

SECOND-PERSON REFERENCES IN NETIZENS' COMMENTS ON LAMBE TURAH'S NEW INSTAGRAM POST: ANALYSIS AND IMPLICATION

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Abstract

Social media, particularly Instagram, has become a popular platform for users to interact and share information. One account that has attracted attention is "Lambe Turah," which often shares news and other exciting content. This research analyzes the second persona references in the comments of netizens on the Instagram account of Lambe Turah. The findings indicate differences in perspectives, evaluation of actions, and discussions regarding behavior implications in a domestic violence case involving Rizky Billar and Lesti Kejora. Using the second persona references influences the interaction and communication among netizens, building relationships, shared understanding, and social influence. This article provides a deeper understanding of the dynamics of communication and the perspectives of netizens in social media.

Keywords: *Second Persona References; Netizen Comments; Instagram; Virtual Communication; Rizky Billar; Lambe Turah.*

Introduction

Social media has become a viral platform for sharing information, communicating, and interacting with people from various backgrounds (Ananta et al., 2019). One well-known social media platform is Instagram, where users can share photos, videos and comment on other people's posts.

In recent years, the Instagram account "Lambe Turah" has sparked discussions among social media users in Indonesia (Irawan & Fridha, 2018). This account is known for frequently sharing news, celebrity gossip, and other exciting content that captures public attention (Kusumaningrum, W., & Soepadjo, 2003). Many people are interested in reading Lambe Turah's posts and providing their responses as comments (Inderasari et al., 2019).

In journalism and research, analyzing netizens' comments can provide valuable insights into the public's views and attitudes toward a particular issue (Marta et al., 2013).

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Therefore, analyzing the second persona references in netizens' comments on Lambe Turah's Instagram posts is an interesting topic to study.

This article aims to analyze the second persona references in netizens' comments on Lambe Turah's Instagram posts. Second, persona references refer to how individuals refer to other individuals or groups in their words (Djenar & Ewing, 2015). This analysis will provide an overview of how netizens interact and form perceptions of individuals or groups discussed in Lambe Turah's posts (Prayogi, 2013).

Through this approach, it is expected that this article can provide a better understanding of communication patterns and netizens' perspectives in a specific context (Ewing et al., 2019). Research of this kind can also offer valuable information for social media account managers and policymakers in understanding trends and patterns of social media user behavior (Putri, 2021).

This article will explain the methodology for analyzing the second persona references in netizens' comments on Lambe Turah's Instagram posts. Additionally, exciting analysis findings and implications of this research will be discussed. Conclusions and suggestions for further research will also be provided (Ide & Hata, 2020). Thus, through this article, we can gain a deeper understanding of the dynamics of communication and behavioral patterns of netizens in social media, particularly in the context of Lambe Turah's Instagram news posts (Rosanti, 2021).

Social media has emerged as a widely favored platform for sharing information and fostering communication among people from diverse backgrounds. As a prominent social media platform, Instagram facilitates users to share photos, videos and engage in discussions through comments.

"Lambe Turah," an Instagram account well-known for sharing news, celebrity gossip, and intriguing content, has sparked considerable discussions among Indonesian social media users. The account's followers frequently respond to posts by leaving comments, providing valuable insights into their perspectives and attitudes toward various issues.

This research analyzes the second-person references used in netizens' comments on Lambe Turah's Instagram posts. By examining the use of second-person references, the study seeks to explore the netizens' interactions, evaluations, and perspectives in the context of a domestic violence case involving Rizky Billar and Lesti Kejora.

Previous research has highlighted the significance of analyzing netizens' comments on social media platforms to gain insights into public opinions and attitudes toward specific topics. Netizen's comments provide valuable data for understanding the dynamics of online communication and user behavior.

Second-person references play a crucial role in communication, allowing individuals to refer to others indirectly. Previous studies have explored the functions and implications of second-person references in various contexts, including literature and everyday conversations. Domestic violence is a sensitive issue that has received increased attention on social media platforms. Netizens' responses to such cases can reflect societal perspectives and perceptions of such behavior.

Research Methods

This research uses a descriptive qualitative method to identify the forms of second persona references in netizens' comments on posts about domestic violence involving Rizky Billar and Lesti Kejora. The qualitative descriptive method observes individual characteristics in-depth and analyzes phenomena (Moleong, 2005). This research also employs a semantic approach, specifically regarding second persona references in virtual communication on Instagram (Mahsun, 2019).

The data collection techniques used are observation and documentation by capturing screenshots of comments on the posts about domestic violence by Rizky Billar towards Lesti Kejora on Lambe Turah's Instagram account (Uwe, 2004). This research uses the language data used by netizens in commenting on Instagram social media (Mahsun, 2014).

The primary data used are netizens' comments directly taken from the posts about domestic violence on Lambe Turah's Instagram account. Secondary data consist of references from relevant books, articles, and previous research related to the research topic (Sudaryanto, 2007).

The research techniques involve observation techniques and documentation techniques. The observation technique is used to observe the use of written language in netizens' comments. The documentation technique consists in taking pictures using a smartphone to record the remarks or data from Instagram (Moleong, 2011).

The data processing process consists of analysis and presentation. The analysis method used is descriptive with a pragmatic approach, which allows for the expression of the forms of second persona references, their functions, and interpersonal meanings in using dual persona references on Instagram (Uwe, 2004). The data are analyzed by describing, identifying, and classifying them (Moleong, 2011).

The results of the data analysis are presented using formal and informal methods. The traditional way uses tables to show the analysis results clearly and in detail. The everyday process uses plain words with technical terminology to deliver the analysis results in more fact (Uwe, 2004). The research instrument used is a smartphone as a tool to capture data through screenshots. Data cards are used as data collection and processing instruments to facilitate data classification and analysis (Moleong, 2011).

Results and Discussion

Findings of Second Persona References in Netizen Comments

This section will explain the findings from netizen comments that employ the second persona references in various aspects related to the domestic violence (KDRT) news involving Rizky Billar. This analysis will reveal the perspectives and opinions of users who adopt the second persona viewpoint, such as the third-person experience or an objective standpoint. These findings encompass differences in attitudes, evaluations of

actions taken, and discussions on the implications of the behaviors involved in this domestic violence case.

Various netizen comments that utilize the second persona references have been deeply analyzed (Djenar, 2007). The exciting and relevant findings related to the KDRT case involving Rizky Billar and Lesti Kejora are explained as follows:

Differences in Perspectives: Netizen comments that employ the second persona references present different viewpoints than those directly involved in the KDRT case (Djenar (2007). They observe the situation as a third party and provide objective evaluations based on the available information. Some users express their opinions on how Rizky Billar's actions can be considered domestic violence, considering factors such as emotional control, physical violence, and power dynamics within the relationship (Imran & Evawanti, 2015; Kurnia, 2018).

Evaluation of Actions: Netizen comments that utilize the second persona references also evaluate Rizky Billar's actions in this case (Imran & Evawanti, 2015). Some users argue that these actions can be considered domestic violence, given the physical violence and abuse of power against Lesti Kejora Djenar (2007). However, some comments doubt the truthfulness of the news or question the media's perspective in reporting this case. They emphasize the importance of obtaining complete and objective information before making judgments (Kurnia, 2018).

Discussion of Behavioral Implications: The second persona references in netizen comments also trigger conversations about the behavioral implications of this domestic violence case (Imran & Evawanti, 2015). Some users connect the behavior displayed in this case with broader behavioral patterns within society (Kurnia, 2018). They argue that this case can be an opportunity to raise awareness about domestic violence issues and the importance of changing harmful patterns of thinking and behavior within relationships (Kurnia, 2018).

Analyzing these findings of second persona references provides broader insights into societal perspectives regarding the KDRT case involving Rizky Billar and Lesti Kejora (Ananta et al., 2019). The second persona standpoint, adopting the third-person experience and an objective viewpoint, contributes significantly to understanding the behavioral implications, evaluating actions, and promoting further discussions on domestic violence issues within society (Ananta et al., 2019; Imran & Evawanti, 2015).

It is important to note that these findings are based on the analysis of netizen comments on the Instagram account Lambe Turah and reflect the perspectives of individuals involved in the discussion (Imran & Evawanti, 2015). In the context of this research, the findings of second persona references provide diverse perspectives that can help gain a broader view of this domestic violence case (Ananta et al., 2019).

Through a deep understanding of these findings of second persona references, we can obtain a richer and more comprehensive perspective on public responses to the KDRT case involving Rizky Billar and Lesti Kejora (Ananta et al., 2019; Imran & Evawanti, 201

Function and Interpersonal Significance of Persona References

In this section, we will delve into the functions and interpersonal significance of persona references within the context of Instagram's Lambe Turah. This analysis will discuss how persona references, both first and second persona, influence the interaction and communication among netizens on the platform.

In the context of the domestic violence news involving Rizky Billar, this section will illustrate the role of persona references in building user relationships, shared understanding, and the social influence that arises within netizen comments (Ananta et al., 2019; Imran & Evawanti, 2015; Kurnia, 2018; Naomi, 2021; Nurrachmi & Ririn, 2018).

Using references in netizen comments on Instagram's Lambe Turah serves several significant functions (Ananta et al., 2019; Imran & Evawanti, 2015; Kurnia, 2018; Naomi, 2021). First, persona references allow users to present specific identities or roles when expressing their opinions (Ananta et al., 2019; Imran & Evawanti, 2015). In the case of domestic violence news involving Rizky Billar, users can position themselves as victims, perpetrators, or observers in their comments. This enables them to convey their views and experiences about the case and influence others' perceptions and attitudes toward them.

Furthermore, using persona references is crucial in building user relationships (Naomi, 2021; Nurrachmi & Ririn, 2018). In netizen comments, users who employ persona references often interact with other users who have different persona references. This creates complex dynamics of interaction where diverse perspectives and viewpoints can meet and confront each other. Such interactions influence how users communicate, respond, and react to others' opinions and form groups or alliances based on shared persona references.

Using persona references also contributes to forming shared understanding among users (Naomi, 2021; Nurrachmi & Ririn, 2018). In comments that employ persona references, users often share experiences, opinions, and knowledge about the domestic violence case involving Rizky Billar. This allows for deeper dialogue and discussion about the issue, potentially expanding collective understanding of domestic violence and its impact on society. Persona references can also help build empathy and sympathy towards others' experiences and strengthen the bonds among users in online communities like Instagram's Lambe Turah.

Using persona references also has a significant social influence on netizen comments (Ananta et al., 2019; Kurnia, 2018; Nurrachmi & Ririn, 2018). Words that employ persona references can trigger emotional responses from other users, including sympathy, empathy, or even anger. Specific persona references can also affect the reputation and public perception of individuals involved in the domestic violence case. In sensitive news contexts like this, persona references can shape opinions and public narratives about Rizky Billar, Lesti Kejora, and the broader issue of domestic violence.

In conclusion, the use of persona references in netizen comments on Instagram's Lambe Turah serves complex and varied functions (Ananta et al., 2019; Imran & Evawanti, 2015; Kurnia, 2018; Naomi, 2021; Nurrachmi & Ririn, 2018). These functions include displaying specific identities or roles, building user relationships, fostering shared

understanding, and influencing public opinions and perspectives. Using persona references also provides space for emotional expression, diverse perspectives, and more personal user interactions. Therefore, understanding the use of persona references in social media platforms like Instagram's Lambe Turah is important in understanding the dynamics of online communication and its social impact (Ananta et al., 2019; Imran & Evawanti, 2015; Kurnia, 2018; Naomi, 2021; Nurrachmi & Ririn, 2018; Uwe, 2004; Moleong, 2011; Mahsun, 2014; Sudaryanto, 2007; Nawawi et al., 1992).

Findings of Second-Person Reference in Netizens' Comments

The analysis reveals a significant use of second-person reference in netizens' comments on the Instagram account Lambe Turah's news posts (Ananta et al., 2019; Inderasari et al., 2019; Kurnia, 2018). This analysis uncovers several interesting and relevant findings regarding using second-person references in these comments.

Firstly, one of the key findings is that netizens employ second-person references to identify specific individuals mentioned in the news or discussed issues (Ananta et al., 2019; Inderasari et al., 2019; Kurnia, 2018). Their comments mention these individuals' names, positions, or specific characteristics. The purpose of using second-person reference in this context is to provide context and additional information to readers about the mentioned individuals. By saying the name or position of these individuals, netizens provide further explanations about who they are, facilitating the readers' understanding of the background and relevance of these individuals in the news or issues being discussed.

Furthermore, netizens often use second-person references to express their opinions or comments about the individuals mentioned in the news (Ananta et al., 2019; Inderasari et al., 2019; Kurnia, 2018). They express support, criticism, or their thoughts regarding these individuals in their comments. The use of second-person reference allows netizens to talk about others indirectly.

They feel more comfortable expressing their opinions without directly mentioning the individuals by their names. This may also provide anonymity for netizens who feel more at ease discussing others using second-person references. Moreover, using second-person reference also brings a fresh perspective to netizens' comments (Ananta et al., 2019; Inderasari et al., 2019; Kurnia, 2018). In some cases, netizens use second-person references to present a third-party perspective that may differ from the direct viewpoint of the individuals involved in the news.

Using second-person connections, netizens can express their opinions or thoughts as external observers, creating broader discussions and debates within the netizen community. This can enrich conversations with diverse perspectives since the use of second-person reference allows netizens to engage in the thoughts or views of others.

So far, no specific studies have investigated persona references in virtual communication, such as on social media platforms like Instagram. Most previous research on persona references has focused on literature, such as novels or short stories, or in

educational contexts. Some relevant previous studies include research by Djenar (2007) and Ewing (2014), which examined using persona references in the Indonesian language.

Djenar (2007) researched the use of persona references in literature and contemporary literary works. This study provided insights into how authors use persona references to create characters in stories or novels and how these characters interact with readers. Ewing (2014) researched the use of persona references in the Indonesian language in everyday conversations. This study helped us understand how people use personal connections, including social media, in daily discussions.

However, no specific studies have investigated the use of persona references in netizens' comments on social media platforms like Instagram, particularly in the context of the "Lambe Turah" account, which frequently shares news and exciting content. Therefore, this research can be considered a new contribution to understanding how persona references are used in netizens' communication on social media, especially in the "Lambe Turah" account context.

Overall, this analysis demonstrates that second-person reference plays a significant role in netizens' comments on the Instagram account Lambe Turah's news posts (Ananta et al., 2019; Inderasari et al., 2019; Kurnia, 2018). Second-person reference provides context, additional information, and a more comfortable way for netizens to express their opinions about the individuals involved in the news. Moreover, the second-the-person connection creates new perspectives and enriches discussions among the netizen community. It is important to remember that second-person reference should be used responsibly and with consideration for online communication ethics (Ananta et al., 2019; Inderasari et al., 2019; Kurnia, 2018).

Discussion on the Findings of Second-Person Reference in Netizens' Comments

The analysis of second-person references in netizens' comments on the Instagram account Lambe Turah's news posts reveals that its use significantly enhances insights and diverse perspectives in online conversations. By utilizing second-person references, netizens can discuss specific individuals by providing additional information, expressing their opinions, and introducing new perspectives that may not arise when using first-person references alone.

A study conducted by Ananta, Wijayanti, and Aritonang (2019) on the motives and satisfaction of Lambe Turah's followers found that the use of second-person references in the @Lambe_Turah Instagram account provides a space for netizens to actively participate in conversations about the individuals mentioned in the news. Second-person reference allows netizens to offer more comprehensive context about the individuals involved in the information or discussed issues.

Additionally, research by Djenar (2001) and Ewing (2014) on using second-person reference in Indonesian highlights its important role in interpersonal communication. Second-person reference enables netizens to mention the name, position, or specific characteristics of the said individuals, thereby providing additional information to readers about the background and features of those individuals.

However, it should be noted that the use of using-person references can also give rise to certain issues such as potential defamation and insults (Djenar, 2007). Therefore, for social media users, including netizens, must use second-person references responsibly. This involves verifying information before sharing it, avoiding insults or defamation, and adhering to online communication ethics.

This analysis provides a deeper understanding of how netizens' comments utilize second-person references in various news topics shared by the Lambe Torah Instagram account. The findings of this analysis can be valuable for account owners or other researchers interested in studying netizens' interactions on social media. With a better understanding of second-person reference, account owners can better moderate and comprehend netizens' interactions and take appropriate actions to maintain the integrity and quality of conversations on their platforms.

Using personal references in netizens' comments on Lambe Torah's Instagram account's news posts significantly enhances insights, provides additional information, and introduces new perspectives in online conversations. However, using vital references responsibly and considering online communication ethics is essential.

Conclusion

In conclusion, the analysis of second-person references in netizens' comments on the Instagram account Lambe Torah's news posts reveals a significant use of these comments. Second-person reference provides advantages through additional information, expressed opinions, and fresh perspectives in online conversations. However, it is essential to consider ethics and responsibility when using second-person references to prevent defamation and disseminating false information.

This analysis provides deeper insights into how netizens interact on social media, which can benefit research and a better understanding of this phenomenon. Through a better experience of using second-person reference, social media users and account owners can better understand communication dynamics occurring on platforms like Instagram and take appropriate measures to maintain the integrity and security of the information conveyed through these comments.

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