



Representation of Online Gender-Based Violence (OGBV) in the Video “USS Feed Youtube Channel” from Roland Barthes’ Semiotic Perspective

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Abstract:

The phenomenon of Online Gender-Based Violence (OGBV) has now become a global issue, along with the development of internet-based communication technology that provides easy access for many people. This condition often causes women to frequently become targets, resulting in losses in the form of physical, sexual, and psychological violence. These threats include acts of arbitrary deprivation of liberty in the public and private spheres. This study explores online gender-based violence and the impact of digital communication using Roland Barthes' semiotic model and qualitative visual ethnography. Key findings include: First, the video highlights direct messages received by the celebrity, including harassment and inappropriate content. Second, it reveals behaviours such as stereotypes, objectification of women, unwanted sexual advances, and the sharing of indecent images. Third, the underlying patriarchal culture reinforces the sexual objectification of women. This study aims to enhance understanding of online gender-based violence and contribute to semiotics and visual ethnography in this area.

Keywords: OGBV, Digitalisation of communication, Roland Barthes' semiotics, Objectification of women

Paper Type: Research paper

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Received: 07-01-2025; Received in Revised From 22-03-2025; Accepted: 04-10-2025; Available Online: 07-04-2025

Cite this document: Dewi Santika, Diana Dewi Sartika, Elita Aidillah, M. Ridhah Taqwa, Istiqoma, and Randi 2025. "Representation of Online Gender-Based Violence (OGBV) in the Video 'USS Feed Youtube Channel' from Roland Barthes' Semiotic Perspective." The Journal of Society and Media 9(2):342–363. doi:10.26740/jsm.v9n2.p342-364

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INTRODUCTION

Gender differences cause various gender injustices, especially for women. There are five forms of gender injustice, namely marginalisation, subordination, stereotypes, violence, and double burdens (Fakih 2013). This behaviour harms the victim physically, emotionally, and psychologically. There are two categories of violence, namely verbal violence and non-verbal violence. Verbal violence can be carried out directly or indirectly through speech, writing, pictures, or the like, to make the victim suffer and feel depressed (Putri et al. 2021). Meanwhile, non-verbal violence is violence that attacks the physical, such as kicking, hitting, pinching, and other forms of violence that target a person's physical body (Wulan Anggraeni et al. 2023).

In this case, verbal violence can be carried out through intermediaries of technological networks, such as social media, which are now an integral part of human activities in everyday life. One of the phenomena of violence with technology as a facilitator is called Online Gender-Based Violence (OGBV) (SAFAnet 2020). Furthermore, (Komnas Perempuan 2022a) states that OBGV is an act of gender-based violence that occurs and is exacerbated (in part or whole) by the use of information and communication technology (ICT). KBGO has become a universal phenomenon in line with the progress and ease of access to internet-based communication technology, so that it can be reached by many people (Rahmawati and Saputri 2022) .

Regarding the social phenomenon, (Komnas Perempuan 2022b) forms, including: 1) cyber grooming is the process of “befriending” children or adolescents online, which adults often do to facilitate sexual contact online or during physical meetings; 2) cyber hacking is where someone will try to exploit weaknesses through a computer network system to gain access to change or steal data that should not be accessible to others; 3) cyber harassment is cyber

harassment in the form of violence that occurs in cyberspace using digital technology, such as social media, email, forums, or other online platforms to intimidate, threaten, or humiliate someone. 4) Cyber recruitment is a crime of recruiting candidate employees online for a company; 5) Cyber stalking is continuously stalking, monitoring, or disturbing someone by utilizing the internet, social media, or other digital devices.; 6) illegal content is a crime by entering data or information into the internet about something that is not true, unethical and can be considered unlawful or disturbing public order; 7) malicious distribution is as sextortion or distribution of pornographic content accompanied by threats; 8) morphing is the act of changing images or videos by adding someone else's face to damage someone else's reputation; 9) online defamation is an act of defamation; 10) revenge porn is an act of pornographic crime; 11) sexting is an activity carried out by sending or uploading nude or semi-nude photos or sending text messages that arouse lust; 12 sextortion is a form of blackmail that includes threats to hurt, humiliate, or harm the victim if they do not fulfill the perpetrator's sexual demands; 13) and voyeurism is an interest in secretly peeking at people while they are taking off their clothes or doing sexual activities (Komnas Perempuan 2022c).

Table 1. Number of Cases Received by Service Institutions and the National Commission on Violence Against Women Based on the Form of OGBV in 2021

No.	Categorization	Service Institution	National Commission on Violence Against Women	
			Public Domain	Personal Realm

1.	Cyber Grooming	5	0	0
2.	Cyber Hacking	13	17	58
3.	Cyber Harassment	18	489	277
4.	Cyber Recruitment	1	0	11
5.	Cyber Stalking	4	47	32
6.	Illegal Content	21	40	47
7.	Malicious Distribution	98	158	279
8.	Morphing	6	14	6
9.	Online Deamation	8	18	23
10.	Revenge Porn	21	2	79
11.	Sexting	4	0	22
12.	Sextortion	11	472	683
13.	Voyeurism	1	114	141
	Amount	211	1.371	1.658

Source: Field Survey 2024

In addition, Komnas Perempuan divides the number of cases received by Service Institutions and Komnas Perempuan based on the form of OGBV in 2021. Based on Table 1, Service Institutions received many reports of OGBV in the form of malicious distribution (98 cases). Meanwhile, cyber harassment in the public

sphere (489 cases) and sextortion in the personal sphere (683 cases) were the case reports most frequently received (Komnas Perempuan 2022b).

In one of the videos on the USS Feed Youtube channel with the title "Celebgram Reads Guys' DMs Naughty | #SexEd" which was broadcast on July 12, 2020, it was identified through interviews with 26 celebrities who had received messages or Direct Messages (DM) in acts of harassment via social media Instagram accounts recorded in a video with a duration of 15 minutes 35 seconds. As of November 16, 2023, the video has been watched almost 2 million times, making it the second most popular video on the USS Feed YouTube channel. Of the 4,457 comments, most of the audience gave positive responses, such as appreciation for the courage of the celebrity to voice the OGBV they experienced, hopes for more similar content so that the public is more educated, agreeing with the opinions about sexual harassment expressed by them, and many more. Not a few of the audience shared their experiences of experiencing sexual harassment, both directly and through technological intermediaries.

Social media, which should be a space to connect individuals with other individuals, has instead become a place where OGBV occurs, so that there is no safe space for women. (Hayati 2021). Therefore, researchers are interested in examining OGBV in the video "Celebgram Reads Naughty Guys' DMs | #SexEd" on the USS Feed YouTube channel using Roland Barthes' semiotic theory.

METHODS

This study uses a descriptive qualitative method. In general, qualitative research aims to gain an in-depth understanding of how a person feels about their life process, interprets experiences, and describes how individuals interpret those experiences. To find and reveal the social reality that occurs, where the role of the

researcher during this research process is that of an audience or viewer. The researcher will carefully observe and document as much data as possible related to OGBV experienced by celebrities on the USS Feed YouTube channel video, so that no information is overlooked.

This research strategy uses a visual ethnography strategy. Pink quoted in (Lenette and Boddy 2013), explaining that visual ethnography or visual anthropology is part of cultural anthropology that aims to document visual representations of a person's life experiences. In this context, the researcher will document visual representations of the experiences of celebrities who experience OGBV through videos on the related USS Feed YouTube Channel.

Then the focus of the research, according to Gunawan (2013), contains details regarding the scope of the statement or the core of the topic that will be described and sought in the research. So the focus of the research in this study is as follows:

Table 2. Research Focus

Research Focus	Direction of Research Question
Forms of Online Gender-Based Violence (OGBV)	. <i>Cyber harassment</i> <i>Sexting</i>
Roland Barthes' semiotic analysis	Denotative Meaning Connotative Meaning Myth

Furthermore, the types of data used in this study are qualitative audio-visual and digital materials, including content from social media. The data includes photos, artwork, video recordings, website homepages, e-mails, messages, text

from social media, and various types of sounds. (Creswell and David Creswell 2018). The primary data in this study is a video on the USS Feed YouTube channel, entitled " Celebgram Reads Naughty Guys' DMs| #SexEd," which was uploaded on July 12, 2022, with a duration of 15 minutes and 35 seconds. Meanwhile, based on Sekarna in (Anggiato and Setiawan 2018) In the secondary data of this study, there are two types of data, namely books and journals related to Roland Barthes' semiotics.

The data collection technique was carried out by means of observation and recording symptoms in the study in a structured manner, and the documentation related to this study is audiovisual from the video " Celebgram Reads Naughty Guys' DMs| #SexEd".

The types of data in this study are qualitative audio-visual and digital materials (including social media materials). These data consist of photos, artwork, videotapes, website homepages, e-mails, messages, social media texts, and all types of sounds. (Creswell and David Creswell 2018). The unit of analysis in this study is the content object in the form of the video " Celebgram Reads Naughty Guys' DMs | #SexEd".

The data checking and validity technique used in this study is data triangulation. Triangulation is carried out continuously during the data collection period. This is done so that the data obtained maintains its objectivity.

This study uses data analysis techniques in the form of Roland Barthes' semiotics. The term "semiotics" comes from the Greek, which means "sign," and is the science that studies signs. According to Roland Barthes, semiotics is divided into three aspects, namely denotation, connotation, and myth. (Shalekhah and Martadi 2021). In this study, researchers will analyse the meaning of denotation, connotation, and myth contained in the USS Feed YouTube channel video entitled

" Celebgram Reads Naughty Guys' DMs| #SexEd".

RESULTS AND DISCUSSION

The results of the study show that USS Feed, as part of USS Networks, which operates as a multi-platform media, produces and distributes digital content aimed at market segments, especially Generation Z. In addition, the presence of this media aims to convey information related to the latest trends in fashion, lifestyle, culture, and music to its audience. USS Feed can be accessed through the official website (<https://ussfeed.com/>) and various social media platforms, such as Facebook (USSFeed), Twitter (@USSFeeds), Instagram (@ussfeeds), TikTok (@ussfeeds), and YouTube (USS Feed).

USS Feed launched its YouTube channel on March 30, 2017. The media that carries the slogan "Your Daily Intake of Everything Trending" has reached a total of 66,460,574 views. As of January 2, 2023, this channel has managed to gain 432 thousand subscribers. In almost seven years, this channel has uploaded 779 videos.

In this context, the Internet Governance Forum states that Online Gender-Based Violence (OGBV) is a series of continuous actions, including stalking, threatening, sexual harassment, defamation, blasphemy, and exploitation. . (Kusuma, and Sekar Arum, 2019). So, from the idea above, it can be concluded that OGBV is a form of gender-based violence that is carried out continuously through information and communication technology facilities.

In this study, researchers found that the forms of online gender-based violence (OGBV) experienced by a celebrity on the USS Feed YouTube Channel Video were of two types, namely Cyber Harassment and Sexting.

Cyber Harassment

It is an act of using technology to contact, harass, or embarrass the victim. (Komnas Perempuan 2022c) The following are OGBV findings based on the form

of cyber harassment experienced by celebrities on the USS Feed YouTube channel, namely:

- a. A female celebrity named Eli with an account named (@elizabethkasai). At 0:40 to 0:42, a woman named Eli read a direct message (DM) with a harassing tone that read, "Poor thing, still young and not a virgin...". In this case, the perpetrator harassed Eli by assuming that she had lost her virginity at a young age (at that time, Eli was 24 years old).
- b. Female celebrity named Baila (@bailaufauri). At 0:56 to 01:01, a woman named Baila reads a direct message (DM) containing harassment that reads, "Natural tits, medium tits, suitable to be in the category (step sister)." In this case, the perpetrator harassed Baila by assuming that she was suitable to play the role of a stepsister (a character that generally appears in pornographic videos) because she has natural breasts of a medium size.
- c. Female celebrity named Celine (@celineaurellia). At 0:50 to 0:52, a woman named Celine reads a direct message (DM) with a harassing tone that reads, "Take your shirt off, sis, so it's more visible...". In this case, the perpetrator harasses Celine by asking her to take her shirt off so that her breasts are more visible.
- d. Female celebrity named Miranda (@mirandapranoto), at 1:23 to 1:27, a woman named Miranda read a direct message (DM) containing harassment that read, "Is your face a playground because I want kids all over it?". In this case, the perpetrator harassed Miranda by making advances that contained sexual connotations, namely wanting to ejaculate on her face.
- e. Female celebrity named Naura (@naura21). At 1:05 to 1:08, a woman named Naura read a direct message (DM) containing harassment that read, "Let's meet up, let's suck each other, let's just have fun... let's make out, let's

just stay at a hotel...". In this case, the perpetrator harassed Naura by inviting her to engage in unwanted sexual activity at the hotel.

- f. A female Instagram celebrity named Cantika (@abigailcantika). At 1:01 to 1:04, a female Instagram celebrity named Cantika reads a direct message (DM) containing harassment, which states, "Look, showing your butt, really asking for it..." In this case, the perpetrator harasses Cantika by assuming that the pose she displays is an invitation to have sexual intercourse.
 - g. A female Instagram celebrity named Ovisa (@withovisa). At 1:56 to 2:03, a woman named Ovisa reads a direct message (DM) containing harassment, which reads, "Can I save your photo for bacol material?" In this case, the perpetrator harasses Ovisa by asking permission to use her photo as an object of sexual fantasy in masturbation activities.
 - h. Female Instagram celebrity named Leoni (@leonivalencia). At 2:18 to 2:21, a woman named Leoni read a direct message (DM) containing harassment that reads, "It's nice from behind... honey...". In this case, the perpetrator harassed Leoni by making her the object of his sexual fantasy.
 - i. Female Instagram celebrity named Gaby (@heyitsriellaa). At 1:10 to 1:16, a woman named Gaby read a direct message (DM) containing harassment that reads, "Why do you post sexy things if you don't have breasts... Does anyone want them? Skinny like you...". In this case, the perpetrator harassed Gaby by insulting her thin body shape and small breast size.
 - j. Female celebrity named Angel (@gelangelicca). At 0:37 to 0:40, a woman named Angel reads a direct message (DM) with a harassing tone that reads, "Wow, her hair is blonde. She must be really good at it...". In this case, the perpetrator harasses Angel by associating her blonde hair colour with sexual ability.
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Based on the research findings, the representation put forward in Roland Barthes' Semiotics has several components, namely:

a. Stereotypes

According to Rokhimah (2014), stereotypes are the giving of standard images or labels to certain individuals or groups. The emergence of this label is based on a mistaken view. In this video, five celebrities experience stereotypes, namely Angel who is stereotyped as being sexually intelligent because she has blonde hair, Eli who is stereotyped as not being a virgin at a young age, Baila who is stereotyped as being suitable for playing the role of a step sister in a pornographic video because she has real and medium-sized breasts, Cantika who is stereotyped as asking for sex because of the pose she does, and Kim who is stereotyped as not being a virgin because she fills the #SexEd segment on USS Feed. Here is one of the results of Barthes' semiotic analysis:

Table 3. Semiotic Analysis of Roland Barthes

Scene 1

Visual /Text	Scene 1 (0:37-0:40)  Text: "Wow, her hair is blonde. She must be really good at it..."
Denotation	The perpetrator stereotypes Angel as sexually intelligent because she has blonde hair.

Connotation	Initially, the perpetrator identified Angel's hair colour. This assumption was made because women with certain hair colours are thought to have distinctive characteristics; for example, blonde hair is often associated with sexuality, ethnicity, and mentality.
Myth	There is a view in Roman times that blonde hair is associated with sexual availability. In addition, there are three forms of blonde female stereotypes in Hollywood, namely the Ice-cold Blonde or the icy blonde, the Blonde Bombshell, and the Dumb Blonde or stupid blonde.

Celebrity Angel received a DM: “Wow, her hair is blonde. She must be good at it...”. This shows that the denotative meaning in this scene is that the perpetrator stereotypes Angel as being sexually good because she has blonde hair. The connotative meaning in this scene can be seen from “Wow, her hair is blonde”. Initially, the perpetrator identified Angel’s hair colour.

Then, the perpetrator continued with the sentence "Must be good at it". This assumption was expressed because women with certain hair colours are thought to have special characteristics; for example, blonde hair is often associated with sexuality, ethnicity, and mentality. (Kuhn and Radstone 1990).

In this video, the act of harassing requests can be seen from Celine, who was asked to lower her shirt so that her breasts would be more visible. Here are the results of Barthes' semiotic analysis:

Table 4. Semiotic Analysis of Roland Barthes Scene 2

Visual /Text	Scene 4 (0:50-0:52) 
Denotation	The perpetrator asked Celine to lower her shirt so that her breasts were more visible.
Connotation	The perpetrator wanted to see Celine's breasts more clearly, so he asked her to take off her clothes for his own satisfaction.
Myth	The existence of a patriarchal culture that socially positions women below men, so that the attitudes and behaviour of men who insult women in biological matters are normalised.

It can be seen that Celine received a DM saying, “Please take your shirt off, sis, so it’s more visible...” This sentence describes the perpetrator wanting to see Celine’s breasts more clearly, so he asked her to take her shirt off for personal satisfaction.

The existence of a patriarchal culture that socially positions women below men, so that men's attitudes and behaviour that insult women in biological terms are normalised (Fujiati 2016). Men do many things to dominate women and their sexuality, both directly and indirectly. In reality, women do not have full rights over their bodies. Men control women through physical aspects in the form of

female sexual organs and gender. This is what underlies women who often receive indecent treatment, are considered low, and are used as sexual objects. (Mudaningrum and Prasetyo 2023).

a. Objectification of Women Through Sexual Fantasies

Objectification is the assumption that women are objects like war booty. This happens because women are seen as having unique body shapes. (Intan, 2021). Meanwhile, sexual fantasy can be defined as imagination related to sexual activity that is carried out intentionally or unintentionally. The existence of sexual fantasy makes individuals (men or women) masturbate to achieve sexual satisfaction (orgasm) (Dariyo 2006).

Table 5. Roland Barthes' Semiotic Analysis

Scene 3

Visual /Text	Scane 8 (1:10-1:16) 
Denotation	The perpetrator objectified Cici by making her his sexual fantasy.
Connotation	The day before the perpetrator sent the DM, he deliberately imagined sexual activity with Cici so that he could achieve sexual satisfaction.
Myth	Objectification is a form of patriarchal control over women's sexuality.

Based on the table above, it can be seen that Cici received a DM: "Hey, I had

sex last night, but I imagined it ..." This shows that the denotative meaning in this scene is that the perpetrator objectifies Cici by making her his sexual fantasy. This sentence describes that the day before the perpetrator sent the DM, he deliberately created an imagination about Cici so that he could achieve sexual satisfaction. Sexual objectification occurs when women are only seen from their bodies (not seeing women as whole people) and are considered physical objects to fulfil men's sexual desires. (Bartky in Szymanski et al. 2011).

b. Comments About Appearance

In this video, the celebrities who received comments about their physical appearance were Ayla, Gaby, Mathilda, and Nadya who received comments about their breasts, Clar and Monica who received comments about their dark skin, Lystia who received comments about the size of her calves, Zara who received comments about her make-up style, and Ian who received comments about his feminine appearance.

The result of Barthes's semiotic analysis is that a celebrity named Gaby received a DM saying, "Why are you posting sexy things if you don't have breasts... Would anyone want them? Skinny and skinny like you..." which can be seen from the pink text and contains capital letters added by the editor. This shows that the denotative meaning in this scene is that the perpetrator insults Gaby because she has a thin body and small breasts. The connotative meaning in this scene can be seen from the sentence "Why are you posting sexy things?" which questions Gaby's reason for wearing revealing clothes.

This is because the perpetrator considered that women who deserve to wear revealing clothes are women who have large breasts. The sentence "Is there anyone who wants it? Skinny and skinny like you ..." shows that the perpetrator assumed that Gaby would not get a partner because she had a body that was too thin.

The assumption that an ideal or proportional body is a body that is not too thin and not too full. An ideal body is described as a healthy body with a thin appearance and muscle mass. (Pramono and Rossalia 2023). In addition, there is another myth that states that women will look more beautiful if they have large breasts. (Setiansah 2021). The two things above are related to beauty standards. Beauty standards are a culture that is often used as benchmark that can determine the beauty of women individually. However, the existence of ideal body standards makes certain parties feel socially disadvantaged, namely, individuals who do not meet these standards. (Grogan in Lasmarito Pasaribu and Pramiyanti 2023). As a result, most women experience harassment, stigma, marginalisation, and discrimination. (Wolf in Lasmarito Pasaribu and Pramiyanti 2023).

c. Objectification Through Seduction

Seduction is an expression used to gain attention and feelings. In general, the culture of seduction in Indonesia is associated with *Crap*, which can be defined as a mere promise. In addition to attracting the opposite sex through seductive linguistic expressions, seduction is also used for entertainment in language games. (Asprillia 2022). However, if the seduction is harassing and disturbing the recipient through information and communication technology, this can be categorized as cyber harassment. In this video, two celebrities received harassing seduction, namely Dhidiet and Miranda. Here is one of the results of Barthes' semiotic analysis.

A celebrity named Miranda received a DM that said, "Is your face a playground because I want kids all over it?" This highlights how the perpetrator objectifies her through seduction, equating her face to a playground and implying a desire to use it as an object for amusement. "Kids" here is not interpreted as children, but as sperm. In simple terms, this seduction contains the perpetrator who wants to ejaculate on Miranda's face. The patriarchal culture in this scene results in men having more power than women, so that there is objectification (Kurnianto

2021). Objectification (especially sexually) is where a person's physical appearance is used as an object without regard to their dignity, value, and personality (Herianto 2023).

d. Sex Transactions

The phenomenon of selling oneself by trading one's body, honor, and personality to people to fulfill sexual desires for a certain fee (Mardalina 2015). In this video, two celebrities get sex transactions, namely Jasmine, who gets questions about the rates for inviting her on vacation, and Tasya, who is offered a sexual transaction. The following are the results of Barthes' semiotic analysis.

Table 6. Semiotic Analysis of Roland Barthes

Scene 4

Visual /Text	Scane 23 (1:10-1:16)  Text: “I’ll buy anything for you as long as you want me to wear it”
Denotation	Tasya gets an offer of a sexual transaction
Connotation	The perpetrator offered to buy material goods on condition that Tasya was willing to engage in sexual activity with him.
Myth	The existence of a patriarchal culture which results in men having more power than women, thus giving rise to objectification of women.

Tasya received a DM saying, “I’ll buy you anything as long as you let me wear it,” which can be seen from the pink text and capital letters added by the editor. This shows that the denotative meaning in this scene is that Tasya received

an offer of a sexual transaction. The connotative meaning in this scene can be seen from "I'll buy you anything as long as you let me wear it". This sentence shows that the perpetrator offered to buy something material on the condition that Tasya was willing to have sexual activity with him.

Patriarchal culture results in men having more power than women, thus giving rise to the objectification of women (Kurnianto 2021). Objectification occurs when men use social means to look down on women. Women are considered as objects or commodities that can be bought and sold (Syarifah in Kurnianto 2021). Not only that, as objects, women do not have rights or power over their bodies (Winarti 2020).

Sexting

It is a behavior or act of sending pornographic images or videos to the victim (Komnas Perempuan 2022b). The results of the study showed that there was only one sexting found in the video, namely the sexting experienced by Al. Al obtained a photo of a penis or dick pic with the caption "hehe" via his Instagram DM. In this video, the penis photo is an explicit photo of a man's genitals and is generally the result of his shooting. Men will send the photo via the internet and/or an application (Salter in Marcotte 2020).

In this case, based on the representation of Barthes' semiotic analysis. A celebrity with the nickname Al received a DM containing a photo of a penis (illustration representation and crow sound), and the caption "hehe" shows that the perpetrator intentionally and did not feel ashamed to send a photo of a penis to Al. then the perpetrator "Suka suddenly send" indicates that the activity of sending photos of penises has occurred continuously.

In this scene, there is a patriarchal culture where men position themselves as strong parties so they can do anything to women. This has an impact on the high rate of sexual harassment in Indonesia (Sakina and A 2014). In general, women are

consumed and perceived as objects or recipients of actions or behaviour (Prabasmoro in Indainanto 2020).

CONCLUSION

Based on the results of the analysis, this study concluded that there are two forms of Online Gender-Based Violence (OGBV) in video broadcasts on the USS FEED YouTube channel, according to Roland Barthes' semiotic perspective, namely Cyber Harassment and Sexting. Where Cyber Harassment is shown through various Stereotypes and harassment received by celebrities via DM on social media, such as the statement of one celebrity named Eli, who is considered not a virgin at a young age, and Celine who was asked by the perpetrator to lower her shirt so that her breasts are more visible. In addition, there is also a case of Sexting, which can be seen from the perpetrator's actions in deliberately sending a photo of a penis to a celebrity named Al. Roland Barthes' Semiotic Analysis reveals the denotative meaning in this video through the DM received by the celebrity, while the connotative meaning shows stereotypes, requests to harass, objectification of women through sexual fantasies, and invitations to unwanted sexual activities. This video also represents the myth of patriarchal culture that places women as sexual objects and subordinates them to men, as seen in the normalization of insults to women's bodies, physical objectification to fulfill men's desires, and the view that women with proportional bodies are more sexually attractive.

Funding Acknowledgement

We would like to thank the contributions of the researchers and collaborators involved in writing this article.

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