

Language Analysis of Sexism in Online Gender-Based Violence (KGBV) on Facebook Platform Reels in 2023

Ma'rifah Nurmala¹, Sari Wulandari^{2*}, Hairuddin Cikka³

¹Department of Informatics, UIN Datokarama Palu, Indonesia

²English Education Study Program, Department of Teacher Training and Education Faculty, English Education Study, UNISMUH Palu, Indonesia

³Department of Islamic Communication and Broadcasting, UIN Datokarama Palu, Indonesia

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ABSTRACT

Online gender based violence (KGB Online) or sexual violence facilitated by technology, just like real world gender-based violence, the act of violence requires the deliberate intention of harassing the victim based on gender or sexuality. The Ministry of Women's Empowerment and Child Protection (KemenPPPA) revealed that 8.7% of women from 15 to 64 years old have experienced online sexual harassment. In fact, as many as 3.3% of women experienced it in the past year. This figure is based on the 2021 national women's life experience survey conducted by KemenPPPA and BPS. The previous studies results showed that social media gave birth to a new form of harassment that places women as objects due to the dominance of power built by patriarchal culture and has an impact on other forms of harassment such as malicious comments, hate speech, indecent image content and online harassment. This study was aimed at examining the language of sexism in the form of online gender-based violence (KGB Online) sourced from netizen comments on the reels platform on Facebook. Data collection was taken randomly using a qualitative approach with a document study method. Based on the results and conclusions, the language of sexism has a negative impact, which is mentally bad and degrading negative body image in general.

Corresponding Author:

Sari Wulandari

English Education Study Program, Department of Teacher Training and Education Faculty, English Education Study, UNISMUH Palu, Indonesia

Email: sariwulandari@gmail.com

INTRODUCTION

In an era of widespread internet coverage, advanced information technology development, and popular use of social media, new forms of gender-based violence are emerging. Technology-enabled online gender-based violence (KGB Online) or gender-based violence (KGB Online), similar to violence that occurs in the real world, requires the intent to degrade the victim on gender or sexual grounds. Otherwise, the violence would be classified as generalised cyber violence.

Online Gender-Based Violence (KGB Online) has become an increasingly alarming phenomenon with the development of technology and the use of social media. Along with these advancements, there has been an increase in cases of gender-based violence perpetrated through digital platforms, including the use of language. In 2003, Facebook launched an innovative feature called "Reels", which allowed users to share short videos and audiovisual content with global reach. The presence of Reels on the platform brought a new dynamic to online interactions, but it also opened the door for the emergence of more elaborate and pervasive sexist language in online culture. Sexist language is a form of demeaning expression based on gender, and when applied in the context of KGB Online, can have serious repercussions on victims, especially women. An

analysis of sexist language in content uploaded through Reels on the Facebook platform in 2023 is important to provide a more comprehensive picture of this issue. As Facebook users grow, online interactions diversify, and audiovisual content on Reels increases, analyzing the language of sexism will help understand the types of discrimination that may occur. Thus, this research aims to explore and analyze the language of sexism that may appear in Reels content on Facebook in 2023, as well as discuss its implications and impact on victims of online gender-based violence.⁴ Through a deeper understanding of the language of sexism in this context, it is hoped that certain patterns can be identified that can be used as the basis for formulating the research.

LITERATURE REVIEW

A Research entitle; Gender-Based Violence Online (KGBGO) Sexism of Women in Indonesian Media POP Culture by Irzum Farihah, Department of Da'wah STAIN Kudus, Central Java. The media tends to reduce women to mere body issues. This article aims to see how the problem of female sexism in the media. Through a qualitative approach, this article concludes that sexism in the media comes from a gender-biased view of women in both the general public and media industry players, especially through the channels of capitalism.

Prima Yustitia Nurul Islami Sociology Education, State University of Jakarta in the research title; Digitalization of Women's Violence: Study of Reproduction of Harassment through Social Media which uses a qualitative approach with discourse analysis of content and comments on the three main social media that are widely used by the community and uses the social network analysis method to study digital communication patterns in social media. The results showed that social media gave birth to a new form of harassment that places women as objects due to the dominance of power built by patriarchal culture and has an impact on other forms of harassment such as malicious comments, hate speech, indecent image content and online harassment. These conditions have an impact on the emergence of gender injustice such as marginalization, subordination of women due to stereotypes built and double burden on women victims of violence reproduction through social media.

METHOD

This research used a qualitative approach with a document study method. The qualitative approach will provide an in-depth understanding of the language of sexism in Online Gender-Based Violence (OGB) on Facebook's Reels Platform in 2023. Study method Documents are used to analyze existing data, especially documents related to content and conversations on Reels. The sample will be purposively selected, focusing on content on Facebook's Reels platform that reflects the language of sexism and gender-based violence. The sample will also include different types of content, such as videos, comments and discussions, in order to obtain a comprehensive picture of the Reels platform. content related to the language of sexism and gender-based violence. Involved content analysis of the Reels documents to identify the type of sexist language, patterns of use, and impact on victims. The next step was to use triangulation, involving previous research. The final step is to elaborate an in-depth interpretation of the research findings, connect the results with relevant theories, and compile a research report that can provide new insights and recommendations for policy improvements and prevention measures.

RESULTS

In the context of this research, an in-depth analysis of sexist language in Online Gender-Based Violence (OGB) on Facebook's Reels Platform in 2023 provides rich and relevant insights into the dynamics of online interactions and their impact on user experience. The results of this study detail the patterns of sexist language that appear in Reels content, quantify its impact on victims, and provide a deep understanding of the expansion of the problem of gender-based violence in the digital realm. The results include cyber grooming, cyber harassment, hacking, illegal content, infringement of privacy, malicious distribution, online defamation, and online recruitment. Online harassment, repeated harassment through unwanted messages, attention and/or contact, direct threats of sexual or physical violence, abusive comments, hate speech and social media posts targeting a specific gender or sexuality. There was instigation to physical violence, online content comments depicting women as sexual objects, there was also use of indecent images to degrade women.

DISCUSSION

Online Gender-Based Violence (KGBGO) have a significant impact on victims, both women and men. Some of the main impacts include: 1. Psychological impacts of stress and anxiety. Victims may experience high levels of stress and anxiety due to the psychological stress of the online violence. 2. Emotional impact in the form of shame and humiliation. Victims may experience ongoing shame and humiliation, especially if the violence is public and involves comments or insults from others resulting in an inferiority reaction. 3. Social impact in the form of social isolation as victims may feel unsafe or embarrassed to participate in online or offline activities. Interpersonal relationships, both in virtual and real-world settings, may be disrupted due to the psychological and emotional impact experienced by the victim. 4. Professional impact in the form of impaired productivity can interfere with the victim's productivity and work focus, negatively impacting their

performance. 5. Health impacts, some victims may experience physical health impacts, such as sleep problems, eating disorders, or even serious impacts such as gastrointestinal disorders or stress-related illnesses⁹. 6. Legal impact of difficulty obtaining justice Despite efforts to involve the law in addressing online gender-based violence, victims may face difficulties in obtaining justice or adequate law enforcement.

CONCLUSIONS

In conclusion, the analysis of sexism language in Online Gender-Based Violence (OGB) on Facebook's Reels Platform in 2023 provides an in-depth picture of the patterns of sexism language that appear in Reels content. The research findings highlight the urgency to address the problem of online gender-based violence with a more holistic approach, including platform policy changes, education for users, as well as the important role of psychosocial interventions for victims.

Sexist language on Facebook Reels in 2023 uses words, expressions, or actions that demean or discriminate against someone based on their sex or gender. In the context of Reels, Facebook's short video platform, sexist language appears in various forms, such as comments, descriptions, or visual content that contain stereotypes or derogatory views of women or men. Sexist language on Facebook Reels includes comments that contain gender harassment, the use of gender stereotypes in content, or the use of derogatory language against either sex. This sexist language can create an unsafe and gender-unfriendly environment on the platform, trigger negative reactions, and potentially foster a culture that does not respect gender diversity. Addressing sexist language on Facebook Reels needs to be done by strengthening anti-bullying and anti-discrimination policies, improving reporting mechanisms, and providing strict sanctions for violations. In addition, education and awareness of the dangers of sexist language are also important to create an inclusive and safe environment for all Reels users.

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