

# The Contribution of Online Disinhibition Effect to Negative Comments on Indonesian Influencers's Social Media = Kontribusi Efek Online Disinhibition Kepada Komen Negatif di Social Media Influencer Indonesia

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## Abstrak

In a social media era where everything is for the public to see, people with a significant number of followers are prone to criticism and negative comments. Indonesian influencers such as Kekeyi and Rachel Venya are victims of negative comments on their Instagram by random people. Based on the words of a psychologist, Suler, negative comments on social media can be explained by the online disinhibition effect. Online disinhibition effect is divided into two categories which are the benign online disinhibition effect and the toxic online disinhibition effect. This research paper aims to analyse how the online disinhibition contributes to the emergence of negative comments on the comment sections of Indonesian influencers, Kekeyi and Rachel Venya. Through secondary research and content analysis, it is found that the toxic online disinhibition effect contributes to the emergence of negative comments.

.....Di era media sosial yang di mana segala sesuatu dapat dilihat oleh publik, orang dengan jumlah pengikut yang banyak rentan terhadap kritik dan komentar negatif. Influencer Indonesia seperti Kekeyi dan Rachel Venya seringkali menjadi korban komentar negatif di Instagram. Berdasarkan perkataan psikolog, Suler, komentar negatif di media sosial dapat dijelaskan dengan efek disinghisi online. Efek disinghisi online dibagi menjadi dua kategori yaitu efek disinghisi online jinak dan efek disinghisi online merugikan. Makalah penelitian ini bertujuan untuk menganalisis bagaimana disinghisi online berkontribusi terhadap munculnya komentar negatif di kolom komentar influencer Indonesia, Kekeyi dan Rachel Venya. Melalui penelitian sekunder dan analisis konten, ditemukan bahwa efek disinghisi online yang merugikan berkontribusi pada munculnya komentar negatif.