

# ANONYMOUS AND ONLINE HATE SPEECH WHEN GOVERNMENT RAISED SUBSIDIZED FUEL PRICES: AN ANALYSIS ON INSTAGRAM ACCOUNT OF INDONESIAN STATED OWN COMPANY

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## ABSTRACT

The study aims to investigate the impact of anonymity on the frequency of online hate speech in the comments section of the Instagram account @pertamina due to government's decision to increase the prices of subsidized fuel (Pertalite and Solar) in Indonesia. Hate speech can be delivered online, known as cyberhate, and anonymity in online communication can lead to aggressive behavior and the exploitation of anonymity for hate speech. This study employed a positivist research paradigm with a quantitative approach to examine social phenomena and their relationships. Data were collected by documenting the top 10 comments on @pertamina Instagram posts using a coding sheet for intercoder analysis on August 31 2022 to September 7 2022. The variables of interest are anonymity and online hate speech, operationalized through some indicators. Our study found a significant relationship between anonymity and the frequency of online hate speech, with anonymous users showing a 2.42 times higher prevalence of engaging in such behavior compared to non-anonymous accounts. This underscores the role of anonymity as a potential risk factor contributing to the initiation of hate speech. Despite these findings, it is important to acknowledge that the research has limitations, such as not considering other factors that may influence online hate speech, such as educational level and sociodemographic factors. Nonetheless, the study provides valuable insights into the impact of anonymity on the prevalence of online hate speech on social media platforms like Instagram.

**Keywords:** *Anonymous, Online Hate Speech, Fuel Prices, Subsidized, Instagram, Pertamina*

## 1. INTRODUCTION

One of the currently frequently debated cases of online hate speech is related to the government's decision to increase the prices of subsidized fuel (Pertalite and Solar) in Indonesia. Pertamina, a state-owned enterprise entrusted with the distribution of subsidized fuel by the Indonesian government, has also faced disparagement.

Social media as an online platform facilitates its users to participate, share, and engage in social interactions using web-based technologies that transform communication into interactive dialogue. According to a research conducted by We Are Social, a UK-based media company in collaboration with Hootsuite, the average Indonesian spends three hours and 23 minutes per day accessing social media. From the report titled "Essential Insights Into Internet, Social Media, Mobile, and E-Commerce Use Around The World," there are 130 million active social media

users in Indonesia, accounting for 49% of the population. Around 120 million Indonesians use mobile devices such as smartphones or tablets to access social media, with a penetration rate of 45%. In a week, online activities on social media through smartphones reach 37%. Social media has become addictive for its users as it allows them to engage in various activities.<sup>1</sup>

Communication patterns through social media can have negative impacts. One example is hate speech, which sometimes opposes freedom of speech and violates basic human rights. Hate speech that incites hatred can harm victims directly or indirectly. In direct hate speech, victims are directly affected by the content of hateful speech. In indirectly conveyed hate speech, the impact can be immediate or even delayed.<sup>2</sup>

Hate speech can be delivered online or offline. Hate speech conveyed online is also known as cyberhate. Cyberhate is a growing phenomenon that poses various problems. The development of cyberhate has accelerated by utilizing online media and has the potential to reach a larger audience. Cyberhate or online hate speech utilizes several internet features as

a medium for communication, one of which is not forcing someone to disclose their identity or remaining anonymous unless they choose to do so.<sup>3</sup>

Anonymity provides an opportunity for individuals to comment freely and express their thoughts without fear or concern of unfavorable responses based on their sexual orientation, gender, or skin color.<sup>4</sup> Anonymity can lead to aggressive behavior in online communication. Aggressive behavior can take the form of impolite language, harsh criticism, threats, or hate speech. Anonymity leads individuals to a state of deindividuation or feeling less responsible for their actions, resulting in more antisocial and aggressive behavior. Perpetrators of online hate speech exploit anonymity to freely comment and express their thoughts. Unbeknownst to them, such hate speech can lead to legal consequences.<sup>5</sup>

According to experts, some of the issues that have the highest incidence of hate speech are related to responses to local governments. When classified, the types of words typically used are those that are disgusting, coarse, and even misleading. These words are intended for insult, intimidation, accusations, curses, and the promotion of violence.<sup>6</sup> One of the current hot cases of online hate speech revolves around the government of Indonesia's decision to raise the prices of subsidized fuels (Pertalite and Solar). Pertamina, as a State-Owned Enterprise entrusted with distributing subsidized fuels by the Indonesian government, has also become a target of criticism. This is evident from the sudden surge in hate speech directed at Pertamina, particularly through its Instagram account @pertamina. Based on this, the purpose of this study is to further explore the "The anonymous and online hate speech when government raised subsidized oil prices: An analysis on instagram account of Indonesian stated own company".

## 2. LITERATURE REVIEW

The research compilation in this study draws upon several previous research references, including international journal articles related to the current research. The first journal article titled "You Don't Understand, This is a New War! Analysis of Hate Speech in News Web Sites Comments" analyzed hate speech characteristics

in news website comments through in-depth interviews with hate speech perpetrators.<sup>7</sup> Another study explored the relationship between anonymity and the benign online disinhibition effect on Generation Z in Surabaya, involving 400 respondents and using online data collection. Additionally, a study on "Anonymity and Deindividuation in Adolescent Social Media Users" investigated the relationship between anonymity and deindividuation in teenage social media users.<sup>8</sup> These studies primarily focused on hate speech comments on online news portals and social media. They employed quantitative and/or qualitative analysis methods, including discourse analysis, in-depth interviews, and surveys.

In this research, the analysis focused on the content of comments on Instagram accounts, specifically Pertamina's account, to examine how user anonymity influences the frequency of online hate speech on Instagram.

### 2.1. Anonymous

Anonymity refers to the state of being unidentified or lacking clear information about one's true identity during interpersonal interactions. Anonymity can influence audience perception of news and their intention to share stories. It can lead to deindividuation, which results in decreased self-evaluation, self-observation, accountability, self-regulation, and attention to social comparison. Anonymity can be used for both negative purposes, such as hate speech and harassment, and positive purposes, such as expressing opinions without fear of embarrassment or persecution, facilitating objective discussions, and promoting equality.<sup>9</sup>

Perpetrators of anonymity may not be aware of the hidden dangers associated with this characteristic. They tend to overlook self-awareness and privacy concerns related to personal data, which can have implications for the use of social networking sites, including cases of hate speech. Awareness of privacy issues, self-disclosure behavior, and willingness to form friendships are important dimensions and variables related to self-security awareness.<sup>10</sup>

Social media is a platform used for socializing. Socially, humans have a natural need to connect with others and be part of a like-minded group to share thoughts, ideas, and experiences. Media refers to the technology used to establish connections with others, such as written media, telephones, radios, websites, photos, videos, and mobile phones. Social media, specifically Web 2.0 applications, enable the creation, editing, and dissemination of user-generated content. It allows for peer-to-peer dialogue and social networking, democratizes information and knowledge, and

transforms individuals from content consumers to content producers. Social media has both positive and negative impacts on society, and it plays a significant role in the spread of hate speech.<sup>11</sup>

## 2.2. Online Hate Speech

Online disinhibition theory was first introduced by Joison in 1998, describing the phenomenon where individuals exhibit reduced self-restraint when communicating online. Online disinhibition refers to a person's inability to control their thoughts, impulses, and emotions online, which they may not express in offline situations. The theory differentiates between two manifestations of online disinhibition: benign online disinhibition effect (positive) and toxic online disinhibition effect (negative).<sup>5</sup>

The benign online disinhibition effect involves self-exploration, improved self-understanding, and emotional exploration. On the other hand, the toxic online disinhibition effect includes negative behaviors such as freely expressing offensive and inappropriate language. Anonymity is a factor that contributes to toxic online disinhibition, allowing individuals to behave aggressively without revealing their identities. The theory identifies six reasons for online disinhibition: dissociative anonymity, invisibility, asynchronicity, solipsistic introjection, dissociative imagination, and minimization of status and authority.<sup>5</sup>

Deindividuation refers to the merging of individual identity into a group identity, resulting in a loss of self-control and self-awareness. It can be defined as a psychological process where self-awareness diminishes, and the focus shifts to the group identity. Deindividuation can lead individuals to exhibit behaviors that deviate from their usual conduct. There are three stages of deindividuation: the loss of self-awareness, a sense of anonymity within the group, and the adoption of group norms and behaviors.<sup>12</sup>

Hate speech refers to expressions of hatred, discrimination, or hostility towards an individual or a group of people based on certain characteristics. It can be motivated by prejudice against the person due to those characteristics. Characteristics of hate speech include targeting individuals or groups based on arbitrary and normatively irrelevant features, stigmatizing the targeted group, and viewing them as unwanted and legitimate objects of hostility. Hate speech can have harmful effects on targeted individuals and groups, including health and psychological

consequences, threats to democracy, and exclusionary policies.<sup>13,14</sup>

Hate speech cases are rife in Indonesia.<sup>15</sup> Cases of hate speech that occur in Indonesia are very diverse, including defamation, harassment, slander, provocation and threats against individuals or groups, prohibitions on worship for minority groups, anti-Shia, anti-Ahmadiyah, and identity politics.<sup>15</sup> Hate speech has an impact on hostility and violence.<sup>16</sup> The Republic of Indonesia Police even claims that there is a group that operates 800,000 social media accounts that broadcast hate speech.<sup>17</sup>

This research is expected to provide additional information for netizens in developing a wise attitude in delivering comments on social media. Additionally, stakeholders are also expected to play an active role in mitigating the turmoil arising from incidents of online hate speech in Indonesia. Therefore, this research is crucial for the government and other stakeholders to actively address the impacts and turmoil caused by online hate speech incidents in Indonesia. It also offers valuable insights into how anonymity impacts the prevalence of online hate speech on platforms like Instagram.

## 3. RESEARCH METHODOLOGY

### 3.1. Research Model

The research paradigm used in this study is positivism, which emphasizes factual knowledge and scientific knowledge. The research approach is quantitative, aiming to describe social phenomena and their interrelationships. The study is explanatory in nature, focusing on testing hypotheses and examining the relationships between variables.<sup>18</sup>

The research method employed in this study is quantitative content analysis. Eriyanto reveals that quantitative content analysis is a research technique aimed at describing the characteristics of content and drawing inferences from it. The communication content needs to be identified systematically, as well as being valid, objective, and reliable.<sup>19</sup>

Quantitative content analysis involves conceptualization and operationalization processes. Researchers conducting content analysis must explain the definition of the concept they are using and specify to what extent that concept will be measured. Consequently, researchers can create indicators and coding books to observe the phenomena under investigation. Subsequently, researchers must determine the unit of analysis and sampling method to select the units to be observed and measured. All methods in positivism also strive to achieve good

validity and reliability as criteria for research quality.<sup>19</sup> By employing quantitative content analysis, researchers can determine whether there is an impact of anonymity on the frequency of online hate speech in the comment section of the Instagram social media account @pertamina.

The research method employed is to achieve validity and reliability in the research process. The variables in the study include anonymity and online hate speech. Anonymity is operationalized through indicators such as self-disclosure in sharing information and willingness to establish new relationships.<sup>12</sup> Online hate speech is measured through indicators related to the theme of comments and expressions of prejudice and offensive language.

The population of the study consists of all accounts that commented on posts on the Instagram account @pertamina during a specific period. The sampling method used is purposive sampling, and the sample includes the top 10 accounts with the most comments on August 31 2022 to September 7 2022 which shows the reactions of netizens before and after the determination of the subsidized fuel price increase. This time period was determined by the researchers because the issue of subsidized fuel price hikes was widely used as of September 1 and until the peak was set to increase on September 3, 2022. Data collection involves documenting the top 10 comments on Instagram posts and creating a coding sheet for intercoder analysis. The data analysis technique includes frequency tables to classify and analyze the data.

The study model is presented in figure 1

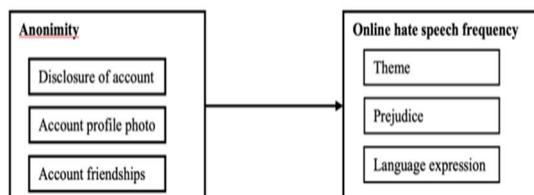


Figure 1: Study Model

### 3.2 Data Analysis Technique

The chi-square test analysis is a test for analyzing hypotheses in non-paired categorical data. In this study, the threshold for accepting the null hypothesis or alpha ( $\alpha$ ) is set at 5%. If the p-value is greater than alpha, the null hypothesis is accepted, and if the p-value is less than alpha, the null hypothesis is rejected.<sup>20</sup>

Contingency coefficient correlation analysis is a bivariate test involving numerical-numerical

data. In this analysis, the largest positive correlation coefficient is 1, and the largest negative correlation coefficient is -1. Additionally, the smallest coefficient is 0, and if the relationship between two or more variables has a coefficient equal to 1 (or -1), then the relationship is considered perfect. The correlation coefficients in detail can be found in Table 1.<sup>19</sup>

Table 1: Correlation Coefficients

Coefficients Interval	Correlation
0,00-0,199	Very Weak
0,20-0,339	Weak
0,40-0,559	Moderate
0,60-0,799	Strong
0,80-0,999	Very Strong

### 3.2. Hypotheses

This study emphasize the impact of anonymity on the frequency of online hate speech in the comments section of the Instagram account @pertamina. Therefore, the hypothesis is formulated as follows:

Ha: Anonymity has significant impact on the frequency of online hate speech

H0: Anonymity has no significant impact on the frequency of online hate speech

### 3.3. Variables

This study comprises two variables, i.e., the anonymity as X variable and the frequency of online hate speech as Y variable.

### 3.4. Analyzing Tool and Data Collection

The data collection instrument used a coding sheet. Two coder were asked to assess the data according to the instructions listed on the coding sheet. Hypothesis testing was analyzed using chi-square by the SPSS version 25 software. We also use contingency coefficient correlation test for determining the magnitude of the correlation between anonymity and the frequency of online hate speech. The coding sheet were tested for reliability. The Holsti formula were used to calculate the intercoder reliability.

$$\text{Intercoder reliability} = \frac{2M}{N1+N2}$$

M = the number of agreements between coders  
N = total number of decisions made by each coder

Figure 2: Holsti Formula

4. RESULTS

4.1. Reliability Analysis

Formula used to calculate the reliability formula in this study is the Holsti formula. This formula is supported by a minimum reliability rate that is tolerated up to 70% or with calculation results above the number 0.7. If the calculation results are above 0.7 or 70%, the measuring instrument used is proven to be reliable.

Table 2: Reliability Analysis on Anonymity Category

Variable	Analysis Result of Coders		Intercoder Reliability	Inference
	Agree	Not Agree		
Disclosure of account	90	0	1	Reliable
Account profile photo	90	0	1	Reliable
Account friendships	90	0	1	Reliable
Anonymity category	90	0	1	Reliable

Table 2 and table 3 showed that all variables were reliable since the intercode reliability was over 0.7.

Table 3: Reliability Analysis on Online Hate Speech Category

Variable	Analysis Result of Coders		Intercoder Reliability	Inference
	Agree	Not Agree		
Theme	71	19	0,79	Reliable
Prejudice	82	8	0,91	Reliable
Language expression	79	11	0,87	Reliable
Online hate speech category	90	0	1	Reliable

4.2. Hypothesis Test Result

Pertamina's Instagram uploaded 10 posts obtained in the period August 31 2022 to September 7 2022 so there were 90 comments that were analyzed. In the analysis of the relationship between anonymity and the frequency of online hate speech using the Chi-square test, a p value of 0.00 was obtained, so that there was a significant relationship between anonymity and the frequency of online hate speech.

Table 4: Chi Square Analysis Results

Anonymity category	Online hate speech category		Total	PR	p
	Yes	No			
	Yes	51			
No	10	19	29		
Total	61	29	90		

Meanwhile, a PR (Prevalence Ratio) value of 2.42 showed that anonymity had 2.42 times the prevalence of giving online hate speech compared to non-anonymity account (see table 4).

Table 5: Contingency Coefficient Correlation Test Results

Variable	Online hate speech category	
	C	p
Anonymity category	0.441	0.00

The contingency coefficient correlation test showed a coefficient of 0.441 which means that the magnitude of the correlation between anonymity and the frequency of online hate speech was moderate.

5. DISCUSSION

The research findings show that there was a significant relationship between anonymity and the frequency of online hate speech. A PR (Prevalence Ratio) of 2.42 indicated that anonymity was associated with 2.42 times higher instances of engaging in online hate speech in comparison to non-anonymous accounts. The correlation test using the contingency coefficient revealed a coefficient of 0.441, indicating a moderate level of correlation between anonymity and the frequency of online hate speech.

Frequently, anonymity plays a crucial role in the context of cyberbullying. Cyberbullying takes shape in four fundamental formats: online chat rooms, instant messaging, emails, and text messaging. The absence of close monitoring and the shield of anonymity inherent in these digital mediums create an environment where assuming roles of both the cyberbully and the target is relatively straightforward.<sup>5</sup>

The anonymity factor within cyberbullying can enhance its appeal compared to traditional bullying. It pertains to situations where individuals engage in anonymous online posts and exchanges, making it impossible to ascertain their identity based on computer IP addresses, usernames, or handles.<sup>21</sup> While one dimension of anonymity enables bullies to target unfamiliar individuals, another facet permits them to craft false personas, minimizing the risk of exposure. Consequently, this can lead to enduring humiliation due to the boundless expanse of the internet. Furthermore, the element of anonymity empowers bullies to maintain their hidden status while involving multiple spectators in their actions.<sup>22</sup> Distinctive attributes of the online realm, such as pseudo-anonymity, can embolden certain individuals to partake in cyberbullying, as the prospect of identification is lessened.<sup>23,24</sup>

Various broader theories from the realm of social psychology have been employed to shed light on the motives behind cyberbullying perpetration. For instance, the General Aggression Model (Anderson and Bushman 2002)<sup>25</sup> and the Theory of Reasoned Action

(Ajzen 2012)<sup>26</sup> have been explored. Regrettably, none of these theories have adequately clarified the connection between social media usage and the perpetration of cyberbullying. Additionally, they struggle to effectively differentiate between traditional in-person bullying and cyberbullying.

As result, There were 61 individuals (constituting 67.7% of commenters) who engaged in hate speech on Pertamina's accounts. One example of the form of hate speech received by Pertamina can be seen in the Figure 3 (read in english : praying for pertamina management to be tortured in the grave)

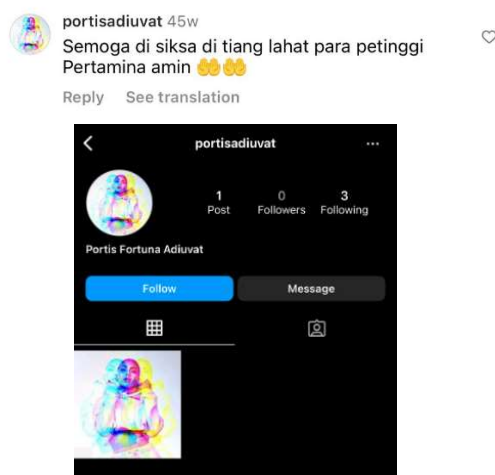


Figure 3: Anonymous Account With Hate Speech

In contrast, the fuels Peralite and Solar are designated commodities as per the Decree of the Minister of Energy and Mineral Resources Number 37.K/HK.02/MEM.M/2022, their pricing being regulated by the government. These subsidized fuels, Peralite and Solar, are originally intended to cater to disadvantaged individuals and economic actors who are envisioned to contribute to the economy's productivity.<sup>27,28</sup>

However, in reality, these two fuel products are being consumed by affluent segments of society and aren't being utilized within productive sectors. As of September 3, 2022, the government enacted a price hike for various fuel types, including diesel, Peralite, and Pertamax. The details of the increase are as follows: Peralite escalated from IDR 7,650 per liter to IDR 10,000 per liter (a 30.7% increase), subsidized diesel underwent a price surge from IDR 5,150 per liter to IDR 6,800 per liter (a 32% increase), and the cost of Pertamax elevated from IDR 12,500 to IDR 14,500 per liter (a 16% increase).<sup>28</sup>

The government made these adjustments in response to the spiraling global oil prices, a

situation that inevitably impacts the energy subsidy budget allocated for fuels. Alongside the rise in the Indonesian Crude Price (ICP), the heightened fuel consumption further contributes to the expansion of the fuel subsidy allocation for the year 2022.<sup>28</sup>

This study's research compilation synthesizes information from various prior research sources, encompassing international journal articles pertinent to the present investigation. The initial journal article, titled "You Don't Understand, This is a New War! Analysis of Hate Speech in News Web Sites Comments," delved into the characteristics of hate speech in comments on news websites, employing in-depth interviews with those responsible for hate speech.

Another research effort explored the correlation between anonymity and the online disinhibition effect among Generation Z in Surabaya, involving 400 participants and employing online data collection methods. Additionally, a study on "Anonymity and Deindividuation in Adolescent Social Media Users" examined the connection between anonymity and deindividuation specifically in teenage social media users. These studies primarily focused on hate speech comments found on online news portals and social media platforms. Their methodologies incorporated both quantitative and qualitative approaches, such as discourse analysis, in-depth interviews, and surveys. These studies differ from the present research, which analyzes comments on Instagram accounts without age restrictions for commentators in Indonesia.

We suggest the public relationship of Pertamina to continue educating public about Pertamina's role in distributing subsidized fuel. we have to make a lesson that the hate speech received by pertamina is because there are still many people who do not understand business processes.

## 6. CONCLUSIONS

The limitation of this study is it only examines factor apart from anonymity that influence individu to do online hate speech. Thus, it is essential to consider other factors that cannot be assessed in the individuals who carry out the analysis, for example education level and sociodemographic. The findings of this study indicate that the influence of anonymity on the frequency of online hate speech holds a moderate correlation and significant correlation within the instagram social media platform, particularly on the @pertamina account. This correlation underscores that anonymous users of Instagram tend to exhibit a higher frequency of online hate speech in comparison to non-anonymous counterparts. This suggests that anonymity

also constitutes a potential risk factor associated with the initiation of hate speech.

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