

Virtual Ethnography of User Comments on Lina Mukherjee's TikTok Account

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Introduction

- As the world of technology and information continues to develop, social media has become one of the essential needs for society to stay updated with the latest news or information from all corners of the world and to interact with others
- To this day, there are various types of social media, one of which is TikTok. TikTok is a social media and video platform that is currently popular among the public, especially in Indonesia. TikTok provides a variety of audiovisual content that can be both watched and listened to (Tri & Maharani, 2020)



Introduction

← Lilulinamukherjee 🐯🐏🐏 🔔 ➦



@linamukherjeereal ✓

5

Mengikuti

2,1 jt

Pengikut

48,5 jt

Suka

Ikuti

Pesan



cp ig @linamukherjee_ @kittylilu ig



Showcase



Instagram

- Besides being free to follow other accounts or share short videos, TikTok also allows users to freely communicate through the comment section, making it easy for users to interact with each other through content uploaded by creators (Ferira, 2022).
- Many people comment on content without considering the impact, leading to various positive and negative comments. For example, on content uploaded by @linamukherjeereal or Lina Mukherjee. Numerous positive comments can be found, such as support and interest in learning more about Indian culture. On the other hand, negative comments also appear in the comment section of her content."

Introduction

- Hate comments or hate speech are criminal acts in the form of words or behaviors directed at someone that can trigger conflict or violence (Marpaung, 2010). These negative comments require our attention as they do not reflect proper communication ethics
- According to the ethical theory of teleological-consequentialism presented by Brooks & Dunn (2019), if someone demonstrates good communication ethics on social media, their actions are considered right, moral, and ethical according to the norms accepted by society..
- Virtual ethnography, also known as netnography, is a research method aimed at investigating the internet world and the individuals who use it (Kozinets, 2002)."



Previous Research

Nama Peneliti	Windyastari et.al. (2023)	Annisa et al. (2022)	Cahyani (2021)
Judul	Phenomenon of Hate Speech on Social Media (Virtual Ethnography Study of Ahmad Dhani's Hate Speech on Twitter)	Sarcasm of Netizens on TikTok Social Media	Analisis Komunikasi Verbal <i>Hate Speech</i> Netizen Di Akun Media Sosial Instagram @RAHMAWATIKEKEYIPUTRICAN TIKKA23
Hasil Penelitian	Hate speech containing religious, political, and identity values that are negatively perceived by Twitter users was found	Found in several forms, ranging from hiding one's face, threatening one's face, making fun of one's face, and categories of carelessness.	Hasil penelitian menunjukkan bahwa ditemukan bentuk komunikasi verbal hate speech netizen dalam bentuk persentase.
Kebaruan Penelitian	Located on the social media being studied. If Glenda examines Twitter, then the researcher examines TikTok.	Located on the research subject. If Annisa examines netizens' sarcasm, then the researcher examines hate speech by TikTok users on Lina Mukherjee's account	Audia's research examines the forms of verbal communication in netizens' hate speech on Kekeyi's social media account. Meanwhile, the researcher examines a virtual ethnography study of hate speech on Lina Mukherjee's TikTok account..

Research Problem Statement, Objectives, & Benefits

Research Problem Statement

What are the forms of hate comments found on Lina Mukherjee's TikTok account?

Research Objectives

Identifying the forms of comments on Lina Mukherjee's TikTok account.

Research Benefits

provide recommendations for addressing hate speech and increasing awareness and education among social media users about its negative impacts.

Theory

The theory underlying this research is the theory of hate speech presented by Robert Post and Surat Edaran Kapolri Nomor SE/6/X/2015 dalam Kitab Undang-undang Hukum Pidana (KUHP).

Robert Post

*“Expressions of hatred
or intolerance towards
other social groups,
particularly based on
race and sexuality.*

”

KUHP

Surat Edaran Kapolri
Nomor SE/6/X/2015 On
the handling of hate
speech

Methods

Jenis Penelitian

This research uses a qualitative method with a virtual ethnography approach, aimed at analyzing and exploring entities or internet users

Pengumpulan Data

The data collection techniques used include observation of TikTok social media user activities and literature review, which involves examining relevant literature from both books and online sources..

Analisis Data

The data analysis technique used in this research is AMS or Cyber Media Analysis. This analysis involves four levels: media space, media documents, media objects, and experiences

Validasi Data

Data validation can be performed by confirming the data through source triangulation (active members of the virtual community) to ensure the accuracy of the researcher's observations.

Result

Profil Lina Mukherjee

- Lina Mukherjee, a woman from Samarinda, was born on May 10, 1990.
- Lina Mukherjee is a content creator with followers across various social media platforms. On YouTube, she has 169 thousand subscribers. On TikTok, she has 2.1 million followers, and on Instagram, she has 437 thousand followers.
- Lina is one of the content creators on TikTok, often referred to as a TikTok Celebrity, because she frequently creates content that causes a stir among netizens, especially on TikTok (Qurniawan, 2023).
- One of the notable content that attracted significant attention and caused a sensation was her review of crispy roasted pork skin, uploaded on March 9, 2023. This video shows Lina trying roasted pork skin for the first time and sharing her experiences eating pork.

Result

Video Review Makanan Babi Guling oleh Lina Mukherjee

- This video is only one minute and forty seconds long but sparked significant criticism from netizens. The video received 603.2K likes, 14.7K comments, 32.3K bookmarks, and 23.3K shares. In the video, when Lina Mukherjee is about to eat pork, she prays according to Islamic traditions. Given that Lina Mukherjee is also a Muslim, this action triggered outrage among netizens who viewed it as an act of religious disrespect. The content received many negative comments and was met with various criticisms. Lina Mukherjee was reported to the police concerning this video, faced accusations of religious blasphemy, and underwent an investigation at the South Sumatra Regional Police on May 3, 2023. Lina Mukherjee's review of roasted pork skin provoked many negative comments; however, there were 3 positive comments agreeing with her and 1 neutral comment.

Discussion

Negatif Comments

In this study, hate speech in the form of negative comments by TikTok users was found in the comment section of Lina Mukherjee's content reviewing pork. Examples include:

- > Anonymous Account user2395163228375: This comment contains positive words, where the user expresses surprise at Lina Mukherjee's honest review of the food. This is considered rare because not all content creators are willing to give negative reviews of products they are endorsing, as they are often paid for endorsing products to their followers
- > TikTok Accounts Nieta Nasir, Chinta Mawar, and e2n.73: The comments from these three accounts contain negative connotations, even though they are phrased as prayers. This is because netizens who wrote these prayers in the comments section of Lina Mukherjee's post seemed to imply that Lina had committed blasphemy against Islam, which could reflect poorly on the religion."

Discussion

Negatif Comments

Based on the number of negative comments in the previous slide, it indicates a lack of application of communication ethics among netizens, particularly followers of Lina Mukherjee, as most netizens do not consider the impact of their comments. Especially when the video content or post touches on sensitive topics related to ethnicity, religion, race, and intergroup relations (SARA), netizens often forget to apply proper ethics when commenting, whether directly or through social media.



Discussion

Komentar Positif

Negative comments are always accompanied by opposing comments, which are positive in nature. Examples include:

Account username4: This account attempts to remind Lina Mukherjee that the Quran prohibits consuming pork. Although the comment from this anonymous account is intended to be helpful, it becomes negative when delivered directly on a public social media platform, as it may offend Lina Mukherjee.

Account named Kyyy: This comment defends Lina Mukherjee, who was being widely discussed for behavior perceived as religious blasphemy. Account

username Safira Titin: This account prays for the best for Lina Mukherjee, wishing that she remains safe."

Discussion

The three comments in the previous slide align with the teleological-consequentialist theory presented by Brooks & Dunn, which states that an action is considered right, moral, and ethical if it results in a positive impact, such as a positive outcome or brings pleasure or happiness (Brooks & Dunn, 2019). The presence of these positive comments indicates that TikTok users who commented have a commenting ethic and a positive mindset, believing that Lina's actions were unintentional and appreciating the honest review of the food she reviewed



Discussion

Komentar Netral

The final category of comments is neutral comments, which are neither negative nor positive.

Account named Mely Ardhana: This neutral comment on Lina Mukherjee's controversial post focuses on how Lina Mukherjee enjoyed the roasted pork skin. This comment is harmless, meaning it does not offend any individuals, groups, races, or religions.



Conclusion

- The prevalence of negative comments indicates that some netizens lack communication ethics when commenting. Therefore, efforts to implement communication ethics are necessary, which include six steps: use appropriate language; avoid using offensive, provocative, pornographic, or SARA-related (ethnic, religious, racial, and intergroup) language; verify the accuracy of news; do not post false articles or statuses; do not copy and paste articles or images with copyright; and provide comments relevant to the social media post.
- Positive comments show that netizens have applied commenting ethics from an ethical theory perspective, as these actions result in positive outcomes, such as reducing conflicts caused by Lina Mukherjee's video, appreciating the content posted, and expressing hope for Lina Mukherjee despite her actions being against religious prohibitions but with kind words.
- Neutral comments are harmless, meaning they do not offend any individuals, groups, races, or religions..

