



## Verbal Violence Among Gen Z on Facebook: An Analysis of Deviations from Polite Language in Social Media Communication

Asnanurulain Halalutu<sup>1\*</sup>, Dakia N. Djou<sup>2</sup>, Asna Ntelu<sup>3</sup>

<sup>123</sup>Prodi Pendidikan Bahasa dan Sastra Indonesia, Universitas Negeri Gorontalo, Gorontalo, Indonesia

\*Email: [ainhlltu@gmail.com](mailto:ainhlltu@gmail.com)

### ABSTRACT

Facebook is a social media platform widely used by Gen Z to communicate and express opinions. In today's technological era, the prevalence of verbal violence, especially among Gen Z, is increasingly disturbing communities that actively use Facebook. However, freedom of speech on social media often leads to deviations in language politeness that lead to verbal violence. This study aims to describe 1) the types of verbal violence in Gen Z communication on Facebook. 2) the forms of deviations in language politeness found in acts of verbal violence on Facebook among Gen Z. This study uses a qualitative approach with descriptive methods. The research data are comments and posts by Gen Z on Facebook that contain elements of verbal violence. Data collection techniques are carried out through non-participant observation and documentation, while data analysis techniques include reading and reviewing, selecting, identifying, classifying, analyzing, and drawing conclusions. The results of the study indicate that there are various types of verbal violence, such as slander, stigmatization, stereotyping, shouting, cursing, insulting, mocking, belittling, challenging, denying, ordering, threatening, scaring, provoking, expelling, humiliating, and discrediting as well as demeaning speech that violates the principles of politeness. This form of deviation from politeness appears through insults that demean, threaten, mock, or provide negative assessments that can hurt someone's psychology or self-image.

*Keywords: verbal violence, gen z, deviation polite language, social media*

## Kekerasan Verbal Gen Z di Facebook: Analisis Penyimpangan Kesantunan Berbahasa dalam Komunikasi di Media Sosial

### ABSTRAK

Media sosial Facebook menjadi salah satu ruang interaksi yang banyak digunakan oleh gen z untuk berkomunikasi dan mengekspresikan pendapat. Di era teknologi saat ini, kekerasan verbal yang marak dilakukan oleh banyak orang, terutama Gen Z, akan semakin meresahkan komunitas yang aktif menggunakan *Facebook*. Namun, kebebasan berbahasa di media sosial sering kali memunculkan penyimpangan kesantunan berbahasa yang berujung pada kekerasan verbal. Penelitian ini bertujuan untuk mendeskripsikan 1) Jenis-jenis kekerasan verbal dalam komunikasi gen z di media sosial Facebook. 2) Bentuk-bentuk penyimpangan kesantunan berbahasa yang terdapat dalam tindak kekerasan verbal di media sosial facebook antar gen z. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data penelitian berupa komentar dan unggahan gen z di Facebook yang mengandung unsur kekerasan verbal. Teknik pengumpulan data dilakukan melalui observasi non partisipan dan dokumentasi, sedangkan teknik analisis data meliputi membaca dan menelaah, menyeleksi, mengidentifikasi, mengklasifikasikan, menganalisis dan menarik kesimpulan. Hasil penelitian menunjukkan bahwa terdapat berbagai jenis kekerasan verbal, seperti fitnah, stigmatisasi, stereotipan, membentak, memaki menghina, mengejek, meremehkan, menantang, menyanggah, menyuruh, mengancam, menakut-nakuti, memprovokasi, mengusir, mempermalukan, dan mendiskreditkan serta ujaran merendahkan yang melanggar prinsip kesantunan berbahasa. Bentuk penyimpangan kesantunan ini muncul melalui penghinaan yang merendahkan, mengancam, mengejek, atau memberikan penilaian negatif yang dapat melukai psikologis maupun citra diri seseorang.

*Keywords: kekerasan verbal, gen z, penyimpangan kesantunan berbahasa, komunikasi, media sosial*

Submitted  
16/03/2026

Accepted  
18/02/2026

Published  
22/03/2026

Citation	Halalutu, A., Djou, D. N., & Ntelu, A. (2026). Verbal Violence Among Gen Z on Facebook: An Analysis of Deviations from Polite Language in Social Media Communication. <i>Jurnal Pembelajaran Bahasa dan Sastra, Volume 5, Nomor 2, Maret 2026, 1379-1390</i> . DOI: <a href="https://doi.org/10.55909/jpbs.v4i3.1311">https://doi.org/10.55909/jpbs.v4i3.1311</a>
----------	---

Publisher  
Raja Zulkarnain Education Foundation

## INTRODUCTION

Gen Z is known as digital natives and adapts quickly to new technologies, such as social media (Pangestu et al., 2024). Social media is the latest form of web-based technology development that enables individuals to communicate, participate, and share widely in the digital space.

Social media certainly has impacts that must be considered. Many people misuse social media to interact or communicate without considering the risks associated with posting anything carelessly. This serves as an important reminder for us to always be careful in expressing opinions, both online and in real life, and to avoid verbal abuse (Utoro et al., 2020). Verbal abuse generally occurs in the form of speech that contains elements of insults or verbal harassment. Perpetrators tend to commit psychological violence through statements that are blaming, labeling negatively, or scapegoating others.

Verbal abuse on social media is a form of online violation known as cyberbullying, or in Indonesian, cyberbullying. Cyberbullying is deliberate and repeated aggressive behavior carried out through digital devices, such as social media and online games, solely to intimidate or humiliate the victim. This behavior is easier to perpetrate because the perpetrator does not have to interact directly with the victim. By utilizing the internet or a smartphone, the perpetrator can freely convey harmful and intimidating comments without considering the impact on the victim. Cyberbullying generally occurs through social networking platforms such as Facebook, Twitter, and Instagram (Utoro et al., 2020).

One example is Facebook users. The majority of people use Facebook to update their daily activities and upload photos they have taken with their camera to share online, to find friends, to promote themselves, to talk to others, or to build relationships.

In today's technological era, interacting through Facebook has become a daily habit for social media users. Facebook can create social distance between individuals who are physically

close, but at the same time, it can strengthen relationships between users who are geographically distant through interactions in the comments section. (Hidaya and Khusnia, 2019).

The way Gen Z interacts on Facebook, often involving posts in comment sections and groups with varying rules, can be a breeding ground for impolite communication, even involving verbal abuse. Furthermore, because some users may be anonymous or not use their real names, they are more likely to engage in verbal abuse and disrespect. This phenomenon is of particular concern because Gen Z, as a highly active generation on social media, frequently engages in interactions involving verbal abuse. A lack of awareness of the importance of polite language can worsen communication quality and create an unhealthy digital environment.

Based on this background, researchers deemed it necessary to conduct an in-depth study of the types of verbal abuse in Gen Z communication on Facebook and the forms of deviations in polite language found in acts of verbal abuse on Facebook among Gen Z users. This study also aims to describe the types of verbal abuse in Gen Z communication on Facebook and the forms of deviations in polite language found in acts of verbal abuse on Facebook among Gen Z users. This research will focus on verbal violence in social media communication that occurs among Gen Z, by looking at how they are impolite in their language on these platforms.

Theoretically, this research is expected to enrich linguistic research, particularly regarding politeness and the phenomenon of verbal abuse on social media. Practically, this study is expected to help researchers analyze deviations in politeness in Gen Z communication on Facebook and educate readers about the types of verbal abuse.

Based on a study of previous research written by Bagus Putra Jaya (2020) in his thesis title entitled "Representation of Verbal Violence in Ericko Lim's Youtube Channel", Dwi Yuliantoro Seno Utoro, Susetyo, and Ria Ariesta (2020) entitled "Verbal Violence in Facebook Social Media",



Latifah Rahmadani Putri, Sony Christian Sudarsono, Maria Magdalena Sinta Wardani (2021) entitled "Verbal Violence in the Comments Column on the Garudarevolution Instagram Account in September 2019", Nurfadhilah Bakhtiar Hamzah, Rahman Rahim, and Iskandar (2022) entitled "Verbal Violence on Facebook Social Media Reviewed from the Perspective of Deviations in Language Politeness", and Miftahul Jannah (2023) with the title "Deviations of the principles of politeness of netizens in language on the TikTok application" The difference in this study lies in the type of verbal violence. Previous research explains that verbal violence includes swearing, hyperbole, dysphemism, stigmatization, and associations with animals. Meanwhile, this study explains that the types of verbal violence include indirect verbal violence, direct verbal violence, repressive verbal violence, and alienative verbal violence.

According to Baryadi (in Sibarani 2023), verbal violence can be divided into four types: indirect violence, direct violence, repressive violence, and alienative violence.

## METHOD

This study used a qualitative descriptive method. According to Bodgan and Taylor (in Sari, 2018: 5), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. Based on this, it can be said that this research method uses a qualitative descriptive method. This is because the data collected were comments or posts among Gen Z on Facebook.

The data in this study consisted of utterances or comments containing verbal abuse in interactions between Gen Z users on Facebook. This data was expressed in the form of words, phrases, or sentences indicating violations of polite language and forms of verbal abuse such as taunts, insults, threats, or negative stereotypes. The data source for this study came from Facebook, specifically from a post on the page "Ketololan Duniawi" published in August 2025.

The data collection technique used to facilitate the researcher's systematic acquisition of information related to this type of verbal abuse followed the steps proposed by Sugiono (in Sari and Marhaeni 2015). Data collection for this study was conducted using non-participant observation. This means that the data collection technique involves observation, in which the researcher is not directly involved and acts solely as an independent observer. Documentation techniques in this study included screenshots of posts and comments on the Ketololan Duniawi Facebook page, which served as the source of the research data.

The data analysis steps in this study were: a) reading and reviewing the data in the form of screenshots, b) selecting data containing elements of verbal violence and deviations in language politeness, c) identifying the data by grouping utterances based on the problem under study, namely the types of verbal violence and deviations in language politeness that appear in interactions on social media, d) classifying the data based on the categories of types of verbal violence and deviations in language politeness, e) analyzing the data by describing and interpreting the meaning of utterances containing verbal violence and deviations in language politeness according to their context, and f) drawing conclusions as the final result of the analysis.

## RESULTS

This section presents the research results based on the research focus, the types of verbal violence in interactions between Gen Z members on Facebook, and the forms of deviations in language politeness found in acts of verbal violence on Facebook among Gen Z members.

### 1. Indirect Verbal Violence

Indirect verbal violence occurs when the impact is not felt directly by the victim, but rather is conveyed through an intermediary or occurs gradually. Examples of indirect verbal violence include slander, stigmatization, and stereotyping (Baryadi, in Ningsih et al., 2021).

a) Indirect Violence Slander

Data (01)

*Ini mah polisi lagi part-time bang, kalo ada demo duank dia kepake”*

"This is a part-time police officer, bro. If there's a demonstration, he's used twice."

This statement contains elements of slander because the speaker accuses young police officers or those who have recently joined the police force of being treated harshly during demonstrations.

b) Indirect Violence Stigmatization

Data (08)

*“Gue megang abang gondrong semester 14, beliau udah ga mikirin hidup dan mati.”*

"I'm holding a long-haired guy in his 14th semester; he doesn't think about life and death anymore."

This comment demonstrates the stigmatization of older students. The phrase "no longer thinking about life and death" makes senior students appear aimless or hopeless.

c) Indirect Violence Stereotyping

Data (14)

*Pantes mahasiswa nya pada gemes sama polisi ternyata segemoy ini.”*

No wonder the students are so impressed with the police, they're so cute."

The use of the word "gemoy" (affectionate) is directed at young police officers, indirectly describing them not in terms of their duties, abilities, or professionalism, but rather in terms of their physical appearance and seemingly cute appearance.

## 2. Direct Verbal Abuse

a) Yelling

Data-1

*“EMANG PENGEKUT PEMERINTAH KNTOL.*

"THE GOVERNMENT IS A COWARD, FUCKING COWARD."

This comment constitutes direct verbal abuse because the attack was direct, clear, and used aggressive language. The use of capital letters in the sentence indicates a very high level of emotion, clearly indicating that the primary purpose of this comment was not simply criticism, but a direct attack on the government's identity and dignity.

b) Swearing

Data (03)

*“Kontrol ini kenapa main chaos dah negara cukimai.”*

"Why is this dick causing chaos in this country?"

This comment uses offensive words like "dick" and "cukimai," which are considered vulgar and slang. This type of speech constitutes direct verbal abuse because it attacks another person with offensive words that have no constructive or calming intent.

c) Insults

Data (04)

*Semester akhir, kelakuan gini mah paling wisuda jadi nganggur, beban ortu jadi tolol, sampai monyet.”*

Final semester, if you behave like this, you'll only graduate unemployed, become a burden on your parents, and become a monkey."

This sentence constitutes direct verbal abuse in the form of an insult because the speaker clearly uses language that demeans and attacks the student's dignity.

d) Mocking

Data (06)

*Buset baru masuk polisi perutnya udh mau ngebalap senior.”*

"Wow, you've just joined the police force and you're already racing with a senior."



This comment demonstrates a form of direct verbal abuse that occurs through physical teasing. The use of the phrase "you're already racing with a senior" indicates mockery of a perceived physical condition.

e) Belittling

Data (11)

*"Kesayangan keluarga vs beban keluarga yg jadi mahasiswa abadi."*

"Family affection vs. the family burden of being a perpetual student."

This comment reflects a dismissive attitude, as the speaker labels students who haven't finished their studies as "family burdens."

f) Challenging

Data (16)

*"Dimana rumah muh biar sekalian kami sikat juga."*

"Where's your house so we can clean it up too?"

This statement is challenging because the speaker explicitly states a desire to "clean up" or attack the other person in real life.

g) Refuting

Data (17)

*"bukan profesinya yg hina tapi kelakuan orang di dalamnya."*

"It's not the profession that's despicable, but the behavior of the people in it."

The above comment is a direct rebuttal of verbal violence because it expresses the speaker's disagreement with the written statement.

3. Repressive Verbal Violence

a) Ordering

Data (01)

*"Jangan merusak fasilitas coo, tar dibenerin pake duit pajak kita kita juga bejir."*

"Don't damage the cleanup facilities, or we'll be flooded if we use our tax dollars to fix them."

The data above shows that this comment is a form of coercive and threatening speech.

b) Threatening

Data (02)

*"Cari alamatnya dan selesaikan, orang demo demi memperjuangkan hak, tapi dia ngomong terlalu kurang ajar, harus dibungkus."*

"Find his address and deal with him. People are demonstrating to fight for their rights, but he's being too rude. He should be arrested."

This comment carries a threatening message and encourages someone to commit violent acts.

c) Intimidation

Data (04)

*"Bro berhati-hatilah dalam bicara, disini kalo orang dah nekat ga mandang lu siapa wkwk."*

"Bro, be careful what you say. Here, if someone is reckless, they don't care who you are, haha."

This comment is intended to instill fear. It warns that someone "doesn't know who you are" if they continue their reckless actions.

d) Provocation

Data (05)

*"MANTAP KERENNN, lanjut rumah si eko ramaikan"*

"AWESOME, COOL! Let's go liven up Eko's house!"

This comment contained harsh words indirectly in the form of an invitation or provocation.

#### 4. Alienative Verbal Violence

##### a) Expelling

Data (01)

*"Gassss deportasi dari Indonesia."*

"Go ahead, deport from Indonesia."

Comments like this are a type of alienating verbal violence intended to expel or eliminate someone. "Go ahead, deport from Indonesia" reflects a desire to expel the victim from a particular area, demeaning their position and rights.

##### b) Humiliation

Data (02)

*"Kesenjangan ini namanya, yg aparat planga-plongo yg mahasiswa petantang-petenteng."*

"This gap is called, the authorities are just plain stupid, while the students are just bragging."

In this statement, the speaker displays cynicism and shames those who don't behave as expected.

##### c) Discrediting

Data (05)

*"Rakyat bayar milik rakyat (bukan milik kepolisian/negara)."*

"The people pay for what belongs to the people (not to the police/state)."

The data shows that the comment belittled and discredited the actions of the mob.

#### 2. Forms of Deviation in Linguistic Politeness

##### a. Insults

Data (01)

*Semester akhir, kelakuan gini mah paling wisuda jadi nganggur, beban ortu jadi tolol, sampai monyet."*

"In the final semester, this kind of behavior will only result in graduation being unemployed, a burden on parents, and a complete idiot, even a monkey."

The comment "In the final semester, this kind of behavior will only result in graduation being unemployed, a burden on parents, and a complete idiot, even a monkey" is a violation of polite language norms and falls under the category of insult. This is because the speaker openly demeans the target with harsh words like "unemployed," "a burden on parents," "stupid," and "monkey," which attack a person's dignity, intelligence, and social standing.

##### b. Insulting/Belittling

Data (01)

*"Kesayangan keluarga vs beban keluarga yg jadi mahasiswa abadi."*

"Family love vs. family burden of being a perpetual student."

The sentence "Family love vs. family burden of being a perpetual student" is accurately categorized as a deviation from politeness in the form of insult/belittlement. The focus of the utterance is not on direct insults, but on a derogatory assessment that negates respect for the target's role and efforts, making it more appropriately classified as an insult/belittlement than an insult.

##### c. Verbal Threat

Data (02)

*"Kalau dpr tetap budeg sweeping aja rumah anggota dpr paksa mundur atau rakyat bertindak keras. Gruduk rame2 biar berak dicelana."*

"If the DPR remains deaf, sweep the houses of DPR members and force them to resign, or the people will take strong action. Crowds will cause them to shit in their pants."

The sentence "If the DPR remains deaf, sweep the houses of DPR members and force them to resign, or the people will take strong action. Crowds will cause them to shit in their pants." can be categorized as a deviation from politeness in



the form of a verbal threat, because the speaker explicitly describes an act of intimidation. This utterance uses language as a tool of intimidation with the aim of instilling fear.

d. Swearing and Insults

Data (02)

"*COCOKNYA JADI KRIMINAL BLOK!!*"

"SUITABLE TO BE A CRIMINAL, BLOCK!!"

The sentence "SUITABLE TO BE A CRIMINAL, BLOCK!!"

The above form of violence can be categorized as a deviation from politeness in the form of swearing and insults. This expression assigns a very negative label to the target as "criminal" and is reinforced by the emotional exclamation "BLOCK!!" which is a swear word/taboo, so its primary function is to express insult and anger, not to provide criticism or rational assessment. By using harsh words that directly refer to the identity of the target, this utterance violates cultural and social norms of politeness and constitutes a form of verbal violence in the form of swearing and insults.

e. Sarcasm and Crude Irony

Data (01)

"*Buset baru masuk polisi perutnya udh mau ngebalap senior.*"

"Wow, just joined the police force, his stomach is already racing against senior officers."

The sentence "Wow, just joined the police force, his stomach is already racing against senior officers." is a deviation from politeness in the form of sarcasm and crude irony. The speaker appears to be commenting in awe with the exclamation "Wow" and the reference to "just joined the police force," but the actual content is mocking his physical appearance, implying that his body is even fatter than that of senior officers. Pragmatically, this utterance is not intended as a compliment, but rather as a sharp, hurtful sarcasm that indirectly

mocks the target's physique and professionalism, thus fulfilling the characteristics of sarcasm and crude irony as forms of verbal abuse.

f. Negative Labeling

Data (01)

"*Gue megang abang gondrong semester 14, beliau udah ga mikirin hidup dan mati.*"

"I'm holding a long-haired brother in his 14th semester, he doesn't think about life and death anymore."

The sentence "I'm holding a long-haired brother in his 14th semester, he doesn't think about life and death anymore." can be categorized as a deviation in politeness in the form of negative labeling because it negatively labels the person referred to as "a long-haired brother in his 14th semester." The phrase "I'm not thinking about life and death anymore" portrays him as someone who seems unconcerned about his future and safety, thus forming a negative stereotype about his character and responsibilities. Pragmatically, this utterance not only describes an academic situation but also attaches a negative label that damages the person's self-image before others, thus aligning with the negative labeling characteristic of verbal abuse, which stigmatizes someone.

g. Baseless Accusations

Data (01)

"*Ini mah polisi lagi part-time bang, kalo ada demo duank dia kepake.*"

"This is a part-time police officer, bro. If there's a demonstration, he'll be used."

The sentence "This is a part-time police officer, bro. If there's a demonstration, he'll be used" can be categorized as a deviation from politeness in the form of an unfounded accusation. This utterance accuses police officers of only working "part-time" and being "used" only during demonstrations, without providing concrete evidence that police duties are truly that narrow and opportunistic, thus creating an unfair

generalization. The phrase "if there's a demonstration, he'll be used" creates the impression that the police are not protecting the public at large but are only present for specific interests, thus creating a negative image through unsupported claims. This is a characteristic of an unfounded accusation, which is blaming or judging another party unilaterally and disproportionately.

## DISCUSSION

This study examines how Gen Z engages in verbal violence on Facebook: an analysis of deviations in language politeness in social media communication. (Hamzah et al., 2022) stated that verbal violence on Facebook demonstrates that Indonesians, specifically Gen Z, are not yet capable of polite language behavior due to a lack of awareness among social media users regarding ethical behavior when sharing or responding to information found on Facebook. The types of verbal violence found in this study indicate that language use on social media serves not only as a means of expressing opinions but also as a tool to attack and dominate others. In this study, deviations in language politeness in verbal violence include speech that does not conform to norms of politeness and language ethics, thus causing offense, degrading dignity, or psychological harm through words.

Verbal violence can be studied by type, using Baryadi's theory of types of violent speech acts (in Sibarani 2023:56). This focus focuses on verbal violence, which includes indirect violent speech acts, direct violent speech acts, repressive speech acts, and alienative violent speech acts. Based on the theory proposed by Baryadi, this study found four types of verbal abuse in posts or comments on the "Ketolan Dunia" Facebook page: indirect verbal abuse, direct verbal abuse, repressive verbal abuse, and alienative verbal abuse.

In this study, indirect verbal abuse manifests itself in the form of slander, stigmatization, and stereotyping. Slander is defined as falsehood or untrue statements spread with the aim of disparaging another party (KBBI VI).

Stigmatization is the assignment of negative characteristics to a particular individual or group (KBBI VI). In Gen Z interactions on Facebook, stigmatization often appears as a form of generalization that marginalizes certain individuals or groups based on prejudice. Meanwhile, stereotyping is a conception of the nature of a group based on subjective and inaccurate assumptions (KBBI VI). Indirect verbal abuse in the form of stereotyping on Facebook tends to emerge as a continuation of socially accepted stigmatization. The results of the study showed that the indirect verbal violence found was in accordance with Baryadi's theory, namely attacks that do not target the victim's physical appearance, but rather attack psychological aspects, such as thoughts, feelings, and self-esteem.

According to Putri et al. (2021), direct verbal violence is a common form of violence used by speakers to express annoyance or negative emotions without an intermediary. In this study, direct verbal violence manifested itself through shouting, cursing, insulting, mocking, belittling, challenging, and refuting. These findings indicate that Gen Z tends to use direct, direct, and emotional language when expressing disagreements in Facebook comment sections.

Direct verbal violence in the form of shouting is evident in the use of capital letters, repeated exclamation points, and harsh word choices directed directly at the interlocutor. This pattern indicates the speaker's attempt to assert anger and dominate the conversation. Meanwhile, direct verbal violence involving cursing occurs through the use of inappropriate language containing swear words and insults. This form reflects the venting of negative emotions such as annoyance and hatred directed personally at the victim. Furthermore, direct insulting verbal violence is found through the use of harsh words, derogatory nicknames, or statements that demean someone. This form aims to humiliate and hurt the victim's feelings directly. Direct verbal abuse, often mocking, is also evident in Gen Z interactions on Facebook, particularly when speakers mock their conversation partner's



weaknesses or shortcomings. Direct belittling verbal abuse occurs when speakers position their conversation partner as unimportant or worthless. Meanwhile, direct challenging verbal abuse is evident through speech that invites or provokes the conversation partner into further conflict. Direct rebuttal verbal abuse was also found in this study, when speakers reject or refute another person's opinion in a harsh and impolite manner, transforming it from a difference of opinion into a personal attack.

Based on the data analysis, the direct verbal abuse found in this study aligns with Baryadi's theory, namely, an attack aimed directly at the victim's body, mind, or feelings.

Repressive verbal abuse is one form of verbal abuse found in Gen Z interactions on Facebook. Repressive verbal abuse is verbal abuse aimed at pressuring or intimidating the conversation partner through the use of language. Although it falls under the category of direct verbal abuse, repressive verbal abuse exerts more pressure on the conversation partner than direct verbal abuse.

According to Putri et al. (2021), repressive verbal violence manifests itself in the form of ordering, threatening, intimidating, and provoking. Based on data analysis, these four forms were found in Facebook posts and comments among Gen Z users, particularly on the Ketolon Duniawi page. This finding indicates that language is not only used as a means of expressing emotions but also as a tool to pressure and dominate others in online interactions.

Repressive verbal violence, commanding, appears in the form of commands or strong demands that require the interlocutor to do something. In the context of social media, these commands are often delivered without considering the interlocutor's feelings, resulting in psychological distress. Repressive verbal violence, threatening, occurs when the speaker conveys an intention or action that could potentially harm, complicate, or injure the interlocutor. Verbal threats in online communication function as a tool

of intimidation aimed at silencing or controlling the interlocutor's response. Repressive verbal violence, intimidating, is found through the use of language aimed at instilling fear in the victim. This form indicates that the speaker consciously uses language to suppress the interlocutor's psychological state. Meanwhile, provocative repressive verbal violence is evident in speech deliberately used to provoke emotion, anger, or extreme reactions from the interlocutor.

The data analysis shows that the repressive verbal violence found in this study aligns with Baryadi's theory, namely a form of verbal violence that directly pressures the interlocutor through language.

Alienative verbal violence is a form of verbal violence found in Gen Z interactions on Facebook. This form of violence generally arises when the speaker feels strong resentment or rejection toward the interlocutor, so language is used as a tool to exclude or remove the other party from their social environment.

Based on the data analysis, alienative verbal violence in this study manifested itself through acts of expelling, shaming, and discrediting. This finding suggests that verbal violence functions not only as an expression of emotion but also as a means of social exclusion, namely an attempt to reject the presence of certain individuals or groups in online interactions. Alienative expulsive verbal violence is evident in speech that explicitly or implicitly orders someone to leave, stay away, or not participate in a discussion space. In the context of online communication, acts of expelling not only impact the targeted individual but also reinforce practices of exclusion in the digital public sphere. Alienative and shaming verbal violence occurs through speech aimed at embarrassing the victim in front of a wide audience. Because Facebook is open and accessible to many users, shaming has a greater psychological impact. Meanwhile, alienative and discrediting verbal violence occurs in the form of speech that undermines a person's authority, credibility, or social standing. This form

aims to undermine the victim's authority in the eyes of others, so that their opinions or presence are no longer considered important.

A deviation in politeness in verbal violence involves the use of language that violates norms of politeness, ethics, and respect, resulting in a psychological impact on the target. This deviation occurs when the speaker uses words that are demeaning, hurtful, or offensive, either directly or indirectly. Examples of deviations in politeness include insults, criticism/belittling, verbal threats, swearing and insults, sarcasm and harsh irony, negative labeling, and baseless accusations. Gen Z frequently engages in verbal violence on Facebook, leading to impolite or abusive speech that can lead to conflict and tension.

In this study, insults were the most dominant form of deviant politeness in Gen Z communication on Facebook. Insults involve degrading the dignity and self-esteem of the interlocutor through harsh words, belittling remarks, or direct verbal attacks. These speech acts explicitly attack the interlocutor's face, thereby violating the principles of respect and appreciation in politeness. Insults in Facebook's digital public space have far-reaching impacts because they not only hurt the victim personally but also embarrass them in front of other users.

In this study, insults or belittling were the dominant forms of deviant politeness in Gen Z communication on Facebook. Insults involve belittling the interlocutor's abilities, efforts, or self-worth through subtle, demeaning remarks without harsh language. These speech acts implicitly attack the interlocutor's face, violating the principles of respect and equality. Insults in Facebook's digital public space have far-reaching impacts because they create unequal communication relationships and weaken the victim's social standing in front of other users.

Verbal threats are the use of language to frighten, pressure, or intimidate others by promising to do something unkind. Because they cause psychological pressure and a sense of

insecurity, threats remain a form of verbal violence, although they are not always present. Because they position the speaker as an authority suppressing the interlocutor's freedom, threats constitute a serious violation of politeness. As language becomes a tool of psychological pressure, verbal threats represent a dangerous deviation from politeness. These actions make the interlocutor feel unsafe and create tension in communication, disregarding the principles of speaking with wisdom and respect. Therefore, verbal threats are a type of violation that damages relationships and undermines the sense of security in interactions.

In politeness studies, swearing is considered a significant violation because it removes the element of respect, demonstrates aggression, and creates a hostile communication environment. The most easily recognized forms of deviant language politeness are swearing and swearing, as they blatantly violate social norms, cultural ethics, and standards of politeness. These utterances contain high levels of linguistic aggression and create an unpleasant verbal environment, which degrades the quality of communication. Academically, this form indicates a decline in politeness caused by an inability to control oneself and the dominance of emotional expression.

Deviant language politeness arises when speakers use language forms that appear polite but actually contain a mocking meaning, thus becoming a veiled attack on the face of the interlocutor. Sarcasm and crude irony represent indirect but hurtful deviant language politeness because they convey criticism or ridicule through harsh sarcasm. This form of deviant language implicitly threatens the face of the interlocutor and disregards the etiquette of speaking. Sarcasm can be considered a subtle tactic of verbal aggression but has a significant psychological impact.

Labeling or identifying someone negatively, such as calling them lazy, stupid, or useless, is a negative label. This act diminishes identity by generalizing negative traits and permanently attaching them to individuals. In terms of



politeness, negative labeling is a dangerous form of politeness deviation because it reduces a person's identity to negative traits that are then generally accepted. This action not only violates ethics but also has the potential to create social stigma that will harm the individual as a whole. Academically, negative labeling demonstrates how language can be used to manipulate perceptions and damage a person's self-perception.

From a politeness perspective, this form is a violation because it ignores accuracy, fairness, and caution in speech, thus creating tension and discomfort in communication. Baseless accusations are a form of politeness deviation that occurs when a speaker blames another party without evidence, thus ignoring the principles of caution, objectivity, and fairness in speech. This form creates psychological stress for the accused party and has the potential to trigger further conflict in the interaction. Therefore, baseless accusations reflect impoliteness that not only damages communication relationships but also lowers the overall quality of discourse.

## CONCLUSION

Based on the research results and discussion, it can be concluded that verbal violence in netizen communications on Facebook occurs in various forms, as classified by Ignatius Baryadi: direct, indirect, repressive, and alienative verbal violence. Indirect verbal violence is manifested through slander, stigmatization, and stereotyping, which involve baseless accusations and negative labels against certain individuals or groups. Meanwhile, direct verbal violence is manifested through cursing, mocking, belittling, and derogatory remarks. Repressive verbal violence occurs in the form of commands, threats, and provocations aimed at psychological pressure, while alienative verbal violence is evident in statements that evict, humiliate, and discredit other individuals in the digital space.

The research also shows that direct and indirect verbal violence are the most dominant forms found in netizen comments. This is

characterized by the use of harsh words, insults, accusations, and stereotypes that attack the image of individuals or groups. This phenomenon is influenced by the characteristics of social media, which allow users to express emotions quickly and spontaneously without considering norms of politeness. Thus, social media, particularly Facebook, tends to facilitate the open expression of anger, dislike, and negative judgment.

Furthermore, this study found that verbal violence is closely related to deviations in politeness. Forms such as insults, criticism, threats, swearing, sarcasm, negative labeling, and baseless accusations indicate violations of norms of politeness, ethics, and respect in communication. The use of such language not only reflects a low level of politeness but also has the potential to cause psychological impacts on the targeted parties. These findings indicate that Generation Z, in the context of communication on Facebook, tends to use more direct, emotional expressions and pay less attention to the principles of politeness.

Overall, this study confirms that verbal violence in netizen communication on Facebook is strongly related to deviations in politeness. The higher the level of violations of politeness principles, the higher the intensity of verbal violence. This suggests that the current digital communication culture tends to prioritize emotional expression over polite and ethical interactions. Therefore, social media is a space vulnerable to linguistic conflict, polarization, and a decline in the quality of communication between users. These findings are expected to serve as a basis for increasing social media users' awareness of the importance of using polite language, as well as serve as a reference for developing Indonesian language learning that emphasizes ethics and politeness in digital communication.

## ACKNOWLEDGEMENTS

The researcher expresses his deepest gratitude to his beloved parents, who have always been a

major pillar of strength. Their tireless moral and material support, including prayers, loving care, and daily motivation, have been an invaluable source of inspiration for the researcher. Without their parents' sacrifice and complete trust, the process of compiling this scientific article would not have been possible with the success it has achieved.

## REFERENCES

- Hamzah, N., Rahim, R., & Iskandar, I (2022). Kerasan Verbal pada Media Sosial Facebook ditinjau dari Perspektif Penyimpangan Kesantunan Berbahasa. *Jurnal Konsepsi* 11(1), 119–31.
- Hidaya, N., & Khusnia, D. (2019). Analisa Sosial Media Facebook Terhadap Pola Interaksi Sosial Dan Perilaku Remaja Di SMA Negeri 3 Kota Sorong. *Jurnal Noken: Ilmu-Ilmu Sosial* 4(2), 129. doi:10.33506/jn.v4i2.496.
- Ningsih, A. R., Arianti, R., Nofrita, M., & Muslim, M. (2021). Kekerasan Verbal Pasangan Suami Istri di Daerah Ujungbatu Kabupaten Rokan Hulu. *Jurnal Bahasa dan Sastra* 9(3), 292. doi:10.24036/jbs.v9i3.114814.
- Pangestu, R. A., Hamidah, S. N., dan Lutfiyati, S. (2024). Efektivitas Penggunaan Media Sosial Dalam Pemasaran Bagi Generasi Z. *AL-KAFF: JURNAL SOSIAL HUMANIORA* 2(4), 341–49.
- Putri, R. L. Sudarsono, S. C., & Wardani, M. M. S. (2021). Kekerasan Verbal dalam Kolom Komentar di Akun Instagram Garudarevolution Pada Bulan September 2019. *Sintesis* 15(1), 32–56. doi:10.24071/sin.v15i1.3120.
- Sari, Ni Putu Intan Ayu Indah Permata, dan A.A.I.N.Marhaeni. (2015). Ekspor Kerajinan Bali di Pasar Internasional. 4: 998–1017.
- Sibarani, A. K. (2023). Kekerasan Verbal pada Media Sosial Denies Chariesta (Kajian Prakmatik). *JURNAL SASINDO SASTRA INDONESIA: State University of Medan* 11(2), 53–59.
- Utoro, D. Y. S., Susetyo, S., & Ariesta, R. (2020). Kekerasan Verbal dalam Media Sosial Facebook. *Silampari Bisa: Jurnal Penelitian Pendidikan Bahasa Indonesia, Daerah, dan Asing* 3(2): 150–66.