

Abusive Language Analysis of Netizen Comments on Gus Miftah's Instagram Account

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ABSTRACT

This study discusses the analysis of abusive language on Gus Miftah's Instagram account that is concerned on investigating the type of abusive language in netizen communication on Gus Miftah Instagram account. The objective of this study is to determine the types of abusive language and explain the process of abusive language used in the comment column of Gus Miftah's Instagram account. This study uses a descriptive qualitative method. The source of the data was obtained from comments of netizen and it was collected by looking at the Instagram comments and taking a note, and the data were analyzed by some steps they were data reduction, data display, drawing and verifying conclusion. There were 100 abusive languages were found in this study. The data was analyzed by identifying comments into 10 types of abusive language, classifying utterances into each type of abusive language. There were 9 types of abusive language were found in the comment column of Gus Miftah's Instagram account, namely Animals Name, Part of body, Profession, Activity, Adjective, Supernatural Creature, Noun, Kinship, and Foreign Language

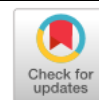
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INTRODUCTION

Communication methods and media have evolved throughout history, from oral traditions to writing, from printing press to radio and television. Each transformation brought unique challenges and opportunities, shaping the societies of their respective eras (Anuashok et al., 2024). The rapid of information technology development has brought rapid changes to the ways of human in communicate. Both in processing messages to be conveyed, the use of media, and how to receive them. Especially, social media has had a significant impact on people's communication patterns (Nada et al., 2024). The role of social media has become the main platform for individuals to interact, sharing information, and consume content widely and quickly. This phenomenon influences many aspects such as, the way people communicate, shape preference, values, daily life activities. The development of technology information the transmission of social media has become an increasingly relevant and important issue for modern society (Halich et al., 2023). Particularly, the impact of social media platforms, such as Instagram, Twitter or X App, Facebook, TikTok, WhatsApp, Telegram and You tube in general information of public opinion, culture stereotypes and type of users on social media (Alafwan et al., 2023).

In the last two decades, social media has appeared as one of the most influential innovations in the digital era (Hang, 2024). The rapid of technology and the widespread use of the internet have made social media platforms as a part of many people life (Cagatin, 2024). These platforms turn human lives into global village and allow people to engage, interact, and communicate each other instantly, regardless of their location through text messages, images, audio and video call (Noori et al., 2023). Social media is a technology that facilitates the creation and exchange of information and ideas, career, interests and other forms of expression through virtual communication (Sirojiddinova & Solijonova, 2023). Every part of human

activity is impacted by communication, and it serve as tool for the development and maintenance of all relationship. Lack of communication can lead to waste and fatal errors (Nabil & Ayubi, 2022). The role of communication between humans is necessary to know its direction and meaning so that a conversation can be digested properly. Communication is very important. Effective communication and understanding of messages are needed for the progress (Nabil & Ayubi, 2022).

Statista (2025) report indicated that in 2025 there were 5.24 billion social media users around the world in early January 2025, equivalent to 63.9 % of the total global population. This widespread use of social media has had an impact on communication (Sirojiddinova & Solijonova, 2023). When we examine the impact of social media on modern communication, it becomes clear that this phenomenon is multifaceted and complex (Anuashok et al., 2024). As a result, this exposure leads to the adaptation and adoption of new lifestyle, which are often influenced by prevailing trends on social media (Nada et al., 2024). Abusive language on social media is a complex phenomenon that spread very quickly. (Sari et al., 2022) states that abusive language is utterance that contain abusive or dirty phrase. Even not all of abusive language means nasty, but also can be a joke (Diani et al, 2022).

Generally, the victims of abusive language are famous people such as, influencers, celebs, youtubers, actresses, actors, big figures, and even presidents (Kiritchenko et al., 2021). For example, Gus Miftah's Instagram account whose case went viral on social media. In this case, a middle-aged man was listening to his Islamic study while selling ice tea that held by Gus Miftah in Magelang. He insulted the ice tea seller with abusive language like "goblok" (dumb) that preacher of Islamic scholars should not speak, because the word is inappropriate word which is a preacher should not say and contain an informal meaning. It causes the anger of Indonesian people or netizen.

Regarding this incident, the words conveyed by Gus Miftah would be a problem for the wider community because, Gus Miftah is a public figure, he is an Islamic preacher every action of his will become an example and role model for everyone. Whether they followed him or not. It was feared that his will become a justification. In fact, it was a very fatal mistake. To find out the speaker's intentions, study of abusive language needs to be carried out, especially in pragmatic approach. Pragmatics focus on contextual meaning, where speaker utter and the listener infer the meaning (Yule, 1996). So, we can understand the meaning of netizen utterances. The subject of this research is netizen comments on Gus Miftah's Instagram account. The researcher chose this study because the researcher wants to observe how rude or dirty netizen's language in their communication in the form of abusive language of netizen comments on Gus Miftah's Instagram account.

Current issue of communication

The advent of industrial revolution 4.0 has triggered a reinvention of telecommunication networks. The transition from 4G to 5G is a major advancement in mobile communications technology, with profound implications for individuals, business and industries (Kumar et al., 2023). Digital technology has enabled individuals from different parts of the world to connect and communicate instantly, in social media (Judijanto & Aryani, 2025). This will help improve communication effectiveness, which is the key to manage mistrust, outcomes, and confusion. Another study identified misunderstanding, including poor communication which were categorized as one of the most critical factors. Miscommunication can occur in various forms, such as slow or late circulation of information, ineffective reporting systems, and lack of communication between speakers and listeners because they come from different background (A.A. Abdallah et al., 2024). There are three risks of language (communication); language barrier, cultural values, and different communication styles, Ziin and Muller (2022) in (Gricar & Tomec, 2023).

Feature of effective communication

Along with the advancement of communication in technology and rapid of information spread through various online platforms. We should not have a positive or negative attitude towards internet language, but create a condition that can maximize the effectiveness (Yang, 2024). (Buarqoub, 2019) in his research states, effective communication is

difficult to achieve. In globalization world, effective communication is essential to build relationship. Communication can be made effectively by using technology which acts as a source of power to enhance communication style.

Effective communication is a combination of a set of skills that include attentive listening, non-verbal communication, ability to cope with stress in the present situation, and the capability to identify and understand one's own emotions and person with whom is communicating (Sharma & Sharma, 2015). Effective communication is not only about delivering messages clearly, but also understanding the recipient's mental framework (Babasoy, 2025).

Abusive Language

In Indonesia, abusive language or dirty phrase usually come from something bad, disgusting or taboo to speak in public. As recorded by (Akhter et al., 2020) state abusive language is utterance or expression that contains a bad or dirty words in conversation. People often spread hate speech accompanied with abusive language (Davidson et al., 2017). Abusive language means inappropriate words or speech in the term of rude words, cursing, yelling, shouting dirty phrases which are expression of people's emotion (Diani et al, 2022). Abusive language is a form of expression that insult other people by using indecent words (Hayaty et al., 2020). Abusive language can be act of verbal violence because of the expression hurt other people's feelings (Darida & Koller, 2020). Putra (2013) in (Iman & Salim, 2022) states Abusive language is not dangerous if it used for telling stories and joking, but they can cause problems when it used as an attack. We often see or read abusive language on social media to express hatred, and insult (Mashkoo & Sher, 2024).

Therefore, the use of abusive language is fundamentally related to the cultural context of the speaker (Hafizh, 2018). Therefore, abusive language differs from one culture to another, depending on the various social context and how language itself is influenced by social factors. Abusive language is included in sociolinguistics. Sociolinguistics is the study of our everyday life, how language works in our casual communication, the media we are access, and the existence of societal norms, policies, and the laws that address language (Fuller & Wardhaugh, 2015). Sociolinguistics investigate how social factors influence the language use, including the use of abusive language. It includes analyze the social context in which context abusive language is used, the effect of language, and how it relates to social inequalities (Andrus, 2024). It can be explicit, using swear words or insult, and implicit relying on subtle cues or convey negativity (Vidgen et al., 2019).

As recorded by Priyanto & Ashadi (2020) referring to sociolinguistics studies, abusive word in Indonesian can be influenced by everyday conversation (Sari et al., 2022). It describes an unpleasant situation or condition (crazy, stupid, idiot), compare animals characteristics with human (dog, Pig), connect about astral (Satan devil), an object with bad references (shit, feces), part of body that related to sex activity or a usual part of body (eyes, brain, mouth), related with family member and add suffix (your father, your mother, your grandpa), using a low profession (clown, bitch, shaman,) (Sari et al., 2022).

Base on Putra (2013) in (Iman & Salim, 2022), state there were 10 types of abusive language, namely:

Animals name, Animals are living creature that use instinct and live in open environment. Many Animals live side by side with human, but there also many animals are shunned by human because they are considered the damage or bad for health or shunned of religion. Due the negative nature of some animals, many teenagers and community used them as abusive words (Budi & Ibrohim, 2023). Animals name that are often considered to used are dirty, unclean, savage, bad or ugly.

For example: dogs (anjing), pigs (babi), and monkeys (monyet), and etc.

Parts of body, they have their own respective function. In public, the names of body parts that are often to used, usually are not worthy or impolite to said in public (Budi & Ibrohim, 2023). For example: dick (kelamin pria), pussy (kelamin wanita), brain (otak) and etc.

Types of Profession, the types of profession in abusive language can be in the form of using words that refer to a profession or job to insult, demean, or embarrass someone. The professions are considered negative by society. For example: Prostitute (pelacur), bitch (jalang), gigolo (gigolo), pimp (germo), and etc.

Types of activity, activity carried out by human in interaction. The activities are activities that would be inappropriate or impolite words that refer to activities to insult, demean, or embarrass other people. For example: Bastard (bajingan), jerk (brengsek), fuck (bersetubuh) fag (homo) and etc.

Types of adjectives, these abusive languages are taken from adjective that have a bad meaning. So, if they are thrown to someone, they will seem rude and definitely hurt the feeling of the person they are talking to. The adjective has bad impression if thrown to someone. For example: idiot (idiot), Stupid (bodoh), wacky (goblok), brainless (gak ada otak), fuck (persetan), and etc.

Types of supernatural creature, Supernatural creatures are creature that cannot be seen and often used to curse among teenagers and community, because the meaning the words contain negative traits. For example: satan (setan), and etc.

Types of kinship, Kinship names are also used in curse. This is based on the assumption that someone will easily feel offended, if the names of their family or relatives are made fun in a certain matter in (Iman & Salim, 2022). For example: mother and father's name (nama ibu atau ayah), and etc.

Type of nouns, feces are one type of nouns. it comes out through the rectum in various dirt or items that are considered as dregs. For example: feces/shit (tahi/kotoran), and etc.

Types of food, food is an energy enhancer for humans in (Iman & Salim, 2022). In Indonesia many foods are also used as abusive word/ swear words. For example, the word "asem/lontong" to express annoyance.

Using a foreign language, foreign language is a language that has a rough meaning that comes from various countries, such as America, Korea, England, Russia, and etc. For example: fuck (persetan), shit (kotoran/omong kosong), damn (brengsek), asshole (bajingan), bastard (bajingan), bitch (pelacur), motherfucker (bajingan), hell (jahanam), cyka blyat (wanita penghibur), sshi-bal (sialan).

METHOD

This study investigated abusive language on Gus Miftah's Instagram account through applying descriptive qualitative method. The purpose of descriptive research was to describe a phenomenon and the characteristics. This research was concerned with what and why questions in research and mostly the data regarding feelings, perception and emotion (Nassaji, 2015). Therefore, observation and survey were used to collect the data. Qualitative research involves in collecting and analyzing non-numerical data to produce insights, such as text, audio, or video (Eze & Ugwu, 2023). It is semi-structured or unstructured. The study would follow the three-step model proposed by (Huberman & Miles, 2014). After collected the data. It would analyze the data with qualitative method, which was the researcher expect to understand the phenomenon of what was happening to the subject. This research design was intended to investigate the type of abusive language and the process of abusive language on Gus Miftah's Instagram account.

FINDINGS AND DISCUSSION

The data of abusive language in Gus Miftah's Instagram comments were divided into 9 types of abusive language. they were Animals Name, Part of Body, Profession, Activity, Adjectives, Supernatural creature, Type of Nouns, Type of kinship, and Foreign Language. The result and discussion of each result presented as follows:

Animals Name

Animal names refer to the common names to identify difference species of animals. In negative side, it is usually compares with individual characteristic. These were some examples of animal name on Gus Miftah's Instagram account:

(handato89) ASU WE MIF (You are a dog Miftah)

(ninot_69) Nyet Miftah (Miftah is a monkey)

(may_udin27) Cangkem mu koyo asu (Your mouth is like a dog)

The forms of utterances above expressed by speaker 1, 2 and 3 contained abusive language. The utterances were considered rude, ridiculing, insulting words that were not appropriate for human. This could be seen that they called Gus Miftah with animal name "Dog" and "Monkey". Gus Miftah is a human, but he called as a dog or monkey, which was means his behavior likes animals, wild, cruel and brainless.

Part of Body

Part of body refer to some organs, or structure that makes up the human body. These were some examples of part of body on Gus Miftah's Instagram account:

(dikrihrlg) Halahh k*nT*L emg org ini (This guy really has a bad dick)

(filham_stillyoung) Halah Jembot Cocote Taim (What the fuck are you talking about pubic hair)

(celiboyexe) omong kosong otak kopong (Empty brain, what a bullshit)

The utterance from netizen 1, 2 and 3, contained abusive language, because the netizens said humiliation in public with sarcastic words. the words "dick", "pubic Hair" and "empty brain" were part of body and describe Gus Miftah as a bad person. this can be seen in the netizen utterances say that Gus Miftah just talking about useless thing without any benefit, value and manners in language. Netizen insult Gus Miftah that he has no brain but still do a preaches.

Type of Profession

Profession is type of works that requires skills. In negative sense is not formal or universal. In the context of societal impact, refers to an occupation that is perceived to have detrimental effects on individual or society as a whole. These were some examples of profession on Gus Miftah's Instagram account:

(harrygwnchana) MIFTAH DUKUN PANTEK (Miftah the fuck shaman)

(Rizky.sondo) Ustadz Lonte (the slutty Ustadz)

(Jibril_alexandria) BADUT PENJUL AGAMA (Religion selling clown)

The utterance form by netizen 1, 2 and 3, contained abusive language, because the netizens used type of negative profession toward Gus Miftah that considered demeaning, disrespectful, insulting, blaspheming, and cursing. What was already seen in the 1st utterance by netizen 1 said that "Gus Miftah is a fuck shaman". In the real meaning shaman is different with Ustadz. He does not have the characteristics of a preacher. The 2nd utterance by netizen 2 said that "Gus Miftah is slutty ustadz" A person who is despicable, bad and looked down lowly. And the 3rd utterance by netizen 3 was "Gus Miftah is a clown", means a person who uses flashy clothes with heavy make-up and entertain others with humors.

Type of Activity

Activity is the condition in which things are happening or being done. In negative sense refers to any action or behavior that has, harmful, detrimental, or undesirable effects on individual physic, mental, or overall situation. These were some examples of activity on Gus Miftah's Instagram account:

(nabail_jaeger) dada cewe Lc di tato lo biarahi (LC girl's chest is tattooed, you are horny)

(ftr19m) Santet woi santet aja si Miftah ni (Do black magic to Miftah)

(Je_Jeo18) Ngentot (Fuck)

The form of speech 1, 2 and 3 by netizens were contained as Abusive Language, because those netizens said dirty activities. These utterances were considered not polite, rude, cursing, or scornful. This can be seen the 1st utterance mention LC girl's chest is tattooed, you are horny as Gus Miftah as a pervert. The 2nd utterance by netizen tried to do black magic to

Gus Miftah, because he expressed his annoyance toward Gus Miftah. And the last utterance said an appropriate word or dirty word. The words should not be mention in public.

Type of Adjective

Adjective is a word that modifies, or describes, a noun or pronoun. In negative side adjective is describes something unfavorable, undesirable, or unpleasant. It expresses negative emotion or characteristic. These were some examples of adjective on Gus Miftah's Instagram account:

(-bagus.jpeg) Yo kono didol goblok (sold it stupid)

(putu_all2) Goblllokkk (Idiot!!!)

(kkska335) GUS MIFTAH AL QONTOLI AL GOBLOKI AL TOLOLI AL JELEKI

(Gus Miftah is fuck, stupid, dumb, and ugly)

The Form of utterances by netizen 1, 2, and 3, contained abusive language. the utterances were considered rude, cursing, and saying excessive words that should not be said to Islamic preacher, but the netizens conveyed those adjective words to Gus Miftah as an insult. For example, 1st netizen said Gus was Stupid, the 2nd said Gus Miftah was an idiot, and the last utterance by netizen 3 was cursed Gus Miftah with adjective words that contain negative meaning such as, fuck, stupid, dumb and ugly which was mean Gus Miftah is a bad person.

Type of Supernatural Creature

Supernatural creature is a being that is believed to exist beyond the reach of natural laws and scientific understanding. Supernatural creature can be a way to express the overwhelming nature of abuse. These were some examples of supernatural creature on Gus Miftah's Instagram account:

(wil.liam0300) Setan itu berambut panjang (Satan has long hair)

(elrachelestari) mau aee foto ama ank dajjal (why do you want to take a photo with the son of the dajjal)

(_onkstun) SETAN TERIAK SETAN (Satan shouted Satan)

The following statement was conveyed by netizen on Gus Miftah's Instagram comments column. The netizens' utterances conveyed in a tone that shouted. They vented their emotion to Gus Miftah with the name of supernatural creature. Those were abusive languages and should not be spoken to Islamic preacher, because usually ustadz were considered good and used as role models to their followers

Type of Noun

Noun is a word that refers to a thing, person, animal, place. In negative side noun is refers to a noun that is negated or precede by negative determiner. These were some examples of noun on Gus Miftah's Instagram account:

(alanpadee) ah, t4i lah gus, sandiwara mu itu (Your acting is like a shit)

(mrx.gm) 🍑 🍑 🍑 bubar 🍑 🍑 🍑 sampah 🍑 🍑 🍑 taim (Dispersed, Taim Rubbish)

(fbyfebrita) Firaun (Firaun)

The form of utterances 1, 2, and 3, by netizens were conveyed as Abusive language. These utterances were considered as insulting. It can be seen in the three statements from netizen said that Gus Miftah is a rubbish, feces, a disgusting thing and dirty and smelly. Gus Miftah also called as Firaun, an ancient Egyptian king who refers as a "wicked person".

Type of Kinship

Kinship refers to social relationship that is arise from blood ties, marriage, or adoption including family member. In negative side it is potential for exploitation, abuse, and conflict within families. These were some examples of kinship on Gus Miftah's Instagram account:

(bgshood) ibumu tak celuk LONTE Kapiye rasane? Bodoh (If I call your mother a bitch, how would you feel? Stupid)

(_qawii) Emak lu pedagang ajg (Your mother is trader, fuck)

(mfean_) kalo Istri anda di panggil lonte apa anda terima? (If your wife was called a bitch, can you accept it?)

The form of utterances 1, 2, and 3, by netizens were containing Abusive language. These utterances were considered as rude, cursing, insulting and excessive word. It can be seen in the three statements when the 1st and 2nd netizens said if I called your mother or wife as a bitch, how would you feel? Stupid, and the 3rd statement of netizen said that Gus Miftah's mother is trader, fuck. From three utterances conveyed netizens frustrated. They were angry of Gus Miftah action, who insulted people at will. They curse Gus Miftah by their kinship or family relationship.

Type of Foreign Language

Foreign language is a language that is not native or official of a particular country or region. The negative aspect is potential in increased anxiety and discourage. These were some examples of foreign language on Gus Miftah's Instagram account:

(adecom_78) GO TO HELL (*pergi ke neraka*)

(Alllkazhrasn) Freak (*orang aneh*)

(rifkach) SHAME ON YOU (*Tak tahu Malu*)

The form of netizen 1, he hoped Gus Miftah go to hell not heaven. Hell means place where people compensate for their sins. The utterances from netizen 2, and 3, by netizens were containing Abusive language. These utterances were considered as rude, disrespectful, cursing, and insulting. The three statements that utter by netizens were writing in English. They were delivering their disappointing in foreign language.

The result of the study show that abusive language used on social media was directed at an influencer on Gus Miftah's Instagram account. Furthermore, this finding indicated to abusive language used on social media was commit by Indonesian netizen and Gus Miftah was one of the victims. This finding supports the findings of research (Sari et al., 2020) which found the abusive language occurs among social media users in Indonesia. When interviewer asked about the causes of abusive language, the respondents responded that abusive language is primarily a result of frustration or occurs when they were annoyed by someone else's action.

CONCLUSIONS

As argued in the result section, it can be concluded that abusive language is still often found on social media, especially in Gus Miftah's Instagram Account. There were 9 types of abusive language were found in the comment column of Gus Miftah's Instagram account, namely Animals Name, Part of body, Profession, Activity, Adjective, Supernatural Creature, Noun, Kinship, and Foreign Language. In addition, this study has some limitations. The subject of this study was limited to Gus Miftah's Instagram account which gains verbal abuse from netizen comments. The form of abusive language also used in harassment, swearing, insults, mocking, and using sexual connotations. In terms of linguistic grammar, the language that identifies as abusive language in the text included; phrases, words, sentences and clauses. It makes the meaning of the grammatical unit in text will differ in conceptual and contextual meaning, because in one language or text there is no single meaning and it depends on the point of view of the person who read and understands the statement. Furthermore, by mixing their regional language, Indonesian netizens frequently use slang, metaphors, and idioms in their communication. It makes indirect language like sarcasm and irony become more difficult to predict the correct meaning (Budi & Ibrohim, 2023). It aims to decrease the number of cyberbullying in media social cases and using appropriate language in people daily communication in internet.

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