

## The Analyzing of Anonymous Trolling Comment On Social Media

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### Abstract

*In this digital era, social media has become a space for interaction and communication for most people. However, behind its convenience and benefits, social media is also a place for negative behavior to emerge. One phenomenon of provocative comments on social media that often appears on social media platforms is trolling. This research aims to understand "Anonymous Trolling Comments in Social Media". This research uses a literature review study method for literature searches using internet sources. First, researchers understand and describe the negative impact of trolling comments on the use of social media. The analysis results reveal that Trolling comments have a bad psychological impact on the message recipients. Anonymity can give trolls the freedom to make negative, provocative, or irrelevant comments without fear of consequences. With anonymity, one can avoid the threat of social influence such as hostility between groups, violent consequences, etc. Victims of trolling often feel personally attacked, insulted, and degraded. There needs to be outreach to the public to overcome trolling comments that occur so that the negative impact of trolling comments can be minimized.*

**Keywords:** Anonym, Trolling Comment, Social Media

### Abstrak

Di era digital ini, media sosial menjadi ruang interaksi dan komunikasi oleh sebagian besar orang. Namun, dibalik kemudahan dan manfaatnya, media sosial juga menjadi wadah munculnya perilaku negative. Salah satu fenomena komentar profokatif dalam media sosial yang kerap muncul di platform media sosial adalah *trolling*. Penelitian ini bertujuan untuk memahami "Negative Impact of Anonim Trolling Comment In Social Media". Penelitian ini menggunakan metode studi literature review untuk literatur pencarian dilakukan menggunakan sumber internet dengan menggunakan teori inhibisi online. Pertama peneliti memahami dan menggambarkan keadaan dampak negatif trolling comment dalam penggunaan sosial media. Hasil dari analisis mengungkapkan bahwa Trolling komentar memberikan dampak psikologis yang buruk bagi penerima pesannya. anonimitas dapat memberikan rasa kebebasan bagi para troll untuk mengeluarkan komentar-komentar negatif, provokatif, atau tidak relevan tanpa rasa takut akan konsekuensi karena dengan anonimitas maka seseorang dapat terhindar dari ancaman pengaruh sosial seperti permusuhan antarkelompok, konsekuensi kekerasan dan lain sebagainya. Korban trolling sering kali merasa diserang, dihina dan direndahkan secara pribadi. Perlu adanya sosialisasi kepada masyarakat untuk mengatasi Trolling comment yang terjadi sehingga dampak negatif dari trolling comment dapat diminimalisir.

**Kata Kunci:** Anonim, Trolling Comment, Media Sosial

### INTRODUCTION

In this digital era, social media has become a space for interaction and communication for most people. However, despite its convenience and benefits, social media is also a place for negative behavior to emerge. One of these behaviors is commenting on social media without any

sense of responsibility towards the recipient of the message in the comments column. Commenting on social media can be a way to interact and share opinions, but it needs to be done wisely. Mistakes that are often made can have a negative impact, both on yourself and others. One common mistake is thoughtless comments. This can take the form of comments that are offensive, irrelevant, or even spread misinformation. These mistakes can make other people doubt, damage your reputation, and even lead to legal consequences because they are considered dangerous (Mao et al., 2023).

One phenomenon of provocative comments on social media that often appears on social media platforms is trolling. Trolling is a provocative act with the aim of disturbing, provoking emotions, or even hurting other people (Cheng et al., 2017). Comment trolling is an increasingly common internet phenomenon. Where, an individual or group of people intentionally leaves provocative, offensive, or even harmful comments on online platforms such as social media, discussion forums, or blogs. This behavior can have various negative impacts, both for the targeted individual, the online community and society at large.

Although often associated with specific individuals known as "trolls," research shows that trolling can also be carried out by ordinary people (Cheng et al., 2017). This is influenced by various factors, one of which is the situation and conditions in which online interactions take place. Additionally, the context of the conversation and social norms in a particular online community can also influence trolling behavior. For example, in a community full of heated debates and rude comments, a person may be more motivated to engage in similar behavior. Therefore, it is important to understand that trolling is not only caused by individuals who have mental disorders or bad personalities. Situations and other external factors can also play a role in encouraging people to engage in trolling behavior.

The prevalence of anonymous trolling comments on social media is cause for concern. The anonymity that social media platforms provide allows individuals to hide their identities and engage in negative behaviors like harassment, bullying, and spreading misinformation without fear of repercussions. This phenomenon can be linked to the online disinhibition theory, which suggests that anonymity in the online world can reduce self-consciousness and social inhibitions, making individuals more likely to behave aggressively and impulsively. This is a significant factor contributing to the rise of anonymous trolling comments on social media today (Suler, 2004). The data indicate that trolling often occurs when using social media. Results of a survey conducted by the Association of Indonesian Internet Service Providers (APJIII) There are 49% of netizens have experienced bullying on social media (Pratomo & Yusuf, 2019), This cannot be separated from the number of internet users in the world currently amounting to 5.07 billion social media users until April 2024 (datareportal.com, 2024), dan We Are Social dalam (Ahdiat, 2024) revealed that there are 139 million social media user identities, this total represents 49.9% of the current national population.

There have been many cases related to trolling comments, such as harassment of via vallen in 2018 by one of the Indonesian football players. (Detiknews, 2018), The action of Jrinx, one of the artists in Indonesia, who deliberately commented "Disband IDI" which sparked unrest in Indonesia regarding the Indonesian Doctors Association (IDI) (Antaraneews.com, 2020), Indonesia was also named as the country with the most disrespectful netizens in the world in 2020 by Microsoft, which shows that Indonesian netizens still have low awareness regarding responsibility for their social media actions. (Kompasiana, 2022). From the various facts that have been explained, it can be understood that trolling in posts on social media is commonplace in Indonesia, and there is a need to handle the emergence of trolling comments which often occur in Indonesia today because this action can be detrimental to the recipient of the message. trolls, because irresponsible actions such as making hateful comments or carrying out provocations on social media can make the recipient of the message embarrassed and feel insulted or even hated by a group of people who do not seek to know the truth. And to the results of research conducted by (Larassetya et al., 2024) social media has a very big role in forming opinions, so trolling comments made on social media will spread very easily and form new opinions which are very detrimental if the issue of the message is a negative or bringing down message.

Understanding the motivations, behavior, and consequences of anonymous social media comment trolling is critical to combating the act. Social media platforms, law enforcement, and civil society organizations need to work together to develop effective strategies. It is also important to raise public awareness about the dangers of trolling and how to protect yourself from online harassment. By understanding the background and negative impacts of comment trolling, research can help to develop effective comment trolling prevention and response strategies, increase public awareness about the dangers of comment trolling, support individuals who are victims of comment trolling, and promote safe and positive online communities. Therefore, this article aims to understand the phenomenon of anonymous trolling comments on social media using online disinhibition theory.

## **RESEARCH METHOD**

This research uses a literature study method from various research journals. The data required in this journal research was collected using literature study techniques. Literature searches were carried out using internet sources. First, the researcher understands and describes the anonymous state of trolling comments in the use of social media, identifies unexplored research gaps, and strengthens the arguments in the research currently being conducted regarding the current negative impact of trolling comments. Several stages that will be carried out in this study are as follows:

1. Determining keywords  
Identify keywords that are relevant to the topic of anonymous trolling comments on social media. This research examines several keywords, namely social media comments, motivation of trolling comment perpetrators, impact, and prevention of trolling comments on social media.
2. Literature search  
There are several sources of information that will be used to examine problems related to anonymous trolling comments on social media, including scientific journal databases, books, websites, social media, and so on.
3. Literature selection  
Researchers will select the literature that has been obtained by applying criteria such as the relevance of the literature to the topic and focus of the research, credible quality, the recency of the literature sources, and diversity of perspectives that color the study of the problem of anonymous trolling comments of social media.
4. Literature analysis and synthesis stage  
The author examines problems related to anonymous trolling comments on social media using the literature obtained and summarizes the important points and identifies themes that emerge in this study. After that, the author will explain the relationship between the concepts of the findings and relate them to the phenomenon of anonymous trolling comments that often occur on social media.

## **RESULT AND DISCUSSION**

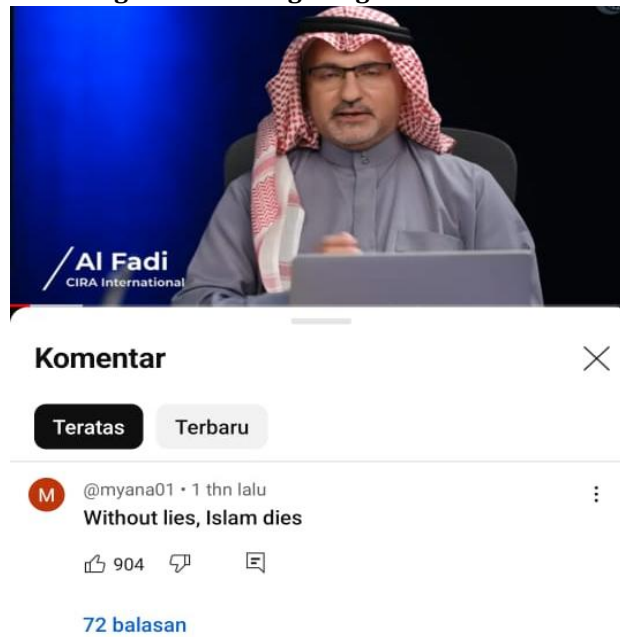
People's lack of awareness in commenting on social media has become a major concern nowadays. Trolling comments is a phenomenon where someone deliberately leaves negative, provocative, or irrelevant comments on online platforms such as social media, discussion forums, or blogs. This behavior often aims to provoke emotional reactions from other users, create chaos, or even spread misinformation (Buckels et al., 2014; Rohmann et al., 2024). The emergence of trolling comments can be attributed to several factors, one of which is the anonymity offered by the internet. In cyberspace, someone can easily hide their identity, so they feel bolder to make rude comments. Additionally, frustration and anger that someone may have in real life can be channeled through trolling comments online.

Anonymity can provide a sense of freedom for trolls to make negative, provocative, or irrelevant comments without fear of consequences because with anonymity a person can avoid

the threat of social influence such as hostility between groups, violent consequences, and so on. (Tian et al., 2024) . The anonymous condition made more troll comments compared to the identified condition (Nitschinsk et al., 2022) and there is a bad impact from this anonymity, where this leads to increased aggressiveness and hate speech such as racism, sexism, and other bad things, apart from that anonymity also makes it easier for trolls to target and harass certain individuals or groups online, there is also a phenomenon where anonymity it can also be used as a medium for spreading false or misleading information without the identity of the person spreading the message being known, in some cases even anonymous acts of trolling can brutally damage the reputation of the person being targeted, so it can be ascertained that anonymity creates an unsafe online environment for some people, especially people who have become troll comments because of user anonymity, have become afraid and reluctant to participate in online communities. It can be said that troll comments cause negative emotions for the recipient. (Miyazaki et al., 2024).

Even though comment trolling may sound trivial, its impact is quite significant. This behavior can create an unsafe and uncomfortable online environment for other users, especially for those who are vulnerable to cyberbullying. Apart from that, trolling comments can also damage the reputation of the individual or organization that is the target, this is because perceptions of alteriesism and negativity influence people's attitudes towards an object discussed in the comment. (Rim & Song, 2016) . Therefore, we must raise awareness about comment trolling and take steps to combat it. Online platforms need to implement stricter policies to prevent trolling, and internet users need to be wiser in using social media and other online platforms. We are all responsible for creating a positive and safe online environment for everyone. (Pooja et al., 2021; Sest & March, 2017) indicates that words that humiliate someone with words such as stupid or failure fall into the categories of violence, comparison, religion, inappropriate judgment, sarcasm, and things that are slanderous and according to (Hardaker, 2010) There are interrelated conditions in troll messages that are usually sent out where they relate to issues of aggression, deception, harassment and success, and this can be done just for the reason of having fun, especially at the expense of other people. (March et al., 2024; Navarro-Carrillo et al., 2021; Tian et al., 2024). even (Sheenah et al., 2018) revealed trolls engage in more antisocial behavior and derive pleasure from others' "suffering", it reveals a connection to the higher frequency of antisocial activities. These individuals often experience a sense of satisfaction when others experience misfortune.

Figure 1. Trolling Religious comments

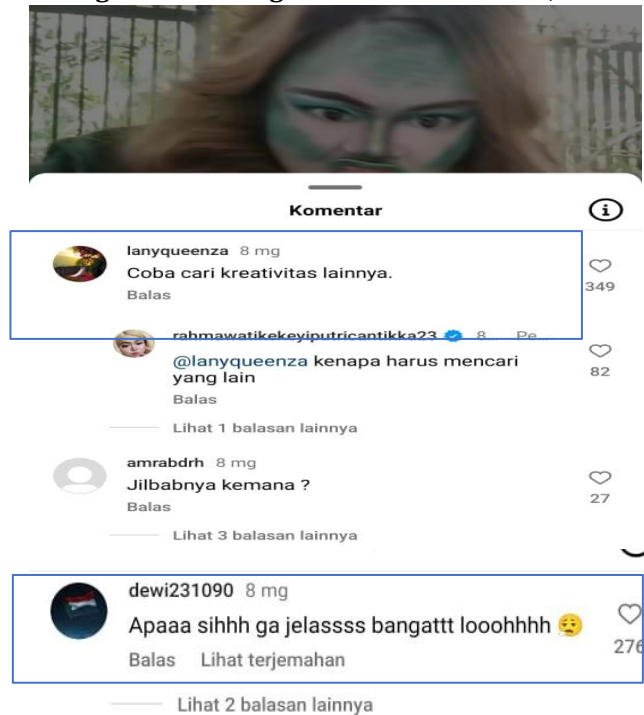


Source: Youtube, 2024

It is known from the example of the comment "Without Lies, Islam Des" taken from Al-Fadi's Instagram account which shows someone using Arabic characters, which can be categorized as an anonymous trolling comment where in this sentence. The comment seems intended to be inflammatory and disrespectful to Muslims. It uses the phrase "no lies" to suggest that Islam itself is a lie, which is a hurtful and untrue accusation. This kind of comment isn't meant to have a productive conversation, but rather to stir up conflict and animosity between religious groups. It aims to provoke hatred toward Muslims and get a negative reaction from them.

These comments can have serious consequences. They can speak arguments online, strain relationships between different faiths, and even lead to discrimination against Muslims. Instagram, as the platform where this happens, needs to take a strong stance. This could involve removing the comments and banning Al-Fadi's account. To effectively challenge this kind of anonymous trolling, everyone needs to work together. Individuals and communities can play a part by being aware of these tactics and sharing accurate information about Islam. Social media platforms also have a responsibility. They can improve their systems for reporting such content and collaborate with authorities to address it. Finally, educating the public about digital awareness and the risks of anonymous trolling is essential to fostering a more positive online environment.

Figure 2. Trolling Influencer comments, 2024

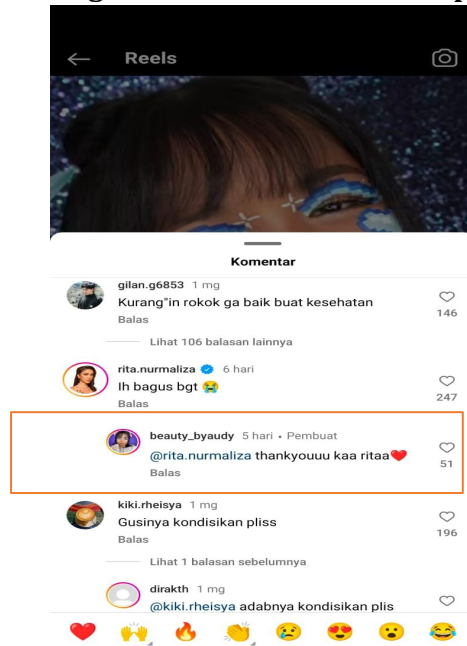


Source: Instagram, 2024

The example shows an anonymous user named @lanyqueenza commenting on a post by a funny and creative Indonesian influencer. The comment, “cob acari kreatifitas lainnya” (find other creative ideas, seems dismissive of the influencer’s effort. Comments like this can discourage creators from sharing their work. Unhelpful criticism can make creators feel undervalued and hesitant to keep creating. Vague comments or suggestions can even lead to negative emotions like disappointment, anger, and sadness. This kind of comment is the opposite of supportive; it’s negativity without any constructive suggestions.

In the next comment there is a trolling comment “apaaa sihgg ga jelassss bangattt looohhhh ☹️” This comment is considered a negative and non-constructive comment because it shows disrespect and attacks the self-esteem of the content owner. This comment does not provide specific information about what is considered “unclear” in the content presented, unconstructive criticism can make the content owner feel unappreciated, trigger more severe cyberbullying, create a negative online environment, and can limit the owner's creativity. content for work. In conclusion, anonymous comments like @lanyqueenza’s and the trolling comment that followed are detrimental to online creative communities. These comments discourage creators by being dismissive and disrespectful, leading to negative emotions and a stifled creative environment. To foster a positive online space, we need to move away from negativity and instead offer constructive criticism and support.

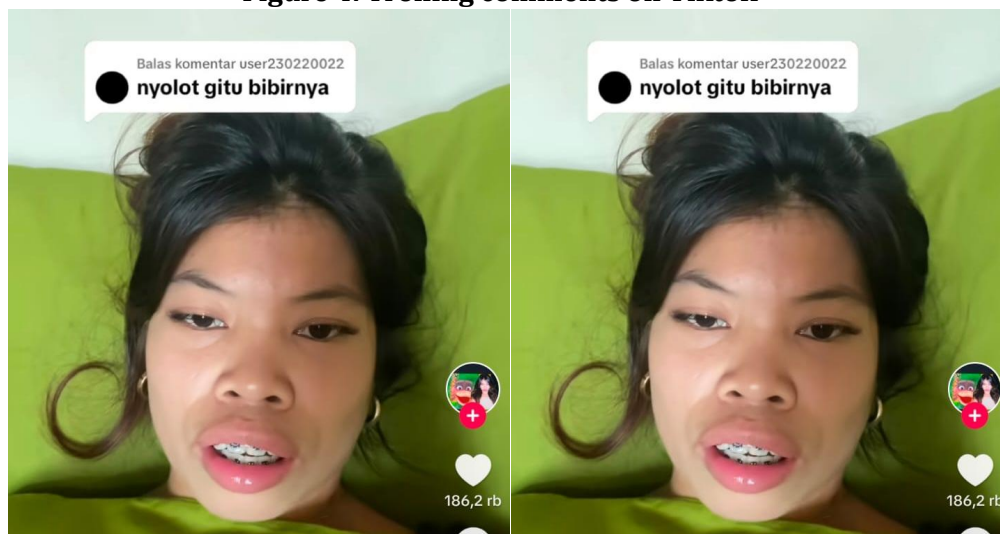
Figure 3. Instagram comments on make-up Influencers



Source: Instagram, 2024

The comment “gusinya kondisikan pliss” (fix your gums, please) on an Indonesian makeup influencer’s Reels video is an example of online trolling. The comment’s irrelevance to the video’s content, which focuses on makeup skills, makes it clear that the commenter is intentionally trying to provoke the content creator. The comment also invades the content creator’s personal space by focusing on their physical appearance, specifically her gums in this case. Additionally, the comment lacks empathy, as the commenter, @kiki.rheisya, fails to consider the potential emotional impact of their words. The commenter does not acknowledge that the state of their gums could be a sensitive topic for the content creator.

Figure 4. Trolling comments on Tiktok



Source: TikTok, 2024

The comment “Nyolot Gitu Bibirnya” (Your lips are so ugly) on Figure 4 exemplifies online trolling. The comment’s malicious intent is evident in its direct attack on the content creator’s



physical appearance, specifically, their lips, which do not meet the commenter's personal standards of beauty. This could inflict emotional distress on the content creator, causing them to feel ashamed, angry, and humiliated. Furthermore, the comment reflects a lack of empathy and respect from the anonymous commenter, who uses derogatory language to describe the content creator's physical features. The aggressive tone of the comment suggests that the commenter is deliberately aiming to provoke a negative reaction from the content creator, making them feel uncomfortable and targeted.

The comment "yang bilang dia cantik, dosa lu makin bertambah" (anyone who says she's beautiful is sinning even more) on Figure 4 a TikTok video exemplifies online trolling behavior. The comment's malicious intent is evident in its accusatory tone, suggesting that those who find the content creator attractive are sinning. This reflects a narrow-minded and self-righteous attitude that fails to consider the diverse opinions of others. The commenter assumes the position of a moral judge, dictating beauty standards and asserting the right to criticize others' preferences. The commenter employs harsh and derogatory language to express their opinion and the use of strong words like "dosa" (sin) and "bertambah" (increasing) reinforces the insulting and demeaning nature of the comment.

These types of comments can shatter the content creator's self-confidence and instill a sense of guilt, as they imply that only those who fit into the majority's beauty standards are worthy of admiration. Such comments reflect the commenter's intolerance for differing opinions of beauty standards. The commenter appears to be attempting to force their views onto others and demonstrates a lack of appreciation for diverse viewpoints. The cloak of anonymity on social media empowers trolls to spew hateful comment without the worry of facing consequences. Investigations have revealed that some trolls operate under fictitious accounts devoid of personal details, often with a negligible or nonexistent following. This absence of an online identity emboldens them to unleash their negativity without fear of judgment or retaliation.

Physical distance in the online world and anonymity can reduce the sense of responsibility for what is said and done. The comment sender may not fully understand the negative impact of his comment because the comment sender does not directly see the reaction of the content owner. However, the feeling of satisfaction with negative reactions encourages comment trolls to carry out their actions. From the various trolling comments analyzed, all sentences do not show that the comment sender has a sense of responsibility for the feelings of the content owner. On the contrary, the trolling comment sender seems to want to show impoliteness, disrespect, and lack of empathy for the owner of the content being commented on.

Trolling comments have a bad psychological impact on the recipients of the message (Miyazaki et al., 2024; Nitschinsk et al., 2022; Tian et al., 2024), it is known that sharp and malicious comments are considered very frightening because they appear suddenly (Miyazaki et al., 2024). According to (Sheenah et al., 2018) Trolling behavior has a greater impact on negative experiences compared to positive influences because humans are accustomed to focusing on negative stimuli, this impact is not only limited to momentary annoyance, but can develop into more serious psychological problems such as stress, anxiety, depression and even desire to commit suicide. This is because the troll's actions were captured not only through non-verbal communication but also through text-based communication, thus forming an emotional spread that lasted for more than three days. (Sheenah et al., 2018). Victims of trolling often feel personally attacked, insulted, and degraded. This can trigger feelings of insecurity, low self-esteem, and social isolation. Repeated negative comments can make victims question their self-worth and feel hopeless. Prolonged stress and anxiety due to trolling comments can affect the victim's physical and mental health (Vidani & Jaiswal, 2024). Recipients of troll comments that fall under cyberbullying can experience difficulty sleeping, fatigue, changes in appetite, and difficulty concentrating. In severe cases, trolling comments can trigger depression, which is accompanied by feelings of sadness, hopelessness, and loss of interest in enjoyed activities. (Maulidin et al.,



2024; Peprah et al., 2024). For some individuals, trolling comments can even push them to think about suicide. Feelings of worthlessness, isolation, and hopelessness make victims of trolling comments think that suicide is the only way out of their suffering (Roy et al., 2024).

While comment trolling can be a serious issue, there's potential to hold trolls accountable. Most online platforms, like social media, forums, and blogs, have systems for tracking user activity, including location and IP address (Sharif et al., 2024). This offers a path forward for identifying trolls. But fighting back doesn't stop there. Victim can empower themselves by employing tactics similar to those used by trolls, while simultaneously spreading factual information to counter their negativity. By honing their wit, engaging in self-reflection, and developing media literacy, they can effectively combat these online bullies (Delante, 2024; March et al., 2024).

## CONCLUSION

Anonymity can give trolls freedom to make negative, provocative, or irrelevant comments without fear of consequences. With anonymity, one can avoid the threat of social influence such as hostility between groups, violent consequences, etc. Victims of trolling often feel personally attacked, insulted, and degraded. There needs to be outreach to the public to overcome trolling comments that occur so that the negative impact of trolling comments can be minimized. trolling comments have a severe and lasting negative impact on the recipient's mental and emotional well-being. These comments not only cause immediate distress but can lead to serious conditions like anxiety, depression, and suicidal ideation. The emotional toll is amplified by the combination of text-based attacks and the seemingly inescapable nature of online harassment. Victims of troll comments can combat the negativity with several strategies. They can learn from the trolls themselves, employing humor or adopting a firm stance to deflect attacks. Additionally, spreading factual information can debunk the troll's lies and educate others. Developing strong thinking skills and media literacy empowers victims to identify and dismantle the troll's tactics, protecting themselves from emotional manipulation and harmful content. However, if the negativity becomes overwhelming, seeking help from loved ones or a mental health professional is crucial.

To effectively address trolling and its detrimental effects, a multi-pronged approach is necessary. Firstly, implanting a tiered accountability system for online accounts will discourage anonymity, which empowers trolls. This system can offer various levels of commenting privileges based on the amount of user verification. Secondly, clear guidelines and an efficient reporting system are crucial for identifying and removing malicious content quickly. User safety and mental well-being must be prioritized while still upholding freedom of expression. Finally, promoting online empathy and responsible communication through educational campaigns can foster a more positive online environment. By combining increased accountability behavior while still allowing for anonymity for those who prefer it. Ultimately, this multi-faceted strategy aims to create a safe online space with fewer negative impacts from trolling comments.

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