THE ANALYSIS OF CINYCISM ON INSTAGRAM COMMENT @demi.demik (AS AN INSTAGRAM CELEBRITY)

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ABSTRACT

The diversity of information and communication technology that is increasingly rapid shows that the community is increasingly advanced to using it in this era. The use of technology is not only on the science but also on social activities. Social media is an online technology that people can do an interaction through a long distance without face to face meeting. Social media appearance such as Facebook, twitter, Instagram, TikTok and etc., makes so many impact to many people in the world. Instagram is a social media that people free to post a picture and video. Also, people free to comment their picture and video. The impact of used social media for example the cynicism comments that can found in Instagram. Cynicism is a negative comment which critics someone's appearance which maybe hurt them and make them feel depression. In this study, researcher decided to observe an Instagram Celebity named @demi.demik. This study used qualitative methods and descriptive qualitative research design. The data collection technique was an observation. The sample was selected from randomly pictures and video from the Instagram account @demi.demik.

Keywords: Social Media, Instagram, Social Media Impact, Cynicism.

INTRODUCTION

Language is a tool used by everyone to communicate with other people in daily life. Various definition of the language has been proposed by linguists. Language is a form, not the substance (in Chaer Lyons 1995:60). While Chaer (1995:14) mentions the characteristics that constitute the essence of language as a symbol of the sound system, are arbitrary, productive, dynamic, diverse, and humane. The term linguistic variation (or simply variation) refers to regional, social, or contextual differences in the ways that a particular language is used. Variation between languages, dialects, and speakers is known as interspeaker variation.[1]

According to Tardieu Cynicism represents the final success of vulgarity over civilization, the ultimate victory of the cynicist, and is a clear indication of the collapse of culture and values.[2] Peter Sloterdijk undertakes an examination of cynicism in its diverse manifestations characterizing discomfort of culture.

Cynicism exists in its extreme forms against the background of non-cynical human sentiments. Examples of cynical attitudes and behavior can be found in every culture and in every age, both on the level of persons and on the level of nations, and cynical ideologies, principles, a stance of irredeemable skepticism, and a commitment to the creed of gross

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[1] (R.L. Trask, Key Concepts in Language and Linguistics. Routledge, 1999/2005)
[2] Luis E. Navia, Classical Cynicism : A Critical Study. Greenwood Publishing group, 1996

egoism.[3]

Cynicism is about individual's relationship with society in general. From the early appearance in Athens in the fifth century B.C.E., cynicism has meant the spirit of antagonism toward cultural values, the tendency not only argue but to disregard the world account offered by the world, the versatility of traditionally symbolic, the rhetoric of conventional discussion; which avoided morbidity and further introspection on the basis that the world was not worthy of such a serious thing.

Cynicism meaning changes in the modernity, the modern cynic is pathetic and introspective, resigned to, rather than reveling in their experience of alienation. Cynicism denotes a refusal to engage with the world as much as disposition of antagonism towards it, a flight into solitude and interiority and an abnegation of politics on the basis of its inauthenticity. Modern cynicism is a condition of disillusion, which can appear as a temperament of aestheticism, or even nihilism.
Cynicism betrays an elevated and sublimated scale of values, therefore, for which the abstractions of truth and integrity are of far greater consequence than the political virtues of action and imagination.

Cynicism is a concept mobilized by politicians, critics, and commentators as a synonym for postmodernism; this is cultural relationship in which both terms function primarily as instruments of political rhetoric. The appearance of cynicism and postmodernism as reference points of mainstream political consciousness is relatively recent phenomenon. Cynicism appears in the space left empty by the
mass cultural retreat from politics itself.[4]

Social media comes in many forms such as Facebook, Instagram, Twitter and etc., for many people social media are important to their life and influence their daily life. Social media is an online technology that can help some people to connect with other people without face to face. On social media people are free to share anything with photos or video. Also, people are free to shared opinion and give some criticism comments.

In this study, researcher conducted an observation on the most popular social media application names Instagram. Some people being popular on Instagram and they are use the opportunity to reach money and influence another people in the world. Some people called the famous persons on Instagram as Celebgram (Celebrity on Instagram). As the famous persons, they often get criticism or even cynical treatment by netizens.

Researcher decided to observe a celebgram which Instagram account named @demi.demik. @demi.demik is a Celebgram from Rusia, @demi.demik real name is Dayana. Dayana go famous and popular in Indonesia because she lives in OmeTV and meet Indonesian Youtuber named Fiki Naki.

METHOD

This study was conducted using qualitative research with descriptive methods based on the data sources analyzed data from social media. The qualitative researchers try to understand a phenomenon by focusing on the picture rather than disintegrating it into variables. This study aims to holistic picture and depth of understanding ratherthan a numeric analysis of data (intro

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[3] Neo-Cynicism of Peter Sloterdijk: a Revenge of the Enlightenment. Journal of Siberian Federal University. Humanities & Social Sciences 8 (2014 7) 1278-1285

[4] Timothy Bewes Cynicism and Postnodernity. Verso, 1997

to research).

This study was descriptive qualitative research. The goal of descriptive qualitative research is a comprehensive summarization, in everyday terms, of specific events experienced by individual or groups of individuals. A qualitative descriptive approach needs to be the design of choice when a straight forward
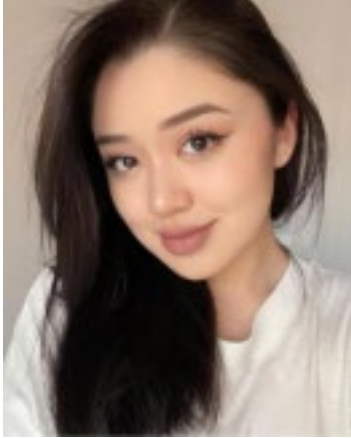description of a phenomenon is desired.

The data collection technique was carried out by conducting an analysis from Instagram comments from netizen. According to Bugi (2003) the use of the interactive technique is not a one-time, it is a continuous interplanetary between observation, data, data analysis, and data displays. The researcher collected data for this study by observing and read carefully of each comment in both of the selected photo and the video uploaded by the account to determine the cynical comments. As a result, the data will be analyzed and presented in a description form.

FINDINGS AND DISCUSSION
Findings

Cynicism is a language variation that usually people use it to criticism other people without politeness action. Cynicism comments may be carrying negativity vibes to the readers and the person who has criticism treatment got mental disorder. Based on those reasons, the researcher has conducted some selected cynicism comments

No.	The pictures and video posted by @demi.demik	The cynicism comments by netizens
1.	Posted on Wednesday, May 19 with caption "Платье и пиджак от @victoria_style_shop.astana #астана #казахстанПлатье"	@gus.alie "ga pantes lah masih bocah pakai pakaian emak2" @akhmadufan_ist "makin terbuka ya bun" @reyhansheik "dia buka endorse di kazakstan tpi followersnya indo semua" @khalilanwr "kacang lupa kulitnya" @syakiradararizaldi "terlihat lebih tua dari umurnya"

| 2. | Posted on Tuesday, May 18 with caption "Здесь могла бы быть ваша реклама,но ее нет | @aljovvary"udah jadi tanta tante ya" @aditya_rachman.85 "kasian….. komen di IG nya fiki naki, tapi ga direspon… makanya kalo udah terkenal itu jgn sobong, kacang lupa kulitnya…." @ohhbayy_ "numpang tenar sok keras!" @cul_icull "cie udah ga di like ama bang fiki hihih" @_alcoholicz "DIH SOK CANTIK" |

Posted on Tuesday, May 10 with caption "@kex_house
Top 5 questions.
1. When was I born?
2. What do I like more, cupcakes or ice cream?
3. My favorite song?
4. What do I hate the most?
5. What happened on February 17? If your answer is correct, you will get Likes from me! Don't forget that account must be open
#almaty"

@s.triyana "sok artis lu tembem, lu cuman mbak2 gabut ome tv" @fauziae_
"ingat anda terkenal karena Indonesia"
   @parhan_raditya "caper bngt si" @aprianz_14 "udah terkenal
sombong ya elu" @san26119 "inget karna jasa fiki naki kamu terkenal"

From the observation above, researcher can found cynical criticism comments on instagram account @demi.demik. The most criticism cynical comments were mentioned that @demi.demik is an arrogant person. Also, there are many cynical comments about @demi.demik appearance, many people said @demi.demik looks older.

DISCUSSION

Social media in this era is the biggest entertainment media all over the worls has so many impact fo so many eople. Social media comes in many forms such as Facebook, Instagram, Twitter, TikTok, and etc. the most social media used to influence people is Instagram and so many ways to being a famous person on Instagram. It is not uncommon the famous people to receive cynical comments by netizen. There are so many factors why netizen write cynical comments. There are:

1. Show their existence

   Instagram is a media that provides space for free to upload and access both of photo or video, also it is free to gives criticism and comments to other people. It cannot be denied that many comments on Instagram are cynicism. It is caused by curiousity of netizen. The netizen who is mostly appear on every post of photo or video usually they want another people realized about their existence. This was enable them to be recognized and praised so that they would have a satisfaction.

2. Expressing expression

   Social media is a media that knows no space and time limit. People on social media are free to express theier feelings and expressions in a post. However, it cannot be denied by us that these overflowing feelings and expression are the reason that caused netizem write some cynical comments. This is because they are feeling jealously.

3. Non-face to face communication

   Social media comes in the form of free media, every people can use it without exception. Social media is a very significant form of progress of the times, where everyone is free to communicate without face to face (watie, 2011). Long distance communication or not face to face can lead to the emergence of netizen with cynicism language indiscriminately to whom they speak was conveyed. This is because netizen think that people who are being bullied will not meet them (not face to face), especially now any netizen are hiding behind a fake account. Even though without realizing it, fake or real accounts can used its existence known by certain parties.

4. Instagram as a freedom social media

   Instagram as a free social media, that is everyone is free use it without exception, anytime and anywhere. Use of social media very excessive can make netizen easy to show their feelings with cynicism sentences. The effect of social media causes them to be exposed to information swiftly,

   until netizen feel social media is addictive. If in a day they are not opening social media they think that they lose a lot of information. Social media freedom that does not have boundaries often lead people to not polite to use language.

5. Social media behavior

   There is a tendency for the same trait among what netizen show on social media behavior in their daily lives. What netizen show in social media with cynicism comments are the way they communicate as well as usually. They think it can be

only a joke. However, cynicism can make the redaers offended and violated language politeness.

CONCLUSION

The politeness on using language is the one of the key to being a success speaker and speech partner in communicating. The use of the principle of politeness in language will have an impact on speech that went well. However, a violation of principle politeness in language will have an impact on speech that is not comfortable to listen. The freedom to use social media in modern era is increasingly bringing negative impact on netizens who are not wise in using it. For example in comments on @demi.demik Instagram account, there are many people violate the principle of politeness. In fact, it is clear that politeness in language needs to be obeyed properly by speaker and hearer. Its main purpose to respect the hearer. If we observing carefully violating principle of language politeness on comment at @demi.demik Instagram account that is mostly from Indonesian netizen. Violating of principle language politeness in that account can be seen by finding a cynical comments which always found in every photos or videos that has posted on @demi.demik account. A cynicism usually used to scoff and makes other people look bad, and also is not appropriate for other people to hear. There is several factors impoliteness of language such as speakers want to show their existence, overflow, expression, non-face to face communication, Instagram as freedom social media, social media behavior, that is the tendency of the same nature between what netizens show on social media with their daily behavior.

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