

Cyberbullying on YouTube social media: Ria Ricis's feedback on haters

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Abstract

Interactive communication in virtual space enables free and uncontrolled communication. This study aims to know the communication of Ria Ricis and the netizen and her feedback on haters. Ria Ricis is an influencer who often gets a negative response the netizen on her social media contents. This study will look at Ria Ricis feedback communication patterns on YouTube with Wilbur Schramm's theory. The data source was based on the haters' comments on a video "Ricis reaction in reading hate comments on Tiktok...Wkwk" uploaded by RICIS TV YouTube channel. The data analysis technique used data reduction, display, and conclusion. The result showed that the communication process started from some Ria Ricis posts on a TikTok account get many negative comments from the netizen. Then, there was a lot of pressure from her fans. So, she then created a YouTube video as the Ria Ricis's positive feedback for the haters. A positive response to the haters is given to minimize the occurrence of an unhealthy communication atmosphere and to reduce endless communication conflicts. The results of this study contribute to strengthening the existence of Islamic communication principles which can become a moral basis for communication activities on social media.

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Abstrak

Komunikasi interaktif di ruang maya memungkinkan komunikasi yang bebas dan tidak terkendali. Studi ini bertujuan untuk mengetahui komunikasi Ria Ricis dan netizen serta tanggapannya terhadap haters. Ria Ricis merupakan salah satu influencer yang sering mendapatkan respon negatif dari netizen pada konten media sosialnya. Studi ini akan melihat pola komunikasi umpan balik Ria Ricis di YouTube dengan teori Wilbur Schramm. Sumber datanya berdasarkan komentar para haters pada video "Reaksi Ricis membaca komentar kebencian di Tiktok...Wkwk" yang diunggah kanal YouTube RICIS TV. Teknik analisis data menggunakan reduksi data, display data, dan penarikan kesimpulan. Hasil kajian menunjukkan bahwa proses komunikasi yang dimulai dari beberapa postingan Ria Ricis di akun TikTok mendapatkan banyak komentar negatif dari netizen. Kemudian, ada banyak tekanan dari para penggemarnya sehingga ia lantas membuat video YouTube sebagai tanggapan positif Ria Ricis terhadap para haters. Tanggapan positif terhadap para pembenci diberikan untuk meminimalisir terjadinya suasana komunikasi yang tidak sehat dan untuk meredam konflik komunikasi yang tidak berkesudahan. Hasil studi ini berkontribusi bagi penguatan eksistensi prinsip komunikasi Islam yang dapat menjadi basis moral bagi kegiatan berkomunikasi di media sosial.

Kata kunci

cyberbullying; umpan balik; pembenci; media sosial.

INTRODUCTION

The rapid development era cannot be separated from the phenomena of technological advancement, particularly the digital technology that has been used to ease the communication of people. According to the internet world stats data on March 2021, the number of internet users in Indonesia has reached 212,35 million people. This number was getting increased in the first year of 2020. At that time, Indonesian people used the internet was only 196,7 million people. According to the Statistics source, on February 19th, 2020, it showed that *YouTube* is the most preferred social media during the pandemic time (Bayu, 2020).

In the first of 2019, according to the Expat Insider survey conducted by InterNations, Indonesia ranked 8th position as the friendliest country among 46 countries (Saputra, 2019). The prediction actually dropped in the following year from the survey by Microsoft. It showed that Indonesian netizens placed 29 among 32 countries as the most disrespectful people in Southeast Asia. In contrast, *YouTube* social media, which has various features, creates the increase user's day by day. Besides, many celebrities and *influencers* use this social media to share documentation of their daily

life. It is the exception for the people who deactivate the comment column. Actually, all people have the same level in its virtual forum.

An *influencer* is a person who has many followers on social media that can be seen by other people as an information source. Then, it can create a communication community there, and even can affect someone's decision to use and buy any kind of product or service promoted by its person. The other effect, the followers or fans will feel such getting support from this influencer (Hartanti, 2018)

The videos uploaded by influencers on their YouTube channel can directly get positive or negative responses from the viewers. This is one of the causes of cyberbullying. Usually, netizens who give negative comments on the influencer's video referred to as haters, for making comments that show their dislike for them. Hater in Indonesian means hate, hate is the opposite of Love, which means very dislike or displeasure. Rather, hatred refers to people hating. Haters on English language is spoken hater (singular) and haters (plural) (Sitorus, 2017). This term is increasingly popular, since the more common people who want to be influencer. While cyberbullying is bullying action done through digital technology. In Islamic principles, every behavior in the process of communication that causes one's heart to become damaged, or another's heart to hurt and sick is very contrary to the spirit of Islamic communication which has the principles of peace and safety (Hefni, 2015).

There were some previous studies related to the issue of bullying. It was Nazara's article on behavior analysis of teenager Cyberbullying on the social network Instagram at Madrasah School Aliyah Islamiyah Sunggal (Nazara, 2019) that focuses on behavior of social media Instagram used by youth of a school. In addition, it was also Ningrum's study about the phenomenon of cyberbullying done by internet users towards celebrities, with the conclusion that users are often interested and involved in oblique issues about celebrities (Ningrum, 2017). It is the same as the work of Widyawati on cyberbullying on social media YouTube. The study focuses on understanding the activity of cyberbullying on YouTube social media. He found that social media in Indonesia tends to be used for bullying activities against others (Widyawati, 2017). In addition, Angga Pradipta conducted research on the phenomena of haters on social media. He focuses on how social media affects the behavior of haters in the real world and on social media itself, and brings up cyberbullying (Pradipta, 2016).

Therefore, it seems that there are no studies that specifically discuss how people who are bullied respond to their bullies. There is an influencer as well as a female YouTuber who in 2019 won the title Queen of YouTuber of Southeast Asia. Currently

she has four YouTube channels. Several times Ria Ricis has also done things that cause pros and cons in her *YouTube* content. Besides her *YouTube* content, Ria Ricis uploads on other social media also often get scorn although her contents are often a positive activity. Regarding some of Ricis's TikTok content in October 2020 last year, many netizens gave negative comments on several of his posts. Then, Ria Ricis created her own content to read negative comments on TikTok, which she uploaded on her YouTube channel on October 21, 2020.

In this article, the researcher aims to observe how the *Youtuber* communications process, and also an influencer named Ria Ricis with netizens, and to find out how she responds to negative comments directed at her through a video entitled "Ricis reaction in reading hate comments on *TikTok...Wkwk* " on the *YouTube* channel of RICIS TV, because basically in accordance with communication according to Schramm that feedback has an important role in a communication process, so that the recipient and sender can know each other and interpret the message.

METHODS

This research used a qualitative approach using interpretive paradigms. The paradigm is suitable for this study because it is in accordance with qualitative research, which examines the condition of natural objects to understand a phenomenon, such as behavior, perception, action motives, to other social phenomena (Prastowo, 2014).

The primary data in this study is Ria Ricis video untitled "Reading hate comments in *TikTok... Wkwk* " on the *YouTube* channel of RICIS TV uploaded on October 21st, 2020. The data are collected using (1) observation techniques. Observation is part of the method of data collection, namely compiling data directly from the field (Raco, 2010) Observation is done by paying attention and observing the *YouTube* content video by Ria Ricis entitled "Reading hate comments in *TikTok. Wkwk*"; (2) and documentation techniques. Documentation techniques are used to study various sources of documents. The purpose of this documentation technique is used to express an event, object, and actions that can increase understanding related to the issue to be studied (Rukajat, 2012). Documentation in this research is to obtain supporting documents to fulfill the research information.

In this study, the data analysis techniques used are (1) data reduction that confirms the focus of the data that will be taken by the researcher. This process takes place from the beginning of the research problem is made until the research data are collected; (2) data display in which the data are presented in the form of concise explanations, schemes, and interrelationships between parts. The purpose of displaying the data is to facilitate the understanding of what is happening and design the next work

sourced from what has been understood; (3) conclusion as a step of drawing the conclusions and verify. The first results can be said as only a temporary conjecture and will change unless there is conclusive evidence to support subsequent data collection. However, if the initial results are supported by evidence and are consistent when the researcher returns to the site to recollect the data, then the results presented are credible conclusions (Sugiyono, 2013).

Furthermore, to analyze the data we use the interactional model developed by Wilbur Schramm in 1954 emphasized two-way communication between communicators. In other terms, communication takes place in two directions: according to the sender & according to the receiver. This circular process explains that communication is always ongoing (Angsori, 2019). This interactional communication cannot be separated from the term "*engagement*" which is the result of a two-way communication relationship. In addition, the determining factor for the success of this interactional communication is the presence of *feedback*, the response given by the communicant to the information/message delivered by the communicator.

RESULTS AND DISCUSSION

Ria Ricis as a Youtuber

Ria Ricis has original name Ria Yunita. She is an influencer, celebrity, writer, and a YouTuber that was born in Batam 26 years ago. RICIS is an acronym that made by herself, which stands for beautiful and sweet Ria. Ria Ricis represents young Muslim women on social media, shown in the phrase "*Assalamualaikum*" at every opening of the video content she makes, as well as from the appearance of Ria Ricis who uses a veil. Although there are other YouTuber are also the same as her, but the popularity and subscribers of their YouTube channel not as much as Ria Ricis who even until now referred to as the Queen of YouTuber Southeast Asia.

YouTube channel of RICIS TV was created since October 29, 2018, until now. It has 4.34 million *subscribers*, and already 349,529,913 times the video was watched. The video that became the object of research is a video entitled " Ria Ricis Reaction in reading hate comments on *TikTok*...Wkwk." This video was uploaded on October 21, 2020, on the *Youtube* channel of RICIS TV. Until now, the video has received a response from viewers as many as 343,469 views, 32,000 *like*, 1200 *dislike*, and 2,172 comments. In that video, Ria Ricis with three members of the production team, namely Ariyes, Vazo, and Derry read and responded the hate comments from the netizens on *TikTok* account upload by Ria Ricis.

Netizens' negative comments on Ria Ricis' posts

People who often use the internet are called netizens, especially those social media users. The more target of negative comments from netizens is social media accounts that are well known or have many followers. Whereas haters generally have a character who always judges others with their own narrow way of thinking, they are not able to control themselves, therefore they will continue to talk about someone's shortcomings on social media (Raco, 2020).

Moreover, Ria Ricis's social media accounts have interrelations. In 2020, Instagram account of Ria Ricis's got a cyberbullying percentage which is addressed to her by 41.65% (Siahaan, 2020). There are various reasons why netizens give negative comments to Ria Ricis. First, she was often bullied by netizens because of Ria Ricis's YouTube content that showed her saying goodbye or retiring as a YouTuber. After that, many netizens who saw this content said that Ria Ricis was just looking for sensations related to her farewell video. Then over time, when Ria Ricis uploads any content often gets negative comments from netizens, especially with the appearance of Ria Ricis who is veiled, and her status as Oki Setiana Dewi's sister who was first known as a celebrity as well as a preacher became one of the factors why many netizens often give negative comments to Ria Ricis.

According to Williard, actions that include cyberbullying are as follows: *flaming, harassment, cyberstalking, denigration, impersonation, outing tricker, and exclusion* (Maulid & Muhlshotin, 2017). The source of Ria Ricis feedback is a netizens' comment on her TikTok upload. However, only negative comments that are the source of the roles changes in communication that occurs. Here are cyberbullying cases received by Ria Ricis and also became the source of the message that Ria Ricis responded to by creating a video reading the hate comment.

Flaming

The flaming is seen in the phrase "*where is Ustazah Oki, please guide her (Ria Ricis) so she is really labile*" as presented at figure 1. It is clear that the sentence was offensive, and looked down on Ria Ricis, whom considered as a labile person. Other TikTok users also responded by giving *love* on these comments as many as more than a thousand users, which means they also agree with the submitted by the account haters named I'm 2020. Almost all hate comments which was read by Ria Ricis and her three members of team is included in the cyberbullying action because all the comment sentences tend to the category of insulting, offensive and even provoke other users to agree with the typed comments.

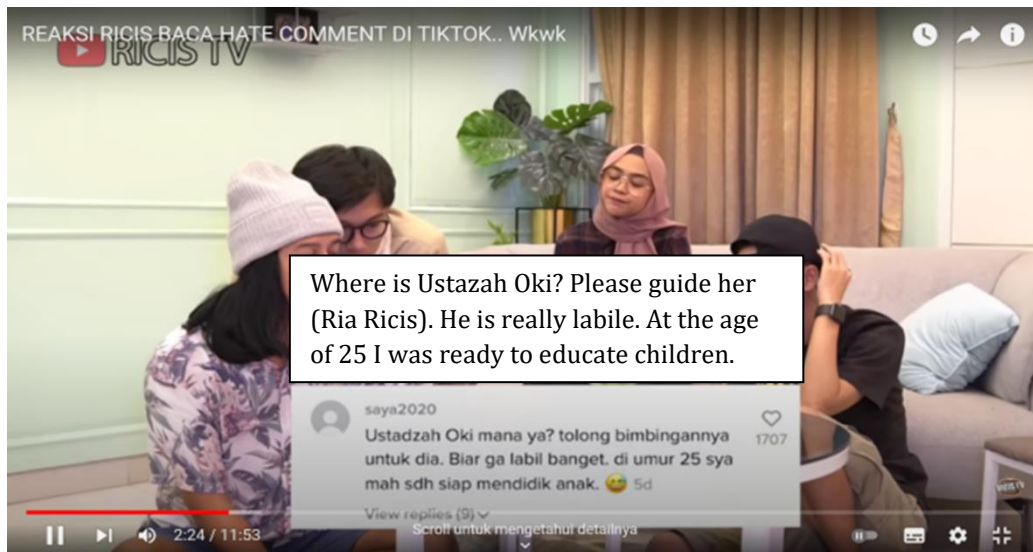


Figure 1. YouTube capture of RICIS TV

The flaming is also seen in the sentence "come on Ciiis, *gampang*... Who else will be bothered?", for hater account named *Ayuka Yumna*, as presented at figure 2. It has insulted Ria Ricis, or denigrated her. Especially in the word "*gampang*" which in KBBI means 'easier, does not demand much to be met.' In the context of these comments when Ria Ricis often changes male partners in every video content she publishes.



Figure 2. YouTube capture of RICIS TV

In addition, comments submitted by the account named *Caa'* is still included in flaming. He said about shipper account. *Shipping* is popular culture in *K-pop* fandom, in which they pair idols either with idols from other bands or in the same band. Then, they express their support through social media (Magetian, 2017). In the sentence "who makes all these problems is you", as seen at figure 3, confirms that *Caa'* account expresses her annoyance by insulting and accusing Ria Ricis of making life's own problems. Whereas all the things that Ria Ricis published, do have preparations in it. However, it should be emphasized that there are other events that we, as the netizens, do not know about before and after any video made by Ria Ricis.

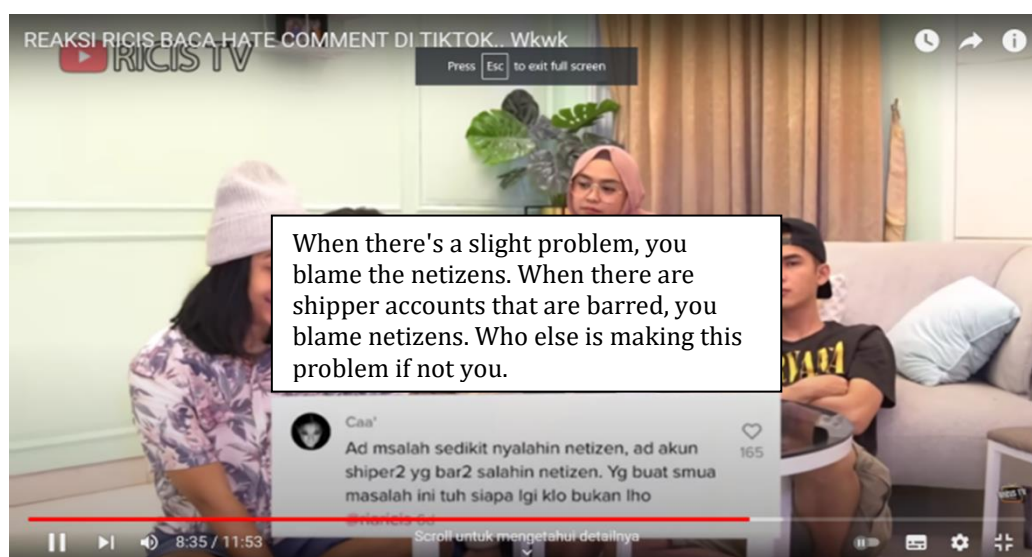


Figure 3. YouTube capture of RICIS TV

Harassment

This harassment is a message delivered by email, a text message that contains a sentence of distraction and is carried out continuously to make the victim feel worried and anxious about the message. In this study, researcher did not find action of harassment on the video entitled "Ricis reaction in reading hate comments on *TikTok*... Wkwk".

Cyberstalking

This act of cyberbullying refers to stalking behavior, it can be through messages or personal emails of the perpetrator sent to the victim. It can be the victim's personal data theft, in this case, the perpetrator can also be referred to be a "hacker" until the time the perpetrator has mastered the identity of the victim, and he will abuse it. In this study, it was not found cyberstalking action carried out by haters of Ria Ricis.

Denigration (Defamation)

Universally, cyberbullying action that includes defamation of those who indulged or accused the others people's bad on social media. In this video, the researcher found two hate comments, which are included in the defamation of Ria Ricis as seen at figure 4.

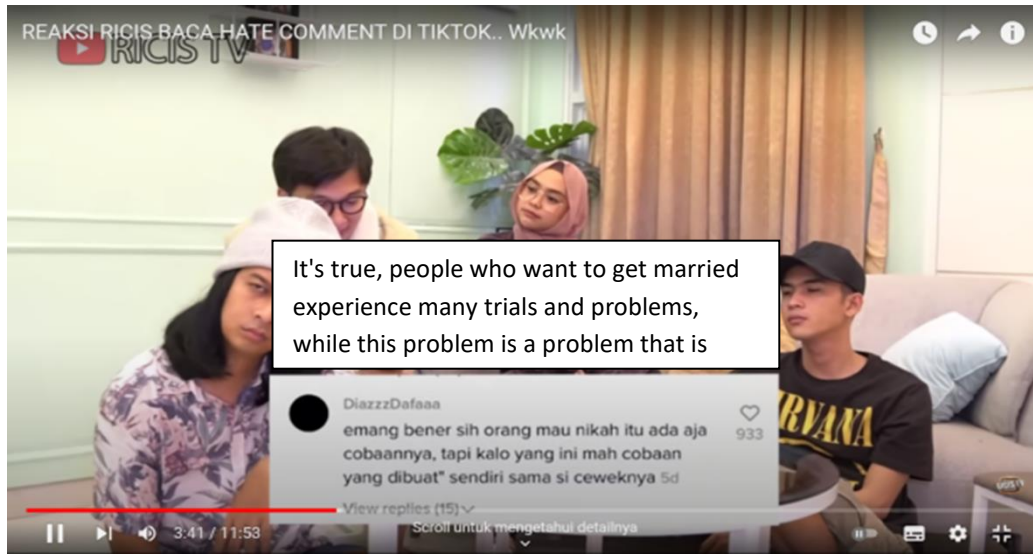


Figure 4. YouTube capture of RICIS TV

An account named *DiazzzDafaaa* gave comments that defame Ricis. It was emphasized in the sentence "This is a self-made problem by herself." In its comment, it was the kind of indulgence of other people's vices that were not done by Ria Ricis and included as the category of defamation because one of them was delivered in a virtual discussion. All people who are not involved can read it freely.

Impersonation

In the Indonesian language, impersonation has the meaning of imitation or the act of imitation. The cyberbullying action is that the perpetrator pretends to be someone else and then uploads a bad message. In this study, it was not found cyberstalking actions were carried out by haters of Ria Ricis.

Outing and tricker

Both are bad actions that harm, an outing that spread portraits of others without permission of the owner. In this study, the researcher did not find any tricker and outing actions in the netizen's comments read by Ria Ricis.

Exclusion

These actions are related to slandering members in the group as well as expelling people from something online group, kind of intertwined in the game *online*. In the study, the researcher did not find any action because Ria Ricis in this video does not explain that she belongs to the group *online*.

Based on the data, netizen's *feedback* include categories as follows:

- a. External feedback because there are those who give a response through comments directly when Ria Ricis content is uploaded.
- b. Neutral feedback because what is conveyed by some netizens is not in accordance with the message or content that Ria Ricis uploads.
- c. Positive feedback because netizens give constructive comments for Ria Ricis.
- d. Negative feedback because netizens gave unfavorable comments and deviated from the message conveyed, and this is the focus of this study.

Ria Ricis's feedback to netizens

In an interactional communication process, according to Schramm, *feedback* is a very important component to demonstrate the success of such an interactional communication process (Angsori, 2019). Ria Ricis originally acted as a source of messages through the publication of the video on *TikTok*. Then, netizens gave a response, some only gave comments unilaterally only, and there was a response that aimed to be responded back by Ria Ricis, some also gave negative comments. In this case, netizens who gave positive comments are called *fans*, while netizens who gave negative comments are *haters*.

Feedback makes the uncertain situation be suppressed as small as possible. Communicators or communicants always try to justify if the message was the same translated by the recipient. By the presence of feedback, it can also lead to confusion due to incorrect understanding (Widyawati, 2017). In addition, the researcher concerns on the Ria Ricis *feedback* and her *haters*.

Feedback by Ria Ricis in the video entitled "Ria Ricis Reaction in Reading Hate Comments on *TikTok*...Wkwk" includes in the form of *Indirect feedback* or *delayed feedback*, namely *feedback* indirectly delivered, and takes time, because if you see the last *TikTok* upload by Ria Ricis on October 14th, 2020, then her *YouTube* video that was uploaded on October 21th, 2020. In this *feedback*, there has also been a change of roles between Ria Ricis and netizens. At first, Ria Ricis was a source of communication messages, with netizens as recipients of messages, and provide their *feedback* through the comment's column, now changed to netizens' comments as the source of the message. Then, Ria Ricis as the recipient of the message, more details researcher will re-

describe this communication component until Ria Ricis gave *feedback* on video content on *YouTube* channel, then read hate comments on *TikTok*. Table 1 and table 2 are Ricis's feedback to netizens.

Table 1. Video Transcripts

Minutes	Transcript
01:54 - 02:00	Ricis: We will prove whether we really used to read the hate comments or we follow the excitement like you guys on <i>TikTok</i> . Who wants to read first? you just choose the comments, yesterday I was viral from which video, oh I forgot. I don't know either, I forgot. This video, I think (while operating the smartphone) We are reading <i>TikTok</i> comments, for all of you!!

On the sentence "Yesterday I was the viral from which video? I don't know either, I forgot. I think this Video" strengthens the assumption that video which has *feedback* from netizens' comments, is not directly made when netizens give their comments. However, there is a time gap between netizens giving comments in content video entitled "Ria Ricis reaction in reading hate comments on *TikTok*... Wkwk."

Table 2. Video Transcripts

Minutes	Transcript
07:08 - 08:26	Ariyez: Oh my god, what about the problem. Due to the comeback action, you guys were watching us for the duration of 10-15 minutes, and on <i>Instagram</i> also just a few seconds without you knowing from the process of making it. Vazo: That's right, there are hours before and after that, which you don't know. Like that Ariyes: What about Ricis? Ricis: I'm confused too, because it's a matter of heart. We don't know the human heart; God is the one who turns the human heart. God can turn the human heart in a minute, for example, now my heart is still X, another second could be Y, could be Z. So, no one knows the human heart guys, even me, am a person who does not want to <i>kepo</i> about love problems with people closest to me. People close to me do not want to

be *kepo* (curious), but how people that I do not know, people who are far from me. So, like Derry's romance, I've never been *kepo*, Ariyes has never been *kepo*, Vazo has never been at all. Even Caca, my close friend and Atika, I have never been in love with them at all. Until the viral time when I was with Caca that she cried, I am not *kepo*. So, we're not talking to each other. Before she told herself. So, it is another's business... something like that.

It seems Ria Ricis is reading negative comments by the haters, with the positive feedback because Ria Ricis, as a communicant, received a negative message conveyed by netizens to her so with the response and reaction of Ria Ricis addressed in the video entitled " Ria Ricis reaction in reading hate comments on *TikTok*... Wkwk" Ria Ricis responded positively to every negative comment read. Feedback in Ria Ricis does, if you look at social media features that can be used to convey feedback responses, is classified as amplification because Ria Ricis includes disseminating messages from netizens.

Positive feedback conducted by Ria Ricis and also her acceptance of negative comments by the haters is also difficult. In accordance with the recommendations of Islamic teachings, in the Qur'an surat Al-Hujurat verses 11-12 which explains that fellow Muslims are forbidden to insult each other, prejudge each other, say ugly, insult, even slander so misunderstandings arise. Feedback sentence by Ria Ricis was in accordance with the Hadith of the Prophet, that fellow Muslims are forbidden to hate each other, and envy., including provoking others to hate someone, such as a few sentences thrown by haters of Ria Ricis. On the closing sentence, Ria Ricis said a positive sentence, which she addressed to all viewers of the video even Ria Ricis also prayed for her fans and haters. Here's the sentence:

"But it is not the big deal, because they have the right. So, yes, whatever you want to use, just may there be the best prayer back to you too. Ameen. Thank you the Ricis, thank you all, thank you all shippers, I love you guys, without you there would probably be no one like us now. Bye... *wassalamualaikum waraakhmatullahi wabarakatuh*."

In the Ria Ricis YouTube video was not seen the negative impact she showed when she and the three members of the production team read negative comments from the haters. Although from Ria Ricis body language and facial expressions looks frown and seems disappointed, after knowing what the negative comments given by her haters. Although the response sentence conveyed by Ria Ricis is included in positive

feedback, this cannot affect that what Ria Ricis does is ineffective feedback to be conveyed publicly without any restrictions, everyone can see it freely.

In Islamic principles, every behavior in the process of communication that causes one's heart to become damaged, or another's heart to hurt and sick is very contrary to the spirit of Islamic communication which has the principles of peace and safety (Hefni, 2015). What Ria Ricis has done shows that communicating on social media requires Islamic communication principles such as *qawlan ma'rufā* to be applied (Adeni, 2020; Bakti, 2018; Khalil, 2016). According to Hassan (2021), Islamic principles of effective communication provide an essential framework for healthy relations with everyone regardless of religion, region, nationality, race, especially in the context of social media. This is in line with Mowlana's thesis about the importance of filling the media with information based on universal Islamic values without any orientation to discriminate and degrade. So according to Lisnawati & Erawati (2019) and Mowlana (2007), Islamic moral ethics are needed as the basis for social media activities.

CONCLUSION

It can be concluded that the communication process between Ria Ricis and the netizens started or originated from the *TikTok* post of Ria Ricis which then much commented by netizens. There are positive and negative comments given by netizens. Those who give positive comments are called fans, and those who give negative comments are referred to as haters.

Ria Ricis feedback on the haters was done through social media of YouTube, although the first netizens' comments are through *TikTok* application. On this feedback, there is a change or positions exchange between the source of communication and the recipient of the message, which was Ria Ricis who became the source of communication at first, then now being the recipient of the message. The feedback given by Ria Ricis is positive feedback that is also in accordance with the teachings of Islam in the Qur'an and Hadith. In this case, Ria Ricis gave a response that did not discredit netizens. The findings in this study can certainly contribute to the development of moral-based communication ethics in the social media space.

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