

Speech of Body Shaming, Insult and Defamation in Social Media in the Jurisdiction

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ABSTRACT

The purpose of this study is to analyze the pragmatic power of insulting and defamatory statements. Research is conducted using descriptive and qualitative methods. The information for this study comes from insulting and defamatory statements that were allegedly made by people who violated Articles 45 and 27 of Law No. 19 of 2016 concerning Amendments to Law No. 11 of 2008 Concerning Information and Electronic Transactions that are Inrah or Have Legal Effect. The illocutionary speech act theory developed by Searle was the basis for this study. Data delivery techniques utilizing prosperous sampling. This indicates that the linguistic data used in the research is being used in the police investigation report (BAP). The distribution approach and the matching method were both employed in data analysis. The findings revealed a variety of illocutionary speech acts, including self-classification of weight in the form of mockery and censure, as well as appearance appraisal, appearance orientation, the satisfaction of body areas, and overweight obsession.

KEYWORDS

verbal violence; insult and defamation; social media; Labuhan Batu Police

INTRODUCTION

Speaking is intended to be communicative so that listeners (O2) can understand what speakers (O1) are trying to say (Natsir et al., 2022). The circumstances of the speech environment aid communication between speakers and listeners. Other utterances classified as speech events also fall under this category (Yule, 2006; Pratiwi, 2020). Slurs and slander are subjective experiences that the speaker has. Sometimes a statement that someone perceives as offensive is not necessarily offensive to someone else. However, if the speech is rejected by the speech partner, a reaction will take place that may make the speaker feel humiliated and constitute bullying. Bullying is unwelcome behaviour that can take place in person or online and can be verbal, physical, or social (Shah et al., 2022; Anjani et al., 2020). Bullying also causes a person to feel uneasy, hurt, and under pressure from others, either individually or collectively (PS et al., 2022).

The courteous input provided in the Facebook videos and messages is bullying language. Additionally, the interlocutor who displays an undesirable reaction implies that the speaker is using bullying tactics in their discourse. Based on these findings, this study seeks to explain the various ways that bullying is expressed through illocutionary speech actions and other types of bullying speech acts. This is consistent with Projodikoro's (1967) assertion that each person has a unique sense of honour. Because of this, it is more difficult for law enforcement to identify when an insult has happened.

Body image is a person's conception of their body form and how that shapes their physical appearance. It includes both favorable and unfavorable views of how they come across to others and how they would like others to perceive them. In reality, what is

thought and felt is the outcome of a subjective self-evaluation and may not accurately reflect the scenario at hand. The environment, events surrounding cognitive, affective, and physical processes, and individual behaviour all interact to build one's body image. According to Purba and Negara (2018), a person's relationship with his or her own body involves perceptions of thoughts, feelings, and behaviors related to physical appearance. These four components are perception, cognition, affection, and behaviour.

The meaning and definition of body image are as follows: According to Carsini (2002), body image is a mental representation of a person's body as a whole, including physical and functional attributes and attitudes toward these characteristics. According to Widitymojo (2006), body image is the sense of physical attractiveness, body size and weight, and happiness with one's physical appearance. According to Smolak and Thompson (2009; 2000), one's body image is the perception they have of their physical appearance, including feelings of contentment and discontent (Thomson, 2000). Rombe (2014) defined body image as a person's mental representation of the shape and size of his body, as well as how he will interpret and evaluate what is believed and felt about the size and shape of his body, as well as how others view him. Body image is a person's perception of his or her physical qualities, including size, shape, and attractiveness, based on an individual assessment and practical experience (Naimah, 2008). According to Cash (2012), several factors, including appearance appraisal, appearance orientation, contentment with body parts, worry about being overweight, and body categorization, underlie the measuring of body image in a given individual.

Thompson (2000) asserts that the perception of body parts and overall appearance, comparison with others, and socio-cultural factors (reactions to others) are the factors that underlie the development of body image. If a person is thought to be physically appealing, one might judge others' reactions to them and use that information to make positive judgments about oneself.

LITERATURE REVIEW

Body Image Measurement Indicator

According to Cash and Pruzinsky (2002), there are several indicators for measuring the level of body image in a person, namely as follows:

a. Perception

This indicator describes how people should have their optimal weight, shape, and size. Measuring the evaluation of the body's components as a whole is necessary to comprehend how the concept of body image is perceived.

b. Affection

The feelings people have about their physical condition are explained by this indicator. These emotions are influenced by how the person looks and how their body is shaped. A person's effect conveys how he or she feels about the way their bodies look.

c. Cognitive

The cognitive component gives an explanation of the body's appearance. The person at this point starts to plan what he should do to reach the perfect shape and form of appearance, demonstrating an attitude that goes beyond just emotion.

d. Behavior

Behavior is still part of the body image notion. Body image and weight are associated with behaviour measurements; thus, things that pop up have to do with trying to keep your weight in check, like fasting, dieting, or even taking weight reduction drugs.

Types of Body Image Assessment

According to Irianita (2007), the form of assessment of body image can be divided into two types, namely :

a. Positive body image

According to Shandy and Sari (2023; Manik et al., 2022) and other researchers, those who have a positive body image are more likely to be content with their physical appearance, to have high levels of self-esteem and self-acceptance, to be confident in their ability to take care of their physical well-being, and to be confident in their interpersonal interactions. Correct and appropriate perception of one's body shape, respect for its natural shape, happiness and acceptance of one's own body as something unique, refusal to think about things that don't make sense (such as worrying about food, weight, and calories), and feeling at ease and confident in one's own body.

b. Negative Body image

Negative body image causes people to feel unsatisfied with or ashamed of their physical appearance, which frequently results in sadness, low self-esteem, or even the perception that they are unworthy (Amin et al., 2021; Aradhana & Pangaribuan, 2022). Having a distorted perception of one's body form, thinking that other individuals are more attractive, believing that one's size or shape is a sign of personal failure, feeling ashamed, nervous about one's body, uncomfortable, and odd with one's own body are all examples of having a distorted perception of one's body shape.

Article 27 paragraph (3) of Law Number 11 of 2008 Concerning Information and Electronic Transactions (UU ITE) regulates criminal provisions, while Article 45 paragraph (1) regulates criminal acts of defamation, including defamation on social media. Every person who willfully and without authorization distributes, transmits, or makes accessible any electronic information or document that contains insults or defamation is in violation of the law. The legal definition of "humiliation" is not fully stated in the text. Because there are extra aspects in the electronic or cyber realm that have very unique features, this article simply serves to reinforce the incorporation of criminal defamation law principles from the Criminal Code into the ITE Law, which is a recent law. Therefore, as stressed in the Constitutional Court Decision No. 50/PUU-VI/2008, the standards of criminal law contained in Article 310 and Article 311 of Chapter XVI regarding humiliation, the Book Criminal Law (KUHP), cannot be separated from the standards of civil law contained in Article 27 paragraph (3) of the ITE Law regarding insult and/or defamation. The Criminal Code's Article 310, paragraph 1, states that "Anyone who intentionally attacks someone's honour or reputation by accusing them of something, the intention of which is clear so that it is publicly known, be punished for pollution by a maximum imprisonment of nine months or a maximum fine of four thousand five hundred rupiahs, "contains the definition of "humiliation and defamation" referred to in Article 27 of the ITE Law."

RESEARCH METHODS

This article was written as a result of an investigation conducted by an expert witness under the authority of the Labuhan Batu Police, which has inrah or legal standing. This article's material is presented descriptively and qualitatively, which suggests a scientific study that can be expanded upon and put to use. The purpose of writing a description in this article is to discuss language concerns that are legal objects in the form of words and images posted on social media accounts owned by Facebook and Whatsapp, similar to qualitative research that is based on in-depth observation and analysis (Creswell, 2014).

Purposive sampling was the method utilized to obtain the data, meaning that the data were based on the case's language data. The following stage is to organize the data and categorize the many types of bullying into the categories of verbal, physical, social, and cyberbullying. As part of the study, the test tool compares speech infractions to the maxims of the cooperation principle while taking body image features and heuristic techniques into account. insulting and demeaning remarks about one's appearance, orientation toward appearance, satisfaction with one's body parts, preoccupation with being overweight, and self-classification of body weight).

RESULTS AND DISCUSSION

Vocal violence is insulting and defaming another person by using certain words (Baryadi, 2012). Speaking words are employed by speakers to insult someone's self-respect in verbal violence (Neu, 2008). In contrast to non-verbal violence, which results in physical harm to a victim, verbal violence damages a victim's mental and moral health, which in turn results in other people feeling uncomfortable, under pressure, anxious, worried, or threatened (Simpson, 2011).

In addition to using verbal insults against another person, someone who says derogatory things to them has also engaged in an act of disdain. In essence, when someone says something, he also does something, according to Austin (1962). The act of humiliation was verbal, that is, carried out through the use of words. As a result, insulting speech acts are a result of verbal acts, whereas insulting speech acts themselves are a sort of action. According to this view, if a person engages in verbal body shaming, they are subject to a 9-month prison sentence under Article 310 of the Criminal Code (Leech, 1983; Maietta, 2021). If (body shaming directed at the victim) is done in writing and posted on social media as a story, it violates Article 311 of the Criminal Code and carries a 4-year term.

Table 1. Video Data

No	Data		It means
	Duration / Minute	Language Data	
1.	00.00.00.17	ada caption Pande x u memutarbalikkan fakta video asli u blg editan (emoji ketawa) dan aq kw blg mendahulukan.. hello mw video nya aq edit betulan (emoji ketawa)	You're really good at twisting the facts. The original video you said edited and you said put it first... hello I want the video to be edited properly.
2.	00.18-00.52	rekaman video seorang wanita berbaju merah dengan gerakan menunjukkan ada keributan dan diberi caption "hayuk kita buat jadi hiburan biar gak pala terbawak emosi x ya kan"	Video footage of a woman in a red dress showing a commotion and captioned "Let's make it entertainment so we don't get emotional, right?"
3.	00.18-00.52	video seorang wanita dalam hal ini pelapor yang sedang marah-marah sambil menungging dan disertai caption "Astagfirullah Allahu Akbar sudah tua bukannya Istiqfar"	The video of a woman, in this case the reporter, was angry while waiting and was accompanied by the caption "Astagfirullah Allahu Akbar is old, isn't Istiqfar"
4.	02.53-02.55	"Astagfirullah semoga kita dijauhkan dari orang2 tua seperti ini"	Astagfirullah, may we be kept away from parents like this"

Table 2. Facebook Post Data

No.	Data	It means
1.	“Botul x lah put jgn kek ada org disini memantati dia nampak pulak itu pantatnya basah becek.	That's right Put, don't be like the people here directing his ass it looks too wet and muddy
2.	Maunya dikasih ni ya kan biar gak malu2in jd PD saat memantati org, coba kau tawarkan dl ne sama dia pas x ne obatnya put” dengan gambar produk serum kewanitaan dan juga akun profil xxxx	This should be given (a picture of a feminine serum product) so as not to be embarrassing so that you can confidently stare at people. You try to offer this to her first, this is exactly the medicine Put... (with pictures of feminine serum products and also a xxxx profile account)
3.	“99%, sudah viral ya, bagi yg sudah ngelihat coba perhatikan baik2 pas dia nungging itu, keknya ada yang bermasalah DECH situ coba kedokter tw kondisikan gih keadaan biar gak malu2in becek soalnya jadi merusak pemandangan gak enak dilihat kasat mata kan kasihan”	Ninety-nine percent has gone viral, yes, for those who have seen it, try to pay close attention when he is waiting for it, it seems that there is a problem there, try to see a doctor to find out the conditions so that you don't embarrass yourself, the problem is that it spoils the view, it's not pleasing to the eye sorry eyes.

1. Referral of Group 1 and Group 2 Data Events

Facebook belongs to XXX's profile account on October 22, 2020 by posting the words ***“Botul x lah put jgn kek ada org disini memantati dia nampak pulak itu pantatnya basah becek. Maunya dikasih ni ya kan biar gak malu2in jd PD saat memantati org, coba kau tawarkan dl ne sama dia pas x ne obatnya put”*** is a portion of the happenings described in JULIA ADHA HARAHA's WhatsApp status. The employment of time deixis in the form of sentences serves as proof of this ***“Botul x lah put jgn kek ada org disini memantati dia nampak pulak itu pantatnya basah becek”***. This means that facebook events are a continuation of WhatsApp status events.

WhatsApp status from the number 0852624xxxx, which includes a video of a reporter acting furious while waiting or watching and contains a caption with words. “hayyuk kita buat jadi hiburan biar gak pala terbawak emosi x ya kan” dan juga video yang sama dengan caption kata-kata “Astaghfirullah Allahu Akbar sudah tua bukannya Istiqfar” dan pada Slide terakhir terdapat caption kata-kata “Astaghfirullah semoga kita dijauhkan dari orang2 tua seperti ini” adalah menggunakan tindak tutur perlokusi. Tarigan (2009) Perlocutionary speech acts are speech acts in which someone does something by saying something. Simply put, perlocutionary speech acts are when someone says something, and then that person convinces the listener or listeners about something he said. The aim is to attack the reporter's honour, namely "Astaghfirullah, may we be kept away from old people like this". This means that this copy invites the reader to agree that the reporter's behaviour is bad or inappropriate. (“dijauhkan dari orang2 tua seperti ini”).

2. Humiliation body shamming appearance evaluation (appearance evaluation).

Data

Maunya dikasih ni ya kan biar gak malu2in jd PD saat memantati org, coba kau tawarkan dl ne sama dia pas x ne obatnya put” dengan gambar produk serum kewanitaan dan juga akun profil xxxx.

This post is included in the category of body shaming appearance evaluation contempt in the form of ridicule because the speaker violates the maxim of quality, namely by giving information that is of no value to the interlocutor. The valuelessness of

information can be seen from the information contained in the speech, both by speakers and interlocutors. Data **“coba kau tawarkan dl ne sama dia pas x ne obatnya put” dengan gambar produk serum kewanitaan ” dengan gambar produk serum kewanitaan”** is a semiotic message. Semiotics is used to interpret a sign, in which language is also an arrangement of signs that have a certain message from society. Signs here can also be in the form of songs, dialogues, musical notes, logos, pictures, facial expressions, and body movements, in this case, images of feminine serum products. That is, according to him, the physical appearance of the interlocutor is inappropriate, so he offers pictures of feminine serum products. The mockery of appearance evaluation is used by speakers to satirize and make fun of to lower the self-esteem of the object of humiliation so that they feel ashamed. Speech in the form of ridicule contains disgrace and ugliness from the act of the object of humiliation.

3. Humiliation of body shaming appearance orientation (appearance orientation)
Body image, also known as self-perception, is a mental representation of one's physical and psychological attributes, such as size, shape, weight, and body aesthetics, developed based on the perception, evaluation, and appraisal of one's own thoughts and feelings as well as those of others.
Data
“Botul x lah put jgn kek ada org disini memantati dia nampak pulak itu pantatnya basah becek. This post is in the category of insults body shaming appearance orientation (appearance orientation).

4. Humiliation body shaming body areas satisfaction (satisfaction with the body)
“99%, sudah viral ya, bagi yg sudah ngelihat coba perhatikan baik2 pas dia nungging itu, keknya ada yang bermasalah DECH situ coba kedokter tw kondisikan gih keadaan biar gak malu2in becek soalnya jadi merusak pemandangan gak enak dilihat kasat mata kan kasihan”
“hayuk kita buat jadi hiburan biar gak pala terbawak emosi x ya kan”
Facebook post of the xxxx profile account that the victim/reporter saw on October 22, 2020, by posting the words **“Botul x lah put jgn kek ada org disini memantati dia nampak pulak itu pantatnya basah becek. Maunya dikasih ni ya kan biar gak malu2in jd PD saat memantati org, coba kau tawarkan dl ne sama dia pas x ne obatnya put”** dengan gambar produk serum kewanitaan dan juga akun profil XXXX tersebut juga membuat status kata-kata **“99%, sudah viral ya, bagi yg sudah ngelihat coba perhatikan baik2 pas dia nungging itu, keknya ada yang bermasalah DECH situ coba kedokter tw kondisikan gih keadaan biar gak malu2in becek soalnya jadi merusak pemandangan gak enak dilihat kasat mata kan kasihan”** is charged with body shaming, namely in the form of body shaming (**nampak pulak itu pantatnya basah becek. Maunya dikasih ni ya kan biar gak malu2in jd PD saat memantati org, coba kau tawarkan dl ne sama dia pas x ne obatnya put**) includes images of several feminine serums. Therefore, it can be said that bullying is a form of language used in this post.

CONCLUSION

According to this study, the different ways that insults and defamation are expressed can be categorized into three categories: accusations, mockery, and reproaches. By comparing speech infractions to the maxims of the cooperation principle, the objective instrument in the study uses elements of body shaming and heuristic techniques. Insulting and

demeaning remarks about one's appearance, orientation toward appearance, satisfaction with one's body parts, preoccupation with being overweight, and self-classification of body weight to the maxims of the cooperation principle, the objective instrument in the study uses elements of body shaming and heuristic techniques. Insulting and demeaning remarks about one's appearance, orientation toward appearance, satisfaction with one's body parts, preoccupation with being overweight, and self-classification of body weight. The speaker believes that the victim of humiliation is engaging in bullying behaviour. The second type is ridicule, which is a term used to mock and make fun of someone to bring down their self-esteem and make them feel ashamed. The third type is rebuke, which refers to obscene and filthy comments that are used to humiliate someone because the speaker is enraged by their disgraceful behaviour. It is intended that the findings of this study will add to the body of knowledge and theories surrounding insulting and defamatory speech.

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