

## What Are The Sentiments of Instagram Netizens @Perempuanberkisah About The Issue Of Sextortion?

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### ABSTRACT

Social media provides space for perpetrators to commit sexual violence online. Especially regarding the gap in society's views on gender patriarchy. Sextortion, in cases of sexual violence for personal gain, is in the spotlight in understanding gender inequality. This qualitative research seeks to explore the sentiment of public comments regarding sextortion content using the Atlas ti software mechanism. The data collected consists of comments from Instagram users regarding the issue of sextortion. Perempuan Bercerita's Community posted about a sextortion case on Instagram on February 27th, 2023. The content discussed the threats made by the perpetrator, involving sexual relations and the distribution of pornographic videos targeting female victims. The analysis results indicate a total of 54 comments consisting of 9% positive comments, 54% negative comments, and 37% neutral comments. Society still has a low opinion of digital sexual violence; and tends to judge the victim from the side of the action to the perpetrator. Future findings are expected to analyze more deeply the social interaction networks of digital society to understand society's social perspective on gender inequality.

**Keywords:** Sentiment Analysis; Sextortion; Perempuan Berkisah

### INTRODUCTION

The phenomenon of pornography has become a form of popular culture in Indonesia. This term appears when content creators dare to manifest sexual representations in the form of images and publish them on social media. According to McNair (2013), the cause of this phenomenon is that technological developments have made it easier for pornography to enter society's life. For example, Instagram media is a virtual public space to discuss, persuade, and even debate among netizens about issues that exist in society. Many enthusiasts are interested in sex parody content, plus advertisers who are interested in promoting branded goods or services on accounts that contain sex parodies. (Adiyanto W & Ashari R, 2021).

Global Corruption Barometer, one of the world's largest survey institutions that tracks public opinion about corruption, released research regarding the number of KBGO cases found in Asia. In fact, it was found that Indonesia was in the first place with the highest number of sextortion cases, followed by Sri Lanka and Thailand. Indonesia reached 18% of sextortion cases in 2020. Not only that, the Indonesian National Commission (Komnas) for Women also noted that sextortion cases dominated the number of KBGO case

reports in 2021. Data on sextortion case reports received by Komnas Perempuan was 472 public domain cases. and 683 personal domain cases(Dian, 2023).

In reality, it is impossible for the number of sextortion cases to stop there. There is a possibility that sextortion cases will increase in Indonesia. Moreover, with the weakening of Indonesia's legal umbrella for the protection of victims of sexual harassment, predators can take advantage of excess commodity profits from sexual coercion. Indonesian law seems less favorable to victims of harassment. As a result, it seems as if victims have no room to tell their stories, or even get justice.

The KBGO case has become a hot, controversial issue in Indonesia. Many perpetrators actively spread violent posts on social media for the motive of retaliating against the victim or simply profit through monetary commodities, additional images and photos, or forced sexual relations. Every time the KBGO case appears, it is always followed by a long debate between the people who see it on social media and the perpetrators who spread the indecent posts.

The Instagram account @perempuanbercerita is present within the scope of the Instagram social media platform which carries out empowerment based on a feminist approach. This account shares content about women's experiences. Even though what the Women's Storytelling Community shares contains elements of sexual violence, this content is able to bring important information and knowledge in the form of stories told by victims of violence for virtual audiences to know. The content received by the public is anonymous, so people will not know who the victim is behind the experience. Because the content uploaded is the experience of real stories of victims and survivors of Gender Based Violence face to face and online.

The image of women produces leadership results that have a huge impact on society. Leadership positions held by women prioritize humanist leadership. The implementation of real practices in society can be seen from feminine transformative leadership which is also tied to the social and cultural systems of society. When the feminine transformative process occurs, a change in phenomena towards social transformation takes place(Girsang, 2020). The Women Storytelling Community is part of the female actors involved in realizing transformative femininity.

The existence of technology can be understood to have a direct impact on society. Human behavior is a significant influence due to technological developments that occur. As time goes by, technology is not only created to access information universally, but technology is used to engineer behavior. Individuals can commit unnatural actions outside of real life habits. When humans want it, technology "always" fulfills human requests(Nurudin, 2018).

This is closely related to the condition of patriarchy in Indonesia. Women are increasingly taking action to defend themselves on social media. It cannot be denied that not all people agree with the action to defend women's human rights. One of them is caused by the minimal need for educational literature on sexual studies. Individuals are competing to follow social media trends, but are not

followed by a correct educational understanding of communication and information technology. As a result, individuals tend to "take the judge" in various sexual cases that seem unfamiliar in real life.

From communication studies, it is stated that language has strengthened sex and gender. Perception of grammar is influenced by the symbolic view which sees differences between men and women. In the communication process, language also shows gender identity. The involvement of the perpetrator is shown in the language description. In other words, the communication process can create a dominant relationship between men and women. All of these things have an impact on the formation of language style construction in conversations between men and women (Harahap M & Adeni S, 2021).

## **METHOD**

Researchers analyzed research data using sentiment analysis. Sentiment analysis examines the broad fields of natural language processing, computational linguistics, and text mining with the aim of analyzing whether an individual's opinions, sentiments, evaluations, judgments, emotions, and attitudes relate to a topic, service, product, or similar activity. The main function of sentiment analysis is to categorize the polarity of text in a particular sentence, document, feature, or aspect. Then determine whether the expression of opinion falls into positive, negative or neutral categories (Yana, et al., 2018).

Data collection and research sources are based on Instagram @perempuanbercerita as primary data to support the research topic. Content in the form of posts and published in 2023 was collected, then selected into the criteria of sextortion and narrative in the form of storytelling. Researchers chose one piece of content that represents the context of sextortion with a publication date of February 24. This content, which uses stories from real victims' experiences, managed to get 54 comments (as of May 21, 2024).

From the post Women Tell Stories published in 2023, researchers tried to collect all the comments in one document. Starting from sorting the username (commenter) and the content of the comment, to all user account replies to the content. The researcher did not change the comments in English to avoid biased sentences and continuity of the appropriate type of sentiment for a comment.

Liu said that opinion sentences are explicit or implicit sentences that express positive or negative opinions. He also said that opinion statements can be in the form of subjective sentences or objective sentences. Explicit opinion is an opinion expressed explicitly regarding a feature or object in a subjective sentence. Meanwhile, implicit opinion is an opinion regarding the characteristics or objects contained in objective sentences (Sandy & Manongga, 2016).

Data analysis uses sentiment analysis which uses a qualitative approach. Sentiment analysis aims to group the polarity of the text in a document, to determine whether the opinions expressed are positive, negative or neutral. The researcher studied this approach using Atlas Ti software with a coding process.

This method encourages researchers to make observations in the real world of social internet on selected subjects.

Sentiment analysis steps are carried out in various stages, namely:

1. Sentence level: search for positive, neutral and negative sentiments on each line of text.
2. Document level: analyze the sentiment of the entire text as positive, neutral and negative.
3. Aspect level: grouping of all attributes that have the same sentiment results.
4. User level: use of visualization of sentiment analysis results as a means of interacting with users.

## RESULT AND DISCUSSION

The story in the post begins with the victim's actions using an online application to chat online with a man. The man admitted that he was 30 years old. They greeted happily as usual. Then, move on to the stage of exchanging social media and continuing the conversation there. However, unexpectedly, the conversation actually led to topics outside the circle of friends. The perpetrator asked for vulgar photos and the victim complied with his wishes.

The victim complies with the perpetrator's wishes. He sent three to four vulgar photos to her. Not only photos, he also sent videos and made several video calls with him. Fortunately, he does not show his face or is often identical to his real identity. Only shows the neck down to the surface of the chest.

His romantic relationship didn't seem healthy when the victim found out he lied about his age. Instantly, he was at saturation point. He wanted to end the relationship with the foreign man. He deleted messages, photos and tried to disappear by blocking the perpetrator's number. Unfortunately it's not that easy, the perpetrator even got angry and threatened the victim.

The perpetrator intended to deliberately distribute photos and videos of the victim. He admitted that he had saved the visualization of the vulgar photos and videos. In addition, he forced to unblock messages and asked to be a mistress. The victim feels afraid and doesn't know what to do. On Instagram publications posts can be seen in the following image:



**Figure 1. Sextortion case post**  
**Source: Instagram Women Tell Stories. 2023**

The results and analysis related to context sentiment analysis using Atlas ti software on Instagram social media comment data are presented in this section. Data collection carried out by researchers on May 13 2024 was read in a screening manner to identify incidents including sextortion type KBGO and interactions between users and other users in the form of comments on these posts. From the data that has been obtained, the researchers then processed it into the Atlas ti software using sentiment analysis. Comment grouping can show whether the comment sentiment is positive, negative or central. Here are some comments selected to represent three sentiments.

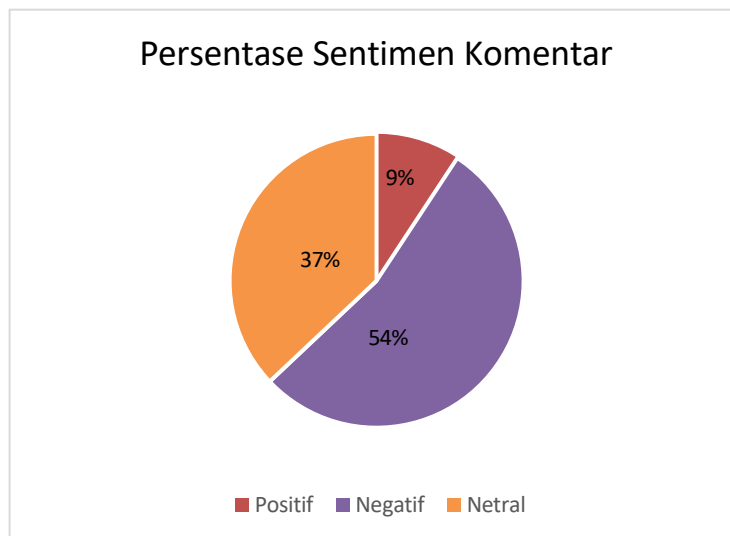
**Table 1. Instagram Comment Sentiment**

Username	Comment	Sentiment
@anggiangelina18	Hi sender, I've experienced something similar to you. It even spread to the family. You have to be strong and be around people you trust, you are not alone. I and women out there have experienced cases like this, Block and delete all your social media accounts, don't think about it later. Live better from now on. Hug away from me to you. You are great, you are strong, you are cool, you can survive.	Positive
@cherry_angel88	<i>Dear Sender.</i> Accepting yourself when you make a mistake is difficult. But it's actually not that difficult once we get through it. If later you feel like you can't face this fear alone & need a friend, please contact me. Anytime. Unconditional. No judge. Fighting.	Positive
@faradhina	Wow, I don't want to judge, but the sentence "I don't know what was on my mind so I gave vulgar photos and made video calls" like WTF??? You create your own problems and then you tell people to find a solution???	Negative
@shaniamagdalen28	Please, if you know someone, don't give them vulgar photos.	Negative
@aishhamariahr_	Hug away. Hopefully it will be strong and finish quickly.	Neutral
@liisawibisono	<i>Dear sender.</i> As for photos without faces, I don't really understand, but what is a problem and can really be taken to legal action is the actions of the perpetrator who threatens you. Do not be afraid!! The perpetrator is trying to intimidate you by saying that he is not afraid of your report. My advice, continue with your report, the process will be long and take up thought, time, etc. But your security is worth fighting for. There is no one who is not afraid when they have to deal with the law.	Neutral

**Source: Researcher Processed Data, 2024**

Table 1 shows the grouping of several comments with positive, negative and neutral group sentiments. This comment was processed using Atlas ti sentiment analysis. Then, the researchers combined the results of these groupings into one document containing a summary of the sentiment of comments on the Women's Story Instagram post which was uploaded on February 27 2023.

Researchers obtained a combined sentiment calculation of the number of explicit and implicit comments with a total of 5 positive sentiment comments, 29 negative sentiment comments and 20 neutral sentiment comments. Following are the output results of the percentage analysis of positive, negative sentiment and the central number of comments in the form of a percentage diagram.



**Figure 2. Visualization of Comment Sentiment Percentage**  
**Source: Researcher Processed Data, 2024**

Figure 2 shows the results of data processing and document classification, related to the sextortion case that befell female victims on Instagram Perempuan Bercerita in 2023. Overall, the percentage visualization shows that there are 54% negative opinions, 37% neutral opinions, and 9% positive opinions.

Data shows that digital society still dominates the negative stigma towards victims which results in online sexual violence. Society tends to judge victims for spreading vulgar videos and making careless video calls to perpetrators who are not very close. The response to this case did not stop there. Society also takes issue with the attractive gender identity of "female" to the point where there is no great empathy for the victim. Users understand the victim's story as someone who is "weak and helpless", how the victim is seen as not having a solution that contributes to their bad actions.

In fact, with the victim's courage to tell the story of her past, one user also reminded other users to maintain a supportive culture towards victims. Some reminded that the victim told the story to warn other women so that this sextortion incident would not happen again. Apart from that, there are also other users who sympathize and empathize offering LBH (Legal Aid Institute) services to victims after sexual violence occurs.

## DISCUSSION

Nancy Henley (1975) wrote in her book entitled *Language and Sex: Difference and Dominance* about understanding societal patriarchy in linguistics. Writings about gender spread wildly and refer to the world's imbalances and injustices. The core focus of the problem occurs on the topic of the marginalized role of women due to men controlling (marginal) women. The formation of condescending sentences, the cross-cultural exclusion of women from speech events and forums, or patterns of interruptions during conversations about the sexes (Cameron, 2020).

Patriarchal culture has not completely disappeared from the gaps in social relations in Indonesian society (Widodo & Yutanti, 2021). Returning to the views of certain groups or to frontline movers or activists in women's services. They are of the view that language is an instrument of men's practice of power over women. The characteristics of writing initiated by women's advocacy groups always refer to the silence of women. The problem

of violence which is to be analyzed more deeply becomes a practical solution for building resistance as well as protecting marginalized people(Cameron, 2020).

Just like the advocacy carried out by a virtual community of Women Telling Stories on Instagram.Quarterman and Mitchell argue that the internet can form a new society consisting of internet users from all over the world. Internet users can communicate and search for information through their target community. The exchange of information that occurs can create an important and accurate source of information(Alyusi, 2016, p. 28).

As people who are unfamiliar with gender equality, you will definitely think about what ideology is being built by the gender advocacy community. Is the formation of ideology to build equality or defend one's side? Moreover, when violent incidents continue to occur repeatedly, users actually play words with other users to discuss the victims being discussed in the case. There is no possibility that beyond that the community has free control to judge the victim.

This is a finding in the research of Wibowo, et al. (2022) concerning the Impact of Social Behavior Regarding Society's Views of Gender Equality. Gender injustice starts from a form of discrimination against women. Society is still taboo about gender equality literacy, but is actually good at recognizing gender equality practices in everyday life(Wibowo, et al., 2022). In correlation, what about technological developments and gender equality which is currently being discussed? Although the superiority of arguments, writings and user suggestions cannot be denied, the formation of public opinion can form a full awareness for female readers to protect themselves.

## CONCLUSION

The digital community's view of the sextortion case on the Women's Story Instagram still experiences gaps. This is proven overall in that posts published in 2023 have a percentage of comment sentiment with 9% positive sentiment, 37% neutral sentiment, and the largest sentiment in negative comments at 54%. The events narrated by the Perempuan Bercerita editorial team through the victim's true story (anonymous) caused the intensity of public opinion to judge and blame the victim.

The limitation of this research is that it only focuses on one method in the document classification process. Based on these problems, it is important to carry out further studies using other classification methods, such as the social networking method. This is useful in exploring the analysis of the role of social actors in responding to cases of Online Gender Based Violence. Apart from those who are experts in gender knowledge, ordinary people are also expected to be actively involved in seeking current information regarding Online Gender-Based Violence.

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