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## **Analysis of Verbal Harassment on Women in The Comments Column of The Tiktok Account @Kinderflix.Idn**

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### **Abstract**

*Women are often subjected to verbal abuse in real life, as well as in digital life. Verbal harassment of women does not develop solely on certain women, but it does not rule out the possibility for any woman to get verbal harassment. Anisa Rostiana, a toddler education content host on TikTok @Kinderflix.idn, has received negative comments with various kinds of verbal abuse. Sadly, most verbal abuse comes from 'anonymous' accounts deliberately created by irresponsible people in cyberspace to comment at will. This research proves the verbal abuse Anisa received in the @Kinderflix.idn comment section. This verbal abuse was analyzed using Philipp Mayring's Content Analysis theory. Verbal harassment is divided into three categories; the first is Verbal Sexual Harassment, which contains comments leading to sexual activities to fulfill men's fantasies. Second, Euphemism Verbal Harassment by utilizing words/sentences that have been softened to have a double or ambiguous meaning. The last is the objectification of women, which is very thick, by making Anisa an object/good that can be watched, contested, and claimed as property by others.*

**Keywords:** *Verbal Harassment; Content Analysis; Philipp Mayring; Woman*

### **Abstrak**

Perempuan seringkali menjadi sasaran pelecehan verbal yang dilakukan di kehidupan nyata, maupun kehidupan digital. Pelecehan verbal pada perempuan ini berkembang tidak semata-mata pada sosok perempuan tertentu, namun tidak menutup kemungkinan bagi perempuan manapun mendapatkan pelecehan verbal. Seperti yang dirasakan Anisa Rostiana, seorang host konten edukasi balita di TikTok @Kinderflix.idn yang mendapat komentar negatif dengan berbagai macam pelecehan verbal. Prihatinnya, pelecehan verbal tersebut kebanyakan datang dari akun-akun 'anonim' yang sengaja dibuat oleh orang tidak bertanggung jawab di dunia maya untuk berkomentar sesuka hati. Penelitian ini membuktikan pelecehan verbal yang didapatkan Anisa pada kolom komentar @Kinderflix.idn. Pelecehan verbal ini dianalisis menggunakan teori Analisis Isi milik Philipp Mayring. Pelecehan verbal itu dibagi menjadi tiga kategori yaitu, yang pertama tentang Pelecehan Seksual Verbal yang berisi komentar mengarah ke aktifitas seksual sebagai tujuan memenuhi fantasi



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kaum laki-laki. Kedua, Pelecehan Verbal Eufemisme dengan memanfaatkan kata/kalimat yang sudah diperhalus sehingga memiliki makna ganda atau ambigu. Yang terakhir yaitu Objektifikasi Perempuan yang sangat kental, dengan menjadikan Anisa sebagai objek/barang yang dapat ditonton, diperebutkan, dan diklaim hak milik oleh orang lain.

**Keywords:** *Pelecehan Verbal; Analisis Isi; Philipp Mayring; Perempuan*

## INTRODUCTION

In this modern era, technology and information are essential for people. The latest information can be easily obtained with the development of technology. With today's sophisticated technology, people worldwide can easily access information. This ease of obtaining information is essential to support the community in social relations. According to APJII 2022-2023 data (Rahmi Yati, 2023), the number of internet users in Indonesia reached 215.63 million people. This number increased by 2.67 percent compared to the previous period of 210.03 million users. This proves that Indonesian people are dependent on the Internet, including in obtaining information. Online media or digital media are sources of information that can be found through Internet access. Social media has become a part of mass communication in this world. It is undeniable that social media plays a vital role in one's life. Someone who was initially invisible to many people can be easily recognized through social media. Anyone can participate by posting comments, sharing photos and videos, and exchanging information quickly and unlimitedly. The use of social media to disseminate educational content is one of the efforts to overcome the lack of education for children, especially in Indonesia. The dominance of entertainment content on social media is inevitable. This can distract children from using the media as an educational tool. With social media algorithms adapting to popular trends, children are exposed to content that is not always educational. This impacts children's development, as the age of 1-5 years is referred to as a child's sensitive period. This period affects aspects of intelligence development such as emotional, spiritual, and intellectual. During this time, children absorb all information quickly. Children become reliable imitators, more intelligent, and even more brilliant than we thought. Therefore, media plays an important role when introduced to children of this age (Chusna, 2017).

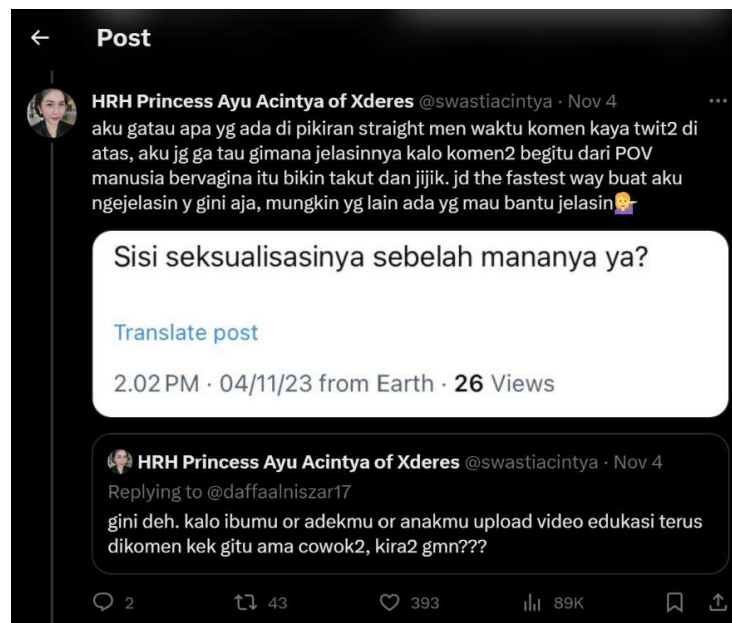
This has led to new accounts that provide educational content for child development. This includes a YouTube account called Kinderflix Indonesia, which provides educational content for children aged 1-5 years, commonly known as toddlers. Kinderflix was created on September 4, 2023, and its first educational video was uploaded on September 30, 2023. This

YouTube account was created by a YouTuber and Celebgram from Semarang named Delfano Charies. The man, born in 1994, interestingly packaged the YouTube account. This Kinderflix content can train children who have difficulty speaking to learn plural vocabulary used daily. The purpose of Kinderflix is to help the development of children at the sensitive age of 1-5 years motorically through listening, talking, moving, and singing (Isma Swastiningrum, 2023).

Kinderflix content is guided by several hosts who participate in the process of child development, namely Anisa Rostiana (Kak Nisa), Zalfa Ghina Khairunnisa (Kak Zalfa), Muhammad Algunadi (Kak Aldy), and Agan Gani (Om Kumis). The role of these presenters is sufficient to attract children's attention by using language and gestures that match the interests of young children so that the purpose of the educational process of the content is achieved. Kinderflix has developed various social media to promote its educational content. The original educational content is posted on the social media portal YouTube. For the dissemination process, Kinderflix uses Instagram and TikTok social media. With good intentions to improve the lack of children's education in Indonesia, Kinderflix did not necessarily have a straight path. One of the Kinderflix hosts, Kak Nisa, received negative comments that led to verbal abuse. The negative comments filled the comments section on YouTube and suddenly went viral on other social media sites such as TikTok, Instagram, and X (Twitter). On November 4, 2023, an X (Twitter) account owned by @swastiacintya expressed his opinion about the verbal abuse Kak Nisa received. The post caused pros and cons among the public. Some justified the post, while others disagreed by questioning the location of the verbal abuse in the comments.



**Figure 1.1** Tiktok Comment Column @Kinderflix.id



**Figure 1.2** Debate on the issue of verbal abuse in app X.

The viral post prompted Kinderflix to intervene by turning off the comment section on YouTube, its primary medium for educational content. On Instagram and TikTok, Kinderflix also posted about their disappointment that one of their hosts received negative comments that smacked of verbal abuse. However, verbal abuse still fills Kinderflix's Instagram and TikTok comment sections. Researchers found several negative comments directed at Kak Nisa in the TikTok comment section. Many of these comments discussed her beautiful face, looked forward to her appearance in any content, and contained derogatory words. These comments can be classified as verbal harassment. Verbal harassment is the act of using words that are demeaning, offensive, or verbally threatening. In the context of social life, especially in Indonesia, women are vulnerable to verbal harassment. According to (Aleng, 2020), various sensitive issues affect women's lives, such as crimes of sexual violence and sexual harassment.

Gender inequality or injustice is the difference in roles between women's and men's rights in society, which causes harassment of women (Fadeli & Musyarofah, 2022). Given this phenomenon, this research was conducted to analyze the form and impact of verbal abuse to educate Indonesians about the importance of behaving politely on social media, especially when expressing opinions. The content of the comments was analyzed using Philipp Mayring's qualitative content analysis theory. This content analysis is used to specifically analyze the content of the comment section of the Tiktok @kinderflix.idn account as the primary data source. Qualitative content analysis methods in this study aim to interpret the context hidden in the comments.

## METHOD

This research uses a qualitative approach that uses a descriptive format. According to Sigiyono (2008), qualitative methods are social science research methods that collect and analyze data in human words and actions, and researchers do not try to calculate and quantify qualitative data. Descriptive is a problem formulation that guides research to explore or portray the social situation to be studied broadly and deeply. This research was conducted by reading and analyzing the content of verbal violence comments in the comment section of the TikTok @Kinderflix.idn account. The contents of the selected comments are negative comments that produce verbal violence against the host. After observation and data collection, the content of the comments on the TikTok @Kinderflix.id account will be linked to Philipp Mayring's content analysis. Qualitative content analysis (Mayring, 2000) is a research method or procedure for analyzing and understanding the content of texts (words, phrases, statements, communications, documents, etc.), images (photos, videos, etc.), or other realities without involving numbers or quantification (Steven, 2022).

## RESULTS AND DISCUSSION

Verbal harassment has many forms and kinds, but it has the same purpose of harassing the intended subject. Using words or sentences to make someone feel harassed can be included in verbal harassment. Making people into objects is also included in verbal harassment. As in this study, many negative comments in the TikTok @Kinderflix.idn comment section are verbal abuse directed at Anisa, one of the hosts.

### **Content Analysis of Verbal Harassment According to Philipp Mayring on TikTok Account @Kinderflix.idn**

#### **1. Verbal Sexual Harassment**

Sexual harassment falls into two categories: physical or non-verbal sexual harassment and verbal sexual harassment. Physical or non-verbal sexual harassment may take the form of touching, groping, or grabbing of the victim's limbs, and the victim may be humiliated and intimidated by these actions. Moreover, verbal sexual harassment is defined as phrases or words directed at the victim in a way that makes the victim feel humiliated and intimidated. Examples include strangers catcalling women in public places and other verbal acts. "Catcalling is another term for verbal sexual harassment. It is a less heinous form of verbal sexual harassment that usually occurs in digital spaces, where a man comments on the shape of a woman's body or tries to flirt with a woman walking by to get her attention and hope she will respond (Aleng, 2020). In these five contents, 17

comments imply verbal abuse statements. Verbal abuse here takes various forms; for example, as written by @nekostore, "pengen *crt* sama kak nisa". The use of the word "crt" here means "cr\*t", which means ejaculation performed by men, as these words are a prevalent form of sexual orientation. The meaning of this word is formed from social interaction or interaction in the media so that all social actors know and use this word in a certain context according to the intended meaning (Purnama et al., 2023). The next comment came from the @pragostheman account "search gua: body kak nisa". This comment means My search regarding Kak Nisa's body when translated into Indonesian. This comment invites other netizens to find out about Anisa Rostiana, especially her appearance. This can be included in the category of sexual harassment because sexual harassment occurs when the perpetrator acts unilaterally and unwanted by the victim, which shows the victim's disapproval and discomfort (Pebrianti et al., 2023).

The comment "Kak Ajari aku cara *Olahraga* yg benar dengan menggunakan 5 *Jari*" by @suu also contains sexualized phrases, where the meaning of the five-finger exercise phrase here refers to male or female sexual activities commonly called masturbation or masturbation (Wawah HB, 2023). The content of the comment harasses Anisa, the host of @Kinderflix.idn, who is being used as a sexual object by the author of the comment. In addition, there is also a comment with the phrase "no nut November" written by the account @gibransukakiko. The phrase means "November without masturbation". This is one of the challenges that spread across the internet from 2011 until it finally boomed again in 2017 as a movement to not have an orgasm or ejaculation for the whole month of November (Garas, 2023). Similarly, the comment "*pendorong* di saat keadaan mumet 😊" from the account @Lains. The word "pendorong" or "booster" has an ambiguous meaning here, where the word leads to sexual activities commonly called masturbation or masturbation. According to medical science, this activity is done because it can relieve pressure. While doing so, the body releases a small amount of stress hormone or cortisol, which helps maintain and strengthen the immune system. This is closely related to other comments, such as "makasih ka nisa aku *jadi lega*" from the @Cobra account, which has an ambiguous meaning as a feeling of relief after seeing Anisa, who is the object of the activity performed by the author of the comment. The use of ambiguous words here is widely used by netizens so that their comments do not look like they are harassing Anisa. Verbal sexual harassment wrapped in jokes often occurs on social media because writers feel safe saying negative phrases with "empty" or "anonymous" social media accounts. In this study, researchers found a dominant word



often written by netizens. The word "crt" stands for "cr\*t," which is often used by anonymous netizens in their comments. The word is often mixed up with words with the same meaning, such as 'crf', 'cfr', 'ctr', and 'cbr'.

## 2. Verbal Abuse in the Form of Euphemism

Once the extent of verbal sexual harassment was recognized, the negative comments did not stop there. Verbal sexual harassment comments are deliberately softened by using euphemisms to hide the meaning of sexual harassment in the content of the sentence. According to the General Guidelines for Indonesian Spelling (PUEBI), there are four types of *majas*: *majas* of comparison, *majas* of satire, *majas* of opposition, and *majas* of affirmation. Speaking of *majas* that deal with word refinement, euphemism is included in the comparison *majas*. Euphemism is using words or phrases with other phrases to soften or avoid words that are considered taboo or impolite. Euphemism can also be defined as a change in meaning with a reference consisting of smooth words to replace words considered offensive or insulting or words considered insulting (Noor et al., 2021). In the @Kinderflix.idn comments section, 25 comments were found to be euphemisms. In the five selected @Kinderflix.idn content, researchers found 29 comments that used euphemisms. This can be seen in the comments of @BangBay "Baik untuk *tumbuh kembang* anak dan bapak..😄" and @4Kewwww "Membantu *tumbuh kembang* anak dan bapak-bapak". Here, the author says that watching the content of @Kinderflix.idn is not only for the growth and development of children but also for the growth and development of the father. This sentence is considered to use euphemisms because of the use of words that are softened by comparing the educational content to be beneficial for fathers and children. Contrary to what is said, these sentences have a hidden meaning that says that the content presented by Anisa Rostiana is interesting in the eyes of fathers. However, the statement is subtler by including children, the primary target audience of @Kinderflix.idn content. This is in line with using euphemisms to avoid taboo language; this function aims to avoid words that create an uncomfortable impression for both the news writer and the reader when mentioned (Noor et al., 2021).

The comment by @kontenbermanfaat 🙌 "Anak saya suka banget nonton Kak Nisa saking sukanya anak saya pengen Kak Nisa jadi *mama barunya*, semoga berkenan kak 🙏" can also be classified as using euphemism, because again the author includes his son to comment on the content. The author asks Anisa to be the child's mama, which means the author wants Anisa to be his partner. The expression reads more politely with

a subtler choice of words, burying the taboo language hidden in the sentence. The author deliberately includes the children to shield her desire to have Anisa as her partner. When expressed with explicit language, this is a taboo statement and is inversely proportional to the meaning of the euphemism itself. @WisnuYogi comment in one of @Kinderflix.idn's comment sections is also considered to be a use of euphemism containing "Walaikumsalam cocok nih untuk bayi 7 bulan lewat 30thn 😊". @WisnuYogi deliberately started the comment with polite language, namely the response to the greeting "Walaikumsalam" followed by the words "for babies 7 months past 30". At first glance, the content is indeed for 7-month-old babies, but the following statement makes the comment false. The author says that the content is suitable for "babies 7 months past 30", where the dot is at the age of 30 this year, which means that the author is 30 years and 7 months old. This comment was intentionally written backward to make it look more appropriate for @Kinderflix's content target and not to be taboo so that children and 30-year-old adults can enjoy the content. The number of negative comments is not only due to the content of the content, but it focuses on who explains the material content of the content, namely Anisa Rostiana. From the category of euphemism verbal abuse, the researchers found the dominant sentence that is often seen in the comment section of @Kinderflix.idn. The phrase is in the form of a joke with the age of the commenter, such as a 33-year-old toddler. The comments contain jokes about the growth and development of fathers who are helped when they see Anisa. Comments with euphemisms are used to disguise sentences to make them more acceptable.

### 3. Objectification of Women

The verbal abuse does not stop there; the content of @Kinderflix.idn's comments also contains some meanings of objectification of women. According to social philosophy, objectification means treating people like objects without considering their dignity. The term "objective" comes from the word "objective," which means the actual state of affairs without adding personal views. Objectification of women means that women are used only as sexual objects. Women are seen as complements to men. Women often experience sexual harassment in public spaces because they do not feel respected or valued. This is due to the belief that men see women only as objects to be exploited at will. Women are often subjected to hostile comments because they are often perceived as serving men's interests and as objects to satisfy their sexual desires. Women are often sexually harassed because they are seen as inferior. As a result, sexual harassment of



women is considered normal because women's responsibility is to be the object of men's fantasies.

Types of objectification that happen to women include flirtatious looks, sexualized words, touching or holding parts of a woman's body that should not be held, and various other forms. When a woman's body is perceived as another part of herself, it is called sexual objectification. Sexual objectification means treating a person as a desire to satisfy one's sexual appetite. Women are seen only as objects to satisfy men's desires (Purwaningsih, 2022). A total of 16 comments contained objectification of women in the five content types examined. This shows that women are still seen as objects to be used, especially by men, to satisfy their desires, with sentences that claim to be jokes but contain harmful elements to humiliate Anisa. As illustrated in the @Keyysmith account comment "*tontonan balita (bapa bapa suka liat wanita)*". In this comment, the author deliberately changes the extension of the word "balita", which should be under five years old, to fathers like to see women. The statement was deliberately made with teasing elements, especially for Anisa. This statement also shows that Anisa is used as an object to be observed, especially by men. Another comment with the same meaning is from @leleuye: "aku umur 25 THN mau *nobar sama temen2* nanti malm". The meaning of the statement is that the writer, who is 25 years old, will "nobar" or what means "nonton bareng" / "watch together" with his friends. These statements support the meaning of the objectification of women done to Anisa. Women are still often becoming objects or materials used to please men.

The objectification of women can also be seen in the comments of the account @Ijul, which commented: "Kaka aku seneng banget *nontonin* nya, kata mamah bermanfaat untuk aku yang berusia 21 tahun 🥰🥰🥰🥰". The author says he is happy to see content from @Kinderflix.idn, especially because Anisa is helpful for the 21-year-old author. As we know, @Kinderflix.idn's content is intended for children under the age of five. So, the account's statement is just a way to tease Anisa as the host of @Kinderflix.idn. A similar statement can be seen in the comment "*tontonan yang bagus buat bayi umur 19 - 30 tahun*" from the @50% account. Here, the author says that the content of @Kinderflix.idn is suitable for babies aged 19-30 years. According to KBBI, the word "bayi" means a child who has not been born for a long time and is about 0 months to 1 year old. So, @50%'s statement is just a tease or a joke in the comments section. Anisa Rostiana also noted the objectification of women in comments such as "Anakku

dan ayahnya anteng bgt *nonton kinderflix* 😂" from the account @galgendud. Here, we can see that not only men but also mothers who have a female gender are calling out sentences that support the objectification of women. There, the author said that the child and his father looked 'anteng' (in Javanese), which means 'calm' while watching @Kinderflix.idn content when Anisa was in the content. The statement is accompanied by the '😂' emoji, which means 'laughing face while crying.' The face with tears of joy emoji is an emoji that has a laughing face while tears are flowing. This emoji is also used for jokes and mockery and is very popular on social media sites such as Facebook, Twitter, and Instagram. This supports the author's portrayal of Anisa as a joke or an object that can be used as a joke.

In @astibasta123asti's comment, "*video favorit gue abis pulang kerja*", he also states that the video content from @Kinderflix.idn is his favorite video that always plays when he comes home from work. However, these statements only refer to Anisa as one of the content hosts. Comments supporting women's objectification can also be seen in the comment "@Riskishop.imy bang *aku mau ini bang*" by @Ajis Jaya. Here, the author tags his friend and writes, "bro, I want this, bro". The sentence leads to Anisa Rostiana as a person in the content. This makes Anisa an object that can be obtained, like buying an item. In reality, women are not objects that can be traded and easily obtained. According to Islamic teachings, women are equal to men. Women are seen only from their physical side, separated from their personality, because the objectification of women refers to the division of women as part of something sexual in nature or function, so women are seen only from their physical side. Of course, this objectification of women occurs outside the personal control of women (Hermawan & Erland, 2017). The objectification of women can be seen in active verbs that place Anisa Rostiana as an object, such as making Anisa a spectacle that attracts the desires of men. With the content that attracts the attention of most men, it can be illustrated that Anisa, as a woman, has not escaped being the target of objectification of women in the @Kinderflix.idn comment section.

### **Dominant Verbal Harassment on five TikTok contents @Kinderflix.idn**

After categorizing the content of the comments on the TikTok @Kinderflix.idn account, the researcher found three types of verbal abuse that became the focus of the research. Among the three verbal abuse, the dominant comment content leads to Euphemism Verbal Abuse, which can be seen in the following table:

No.	Categorization	Number of Comments
1	Verbal Sexual Harassment	17 Comments
2	Euphemism Verbal Abuse	25 Comments
3	Objectification of Women	16 Comments

**Table 1** Total Verbal Harassment Categorization

In this study, verbal harassment in the comment section of TikTok @Kinderflix.idn has three categorizations that have been described based on Philipp Mayring's content analysis. The most common is Euphemism Verbal Harassment, which has 25 comments, proving that netizens use softened words when writing comments that indicate verbal harassment. In second place was Verbal Sexual Harassment with 17 comments, and in third place was Objectification of Women with 16 comments. Researchers also found that most Indonesians have the trait of "following the crowd," now called "FOMO" or "Fear of Missing Out," which is a feeling of anxiety and fear of being left behind when the environment or friends are more excited about new things than themselves or what they have (Jenny Fernanda et al., 2023). As in the Kinderflix comment section because some people wrote verbally abusive comments that went viral on social media, many netizens joined the Kinderflix comment section. These comments were written frivolously and irresponsibly, such as using anonymous accounts.

### **Women and Social Media**

Although social media has many benefits, it does not eliminate the possibility of problems arising from social media. As Anisa Rostiana found out in the course of her work, she received negative comments that led to verbal sexual harassment. These comments affect certain parties, including women, who are seen as weak. The position of women is often seen as small and unimportant in society, which leads to various negative comments that are as vague as those in the @Kinderflix.idn comments section. However, the media often seems to disregard this culture of viewing women as a minority. Many media outlets also openly commodify women in order to attract many people, especially men. One of the steps the media can take to equalize the minority and the majority is to educate the public regularly, not only by disseminating news that is on the rise but also by choosing news that is beneficial for the education of the entire community. The media itself has complete rights in the process of disseminating this information. So, in social media, people follow along in socializing and understand the good and bad aspects of socializing without proper understanding.

## CONCLUSION

Anisa's negative comments in the @Kinderflix.idn comment section prove that an educative host can also receive verbal harassment. Verbal harassment analyzed using Philipp Mayring's content analysis resulted in three categories. Verbal Sexual Harassment found as many as 17 comments that have the same meaning, namely making Anisa the subject of jokes that lead to sexual activity to fulfill male sexual fantasies. A total of 25 comments contain thick Verbal Harassment Euphemisms by using words/sentences that are softened to have double or ambiguous meanings. Meanwhile, comments on the objectification of women can be found in 16 comments that show signs of making Anisa an object/good that can be observed, contested, and claimed by someone. The verbal abuse that Anisa received is evidence that women are still often the target of verbal abuse by anyone, anywhere. In addition, researchers also found the fact that although Anisa Rostiana's (Kak Nisa) appearance was polite enough for educational content, she still received negative comments in the form of verbal abuse. This is because most Indonesians have the nature of "following" or what is now known as "FOMO". The proof is in the comment section of TikTok @Kinderflix.idn, which is full of abuse caused by the mindset of "following the bandwagon" of things that go viral on social media. Suggestions for future similar research can begin to find out more about how verbal harassment has become a culture that cannot be separated from women. It seems that women can only surrender if they are tricked by various parties, especially on social media.

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