



NEGATIVE REPRESENTATION FOUND IN INSTAGRAM'S COMMENT'S COLUMN PRESENTED BY INDONESIAN FEMALE CELEBGRAM'S IN HALLOWEEN CELEBRATION

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Abstract

The research object is the negative representation found in the column comments on Instagram photo posts of Indonesian female celebrities during Halloween celebrations. This research type uses a qualitative descriptive. The study aimed to find discourse topics and discourse strategies in criticisms given by internet users to four celebrity names on Instagram posts. The research method is based on Critical Discourse Analysis based on ideology using Van Dijk's theory (2004) Positive self and negative self-representation to analyze data in research. From the findings of negative representative research applying positive self to in-groups and negative other-presentation to out-groups (Indonesian female celebrity were found 47 data, 3 Discourse Topics and 8 Discourse Strategies. The discourse topics found are Halloween is not part of Indonesian culture, Halloween is a moment to show skimpy outfit and exposes the body, Halloween is not suitable for Islamic people. The discourse strategies found the analysis include Problematisation, Blaming the Victims, Metaphor, Prejudice Strategi, Negative Attribution, Labelling Mechanism, Quoted Utterances or Quations, Disclaimers.

Keywords: Negative Representation, Indonesian female celebgrams, Halloween

A. INTRODUCTION

Critical Discourse Analysis (CDA) is a particular approach focusing on discursive components and consequences of power abuse by dominant (elite) groups and institutions (Van Dijk, 1995). This abuse of power can be seen through the use of language in a discourse. Gee and Handfor (2012) in Anggraeni (2022) stated that CDA also contributes to critical social analysis by focusing on discourse and the relationship between speech and other social aspects including power relations, ideologies, institutions and social identities. Therefore, CDA can be

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defined as a linguistics approach to criticize the social phenomenon which related to social aspects such as power abuse by analyzing the use of language.

Language is the system of human communication (Richards and Plat, 1992). People convey their ideas to others by using language. This delivery can be found in spoken and written forms. In relation to CDA, discourse is more than just the use of language. Discourse connects the language with the social context. In order to comprehend the significance of language, it is needed to do discourse analysis with a critical and wise perspective. As the result, we may have better understanding on how language is utilized to influence public perception and change frequently held perspectives in social interactions.

Representation is one example of perspective in social interaction. Hall (2020) define representation as the ability to describe or imagine. Representation also plays important role in communication and social interaction. Representations use language to form the meaning. The language uses words to represent something meaningfully or to display it to words, images, sequences, stories, and other forms of representation to convey concepts, feelings, facts, and other things.

Van Dijk (2002) conceptualized “ideological square” which consist of positive and negative representation. In this concept, positive and negative representation can be understood in term of how well the interest and perspective of different groups are represented in the political system. Positive representation refers to the ways in which individuals or groups are portrayed in language that affirm their identities, experiences, and perspectives. On the contrary, negative representation refers to the way in which individuals or groups are portrayed in language that reinforces negative stereotypes, discriminations and bias. Negative representation can contribute to the marginalization and exclusion of certain group.

Negative representation can be addressed to anyone through any medias including social media. Celebrities on *Youtube*, *Instagram*, and *Tik-Tok* who create contents for living is represented negatively by other users of the social media according to their contents, numbers of followers and even the way on how they interact with others. This negative representation is seen from negative respond on comment column as the other users can freely express their thought about the contents which are posted by the celebrities.

Social media serves as a platform to increase human social contact by connecting people online and through technology. Users can upload and share contents, such as pictures and videos with other users. Social media has now become a public space that is free to express opinions. The users who use internet to create a creative content are known as content creators. Each platform names them in different way such as youtuber, celebrams and creators.

Contents on social media can be vary. Each creator tries to provide their social media account with interesting content which makes people feel interested to watch, follow and subscribe their accounts. These actions are beneficial for them since they can help them to make money from advertisements and endorsements. Some of them even make themselves viral in order to be noticed by national and global users.

However, some creators do not filter their contents and appear with negative image and make other users feel bad about them. The other users express their feeling through negative comments.

Discourse topics and discourse strategies are found out in this study to get knowledge about the Celebgram viewpoints. Generally, discourse topic is the theme or central idea to answer ‘who’ and ‘what’ the discourses are about. Whereas, discourse strategies are the ways used by minorities to utter their perspective about an issue. This study is conducted using Van Dijk’s Ideological Square ‘Positive-Self and Negative-Others presentation’. Ideological square is chosen as an analytical tool for this study since Van Dijk’s theory will help the researcher to find the ideology of the discourse producers by looking at their discourses emphasizing the positive-self presentation and negative other-attitudes. Moreover, it helps to show the meaning of text embedded by the producers in the discourse, likewise in their minds.

This analysis focuses on negative criticism given by followers or other internet users of the photo post against several female celebgrams (Rachelvennya, Anya Geraldine, Ria Ricis, Fujianti Utami). Those negative criticisms were taken from several female celebgram accounts who join the trend of Halloween. During Halloween celebration on October 31, 2022, some female celebgrams posted themselves wearing unique costumes, putting on make up and throwing parties. Public's thinks that they have shown something negative for many reasons including against the culture and religion.

Several researches about negative representation of celebgrams have been done before and the writer use them as the references. The first study is conducted by Alyatalathaf (2021) entitled *Cybermisogyny: Hate against women and gender rolling Against Women and Gender trolling Manifestation on Instagram*. The second research is from Syifa and Hidayat (2020) entitled *Netizen comments on president Joko widodo’s instagram post: critical discourse analysis*. The third research is from Sri (2021) entitled *Reviewing Hate Speech in Indonesian social media content gender and discourse perspectives*. The fourth research is from Indrawati (2021) entitled *Analysis of Racism and Solidarity in Adidas as Represented in Critical Discourse Tweets*. The fifth research is from Hidayat et (2022) entitled *An investigation into netizen comments on indonesian prominent leaders instagram posts and language learning implication*. All of those studies discuss about the negative representation found on social media.

All of the relevant studies that mention before analyze the language phenomenon from social media including Instagram and twitter. Three of those analysis discuss about the image of famous figure including celebrities and politicians in social media. Meanwhile, there are only two research discuss about the negative representation and only one of them research about the negative representation celebrities in social media especially, Instagram. The researcher finds that there aren't many researchers that analyse the negative representation of celebrities in social media including twitter and instagram. That is way in this

writing the researcher focus on the analysis in the negative representation of celebrities in social media. Instagram is chosen as the source of data because it is one of the most used social media.

B. RESEARCH METHOD

This research is categorized as a descriptive qualitative research. Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem (Creswell, 2009: 4). Ghony & Almanshur (2012: 35) emphasized that the Qualitative research has two main purposes: 1) to describe and explore and 2) to describe and explain. However, the majority of qualitative researches are focused on describing and explaining. In short, the qualitative research is used to determine the causes and the existence of various social phenomena. This research applied the qualitative researches in order to analyze social phenomenon on a social media, Instagram, by using the theory of critical discourse analysis model proposed by Teun Van Dijk. In Descriptive qualitative research, the data are the subjects' experiences and perspectives (Ary, 2002:245). The data of this research is collected from the Instagram comment section of the four Indonesian female celebgram. The sources of the data are commentaries on the Instagram posts of Rachelvennya, Anya GeraldineRia Ricis, and Fujianti Utami posted on the 31st of October, 2022 about the Halloween celebration. The four celebgrams were chosen as the representative of Indonesia's female celebgrams because their posts have gained many attentions from Indonesian netizens and have collected thousands commentaries that are related to the analysis of this research. Thus, the data of this research are collected from commentaries containing the negative representation presented by the celebgrams on the selected posts.

C. RESULT AND DISCUSSION

1) Research Finding

From the findings of this discourse topic, it can be seen that negative representations are found in the comments column on Indonesian female celebrities at the Halloween celebration. According to Van Dijk (1993b: 275), there are two strategies for describing a person, group, or idea in text media. The first strategy is saying positive things (positive self-presentation), and the second is negative things (negative other-presentation). Negative other-presentation is used by participants to describe or represent others with a negative outlook or by saying negative things. This can be the addition of negative details. Several findings have been obtained. It shows how many netizens criticize influencer photo posts for using costumes that contrast with Indonesian culture. Islam is the majority religion in Indonesia. Therefore Muslims should not participate in Halloween celebrations because the celebration is related to the devil. A public figure should provide a positive example for his followers because they are spotlight in the public. It can be seen through the use of topic discourse such as "Halloween is not a part of Indonesian culture" that it does not celebrate Halloween in Indonesian culture. Furthermore, "Halloween is a moment to show skimpy outfits and expose the body" is the number of influencers

who use open costumes so that hate speech from netizens gives negative comments on the influencer's posts while celebrating Halloween. Furthermore, “Halloween is not suitable for Islamic people” It can be shown that Muslims do not celebrate Halloween. Islamic beliefs do not include any references to Halloween.

Following the data analysis, many have been discovered to answer the second research question on discourse topics, the research found that nine discourse problems were just being used by a negative representation of Indonesian female celebrities during the Halloween celebration on Instagram.

D. CONCLUSION AND SUGGESTIONS

The finding of the analysis on four female celebgram Instagram posts from female celebrities that followed the Halloween celebration on October 31, 2022 to question in this research, the researcher focuses on finding keywords that are often repeated and the word emphasis in the statement demonstrated that the ideology developed by online users while presenting female celebrities on Instagram can be seen in a new way by the current CDA study, were utilized to construct positive-self and negative-others presentations in defending internet users to represent female celebrities on Instagram. The researcher focuses on identifying words that are frequently used in the sentence and the word emphasis. Then, using Van Dijk four for fundamental macro analysis strategies—emphasize positive things about 'us,' emphasize negative things about 'them,' de-emphasize negative things about 'us,' and de-emphasize positive things about 'them'—highlight the polarization of 'us' vs. 'them.

In addition the research found various discourse topics including *Halloween is not a part of Indonesian culture* “*Halloween is a moment to show skimpy outfits and exposes the body*”, and “*halloween is not suitable for Muslims*”. Further, it was discovered that when presenting female celebrities on Instagram.

Moreover, the research found various discourse strategies including the analysis found that seven discourse strategies, including *problematization, blaming the victims, metaphor, prejudice strategy, negative attribution, labeling mechanism*, and many others, were utilized to construct positive-self and negative-others presentations in defending netizens to represent female celebrities on Instagram.

There are previous studies that have analyzed various linguistic phenomena related to negative representation of public figures such as presidents, celebrities and prominent leaders. First of the analysis showed that Alytalathay (2021) conducted research entitled *Cybermisogyny: Hate Against Women and Gendertrolling Manifestation on Instagram*. The results reveal that: (1) online abuse and sexual harassment dominated in cybermisogyny on @viavallens Instagram; (2) message producers often accept harassment behaviors; and (3) the dimensions of power and access are the main causes of cybermisogyny's occurrence. Second of the analysis showed that study Syifa and Hidayat (2020) conducted research entitled *Netizen comments on president Joko Widodo's instagram post: critical discourse analysis*. This study showed the background and

knowledge of social netizens on Jokowi's presidential campaign in the vocabulary of the comments they published, and also in their comments that inspired other netizens' comments. Third of the analysis showed that Wahyuningsih Sri (2021) conducted research entitled *Reviewing Hate Speech in Indonesian Social Media Content: Gender and Discourse Perspectives*. Fourth of the analysis showed that Desi Indrawati(2021) entitled *Analysis of Racism and Solidarity in Adidas as Represented in Critical Discourse Tweets*. The study focuses mainly on how Adidas uses Twitter to spread messages and ideas among the general audience. Fifth of the analysis showed Hidayat at al (2022) entitled *An investigation into netizen comments on Indonesian prominent leaders instagram posts and language learning implication*. The study discovered that online comments were consistent with each governor's Instagram status updates, focused on the three governors' performance during their terms, and influenced by the history of the supporting parties. Meanwhile, the researcher of this analysis to showed this study discusses the negative representations given by netizens contained in the comments column of celebrity photo posts celebrating Halloween.

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