, at 12:52 IWST aired or released news under the title "Instagram Becomes Media" Cyber-Bullying "Number 1", this news contains information about Instagram becoming social media, most commonly used for harassment on the internet, aka cyberbullying. So according to the results of a survey from the anti-bullying donation agency, Ditch The Label (<https://tekno.kompas.com/read/2017/07/21/12520067/instagram-jadi-media-cyberbullying-nomor-1?page=all>.)

CNN Indonesia News also informed about the same thing related to harassment, but it contained more innovative new features that were launched by Instagram to overcome the harassment or silence on Instagram social media. There is an explanation of the latest Instagram function called "Restrict", an explanation of its use and making the sticker "Create don't hate" on Instagram as a form of anti-bullying action. (<https://www.cnnindonesia.com/teknologi/20191003135110-185-436390/instagram-addition-feature-action-action-abuse>)

Then on the official Instagram website, Adam Mosseri as Instagram Chief gave an official statement. That he and Instagram are fighting the online crackdown that is happening. Then in the news content, Instagram announced the release of the Restrict feature and told how to use this "Restrict" feature. This restriction was launched with the intention of preventing cyberbullying on Instagram. Then Adam Mosseri also informed that Instagram made a sticker "Create Don't Hate", as an additional action to overcome cyberbullying. (<https://instagram-press.com/blog/2019/07/08/our-commitment-to-lead-the-fight-against-online-bullying/>)

The Restrict feature is a feature where one can restrict others from commenting or sending messages in direct messages on

Instagram accounts. This feature was created with the intention of preventing cyberbullying actions that occur on Instagram.

The theory used in this research is the new media theory to analyze the restrict Instagram feature. Is there any influence of Restrict feature in cyberbullying prevention action. Then the researchers used the theory of cognitive dissonance to analyze the attitudes of victims of cyberbullying.

Cognitive dissonance theory pioneered by Leon Festinger in 1957 revealed that the notion of cognitive dissonance is the discrepancy or gap that occurs between two inconsistent cognitive elements which then creates psychological discomfort and motivates individuals to reduce cognitive dissonance (Festinger, in Shaw & Constanzo, 1982).

Festinger explains the implications in decisions (forced), forced value (forced Compliance), information search (exposure to information), and social support (social support). Through this situation, the strength of dissonance can be known.

According to Willard (2005), there are seven aspects of cyberbullying, namely: Flaminglaming, Harassmentharassment, Denigrationdenigration, Impersonation impersonation, Outing, and Trickeryouting, Exclusion Exclusion, Cyberstalking cyberstalking

New media theory is a theory developed by Pierre Levy, who argues that new media is a theory that discusses the development of media. New Media is a media that uses the internet, technology-based online media, has a flexible character, has the potential to be interactive and can function privately or publicly (Mondry, 2008: 13).

The purpose of this study is to analyze or find out how useful and appropriate what Instagram parties want or not when releasing this "Restrict" feature with the intent of combating cyberbullying on Instagram social media.

METHOD

The method used in research is qualitative. According to Sugiyono (2010: 15), a qualitative research method is a research method based on the philosophy of positivism, used to examine natural conditions of objects, (as opposed to experiments) where the researcher is as a

key instrument, the sampling of data sources is done purposively and snowball, triangulation collection techniques, data analysis is inductive/qualitative, and the results of qualitative research are more pressing on meaning than generalization.

According to Sukmadinata (2009: 53-60), qualitative research is research that is used to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and individuals individually or in groups. The sampling technique used in this study was purposive sampling. This technique includes people selected based on certain criteria made by researchers based on research objectives. Whereas people who are in the population than do not fit the criteria, will not be sampled.

Based on the explanation above, researchers have criteria in determining the resource persons, namely: Have an Instagram account, exposed to cyberbullying on social media Instagram, and knowing the restrict features.

In qualitative research, data collection methods consist of, observation, focus group discussions, in-depth interviews and case studies (Wimmer, 2000: 110; Sendjaya, 1997: 32). Then the researchers used a data collection method with a semi-structured interview. Where the interviewer usually has a list of questions in writing, but it is possible to ask questions freely to develop questions, related to the problem being studied so that the data obtained is more complete (Kriyantono, 2006).

An interview is one technique that can be used to collect research data. Simply stated that the interview (interview) is an event or an interaction process between the interviewer (interviewer) and the source of information or the person being interviewed (interview) through direct communication (Yusuf, 2014).

ANALYSIS AND DISCUSSION

Instagram is an application for sharing photos, videos, information, opinions and more via digital. The many benefits of this application do not guarantee everything. The Instagram application has a comment feature that everyone is free to think about on a person's account. This freedom is the problem when people think they are not keeping words or even issuing insults, insults or words that make account holders sad or feel disadvantaged.

An example is the issue of freedom of opinion is, the existence of cyberbullying. Cyberbullying is no longer a secret, but rather a very important issue and must be eradicated together. Cyberbullying can cause a person to become mentally ill and then do unwanted things, such as suicide, becoming evil, shutting themselves out of the social environment, etc. As did many Korean artists who committed suicide because of comets on their Instagram account. The case that is still hot about cyberbullying is the case of member f (x), namely Sully who died of suicide due to malicious comments on his Instagram account, by netizens.

About 3,270,000 results (0.29 seconds)

Sulli F(x) Bunuh Diri, Netizen Julid & Kejamnya Industri Kpop
<https://www.onboindonesia.com/news/sulli-f-x--bunu...> • Translate this page
 Oct 19, 2019 - Mantan personil giriband F(x) Sulli awal pekan ini tewas.

Sulli Eks f(x) Bunuh Diri, Ini 6 Nyinyiran Netizen yang Bikin ...
<https://www.kompas.com/Tren> • Translate this page
 Oct 14, 2019 - Sulli mantan member grup f(x) kerap mendapatkan nyinyiran netizen Halaman all.

Bunuh Diri Sulli dan Kejamnya Jempol Warganet Korea - Tirto ...
<https://tirto.id/Home/SosialBudaya> • Translate this page
 Oct 17, 2019 - Sulli bukan mati bunuh diri. Dia dibunuh oleh komentar-komentar jahat yang diterimanya sepanjang karir.

Inilah Isi Deretan Komentar Bully yang Buat Sulli Bunuh Diri ...

Figure 1. Screenshot of news about Sully's death. Google Resources

Netizen or citizen is someone who is actively involved in the virtual community or the internet in general. (<https://id.wikipedia.org/wiki/Warganet>). Then the Instagram application was also named the No.1 cyberbullying application. Ditch The Label survey results conclude that one in five teenagers in the UK are victims of cyber-bullying.

Instagram's response to its application being named number one in cyberbullying, Instagram's head of policy Michelle Napchan, said that Instagram was investing in new technology so that Instagram could be a safe and comfortable application or social media.

Then Instagram released the restrict feature and the "create don't hate" sticker. This is done as an anti-cyberbullying action.

Instagram Kedatangan 2 Fitur Pencegah "Cyber Bullying" ...
<https://teknokompas.com/Tekno/Internet> • Translate this page
 Jul 5, 2019 - Untuk melawan cyber bullying, Instagram mengumunkan dua fitur baru di platformnya. Fitur pertama adalah pencegahan komentar negatif.

Gunakan AI, Instagram Ciptakan Fitur Baru untuk Cegah ...
<https://republika.co.id/berita/gunakan-ai-instagram-...> • Translate this page
 Jul 11, 2019 - Instagram mulai meluncurkan dua fitur baru ... meluncurkan dua fitur baru, Restrict (Pembatasan) dan pencegahan komentar negatif ... cyber bullying dan mempertimbangkan kembali pengalaman yang ada di Instagram ...

Begitu Cara Gunakan 2 Fitur Cegah "Cyber Bullying" di ...
<https://infokomputer.grid.id/Berita> • Translate this page
 Jul 10, 2019 - Untuk melawan cyber bullying, Instagram mengumunkan dua fitur baru di platformnya. Fitur pertama adalah pencegahan komentar negatif.

Cegah Cyber Bullying, Instagram Luncurkan 2 Fitur Terbaru ...

Figure 2. Screenshot of news about the release of the restrict feature. Google Resources.

How to use the restrict feature:

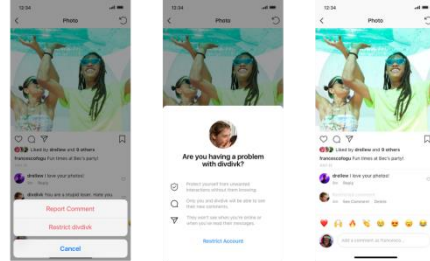


Figure 3. How to use restrict. Source: socialmediatoday

Then the informants used in this study amounted to 5 people. There is 1 resource person whose name does not want to be published. Therefore the author disguises his name. 2 interviewees were texted through direct messages and 3 others were interviewed directly. The following is the interviewee data:

Deskription	Informant 1
Name	RN
Age	20
majors	communication
Account instagram	-
Deskription	Informant 2
Name	Rizky
Age	21
majors	communication
Account instagram	@riskyrizky_
Deskription	informant 3
Name	Fadil
Age	21
majors	communication
Account instagram	@pawdil
Deskription	Informant 4
Name	Bagas
Age	21
majors	Psychologi
Account instagram	@kenthunxx
Deskription	Informant 5
Name	Nuning
Age	20
majors	TI
Account instagram	@nuningalkhoir

From interviews, researchers found information that not all informants felt at the level of depression. In responding to cyberbullying they tend to be relaxed even

for the first time or in some comments, they feel shocked, down, or stressed.

From the RN informant. RN uses Instagram for entertainment, finding information, and sharing opinions. When he first received cyberbullying threats through direct messages. He felt shocked, down, confused, and sad. After that he posted a cyberbullying message that he received in his fake account, to ask his Instagram friends what he should do when receiving such a message. Even so, he is still confused and always thinks about who the perpetrator is and whether he has a problem with someone. RN informed that he had wanted to report the perpetrators to the police. But he realized that in its difficult handling and undo it. Then he only dared to tell his parents and friends around him. When asked about restrict, he argues that the restrict feature is very good in preventing cyberbullying, but if it is on a large account scale or a celebrity's account with many followers. This feature is less effective because it takes too long for the restrict process to be done individually.

From Rizky's informant, when he first got cyberbullying, he responded casually, because he knew the consequences of what he was posting. Rizky got cyberbullying for posting his opinion story about PB Djarum's case and other cases. After posting the opinion, Rizki got an insult. Responding to this, Rizky posted the offender's insults in the instastory, then added words of opinion he responded to cyberbullying received. Rizky also replied to the offender's insults with an open mind and then they discussed with each other about the case. According to Rizky, if users do not want to be exposed to cyberbullying, users can do private for their accounts, so that not all foreign accounts can see, or comment. Regarding restrict, Kiki knows little. But I agree with RN informants, who say that the restrict feature is good, but if for large scale Instagram users like artists or famous parties. This feature is less effective. Because the problem is the person, not the application.

From Fadil's informant. Fadil uses Instagram for his most frequent existence. When he first got cyberbullying, he felt normal. Because he often got bullied in high school but still felt shocked upset, sad, wanted to be angry but he still thought that it was everyone's right. He considered

bullying as motivation and enthusiasm, for him to be even better even though he still remembers it. Fadil was also like Rizky's informant who responded to the message of the perpetrators of cyberbullying via direct message. He replied to the offender with funny words, because he likes it when the offender feels mumps towards him. Fadil once felt sick and upset and cried because of cyberbullying. He also often deactivates the comment feature on his Instagram, because he is lazy if he gets a sneering or nasty comment. Not only that, but Fadil also deleted or reported every comment he got, because he did not want anyone to take part in the act of cyberbullying. Regarding the Restrict feature, it is assumed that restrictions are very useful but not yet effective.

From Bagas informants. Bagas uses Instagram to post videos, photos (selfies, self-portraits and culinary) and stories of daily activities when he first gets cyberbullying, he feels normal, because he is often bullied. He once received the message "pretentious smart, a gay like you should die, I don't deserve life in Indonesia". Bagas just felt confused about why fellow students could be petty like that. Accepting this bagasse only silence because it does not want to bother. Responding to the restrict feature, Bagas opinion that Restrict will not affect bullying because it does not complete the bullying itself.

From Nuning's informant. She uses Instagram to search for information, self-existence, opinion about cases, photos. But more often to find information. When he receives cyberbullying, he feels, sad, upset and angry, why people can be as bad as that. Then because he is an overthinking person, he always thinks about what the perpetrator said and makes him experience severe insomnia. Even though he acts normal, he always thinks about it. He said that his life was actually worse and made him depressed, and therefore he often behaved normally when there was a cyberbullying offender. He argued that a person's mental strengths differed, even though the offender only mapped the usual fad things but that person's mentality was weak, it could have fatal consequences. Responding to the restrict feature, She assumed that restrict was less effective for large scale accounts such as artists or other famous people. However, with restrictions,

people who have never been exposed to cyberbullying will not see the bullying in the account comments. He is also happy, with this feature, people are increasingly aware of mental health.

CONCLUSION

Based on the results of research that has been analyzed with relevant theory, researchers can conclude that attitudes and responses when getting cyberbullying on Instagram through comments or direct messages, then how to use their Instagram accounts are used for anything.

From this research, it can be concluded that the resource persons think that the restrict feature is less effective or influential in preventing cyberbullying. Because there is a block or report feature on Instagram. Although it is less effective for large-scale accounts, restrict can be used for ordinary accounts to limit people they don't like, hide comments, or make messages sent by someone to a DM (direct message) request.

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