

Research Paper



## Flaming comments on rachel venny's instagram posts on violations of communication ethics

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### ABSTRACT

The use of social media among the public is increasing along with the development of technology. The easy access to the internet also encourages people to play social media. However, this easy access also opens up opportunities for negative impacts in social media activities, one of which is the phenomenon of flaming by one user accounts against other users. This study aims to analyse and determine the effect of flaming comments on Rachel Venny's posts on violations of communication ethics. Flaming is a form of online communication that is aggressive and full of negative emotions, which can affect user experience and interaction on social media. This research uses a qualitative research method with an instrumental case study type. The data collection technique was carried out by viewing and analyzing comments in @rachelvenny's Instagram posts. The results of this study show that flaming comments on the comments column of Rachel Venny's Instagram posts affect Rachel Venny's feelings and mentality, where Rachel took a short hiatus from the world of social media, and in some posts, Rachel also limited the number of comments that entered. This shows that the flaming comments affect Rachel Venny's feelings and mentality, such as anger, sadness, and stress.

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## 1. INTRODUCTION

The development of technology has encouraged the widespread use of the internet among the public. One of them is the use of the internet to play social media. Quoted from an article entitled The Influence of Instagram social media on Changes in Direct Communication Behavior in Generation Z in South

Jakarta, social media users in Indonesia based on "Digital 2023: Indonesia" by Data Reportage reached 167 million users as of January 2023 or 78 percent of the total 212.9 million internet users in Indonesia who use social media [1].

Instagram, a social media platform that is popular with many people, is not only a place to share photos and videos, but Instagram is also a dynamic communication interaction platform. Behind every like, comment, and Direct Message (DM), there is a complex communication network that forms a community and influences the behavior of its users [2]. Social media including Instagram allows individuals to connect or communicate with many people at the same time even though they are in different locations [3].

As explained by Van Dijk that social media is a media that focuses on the existence of users by becoming a place for its users to be active or collaborate. Therefore, social media including Instagram can be seen as an online facilitator to strengthen relationships between users [4]. In social life, of course, ethics are needed, and like communicating in everyday life, playing social media like Instagram must also pay attention to ethics. Ethics comes from the Greek word *ethos* which means character, moral character or customs [5].

Communication ethics are an important foundation for building strong and harmonious relationships. By applying the principles of communication ethics and respecting differences, we can build more positive and productive relationships with others. There are many important roles of communication ethics in building strong and harmonious relationships. In addition, how the use of ethics when communicating can help us to respect differences, respect the opinions of others, and build better, stronger and more productive relationships [6]. Communication ethics also has principles, namely. [1] Honesty, which states true and reliable information. [2] Politeness in communicating with polite and friendly language. [3] Openness to be transparent and not cover up information. [4] Empathy in understanding the feelings and perspectives of others: and [5] Responsibility to be aware of the impact of words and actions in communication. However, nowadays, ethical violations are common on social media. An example is flaming. Flaming is one of nine forms of cyber-bullying that are common in the social media sphere. Flaming is defined as cyberbully in discussion rooms or chat columns and comments because certain individuals or groups convey messages containing anger or hate speech [7].

The development of social media platforms has led to an unprecedented increase in the spread of information and interaction between individuals [8]. However, this increase in connectivity has also given rise to several major problems related to communication, including the flaming phenomenon, which is a form of aggressive and offensive online behavior.

## 2. RELATED WORK

Flaming is described as an anti-normative interaction that is hostile and insulting to each other between users. In general, flaming means attacking with the intention of offending someone through email, posts, comments, or any statement that uses insults, swearing and hostility, harsh language, provoking, and others. Unlike traditional bullying, flaming and all other acts of cyberbully can occur 24 hours a day, 7 days a week, and reach victims wherever they are [9]. Based on the content of the message, flaming can be classified into direct flaming and indirect flaming. Meanwhile, based on the style or language in conveying the meaning of the message, flaming can be classified into straightforward and satirical.

Direct and intentional flaming is an action by users who intentionally use rude, inflammatory, and hostile messages to other users. Indirect flaming is characterized by hostile or insulting messages posted in a language that is only known to certain people or groups. In this case, it is not uncommon for only a few people or groups to consider this as flaming, while others consider it normal. Straightforward flaming is characterized by messages directly directed at people, places, or situations without using figures of speech. Satirical flaming or satirical messages are sarcastic messages, using figures of speech or poetic sentences to convey insults, ridicule, or even hatred. On Instagram, the delivery of opinions and discussions that occur in the comments column often ignore fundamental things in communication such as respect and empathy for the other person [10].

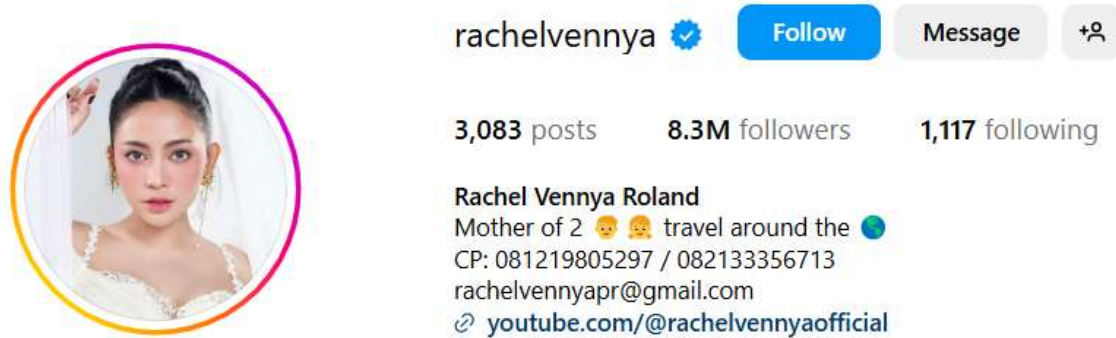


Figure 1. Instagram @rachelvennya

Like what happened to Rachel Vennya, an Instagram influence or celebrity or with several followers reaching 7.6 million, who is often the target of blasphemy, anger, and criticism from internet citizens or netizens. Netizen became even angrier and increasingly criticized her when the sentence handed down by the judge did not match her mistakes and the losses caused by Rachel. As a result of this incident, Rachel had a break from social media for a while and then she returned. However, when she returned to the world of social media, Rachel was again in the spotlight when her divorce case was revealed, coupled with her decision to choose to remove her hijab and her increasingly open way of dressing as time went by after the divorce. This study aims to determine the impact of flaming comments on Rachel Vennya's Instagram posts on violations of communication ethics Figure 1.

### 3. METHODOLOGY

The research method or what can also be called a research design is a research plan and procedure that will be carried out by the researcher. Research methods include broad assumptions of detailed data collection and analysis methods. This study uses a qualitative research method with an instrumental case study type. The qualitative instrumental case study research method aims to study a case to understand a broader phenomenon [11]. The case study research method is a research strategy that focuses on in-depth and detailed investigation of a single case [12]. In this research method, it is expected to provide a deep understanding of a case, allow researchers to study phenomena in the context of "The Influence of Flaming Comments on Rachel Vennya's Instagram Posts on Violations of Communication Ethics", and can produce unique and interesting findings.

The instrumental qualitative research method is a type of research that uses a qualitative approach to collect descriptive data in the form of written and oral words and observable behavior. In instrumental qualitative research, researchers use themselves as the main instrument for collecting data. Researchers must have a comprehensive theory and insight to be able to question, analyze, and construct the social situations they are studying to be clearer and more meaningful [13].

Qualitative research methods with this type of instrumental case study have the following characteristics: first Focus on a single case: Studying one case in detail to gain a deep understanding, second use of qualitative data: data is collected through various techniques, such as observation, interviews, and document analysis. Third In-depth data analysis: Data is analyzed thoroughly to understand the meaning and interpretation of the case, fourth Research results: Research results in the form of rich and in-depth descriptions of the cases being studied, as well as findings that can be generalized to other situations [14]. The researcher will take data from the Instagram account @rachelvennya to see and analyze several comments made by netizens. After that, the researcher will present the results of his findings to link flaming actions with violations of communication ethics.

The steps of the instrumental qualitative research method include several important stages, such as [1] Instrument development, qualitative research instruments are usually in the form of tools used by researchers to collect data. For example, researchers can use stationery, recording tools, or documents as

tools to collect data. [2] Data collection, data can be collected through interviews, observations, or document analysis. Researchers must have the ability to collect data effectively and understand the context related to the data collected. [3] Data analysis, the data collected is then analyzed to find meaning and patterns related to the data. Data analysis is usually carried out inductively, where researchers look for patterns and meanings from the data collected. [4] Data validation, data must be validated with the aim of ensuring that the data collected is accurate and reliable. Validation can be done by comparing data with other sources or conducting re-research. [5] Data interpretation, the data that has been analyzed then enters the interpretation stage to find the meaning and implications related to the data. Data interpretation is usually done by comparing the data with related theories or concepts. [6] Presentation of results, the research results are presented in the form of reports, articles, or presentations. The presentation of research results must be clear and easy to understand by the intended audience [15].

#### 4. RESULTS AND DISCUSSION

This study found that flaming comments on Rachel Vennya's Instagram posts have a significant influence on violations of communication ethics. The results of the study showed that the comments found on Rachel Vennya's posts were flaming comments, which contained sentences containing elements of anger, annoyance, sarcasm or satire, sentences written in capital letters, and curses. Based on the post on Instagram @rachelvennya which was uploaded on February 24, 2024, a few flaming comments were found aimed at Rachel. In the post, the flaming comments concerned the moment when Rachel Vennya uploaded together with her lover. From one Instagram post, at least 12 flaming comments were found that were made by netizens to Rachel Vennya.

Flaming is a behavior that is not commendable in the online world, where someone sends a message that is rude, impolite, and full of anger and hatred to another person. This behavior can occur on various online platforms, such as forums, comments, social media, email, and so on. If viewed based on the types of flaming, then the 12 comments that netizen made to Rachel Vennya's comment column can be categorized into 8 direct flaming comments that are straightforward and 4 direct flaming comments that appear satirical.

##### Straightforward Flaming on Rachel Vennya's Post



Figure 2. Straightforward Flaming on Instagram @rachelvennya

There are comments such as:

"Poor Rachel's children, their mother can't set a good example, a widow but always climbs into bed with someone who is not her husband"

"Not a honeymoon but an adulterous marriage"

"How many rounds has it been, Chel?"

"Get married first then honeymoon"

"Poor her children, their mother is always posting about their vacation together even though it's not halal. Remember you are a mother not a teenager"

"Salim is lucky, they haven't married yet, but they are already hugging, kissing, being affectionate, swimming together, and Salim also doesn't give them monthly money" "Continue honeymoon, haven't even had a marriage contract yet lol",

The comments above are straightforward direct flaming, because the comments that were thrown were directly aimed at Rachel without using metaphors and were intentionally intended to 'burn' the topic of Rachel's love problems. In straightforward flames, users usually use anonymity to express malicious comments more openly. In addition, it can also be seen that the straightforward flames received by Rachel Vennya were partly full of frontal insults, mockery, and the use of very vulgar language [Figure 2](#).

### Satirical Flaming on Rachel Vennya's Post

On the other hand, 4 flaming comments that directly seemed satirical read

"Just think positively, maybe they're already married"

"No way they haven't"

"The weather is supportive huh bund wkwk"

"Bunaa is already like husband and wife".

The researcher assumes that the 4 comments are satirical because the comments are sarcastic comments, sarcasm, which do not directly discuss Rachel's love topic to the point. Those who made these comments prefer to use other words outside the topic, but the meaning behind them can still be understood. Flaming comments on Rachel Vennya's Instagram posts can influence violations of communication ethics because these comments can cause feelings of guilt and disappointment in other users and Instagram social media account owners. Flaming comments can also influence the behavior of other users in interacting on Instagram, such as avoiding posts that are considered disturbing or blasphemous. In this study, researchers analyzed the content to collect data.

Flaming has several characteristics, including the use of harsh and impolite language, such as swear words, insults, and threats. It can be seen from the comments which are known to contain inappropriate and offensive words. In the context of comments on Instagram, flaming is defined as the act of sending malicious messages or comments containing curses, negative nicknames, insults or other harsh sentences and language that offend other users. Flaming is characterized using sentences containing elements of anger, annoyance, sarcasm or satire, sentences written in capital letters, and curses. Rachel Vennya, a social media influence in Indonesia, has been at the center of controversy because of her provocative posts and harsh comments from her followers. Flaming, a term coined by computer scientist and internet researcher Dr. V. N. Guha, refers to the act of posting messages that are inflammatory, insulting, or offensive online. This behavior not only damages the integrity of online discussions but also poses a significant threat to the well-being of the individuals involved.

The significance of this study lies in its ability to explain the impact of inflammatory comments on violations of communication ethics. By examining comments on Rachel Vennya's Instagram posts, this study aims to identify factors that contribute to the prevalence of flaming and its impact on the communication landscape. Flaming comments on Instagram posts are a type of comment that is categorized as aggressive and insulting. The term "flaming" comes from computerization and internet research, Dr. V. N. Guha, which refers to the behavior of posting insulting, insulting, or disruptive messages online. Flaming comments can include the use of aggressive language, personal attacks, or the spread of inaccurate and unsubstantiated information. In the context of Instagram posts, flaming comments can be comments that insult, insult, or disrupt other users, including users who post content that is considered controversial or controversial. Flaming comments can have negative impacts on users involved, including increasing stress, disrupting the quality of online discussions, and destroying an atmosphere that should be friendly and inclusive. The main purpose of flaming is to attack and hurt others, and is often done anonymously, where the perpetrators hide their identities.

The impact of flaming can be very detrimental, both for victims and the online community. Victims of flaming can feel hurt, depressed, and even traumatized, which in some cases can lead to death. Flaming



can also create a conducive atmosphere in online communities and hinder positive and constructive communication. In addition to being seen from the meaning and style of message delivery, flaming can also be divided into trolling, personal flaming, and hate speech. Trolling is the act of provoking commotion and provocation in online communities. Personal flaming is a personal attack with harsh words and insults. This type of flaming was received by Rachel Vennya. Meanwhile, hate speech is hate speech against a particular group. Here is a summary of flaming in accounts Rachel Vennya:

**Table 1.** Comment Contents

No	Comment Contents
1	"I feel sorry for Rachel's children, their mother can't set a good example, she's a widow but she climbs on the bed with people who are not mukhrim"
2	"Not honeymoon but zinahmoon"
3	"How many rounds have you played?"
4	"Marry first and then honeymoon"
5	"Pity the child, the mother is going out and posting vacations together even though it's not halal. Remember you're a mom not a teen"
6	"Salim is lucky, not married but already hugging, kissing, making out, swimming together, and Salim also doesn't give monthly money"
7	"The honeymoon is over; the contract is not yet wkwk"
8	"I'm thinking positive, I'm already married."
9	"No way not yet"
10	"The weather is favourable, bund wkwk"
11	"Bunaa is already husband and wife"

**Table 1** when faced with a flaming situation, it is important not to get emotional and not respond to the flaming. Flaming actions can be reported to the authorities, such as forum moderators, social media administrators, or other authorities. In addition, it is important to always document flaming comments as reporting material if the case is to be followed up.

### **Ethics of Communicating in Cyberspace to Avoid Flaming**

Ethics of communicating in the online world are very important to maintain. The way is to use polite and courteous language, respect the opinions of others, avoid attacking and hurting others, and be responsible for the words or comments left. In this study, the definition of communication ethics is described as a moral idea related to conveying thoughts and feelings, so that its delivery to others must be done in a manner that is in accordance with applicable morals and ethics. Communication ethics is also interpreted as a collection of principles or values related to morals, as well as values regarding right and wrong adopted by a group or society [16]. In this study, communication ethics affect the results of the study by ensuring that the data collected and analyzed are accurate and reliable.

This study analyzes content to collect data and research results. In the data collection process, researchers must ensure whether the content or comments in Rachel Vennya's Instagram posts are in accordance with communication ethics, such as not using harsh, provocative, pornographic or SARA words. In data analysis, researchers must ensure that they use analysis that is in accordance with communication ethics, such as not using sentences that contain elements of anger, annoyance, sarcasm or satire, sentences written in capital letters, and swearing. Thus, this study can ensure that the research results obtained are accurate and reliable and influence the research results by ensuring that the data collected and analyzed are accurate and reliable.

In this study, communication ethics also influences the research results by ensuring that this research does not interfere with the privacy of research subjects and does not use sensitive data. Thus, communication ethics influences the research results by ensuring that the data collected and analyzed is accurate and reliable and ensures that this research does not interfere with the privacy of research subjects and does not use sensitive data [17]. By understanding flaming and its impacts, it is hoped that it can create a more positive and conducive cyberspace.

Cyberspace has become an integral part of human life. In this digital era, online communication is becoming increasingly important in various aspects, from establishing social relationships, seeking information, to doing business [18]. However, with the ease of access and anonymity offered by cyberspace, various challenges also arise, one of which is related to communication ethics. Communication ethics in cyberspace is a set of norms and values that guide us to behave and communicate well and responsibly in the digital space.

The main principles of communication ethics in cyberspace, namely [1] Polite and courteous, using polite and polite language when communicating with others. [2] Avoid harsh words, curses, and insults. [3] Respect and tolerance, respecting the opinions of others, even if they differ. [4] Avoid discrimination and hate speech. [5] Honest and responsible, ensuring that the information shared is accurate and being responsible for what is said. [6] Privacy, respecting the privacy of others and avoiding sharing their personal information without permission. [7] Security, being careful with personal information and avoiding sharing it with people you don't know [19].

Similar things are explained in regarding 10 rules in communicating in cyberspace which include [1] Think before posting, this is the same as the concept of guarding speech. [2] Post titles and comments are written in upper and lower case letters. [3] Avoid silly abbreviations (alay). [4] Write and comment briefly and to the point [5] Avoid smileys or emojis. [6] Avoid flaming, this is the main focus or rule in netiquette. [7] Avoid attitudes and feelings of being easily offended. [8] Avoid using patronizing words. [9] Forgive other people's mistakes and [10] know the audience [20].

## 5. CONCLUSIONS

The ease of people to access cyberspace and the anonymity it offers can give rise to various challenges, one of which is flaming or throwing inappropriate words at a person or group. Flaming is a type of cyberbully where the goal is to attack and hurt others and is often done anonymously or the perpetrator hides their identity. The ethics of communicating in the online world are very important to maintain, namely by using polite and courteous language, respecting other people's opinions, avoiding attacking and hurting others, and being responsible for the words or comments left. Flaming has several characteristics, including the use of rude and impolite language, such as swear words, insults, and threats.

Rachel Vennya is one of the victims who often gets flaming comments on social media. The flaming that Rachel Vennya gets is in the form of personal attacks where the flammers attack Rachel Vennya personally through comments on posts she shares via Instagram. In one of her Instagram posts, Rachel Vennya received at least 12 flaming comments, with details of 8 straightforward flaming comments and 4 satirical flaming comments.

In the context of comments on Instagram, flaming is defined as aggressive behaviour in online communication characterized using harsh and hateful language. This can be in the form of swear words, negative nicknames, insults or other harsh sentences and language that offend other users. Flaming is characterized using sentences that contain elements of anger, annoyance, sarcasm or satire, sentences written in capital letters, and curses. Flaming is usually done to attack other users or their ideas. Flaming is a form of verbal attack carried out in cyberspace. Flaming perpetrators use harsh and hateful words to attack other users or their ideas. This can make the victim feel uncomfortable, threatened, or insulted. Flaming is often done as a form of unhealthy expression of anger.

Flaming perpetrators may feel frustrated or angry, but they are unable to express their emotions in a constructive way. This can have negative consequences for themselves and others. By understanding flaming and its impacts, it is hoped that a more positive and conducive cyberspace can be created.

Cyberspace has become an integral part of human life. In this digital era, online communication is becoming increasingly important in various aspects, from establishing social relationships, seeking information, to doing business. The impact of flaming can be very detrimental, both for victims and online communities. Flaming victims can feel hurt, depressed, and even traumatized, which in some cases can lead to life-ending events. Flaming can also create an atmosphere that is not conducive to online communities and inhibit positive and constructive communication.

To overcome flaming comments on Instagram posts, several strategies can be done, namely activating the use of the comment filtering feature. This feature utilizes artificial intelligence technology to automatically filter and hide comments that are insulting or disturbing to users, as well as to prevent other users from seeing inappropriate comments. Then use the restrict or limit comments feature, with the restrict feature on Instagram allowing users to secretly protect their accounts while keeping an eye on bullies.

Users can use this feature to stop interacting with users who are annoying or insulting, ignoring annoying comments in a way that users can ignore inappropriate comments and not pay attention to irrelevant or disturbing comments. The last way that can be done if you do not want to face various netizen comments is to turn off the comment feature in the post column, this step can protect users to prevent receiving various comments that may be thrown by netizen. Thus, users do not face inappropriate comments and do not prolong unproductive discussions, report annoying posts or comments because if users experience annoying or blasphemous comments, they can report them to Instagram because Instagram has a team that always looks at these reports and posts or comments that are rude, annoying, or bullying will be deleted immediately.

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### Author Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	O	E	Vi	Su	P	Fu
Dini Safitri	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	
Addara Bening		✓				✓		✓	✓				✓	
Annisa Rahayu	✓		✓	✓					✓		✓			
Trinia Rachmawati					✓		✓		✓		✓	✓		

C	: Conceptualization	I	: Investigation	Vi	: Visualization
M	: Methodology	R	: Resources	Su	: Supervision
So	: Software	D	: Data Curation	P	: Project administration
Va	: Validation	O	: Writing - Original Draft	Fu	: Funding acquisition
Fo	: Formal analysis	E	: Writing - Review & Editing		

### Conflict of Interest Statement

All authors are affiliated in Universitas Negeri Jakarta as a research team.

### Informed Consent

There is no Informed Consent because this study examines the text of comments on Instagram.

### Ethical Approval

There is no Ethical Approval because this study examines the text of comments on Instagram.



### Data Availability

The research data was obtained from a case study of Rachel Vennya's Instagram comments containing flaming









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