Account Agresivity In Daring Forum (Descriptive Analysis on Reddit R/Indonesia Daring Forum)

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ABSTRACT

In the virtual world, discussions change shape in order to adjust to the timeless nature of the Internet; resulting in open discussions that can last for days. A little obstacle begins to emerge when the number of participants in the discussion starts to be large, the communication stream becomes chaotic due to comments being spread so quickly. In that forum, there are some people in charge of moderating ongoing discussions; moderators. However, because the internet has no time limits, the moderators can't keep an eye on every discussion throughout the day because they have other activities. The lack of overcoming the obstacles creates other obstacles, such as the emergence of anonymous accounts without genuine identities that voiced the expression of those who crossed the limits of compulsion -- even offending the feelings of others who were there, or even violating the rules of the space. This research aims to find out and determine what drives people to act aggressively in a cyber-world forum, then see if the presence of law enforcement figures active in enforcing the rules in the forum affects people in civilised discussions. The research method used in this research is qualitative descriptive with the tradition of phenomenological research. Using Argumentativeness Theory, Verbal Aggression Theory and Deindividuation Theory to find out the Online Disinhibition Effect.

The results of this study show that moderators have an influence in moderating the course of discussion among participants, but the influence will be more noticeable when the moderator has the power to punish participants who violate the rules of discussion. Because in a forum where the moderator appears to be active, when a participant begins to be verbally aggressive, it can be immediately reminded or punished compared to a forum in which the moderators are less active.

Keywords: Moderator, Aggressivity, Online Forum

1. INTRODUCTION

The purpose of communicating is to discuss an object, a subject or an idea with the other person face-to-face. In general, conversations between a group of people, when left to flow, will spread out the topic of conversation or will interrupt each other in the middle of the conversation or even may occur mutual harassment due to disrespectful speech. Therefore, in a discussion forum a person is appointed who is considered wise and authorized to be the mediator and moderator, other than that usually the discussion begins when the majority of the participants attend.

The discussions above are discussions in the real world, in the virtual world, discussions that are usually found to change in order to adjust to the timeless nature of the Internet resulting in an open discussion that can last for days. Thanks to this nature, the participants who come after can follow the ongoing discussion complete with the topics discussed at the beginning of the discussion.

A little obstacle will start to emerge when the number of participants in the discussion starts to be large, the communication stream will become chaotic due to comments being posted so quickly, of course on this online forum there are a few people assigned to listen to the ongoing discussion but due to the nature of the internet above also makes moderators-moderators not able to monitor every discussion opened during the full day because they have other interests. Another disadvantage that emerges is when these participants begin to engage in verbal violence in discussions, quite often in a rough discussion it becomes a messy debate or even an exaggeration between participants.

The moderator who returned after completing his interest in the real world was turned upside down when he returned to find out that the discussions that originally went well and polite became the state of affairs as mentioned above, eventually punishment was imposed on the participants who violated the rules, they were expelled and could no longer access the forum. However, for online discussion participants the penalty does not mean anything because they can create a new account so that they can enter the same discussion forum. By using a new identity, this offender once again destroys the discussion he encounters, behind this anonymous account, the offender feels unconstrained by the

norms of behavior that apply in the real world and the punishment sentenced to him has no big impact on him.

In fact, when we're walking around in a virtual world forum, quite often we encounter anonymous accounts that don't have genuine identities that voice their expressions that go beyond the boundaries of responsibility that even offend the feelings of others who are there, or even violate the rules of the space. The potential that someone has when they realize they are not bound to their real identity when they are in an anonymous environment can have a negative impact on the virtual space.

The effects of anonymous accounts can have a negative impact on civilized communications, because these accounts have no identity, we have difficulty sympathizing with them because of the absence of something that can be used as a common ground or a common interest. On the contrary, from an anonymous account perspective, by removing their identities they can express themselves without having to care about the existing rules. This can happen because of the identities of those who didn't exist, so for the law enforcement agencies it's difficult to impose sanctions or punishment on them. So it can be said that these anonymous accounts can be law enforcement.

When anonymous accounts of this kind are left behind and not handled properly, what can happen next in the virtual space will be chaotic because the unruly law enforcement does not know how to handle the chaos accounts, then the consequences will attract other people who previously followed the rules and order to become the ultimate chaos will produce a space in the cyberspace known as a place that has no rules for the jungle bathtub, just maybe there is no "king" or its leader here, because everyone is difficult to determine their identity, not even have it.

This is interesting to study because forums as well as should have moderators who pay attention to how the course of the discussion so that the activities can proceed well without any interruptions that interfere with the course the discussion and participants who follow the course discussions can acquire new knowledge about what they are discussing, so it can be said that the moderators also act as supervisors and law enforcement when there is a violation occurred. The researchers want to know whether the presence of a law enforcement figure can suppress the desire for anonymous accounts to mess up or not.

Some previous research has studied the impact of anonymity in the cyber world, but generally on the social media scale. The first previous study was entitled "Using the @Womanfeeds Twitter account as a media for its followers" by Citra Noza and Alila Primayanti. The study produced three responses that arose from @Womanfeeds followers, namely cognitive responses, affective responses and behavioral responses. Among the three, on the affective response, the researchers noted anger in followers when one of them breached the rules or violated the rules, the violation was then to the admin to block the offender's account so that @womanfeed's accounts were restored to comfort. The difference with this study lies in the influence of the presence of a moderator or administrator in a digital space where anonymous accounts are gathered, whereas previous research focused on the impact of anonymous account assignments on the accounts of their followers.

The previous second study, entitled "FENOMEN OF INDIVIDUATION IN THE ACCOUNT OF ANONYMAL NEWS GOSIP CELEBRITI IN SOCIAL MEDIA INSTAGRAM" was done by Ari Wicaksono and Irwansyah. The conclusions reached by the two researchers were about how anonymous behavior could drive the interaction of followers' accounts on uploaded material, as well as the comfort felt by anonymous account owners resulting in the free flow of a news, both in terms of upload deadlines and upload content. This freedom brings with it a new problem: the emergence of sensational and celebrity-enchanting posts. This research focuses on the impact that can occur when individuals are in an anonymous environment.

The impact concluded in previous research was both a negative and a positive effect on individuals joined in anonymous groups or on the virtual space that allows visitors to use anonymity when they are there. The effect is that one can become more free without constraints in expressing himself and in creating new strategies to create popularity, can easily integrate into any environment, affect the level of "self-awareness" towards individuals in a group, or even a desire to commit acts that violate the law. As meta-analysis in the Clark et.al. (2019) study mentions a positive relationship between anonymity and self-expression online.

The research is focused on finding out the causes of aggressiveness that may arise and the influence of moderator presence on online discussion forum members in discussions with other members. The aim of this research is to find out and determine what drives people to act aggressively in a cyber-world forum, then see if the presence of law enforcement figures who actively enforce the rules in the forum influences people in the civilised discussion.

2. LITERATURE REVIEW
2.1 Argumentativeness Theory

This theory of contradiction is included in the study of human nature. (Littlejohn, 2009: 96). A trait is a distinctive quality or characteristic; it is a consistent way of thinking, feeling, and behaving about situations. These traits are often used to predict behavior. Psychologists believe that behavior is determined by a combination of character and situation factors. How a person communicates in a particular situation depends on the characteristics shown as an individual and his situation or environment in which he can find his own identity.

Argumentativeness is a tendency to engage in conversations on controversial topics, to support your point of view, and to reject different beliefs. (Infante, 1993). Dominic Infante (1993) and his colleagues responsible for developing this concept believe that contradiction can produce both positive and negative things.

Actually, knowing the right way to refuse might be a solution to dealing with a tendency to aggressive behavior that looks so bad and painful, that all of this has the potential to balance.

In this case, Infante and his colleagues studied the relationship of spouses with violence and found that violence in their marriages was classified as higher verbal

aggressiveness and lower opposition than a non-violent marriage (Infante, 1989).

Many studies of argumentativeness associate it with conflict. This creates a predisposition to aggressive communication to explain the behavior of sending and receiving messages. Understanding the role of aggressive communications in conflict will produce useful insights into the communication behaviour shown by people when there is a conflict. Individuals who engage in aggressive communication often adopt shaky thinking and behavior, and persist. This behavior can be used destructively or constructively. This entry defines aggressive communication, distinguishes constructive symbolic communication from destructive, describes assertiveness and argumentativeness, hostility, and verbal aggressiveness, and explores the consequences of destructive aggression into relationships.

Individuals who like contradictions are perceived as someone who is arrogant, although not everyone who is arrogante has an argumentative nature. Generally speaking, it's quite possible to be arrogant without challenging your opinion.

2.2 Verbal Aggressiveness Theory

Verbal aggression is defined as the use of painful words and insults aimed at diminishing the dignity and self-image of others (Infante and Rancer, 1996). On the other hand, Littlejohn & Foss (2009) deduced verbal aggressiveness as a tendency to attack an individual's self-concept, rather than attacking himself or his position in the topic of communication.

There are specific effects of verbal aggression, namely: causing negative emotions in the form of shame, despair, humiliation, depression, and other negative feelings (Rancer & Avtgis, 2006; Piko & Keresztes, 2006). Not only that, Hamilton (2011) verbal aggression is detrimental to society, applied both to the individual and the whole.

2.3 Festinger, Pepitone, and Newcomb's Deindividuation Theory

Festinger et al. Deindividuation Theory (1952) uses the term deindividualization to describe the effects on individual behavior resulting from the influence of groups or crowds.

They claim with the presence of a group, able to prevent someone from behaving as usual. According to this theory, by mixing with the environment or group one can lose one's own identity.

Sundar (2015) states that the basic argument of deindividuation theory can be divided into two elements concerning the effect of anonymity, namely: reduced social dependence on others and immersion in groups, which promotes a decrease in self-awareness. (self-awareness). Prentice-Dunn and Rogers in Sundar stated that both of these predicted results in a reduction in restrictions on anti-normative or anti-social behavior although in different ways.

Siegfried, Lovely and Rogers (2008) argued that deindividuation weakens one's ability to regulate behavior that ultimately involves them in unreasonable long-term planning; where in the end they target other people and do not care about other people's views.

2.4 Verbal Aggressiveness Theory

Online Disinhibition Effect Disinhibited behavior is the failure of an individual to control his or her behaviour on the Internet (Voggeser, Singh, & Göritz, 2018). Online disinhibition effect is a term used to describe a decrease in psychological control, which often serves to regulate behavior in online social environments. This is reflected in reduced behavioral barriers, low respect for limitations of behavior while in the virtual world, and can be expressed in a variety of online interpersonal behaviors that can be positive or negative (Suler, 2004).

A number of factors influencing this disinhibition effect include anonymity, invisibility, and asynchronicity. When communicating on social media, people reveal more personal information about themselves than in face-to-face communication

3. METHODOLOGY

This research uses qualitative descriptive research methods and the tradition of phenomenological research. Satori (2011) revealed that qualitative research is carried out because researchers want to explore phenomena that cannot be quantified that are descriptive such as the process of a step of work, the formula of a recipe, the understanding of a different concept, the characteristics of a good and service, images, styles, the pattern of a culture, the physical model of an artefact and so on.

According to Sukmadinata (2011), qualitative descriptive research is aimed at describing and describing existing phenomena, both natural and human engineering, which pay more attention to the characteristics, quality, interrelationship between activities.

Meanwhile, the tradition of phenomenology studies is: "Whereas a biography reports the life of a single individual, a phenomenological study describes the meaning of the live experiences for several individuals about a concept or the phenomena" (Creswell, 1998). Thus, studies with a phenomenological approach attempt to explain the significance of the life experience of a number of people about a conception or symptom, including in it the concept of self or their own view of life. Moleong explains that phenomenology does not assume that researchers know what something means to the people they are studying. The phenomenological query begins with silence. Silence is an act of capturing the understanding of something under investigation. They're trying to get into the conceptual world of the subjects. There are two informants in this study who are discussing and joining the Reddit r/Indonesia online forum that discusses Indonesia.

4. RESULT AND DISCUSSION
4.1 Levels of Conflict in Online Forum

The results of interviews show that within the observed forums, the behavior of forum participants indicates increased behaviour from argumentative to verbal aggressive behaviours when following a discussion; in accordance with

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the theory of Argumentativeness, where there is a tendency to engage in conversations on controversial topics, to support your point of view, and to reject different beliefs (Infante, 1993: 162-168).

Initially participants start their discussions with a duo of arguments, however, because there are some obstacles in conveying their arguments such as asynchronous (non-simultaneous) resulting in discussion participants having to wait to get a response from the speaker.

As time passes, the discussion becomes warmer, when the participants are able to control their feelings then the level of aggression will only reach a fairly intense argumentative stage. However, if the emotions of the participants can't be controlled then the discussion will turn into a verbal dispute between the participants, no longer discussing the topic discussed. This rate can still rise once again towards cyber bullying or cyber negotiations. That's where verbal aggression is drawn.

4.1 Decreased Self-Control in Online Forums

There are signs of online disinhibition effects or decreased psychological control in discussion participants, which often serve to regulate behavior in online social environments. This is reflected in reduced behavioral barriers, low respect for limitations of behavior while in the virtual world and can be expressed in a variety of online interpersonal behaviors that can be positive or negative (Suler, 2004). This is reflected in an interview with one of the sources that stated, "You can just talk online about what you want to say."

According to the online theory of the disinhibition effect, there are three factors that influence the decline in psychological control in online forums like Reddit Indonesia, namely: anonymity, invisibility, and asynchronous/incoherence (asynchronicity).

Moreover, if reviewed from the theory of deindividualization, the uncontrolled phenomenon of the emotions of participants in the Reddit online forum indicates a weakening of their ability to regulate behavior.

According to Siegfried et al. (2008), in the end it involves them in unreasonable long-term planning; where they ultimately target other people and do not care about other people's views

5. CONCLUSION

Based on the findings and discussions in this study, it was found that the behavior of participants in the Reddit Indonesia online forum showed an increased trend from argumentative to verbal aggressive behaviour when following the discussion. In fact, if the discussion doesn't go well, there's a potential conflict between the parties that risks giving rise to cyber negotiations -- a form of verbal aggression.

According to the online theory of the disinhibition effect, there are three factors that influence the decline in psychological control in online forums like Reddit Indonesia, namely: anonymity, invisibility, and asynchronous/incoherence (asynchronicity). Moreover, if reviewed from the theory of deindividualization, the uncontrolled phenomenon of the emotions of participants in

the Reddit online forum indicates a weakening of their ability to regulate behavior.

Therefore, the presence of an active moderator in the Reddit Indonesia online forum is required, in order to regulate the course of the discussion and to react vigorously to participants who show aggressive behaviour that ends in opposition to cyber negotiations.

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