



# Analysis of Factors Causing Hate Speech on Instagram social media in the Comments Column of Lambe Turah's Instagram Account

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## ABSTRACT

### Keywords:

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Hate speech has become a disturbing social reality. Mistakes in translating the meaning of freedom of opinion become disputes that have legal consequences for the perpetrators. This research aims to determine the factors that cause the emergence and efforts to overcome hate speech. This research uses a qualitative approach and case study method. This research was analyzed using the Melvin Defleur model of individual differences theory which consists of three concepts, namely, selective exposure, selective perception and selective retention. Each other when they are exposed to the mass media. This can happen due to psychological differences, ways of thinking, influence of the surrounding environment, attitudes, values, religion, beliefs and so on. There is the influence of psychological elements that interact with exposure to mass media and produce effects. In this way, there is a strong link between media messages and the response of each individual. In efforts to overcome perpetrators who carry out hate speech on social media, there is a need for education for social media users and more equitable socialization. Because the socialization carried out by the government is currently still limited to certain groups, so those who are not affected by this socialization do not understand that there are ethics that must be understood when using social media so as not to be affected by the ITE Law. There are two ways that can be taken in carrying out socialization, namely socializing the importance of good social media, and it is also important to socialize the ITE Law (Electronic Transaction Interaction) as a guide for social media users so that they do not deal with legal problems.

## 1. Introduction

Why are Instagram accounts that engage in discussions surrounding gossip presently experiencing a significant level of popularity among the general populace? Is this phenomenon indicative of characteristics inherent to the social media epoch or a manifestation of individuals' insatiable thirst for information? A prominent social media accounts frequently referenced by internet users is Lambe Turah. Specifically, Lambe Turah serves as an Instagram account that disseminates information pertinent to public figures and the social phenomena that manifest within society, often becoming a reference source for individuals

seeking gossip material. Specific individuals subscribe to these gossip accounts for professional reasons, particularly as lifestyle media editors.

Conversely, some follow gossip accounts primarily for entertainment purposes. The rationale is facilitating "connection" during conversations with peers, as they often anticipate "entertainment" from netizens' comments rather than the gossip content itself. Additionally, some individuals contend that they seek to extract moral lessons or wisdom from the gossip presented. Another common rationale is that gossip accounts provide more current information than traditional mainstream media,

as they delve into 'good' or underground gossip, satisfying curiosity and serving as fodder for conversation among friends. The emergence of gossip accounts has also transformed how mainstream media acquires gossip concerning celebrities. Due to their timeliness, online media and television frequently reference or source news from these gossip accounts.

Unfortunately, Lambe Turah frequently discloses the private affairs of numerous artists or public figures without adequately considering the repercussions and reactions from the public sphere. Lambe Turah also neglects to consider his substantial follower base, thereby facilitating the establishment of hegemony that influences public perception within social media. The manifestation of Lambe Turah's hegemony is distinctly observable through their unrestrained capacity to disseminate any information about celebrities, encompassing both commendable and adverse narratives. Moreover, it is noteworthy that they assume a pioneering role and consistently maintain a position at the forefront of disseminating gossip or news regarding artists, surpassing traditional mainstream media outlets. At a minimum, the rapidity with which information is conveyed serves as Lambe Turah's primary instrument for garnering significant public attention. The proliferation of gossip accounts across social media platforms has prompted numerous Indonesian netizens to increasingly comment on trivial matters, which can even incite conflict among fellow netizens. Disputes with individuals who hold opposing views readily arise from discussions regarding a celebrity under public scrutiny. Each participant perceives their argument as the most valid, directing verbal attacks at other netizens utilizing inappropriate language. Given the anonymity afforded by the online environment and the minimal likelihood of encountering one another in real life, it is unsurprising that many individuals engage in unfettered commentary. It is imperative that we collectively move beyond such trivial pursuits. The reality is that when individuals engage with social media, they are bound by regulations that must be adhered to avoid transgressing the legal frameworks that exist within a nation (Abidin et al., 2023; Fasel & Weerts, 2024; Mak et al., 2024).

The phenomenon of hate speech is manifested across various social media platforms, including Instagram. Such manifestations typically encompass blasphemy, defamation, personal insults, and the dissemination of misinformation or hoaxes. The escalating prevalence of these incidents is hypothesized to stem from a deficit in awareness among internet users regarding the utilization of available social media. The liberty to articulate one's thoughts, coupled with an insufficient comprehension of the resultant implications, catalyzes the societal issues that arise (Stanovich, 2018).

The findings of the study by Ningrum et al. (2018) fortify the established knowledge concerning hate speech. According to Ningrum et al., the manifestations of hate speech observed within society encompass insults, incitement, political provocation, defamation, blasphemy, and the dissemination of misinformation (hoaxes), which are categorized into four principal themes: political, social, economic, and religious issues. The classifications of illocutionary speech acts identified include assertive illocutionary speech acts at 32.63%, directive at 20.63%, commissive at 9.26%, expressive at 35.9%, and declarative at 1.58%, derived from a comprehensive analysis of 882 speech samples across 20 distinct speech contexts. The initial conclusion indicates that within the speech context, blasphemy represents the predominant form of hate speech. In contrast, in the comments section, the most prevalent form of insult is found to be criticism. Furthermore, the Expressive TTI, specifically within the criticism category, is the type of Illocutionary Speech Act (TTI) most frequently observed in netizen discourse within the comments section.

The findings articulated in Permatasari & Subyantoro (2020) further substantiate the prevalence of hate speech. The empirical results derived from Permatasari's investigation into hate speech within the Facebook social media platform elucidate that such expressions manifest as discourse characterized by ridicule, sarcasm, insults, defamation, slander, and the dissemination of misinformation directed towards individuals, groups of individuals, or specific collectives. Moreover, Permatasari pointed out that evaluating 34 data points

culminated in the detection of six unique forms of hate speech, which encompass (1) hate speech shown as provocation, (2) hate speech represented as incitement, (3) hate speech articulated as insults, (4) hate speech characterized as slander, (5) hate speech defined as defamation, and (6) hate speech manifested through the circulation of false information.

An illustrative instance of hate speech can be observed in the case of the musician Ahmad Dhani, who was adjudicated in a legal context and convincingly established to have transgressed Article 28 Paragraph (2) of Law Number 11 of 2008. He was found guilty of perpetrating a criminal offence by deliberately and unlawfully disseminating information intended to incite hatred or hostility towards particular individuals or groups within society, predicated on criteria such as ethnicity, religion, race, and inter-group dynamics.

Although numerous instances exist of individuals facing prosecution for contravening the ITE Law, a contingent persists in engaging in contentious discourse within the comment sections of gossip platforms, employing derogatory language and disparaging others as though they possess the unequivocal truth. This raises the inquiry regarding the determinants that incite hate speech on social media, prompting individuals to transgress the established social norms. As articulated by De Fleur (1987), individuals, as constituents of the target demographic of mass media, engage in selective attention towards messages, particularly those that resonate with their interests, align with their attitudes, and correspond with beliefs bolstered by their values. Their reactions to these messages are subsequently influenced by their psychological dispositions. Consequently, the impact of mass media on the audience is not homogenous but rather heterogeneous, given the individual variations in psychological composition (Uchjana Effendy, 2006). Within the comment section of the Lambe Turah Instagram account, it is evident that individual responses to the disseminated information differ markedly, reflecting their unique psychological frameworks. Some individuals exhibit affirmative responses, while others display adverse reactions. These divergent responses

incited debates among netizens, which, over time, devolved into unhealthy arguments characterized by the proliferation of hate speech.

This research employs the theoretical framework of individual differences. The rationale for adopting this theory is predicated upon the notion that individuals exposed to media content will exhibit divergent opinions contingent upon their unique backgrounds. When varying beliefs emerge, the chances for disagreement grow, driving some to use inflammatory language to justify their stances.

De Fleur (1987) articulated the conceptual framework regarding individual differences in his seminal work "Individual Differences Theory of Mass Communication Effect." By this framework, individuals, as constituents of the target audience for mass media, exhibit selective attentiveness to messages, particularly when such messages resonate with their interests, align with their attitudes, and are congruent with beliefs endorsed by their values. Their reactions to these messages are influenced by their distinct psychological frameworks. Consequently, the impact of mass media on the audience is characterized by variability rather than uniformity, given that individuals exhibit differences in their psychological constructs (Uchjana Effendy, 2006).

The foundational premise of this theoretical framework posits that individuals exhibit variability in their reactions when confronted with mass media (Wettstein & Wirth, 2017). This variability may arise from psychological disparities, cognitive processes, environmental factors, attitudes, values, religious affiliations, belief systems, and other related aspects. This theory articulates those psychological components exert an influence that interacts with mass media exposure, thereby engendering consequential effects (Czymara & Dochow, 2018; Hennighausen, 2015). Consequently, a robust correlation exists between the messages disseminated through media and the reactions elicited from each individual. The psychological constitution of each person modulates the nature of these responses or reactions to such messages (Munsch, 2014).

The influence of media on the general populace is characterized by heterogeneity rather than uniformity. This variation arises from the unique psychological frameworks and lifestyles cultivated by the distinct environments within which individuals exist and undergo development. De Fleur (1987) and Ball-Rokeach (1985) articulate those variations in personal values suggest that media communications encompass specific stimulus properties that engage in differential interactions with individuals' personality traits.

Given the inherent variability in personality traits among members of an audience, it is posited that discrepancies will exist in the effects that correlate with such individual differences. Consequently, personal necessities, attitudes, values, antecedent beliefs, and various cognitive and emotional states are critical in filtering and selecting media exposure and its interpretation. This implies that audience members will exercise considerable selectivity regarding the information they choose to hear, read, or observe from others exposed to the same media content. Therefore, the variables inherent in these diverse dimensions are partially attributable to selective exposure, selective perception, and selective retention of media content. These elements function as impediments between messages and their consequent effects, constraining the breadth of direct influence that mass communication exerts on audience members. From psychological research, three fundamental concepts emerge within individual differences: selective exposure, selective perception, and selective retention. Both selective exposure and selective perception serve as obstacles between messages and their effects, consequently restricting the direct influence of mass communication on individuals.

## 2. Methods

The methodology employed in this investigation is a case study, which represents one variant of the qualitative research paradigm. Case studies engage in a concentrated examination of a specific subject, analyzed as a case within a real-world context, as articulated by Yin (Creswell, 2014). As a qualitative research method, case studies present numerous advantages. According to Lincoln and Guba, case

studies afford various benefits, including serving as the primary means for emic research that articulates the perspectives of the subjects under investigation, yielding a holistic portrayal akin to everyday experience, and illustrating the dynamic between researchers and informants (Mulyana, 2013). Furthermore, case studies help readers discern internal coherence that encompasses stylistic consistency, factual accuracy, and credibility while providing the "thick description" requisite for evaluating transferability. This methodological approach remains amenable to assessing the contextual factors that influence the interpretation of the phenomenon within that specific context.

Creswell (2014) delineates that case study research constitutes a qualitative methodology wherein investigators examine real-world, contemporary bounded systems (cases) or a plurality of bounded systems (multiple cases) through meticulous and comprehensive data collection that incorporates diverse sources of information (e.g., observations, interviews, audiovisual materials, documents, and reports) and subsequently articulating case descriptions and thematic analyses. The analytical unit within a case study may encompass either a single case or multiple cases.

Creswell (2014) articulates several salient characteristics of case studies, notably: research commences with the identification of a specific case, which may encompass an individual, a small group, a partnership, or an organization, accompanied by a precise case definition, and may be confined to particular parameters such as a designated location and timeframe. This case study's objective is paramount, as qualitative case studies may be systematically designed to elucidate a distinctive case or address extraordinary phenomena that necessitate meticulous description. An exemplary qualitative case study must exemplify a profound comprehension of the case, obligating researchers to amass diverse forms of qualitative data, ranging from interviews to audiovisual materials. The methodology employed for data analysis in case studies can exhibit variability, with some researchers opting to present the entirety of the case or to juxtapose multiple cases. In contrast, others may concentrate on the

analysis of a singular case. To enhance comprehension, rigorous case study research ought to incorporate a thorough case description and delineate specific themes, issues, or contexts to be investigated. Themes or topics within case studies may be systematically organized chronologically by researchers, who subsequently analyze the comprehensive case to discern similarities and differences.

### 3. Result and Discussion

#### Factors Causing Someone to Commit Hate Speech

The proliferation of gossip accounts within social media platforms has prompted numerous Indonesian netizens to comment on superfluous matters, which can ultimately incite discord among their peers in the digital space. Commencing from commenting on a celebrity currently in the limelight, it is not uncommon for disputes to arise with individuals with opposing views. Each participant in these discussions perceives their argument as the most valid, subsequently launching verbal assaults against other netizens employing inappropriate language. Thorough analysis suggests that various determinants impact people's inclination to express hate speech, involving internal variables, outside influences, and the sensory experiences of each person.

The propensity for individuals to engage in hate speech on social media can be attributed to intrinsic factors within the individual. This observation aligns with the source's perspective, which posits that individuals experience gratification when their viewpoints receive validation from others. In contrast, they experience discontent when their viewpoints lack peer endorsement. Consequently, an individual's psychological state can significantly influence their behaviours in tangible environments and social media. Drawing from the principles of social psychology, the emergence of hate speech can be linked to the environmental contexts surrounding the perpetrator. The context is crucial in influencing how one's character develops. This phenomenon occurs because the environment acts as a conduit through which individuals acquire socialization skills with others. When individuals experience a nurturing atmosphere, they frequently engage in

positive social interactions; conversely, a harmful upbringing might steer them towards undesirable behaviours.

Individuals often engage in hate speech on social media platforms to assert their presence within the public sphere by generating controversy. Individuals who cultivate controversy typically attract heightened attention from online users because they are perceived to possess divergent perspectives from the majority or are motivated by a desire for notoriety associated with a currently trending issue. This behaviour is orchestrated to fabricate a specific perception among others by meticulously curating actions so that individuals construe their identity by their intentions.

The proliferation of gossip accounts on social media platforms has prompted numerous Indonesian netizens to engage in commentary on trivial matters, which can subsequently lead to discord among fellow users. This often initiates with remarks directed at a celebrity garnering public attention, where disagreements with opposing viewpoints can swiftly arise. Each participant perceives their perspective as the most valid, leading to aggressive exchanges that frequently involve inappropriate language directed towards other netizens. Beyond individual behavioural issues, a secondary contributing factor is available tools and mediums. The dissemination of hate speech has become increasingly prevalent via social media channels. Through these platforms, individuals may articulate various statements without fully considering the repercussions on those whom they oppose. Consequently, it is imperative to comprehend and implement ethical principles when engaging with social media.

The surrounding environment significantly contributes to the perpetuation of hateful discourse. This environment serves as a social context wherein individuals may replicate the behaviours exhibited by others. Hence, seeking a conducive climate and associates for social engagement is crucial. Societal interests may manifest in various forms, including but not limited to racial, political, or personal concerns that aim to garner attention from the broader community. Lastly, economic challenges can compel individuals to engage in actions without

due consideration of the consequences. It is conceivable that one individual may solicit another to engage in hate speech in exchange for financial compensation.

According to empirical investigations, three principal determinants exist that incite individuals to engage in the articulation of hate speech, specifically internal, external, and sensational factors. These determinants exert a disparate influence on individual comportment within social media platforms. Internal factors refer to elements that originate from within the individual. An individual may exhibit a propensity for hate speech on social media due to psychological influences stemming from their internal state. For instance, the participant in this study, identified as SY, articulated that he experienced a sense of joy when his viewpoints received validation from others.

In contrast, he encountered discontent when his perspectives were not endorsed. An individual's psychological state profoundly impacts their behavioural choices, both in tangible environments and virtual social media contexts. The lack of self-regulation constitutes the primary catalyst for the emergence of hate speech. As articulated by Participant TG, he had not considered the implications of the message he disseminated until he was prompted to reflect on the potential for his message to offend others.

External determinants similarly contribute to the proliferation of hate speech. In social psychology, the environment impacting individuals is vital to their character growth. Should an individual be raised in a detrimental environment, there exists a significant likelihood that their behaviour will also be adversely affected, particularly regarding the manifestation of hate speech. Research informant DD disclosed that external influences such as peer conformity, the propensity to disseminate messages without verifying their integrity, or erroneous involvement frequently incite the emergence of hate speech. Moreover, DD noted that there are instances where individuals experience a particular sense of gratification when they effectively retaliate against perceived emotional harm on social media, even when such reactions are articulated through hate speech.

In addition to internal and external determinants, the phenomenon of sensation also constitutes a significant factor in motivating individuals to engage in hate speech. Specific individuals perpetrate hate speech on social media platforms to assert their presence in the public realm by generating sensational content. They typically attract heightened attention from netizens due to their perceived divergent viewpoints or their aspiration for recognition stemming from a viral incident. DR, a participant in this research, articulated that the compulsion to appear distinctive and the ambition for virality frequently serve as predominant motivations underlying sensational behaviours associated with hate speech on social media. For these individuals, the act of generating sensation supersedes the consideration of the emotional well-being of others.

### **Efforts to Tackle Perpetrators of Hate Speech**

Consequences refer to the outcomes that an individual is compelled to acknowledge as a direct result of their actions, contingent upon the decisions made. These actions' ramifications may be beneficial or detrimental, influencing individuals, entities, circumstances, frameworks, and others. This also encompasses the repercussions of hate speech, which may result in judicial penalties.

Hate speech, often referred to as such, constitutes an action that inflicts harm upon others and is regarded as a criminal offence due to its fulfilment of the requisite elements defined by relevant legal statutes. In his scholarly work "Analogi Hukum" (2020: 2), Teguh Prasetyo articulates that a criminal act is defined as any behaviour that is governed by legal provisions, with transgressions thereof subject to punitive measures as stipulated by the prevailing legal framework. Considering that legislation explicitly bans hate speech, people involved in such actions could suffer repercussions as determined by the legal codes and rules that focus on hate speech, which include the listed criminal penalties.

There exist various penal measures applicable to offenders of hate speech. First, when a wrongdoer engages in hate speech via digital means, they are governed by the rules established in Article 45 paragraph (2) of Law

No. 11 of 2008 related to Information and Electronic Transactions (ITE). If hate speech specifically targets religious beliefs, the offender will be liable under Article 165A of the Penal Code. Thirdly, hate speech aimed at particular ethnic groups will incur penalties as delineated in Article 156 of the Penal Code. Fourthly, hate speech exchanged between different groups shall attract sanctions as stipulated in Article 157 of the Penal Code. Fifthly, hate speech predicated on racial and ethnic grounds will face penalties by Article 16 of Law Number 40 of 2008, addressing the Elimination of Racial and Ethnic Discrimination. If hate speech stems from sharing incorrect information, the perpetrator will encounter consequences as detailed in Article 310 of the Penal Code.

In addition to facing criminal sanctions and monetary penalties, individuals who engage in hate speech typically endure social repercussions enforced within the community. This phenomenon arises from the perception that the offender has transgressed the established societal norms. The consensus among the expert informants underscores the necessity for supplementary punitive measures beyond criminal sanctions and fines, precisely the imposition of social penalties. This is due to the characterization of social sanctions as often being more severe than criminal penalties, as society tends to perpetually recall individuals who breach norms, resulting in their continual ostracism or negative labelling by the community.

When engaging with social media platforms, it is imperative to adhere to established regulations to avoid contradicting the pertinent legal frameworks of a given nation. Despite numerous instances of individuals facing legal action for infringing upon the ITE Law, a demographic still engages in contentious exchanges within the comment sections of gossip-oriented accounts, employing derogatory language and disparaging remarks as though they possess an unequivocal moral superiority.

Legal recourse represents a mechanism to inhibit individuals from engaging in criminal activities, including disseminating hate speech. Beyond its preventative capacity, such legal frameworks may exert a deterrent influence due

to their binding and coercive nature. The evaluations in the texts imply that the participants favour holding those who indulge in hate speech accountable. Conversely, some sources suggest that an initial warning should be administered to hate speech offenders before imposing legal sanctions, thereby discouraging future transgressions.

In conjunction with enforcing more rigorous legal measures against individuals who engage in hate speech, scholars JS and RD contend that there is a pressing necessity for educational initiatives aimed at social media users and enhanced social interaction opportunities. This is due to the reality that the current socialization efforts undertaken by the government are predominantly confined to specific demographics, resulting in a lack of awareness among groups that are not included in these initiatives regarding the ethical considerations requisite for responsible social media use, thereby exposing them to potential violations of the ITE Law. Based on the insights shared by the previously cited researchers, the government's initiatives for socialization ultimately do not work, as they overlook the complete demographic. Indonesia might consider emulating the proactive strategies the European Union (EU) implemented, including partnering with international online media platforms to monitor and obstruct all content associated with hate speech effectively. In this context, the EU has collaborated with Facebook, Twitter, YouTube, and Microsoft to establish a "code of fortinent to online interactions.

The code of conduct was announced on 31 May 2016 in a statement issued by the European Commission, which essentially reads: "By signing this code of conduct, IT companies commit themselves to continuing to work on the issue of unlawful online hate speech. This includes developing internal procedures and ongoing staff training to ensure they learn the majority of valid notifications to remove hate speech within 24 hours. In the logic of law enforcement, the large number of criminals who are punished is undoubtedly not an achievement but rather a failure of the state in combating such crimes. Combating criminal acts should be reflected in the community's high level of legal

awareness and the decreasing reality of criminal incidents in the community itself.

#### 4. Conclusion

Upon analyzing the findings derived from the discourse surrounding the research presented in this thesis, one can deduce that the predominant determinant that incites individuals to engage in hate speech is the variability in individual characteristics when subjected to mass media exposure. Psychological variances, interpretative frameworks, environmental determinants, predispositions, values, religious beliefs, and personal convictions constitute the factors that shape individual reactions to media communications. A robust correlation exists between media communications and individuals' reactions, a relationship modulated by their psychological composition. Individuals who can manage their impulses effectively are more reserved in their social media expressions, unlike those who cannot, who often make hasty statements that could promote hate speech.

To adequately combat the actions of people who propagate hate speech on social media outlets, implementing wide-ranging educational measures and social integration initiatives for users is necessary. At present, the socialization efforts conducted by governmental entities are predominantly confined to specific demographic groups, resulting in a significant portion of social media users lacking an understanding of the ethical considerations associated with social media engagement and the potential ramifications they may face under the Information and Electronic Transactions (ITE) Law. In addition, with initiatives to foster social engagement, enforcing rigorous law enforcement strategies is vital to create a dissuasive impact on those who commit hate speech. The repercussions of engaging in hate speech on social media may encompass financial penalties or incarceration, contingent upon the gravity of the offence, as such actions are classified as criminal acts governed by statutory law.

#### 5. Limitation

This study has several limitations that must be acknowledged. First, the research utilizes a qualitative approach with a case study

method, which, while providing deep insights into the specific context of hate speech on the Lambe Turah Instagram account, limits the generalizability of the findings to broader contexts or other social media platforms. The focus on a single Instagram account may not fully capture the diversity of hate speech phenomena across different online environments or within other cultural or social settings.

Second, the study relies heavily on the theoretical framework of individual differences, particularly Melvin Defleur's model, to analyze the factors leading to hate speech. While this framework effectively explains the psychological and environmental factors influencing individuals, it may not account for other potential contributors to hate speech, such as socio-economic or political dynamics that were not explored in this research.

Lastly, the data collection was constrained by the availability of participants willing to discuss their experiences and perspectives on hate speech openly. This limitation may result in a potential bias or a narrower perspective on the issue, as those who did not participate might have provided additional or contrasting insights.

#### 6. Implication

The findings of this study carry significant implications for both policy development and practical intervention strategies aimed at combating hate speech on social media platforms. The identification of internal, external, and sensational factors as primary motivators for hate speech suggests that efforts to mitigate this issue must be multifaceted.

For policymakers, the study underscores the need to enhance and expand socialization efforts beyond specific demographic groups to ensure a broader understanding of the ethical use of social media. This can involve targeted education campaigns and partnerships with social media platforms to promote responsible online behavior and awareness of the legal consequences associated with hate speech.

For practitioners, particularly those involved in social media management, the results highlight the importance of monitoring online



discourse and implementing proactive measures to curb the spread of hate speech. This could include the development of advanced moderation tools that can identify and address inflammatory content before it escalates into widespread online conflicts.

Moreover, the study suggests that legal frameworks need to be supported by ongoing education and social integration initiatives to effectively reduce the prevalence of hate speech. Law enforcement alone is not sufficient; a community-wide approach that involves educating users about the consequences of hate speech and fostering a culture of respect and tolerance online is crucial.

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