Implementation Analysis Freedom of Speech on Social Media

[1]Salsa Siti Suherbilah, [2]Nina Yuliana
[1,2] Sultan Ageng Tirtayasa University

ARTICLE INFO	ABSTRACT
Keywords: Freedom of Speech, Fans, K-Pop, Social Media, X.	With the development of technology, there are now many media that can be used to express opinions. X (Twitter) is one of the social media that accommodates freedom of speech or freedom of opinion. The freedom of speech on X, however, often deviates from what should be understood, especially for K-Pop fans. Many K-Pop fans use X as a way to voice their opinions or criticize something. This research uses a qualitative approach with data collection techniques through in-depth interviews with resource persons representing a K-Pop fandom, documentation and literature study. This research focuses on finding out whether K-pop fandom in X can enforce freedom of speech and knowing how a fandom influences a person's opinion. The theory used is new media theory with a social integration approach, where the use of media is considered a common ritual that has become a habit, something formal and has more value. The results showed that the application of freedom of speech on social media X for K-Pop fans has not been well implemented. Because the opinions conveyed are not complete, they do not lead to opinions that convey hate speech or spread hoaxes.
Email : salsasuherbilah@gmail.com nina.yuliana@untirta.ac.id	

INTRODUCTION

X (Twitter) is a social media that accommodates freedom of speech or freedom of opinion. Freedom of speech often used by many people to justify something they consider to be true. However, this is not necessarily considered true by other parties. Freedom of speech in X, often deviates from what should be understood, especially for K-Pop fans. Many K-Pop fans use X as a way to voice an opinion or criticize something. However, in reality, their opinions often lead to hate speech (hate speech) or even the spread of fake news (hoax).

As stated in the 1st and 14th Amendments to the United States Constitution, freedom of speech defined as the right to communicate information, ideas and opinions without being restricted by the government regarding content (Britannica, 2020). In accordance with the mandate of the 1945 Constitution which has been amended, the basic right of every Indonesian is to have freedom of speech or expression. Based on article 28 of the 1945 Constitution of the Republic of Indonesia which mandates freedom of speech and expression, all parties must comply with the right to freedom of opinion (Indrianto, 2018).

With technological developments, there are now many media available that can be used to convey opinions. One of these technological developments is social media, which can be used by anyone to express their opinions. Social media is a type of internet service that can be a forum for sharing ideas, comments, arguments, entertainment, and providing explanations about current events. Apart from that, social media also provides easy access for users in various parts of the world to interact with each other. Instagram, X, and YouTube are popular social media sites today.

One of the social media that accommodates freedom of expression is X. Elon Musk, owner of freedom of speech in accordance with the law. However, Apart from that, the large number of X users shows that social media is currently easily accessible to anyone.

Based on research conducted by Dwi Larasaty (2022), it was concluded that Freedom of speech has an impact on decreasing ethics on social media due to a lack of understanding of the term, so there are still people who spread hatred with shields freedom of speech. Social media is easy to access, users can interact with more people from various parts of the world. This means that social media allows foreign culture to enter Indonesia. One of the cultures that has entered Indonesia is South Korean culture which is now liked by many Indonesian people. South Korean culture entered Indonesia through content about music, drama and style that is popular on social media. This is a form of spreading Korean culture or Korean Wave which is usually called hallyu.

Korean Wave Currently, it can be increasingly spread through various means, including the large number of internet access and social media which makes it easier for users to access content in various languages. Based on previous research by Rinata and Dewi (2019), the development of Korean culture is not only known to teenagers but also adults, from their teens to their 30s, both men and women. Korean Wave has many products that are popular in Indonesia, including music (K-Pop), television dramas (K-Drama), cosmetic products, food, and services such as rhinoplasty.

Korean wave which is increasingly developing and has a significant influence on the Indonesian television industry. K-Drama is a new choice nowadays after Indian dramas which are very popular on Indonesian television. K-drama entered Indonesia starting with drama Winter Sonata and Memories in Bali which was popular at the time. Apart from that, Korean music, or better known as K-pop, also plays a big role in spreading it Korean wave in Indonesia. Now many South Korean musicians and idol groups repeatedly perform at concerts in Indonesia. Not only in Indonesia, Korean Wave is also growing throughout the world with K-Pop becoming increasingly popular in various countries.

There are many genres that influence music in K-Pop, including hip-hop, jazz, R&B, ballads, and rock. The variety of music genres makes K-Pop have a variety of music so that it can attract the attention of many people. K-Pop performances are usually identical to the performances of the groups they are usually called boyband and girl band.However, in the industry, K-Pop can also be displayed through solo or duo performances. K-Pop in Indonesia became popular in 2009 with the popular groups at that time being SHINee, Super Junior and SNSD (Anwar, 2018).

In the K-Pop industry there is a group of fans who are interested in something boyband or girl band certain things which are usually called fandoms. Every fandom boyband or girl band have different names. K-Pop fans who are members of a fandom will use social media to look for information about their idols. In social media X, K-Pop fans can interact through uploads that can be seen by the public or viaDirect Message which is more personal. There are various kinds of public posts written by K-Pop fans on X, they usually support each other's idols, get to know each other, and exchange opinions.

Based on these phenomena, the researcher wants to find out whether freedom of speech in social media X, especially for K-pop fans, can be applied or not and how a fandom can influence a person in opinion. So the research will focus on K-pop fans in social media X.

METHOD

In this research, researchers used a qualitative approach. With qualitative methods researchers can find out more deeply by conducting exploration through in-depth interviews with sources. This research is directly related to a person's views and understanding, so with qualitative methods researchers will be able to find out in depth how K-pop fandom members apply freedom of speech on social media X. Creswell stated that qualitative research is a way or search to explore

and understand central symptoms. Creswell also said that the qualitative approach has several assumptions, one of which is that qualitative researchers pay more attention to processes than results (because they focus more on interpretation), qualitative research is inductive, which means that researchers proceed from specific problems to general problems and carry out in-depth analysis based on facts about the problem (Anggito & Setiawan, 2018).

The method used in this research is the phenomenological method. Phenomenology is a research method that allows things to become real. Phenomenology is used to view unique and sensitive human phenomena (W.Littlejohn & A.Foss, 2014). The data collection technique used in this research was by conducting in-depth interviews with informants who actively use X social media, as well as K-Pop fans. These informants include Naila as a fan of ZB1 (ZEROSE), Fidya as a fan of NCT (NCTzen), Syanaya as a fan of Stray Kids (Stay), Ghina as a fan of Seventeen (Carat) and Andini as a fan of Gfriend (Buddy). These informants were chosen because they are members of the fandom who actively use social media X and understand well how the culture in their fandom.

Researchers also carry out the data analysis process to give meaning to the data, interpret it, and turn it into scientific assumptions that can lead to final conclusions. Data analysis was carried out by examining all available data from various sources, such as documentation and in-depth interviews. This research concentrates on communication in social media X.

RESULTS AND DISCUSSION

Based on interviews conducted by researchers, the use of social media X by K-Pop fans is a medium for spreading and obtaining information about their idols. In the process of spreading and receiving this information, they interact with each other by conveying their opinions about the idol. Expressing this opinion is a form of freedom of speech in social media X.

User X Understanding About Freedom of Speech

Presentation of opinions that can be categorized as forms freedom of speech is an opinion that does not lead to the spread of fake news or the spread of hatred. Before using the right to free opinion, user X needs to know first what the term is freedom of speech so that the term is not misused.

This research informant, Andini, when interviewed said that, "Freedom of speech "is expressing what we think but still considering whether our opinion might offend other people or not, and having an opinion with clear reasons and with full awareness." With this statement, the researcher concluded that the informant already understood the term freedom of speech well. If all X users have a good understanding, then they can get their rights regarding freedom of expression on X social media.

Freedom of Speech on X

Based on the informant's research, he explained the reason for using update current news trending because information dissemination on X is fast and easy to view, users also use X to see factual reviews. This review is submitted based on the right to freedom of opinion that everyone has, so that they have the freedom to provide reviews that are honest and in accordance with the facts. Elon Musk's post saying that X allows freedom of expression in accordance with the law, makes X users hope that they can freely express their opinions through X.

Figure 1. Elon Musk's upload
Source: www.x.com/elonmusk

However, one of the informants in this research, Fidya, explained how to implement it freedom of speech on social media X. "Some people are not yet able to voice their opinions freely. When there was a spread of information about the genocide in Palestine, some accounts insuspend by Elon Musk because it is considered dangerous. "In fact, freedom of speech or opinion is really needed and has an influence on opening up human thought patterns out there." Based on this statement,freedom of speech As Elon Musk said, it turns out that it can't really be implemented by all X users.

Another informant in this research, Syanaya, also explained that in the K-Pop fandom there are still many people who attack other people's posts when the posts do not match their opinions. Sofreedom of speech This, in fact, will only trigger someone to do itbully via social media. In this case the theory of social influence,acceptance (acceptance) shows that in social media X there is a change in a person after receiving social influence from other individuals or groups. When an upload is not approved by one person, other people will be influenced to also disagree with it and trigger action bully in the form of hate speech to others.

Based on the opinions of the two informants, the researcher can conclude that freedom of speech in social media X has not been implemented well. Therefore, a further understanding of freedom of speech on social media X is needed by the users themselves. In addition, there needs to be awareness for fellow users to respect each other which will make freedom of speech can be applied properly. Because Elon Musk is still limiting freedom of speech everyone, apart from that fellow X users still cannot respect each other's opinions so that existing differences of opinion can only trigger a commotion. Therefore, many people are afraid to freely express their opinions, because they are afraid of being attacked by other people who have different opinions. Meanwhile, Freedom of speech is everyone's right but is based on facts (Sirait & Rahayu, n.d.). Thus, user X has not received his right to freedom of opinion.

Freedom of Speech in K-Pop Fandom

One of the South Korean cultures that has entered Indonesia and is popular with many people is K-Pop. This has led to the formation of many K-Pop fan fandoms in Indonesia, usually these fandoms are dominated by teenagers. People who are members of the same fandom will exchange information about their idols. Information about idolsK-Pop often found on X's social media.

The ease of accessing X means that there is a lot of information spread around. Even in the same fandom, everyone still has their own perspective on things, so information obtained through X will get different responses. The response can be in the form of a positive review, or even negative. This shows that everyone has their own opinion. In this research, researchers find out how to implement it freedom of speech in a fandom. Because basically the culture or habits in one fandom and other fandoms will be different. One of the informants in this research, Naila, is a fan of the K-Pop group ZB1 who is part of the ZEROSE fandom. Naila revealed that in her fandom, implementation freedom of speech cannot be implemented yet because of the large number only stand which will trigger a split and end with hate speech.

Stan only or in Korean it is called Akgaeis a fan who only supports one member of the entire K-Pop group he idolizes. In K-Pop cultureonly stanconsidered less good because they usually deliverhate speech untilhoax about other members in the group, so that the members they support can be more popular.

Figure 2. ZB1 Fan Posts
Source: www.x.com/henha00

The upload shows a form of expression of opinion of a fan of Sung Hanbin (ZB1 Member) withusername @dynimaitwho uses Javanese regarding another ZB1 member, namely Zhang Hao. The upload was an expression of opinion which was considered a form of hate speech by Zhang Hao's fans, so Zhang Hao's fans felt angry and hurt by the upload.

Figure 3. ZB1 Fan Upload
Source: www.x.com/haowaryujjang

This sparked an uproar in the fandomZEROSE, fans withusername @dynimait considers that his upload is an ordinary expression of opinion. However, for fans withusername @haowaryujjangand@henha00consider that the upload is hate speech which makes them angry

and hurt, The existence of social influence, namely in this case siding with Zhang Hao, causes differences in the meaning of an opinion.

Researchers also conducted interviews with informants who are members of the Carat fandom, namely fans of the K-Pop group Seventeen. Ghina, said that freedom of speech in their fandom this can be applied, because when expressing their opinions they tend to express them well and unaccompanied hate speech. However, because in a large fandom there are many people, there will still be people who will lead opinions to negative things.

Based on the research, the researcher only examines the phenomenon that occurs in X. In this case, X as a social media that is more related to writing makes it a medium that can be used for the implementation of freedom of speech. Basically, everyone has their own interpretation of other people's opinions. However, in giving opinions, ethics are still needed to avoid the possibility of hate speech arising.

CONCLUSION

With advances in technology, hate speech can emerge because everyone can access social media. This is not included in the realm of freedom of opinion, because hate speech aims to attack with a specific purpose, such as encouraging violence or hurting other groups or individuals. The results of this research are in accordance with the theory of social acceptance and influence which views that a person's behavior is influenced by groups or communities on social media. In this case, the group on social media is the K-Pop fandom. K-Pop fandom influences how someone reacts to existing opinions. This can be seen when someone will give their opinion they tend to side with the fandom where they come from. Each fandom will have different opinions because they have different cultures, which makes the fandom will affect how someone in the fandom has an opinion. One of the ethics of communication is mutual respect, if K-pop fans in X apply these ethics then freedom of speech will be applied. Then there should be an application of communication ethics even though it only communicates through social media. The exchange of opinions that occurs on X's social media shows the form freedom of speech in social media. However, the opinion expressed is not yet entirely an opinion that does not lead to opinions conveying hate speech or spreading hoaxes. Because in the process of receiving opinions, user. The role of a reader who can interpret the message depends on the fan's own cultural background. Based on the research results, researchers concluded that the implementation freedom of speech on social media X on K-Pop fans cannot yet be fully implemented. This can be seen from the many posts on x that get a lot of criticism when expressing a personal opinion. Freedom of speech is basically being free to give any opinion without fear of sanctions. But in reality on X, many people are still afraid to express their opinions clearly and openly for fear that their opinions will be criticized with hate speech. K-Pop fans can freely express their opinions, but many of them are still influenced by where their fandom comes from. They tend to agree with the opinion of someone in the same fandom, but if there is an opinion from a different fandom it allows them to spread hate speech. Therefore, in implementation freedom of speech It is necessary to first understand the ethics of communicating on social media, so that the opinions expressed do not offend other parties. Researchers hope that K-Pop fans and the public can be smarter and more careful when voicing their opinions in public and on social media to avoid offending the feelings of certain people or groups.

REFERENCE

Anggito, A., & Setiawan, J. (2018). Metodologi penelitian kualitatif. CV Jejak (Jejak Publisher).

Anwar, C. R. (2018). Mahasiswa dan k-pop (studi interaksi simbolik k-popers di Makassar). Jurnal Ilmu Komunikasi UPN Veteran Jatim, 1(1), 1–12.

Britannica. (2020). Freedom of Speech. Www.Britannica.Com.

Cahyono, A. S. (2016). Pengaruh media sosial terhadap perubahan sosial masyarakat di Indonesia. Publiciana, 9(1), 140–157.

Indrianto, D. (2018). Implementasi Asas Kebebasan Berbicara Dalam Pasal 27 Ayat (3) UndangUndang Nomor 11 Tahun 2008 Tentang Informasi Dan Transaksi Elektronik Ditinjau Dari Pasal 28 Undang-Undang Dasar Negara Republik Indonesia Tahun 1945.

Jannah, S. R., Khoirunnisa, Z., & Faristiana, A. R. (2023). PENGARUH KOREAN WAVE DALAM FASHION STYLE REMAJA INDONESIA. JURNAL ILMIAH PENDIDIKAN KEBUDAYAAN DAN AGAMA, 1(3), 11–20.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 53(1), 59–68. https://doi.org/https://doi.org/10.1016/j.bushor.2009.09.003

Komnasham. (2020). Kebebasan Berekspresi dan Berpendapat. Https://Www.Komnasham.Go.Id/Files/1604630519snp-Kebebasan-Berekspresi-Dan--$SF7YZ0Z.Pdf.

Pemerintah Republik Indonesia. (1998). Undang-undang (UU) Nomor 9 Tahun 1998 tentang Kemerdekaan Menyampaikan Pendapat di Muka Umum.

Radly, A. (2021). Freedom Of Speech Explained [2021] & How To Fix It. Https://Adamradly.Com/Freedom-of-Speech-Explained-2021-How-to-Fix-It/.

Sabela, A. R. (2017). Kajian Freedom of Speech and Expression dalam Perlindungan Hukum terhadap Demonstran di Indonesia. Lex Scientia Law Review, 1(1), 81–92.

Sabrina, J. (2014). Analisis Penerimaan Pembaca Terhadap Berita Tentang Gaya Kepemimpinan Ahok Di Majalah Detik. Jurnal E-Komunikasi, 2(1).

Sirait, H., & Rahayu, E. (n.d.). FREEDOM OF SPEECH.

Suardi. (2016). ANTARA MEDIA SOSIAL DALAM KOMUNIKASI POLITIK. In Jurnal RISALAH (Vol. 27, Issue 2).

Warburton, N. (2009). Free Speech: A Very Short Introduction. OUP Oxford. https://books.google.co.id/books?id=5fA7WPRkeq4C

W.Littlejohn, S., & A.Foss, K. (2014). Teori Komunikasi. Salemba Humanika.