Virtual Ethnography of TikTok Social Media Users' Comments on Lina Mukherjee's Account

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Abstract: *The amount of content on social media makes netizens give various kinds of comments on the content without paying attention to the ethics of commenting, just like what happened in Lina Mukherjee's Tik Tok content. This research aims to find out how hate comments exist on Lina Mukherjee's TikTok account through a virtual ethnographic approach. This type of research is qualitative through a virtual ethnographic approach using observation and literature study as a data collection technique. The data that has been collected is then analyzed using the Miles and Huberman analysis technique. The results of the study show that in the content of Lina Mukherjee's video that has reaped a lot of controversy, namely the video of reviewing Balinese pork guling food invites netizens to comment, but these comments are dominated by negative comments, only a few comments are positive, and neutral comments. The number of negative comments shows that some netizens do not apply communication ethics when commenting, so it is necessary to implement efforts to implement communication ethics which includes 6 steps, namely: Use good language; Do not use words that are vulgar, provocative, pornographic or SARA; cross-check the truth of the news; do not make honest uploads and do not spread false information; do not copy or use copyrighted articles or images without permission; and provide comments that are in accordance with the topic of the upload on social media." Positive comments show that netizens have applied the ethics of commenting when viewed from the point of view of ethical theory, where this action brings positive results, namely reducing the existence of feuds. In addition, neutral comments show that the comments are harmless, i.e. they do not hurt various parties and groups, races and religions.*

Keywords: *Comment by Hand, Media Social, TikTok*

I. INTRODUCTION

Humans are social creatures who cannot live alone and must coexist with others (Rohmah, 2016). In coexistence, of course, humans must build relationships with each other by interacting or communicating. Through communication, they can exchange ideas, share news, or convey new information obtained from the outside world. One way to communicate is by utilizing social media.

Along with the development of the world of technology and information, social media has become one of the needs of the community to this day. According to Kaplan and Haenlin, social media is an internet-based application supported by Web 2.0 principles and technologies that provide opportunities to create or exchange *user-generated content* (Kaplan & Haenlein, 2010). Social media is also a communication tool that can be used in social processes and has become part of the community to interact (Astajaya, 2020). With social media, a person can find out all kinds of news or the latest information in all corners of the world and interact with other people. Not only as a medium of interaction, but social media is also useful for users to collaborate, share information, and represent themselves. Social media can also help a person in shaping his or her image or the way others perceive him or her through what he or she shows on social media through his best posts (Sholichah & Febriana, 2022). Until now there are various social media such as YouTube, Instagram, Facebook, Twitter, WhatsApp, to TikTok which have become social media and *people's* favorite video platforms

to create and produce a work.

TikTok is one of the social media and video *platforms* that is currently popular with the public, especially Indonesia. This application originated from China and was released in early September 2016 and gives users access to design their own short videos (Aji & Setiyadi, 2020). TikTok is also a media in the form of audio visuals, which can be seen and also heard (Buana & Maharani, 2020). TikTok also serves as a communication platform, allowing users to interact with each other through music videos. This feature allows content to attract the attention of more users, with the potential to go viral and spread widely on social media (Sandi & Febriana, 2023). As a video *platform*, of course, TikTok already provides various interesting *effect* features that can be used to easily create short videos anywhere and anytime. In addition, this application also has an *online shop* feature called TikTok *Shop* which allows anyone to shop at relatively affordable prices. Until now, this application occupies the second position beating WhatsApp and Instagram as the most downloaded applications on the *Play Store*.

The large number of TikTok social media users makes people compete to become content *creators* and produce works in various fields such as art, education, politics, beauty, lifestyle, and so on (Eryc & Vera, 2023). TikTok social media users consist of two types, namely personal accounts and public accounts. A personal account is an account that is managed and owned personally by someone who usually follows others as a form of communication or can even be used to share short videos of their own work. Meanwhile, a general account is a type of account that is managed by a certain individual or group, can follow others as a form of communication, and can be used to share short videos.

In addition to being free to follow other people's accounts or share short videos, this application is also free to communicate through the comment column like other social media so that users can easily interact with each other through content uploaded by *content creators* (Ferira, 2022). Not a few people comment on a piece of content without paying attention to the sentence when commenting and of course this causes various kinds of comments, both positive and negative. For example, in the content uploaded by @linamukherjeereal or Lina Mukherjee who is an *eccentric content creator* with India style and creates content such as a review of food, *fashion*, and life in India. In the content uploaded by him, there are a lot of positive comments such as his support and interest in exploring Indian culture. On the other hand, negative comments also decorate the comment column on the content they upload. Although there are many supportive comments, it is often found that netizens write hate speech on content with the hashtag. This happens because there is a communication interaction between netizens that is formed based on their interest in others (Nabila et al., 2021). Negative comments are one part of hate speech.

Hate comment or *hate speech* is a type of criminal act in the form of words or behavior aimed at a person but can trigger conflict or violence (Marpaung, 2010). *Hate speech* can be in the form of insults, provocations, blasphemy, incitement, defamation, spreading false and unpleasant news, as well as any act that has the purpose of providing violence, social conflict, discrimination, or loss of life. *Hate comments* are also included in *cyberbullying* or bullying through cyberspace or the internet. Through the comments conveyed, it is not uncommon for those who use rudeness, abusive language, and tend to insult. However, these negative comments need attention from all of us because they do not reflect ethics in communication at all.

Communication ethics is a science that pays attention to the good or bad way a person communicates (Dzaljad et al., 2022). If a person has good communication ethics in social media, then his actions are considered correct, moral, and ethical in accordance with the norms that apply in society. This is in accordance with the theological-consequentialist ethical theory presented by Brooks & Dunn which states that a behavior that is said to be true, moral, and ethical if the action has a good impact that can be in the form of something positive or contains a sense of pleasure and happiness (L. J. Brooks & Dunn, 2020). This theory explains the value of the good or bad of an action based on the resulting impact into a positive or negative value. This theory can also be used to measure people's ethics in social media, especially on the ethics of commenting on the TikTok application (Arenda et al., 2022).

Virtual ethnography or usually called netnography is a research method that aims to investigate the world of the internet and individuals (V. R. Kozinets, 2002). Ethnographic research conducted in cyberspace aims to deeply understand the meaning and impact of the use of the Internet and is referred to as virtual ethnography. According to Kozinets (2002), and Hurley & Hult (1998), explained that there are two main Consensus in virtual ethnographic procedures is that research should focus on text-based communication as a core element of the study. This approach is adopted by most modern ethnography research. The traditional method of taking detailed field notes is still carried out by researchers who act as observers of participants. This step is followed by a careful review; identification of emerging patterns; study of relevant local literature; development of new propositions; and the use of literature to enrich theoretical perspectives.

Further, virtual Ethnography is a methodology used to explore entities operating over the internet. Virtual ethnography also reflects the impact of communication mediated by the internet (Hine, 2015). The criteria for a virtual community that are suitable for the virtual ethnographic method include: (1) The selection of a virtual community is based on the high level of interaction between members, such as the number of views, likes, and comments on posts; (2) Have a variety of diverse discussion topics and enough to identify issues that arise from comments on each post.

Broadly speaking, virtual ethnography has similarities with research in general, but there are slight differences in terms of data collection techniques (Arif, 2015). In virtual ethnography, interview techniques are carried out in two stages. In the first stage, the interviews are conducted online and focus on key aspects of the research. In the second stage, the interview was conducted offline to explore the online interview and clarify and confirm the information that had been collected previously. This pattern of online and offline interviews has become a must for virtual ethnographic researchers to avoid inaccurate information and ensure data validation. Furthermore, in virtual ethnography, the observation technique chosen is a participant observation technique which is carried out with two techniques, namely *online* and *offline*. Online, virtual ethnographic researchers must at least join an online community and actively participate in the dynamics of the community. Meanwhile, offline, participant observations are used by researchers to better understand the character of individuals or groups in the real world, in order to see if the habits carried out in the virtual world have a relationship or affect the habits in the real world, or vice versa.

Data collection techniques on virtual ethnography can also be done with *Forum Group Discussion* or FGD where in this case, the ability of researchers to present the main issue or theme, package it, and manage the discussion with a clear direction is the key to an effective FGD process.

Researchers need to ensure that the discussion stays focused on a predetermined theme and does not extend to other topics or include the subject's emotions excessively. (Arif, 2015). Data collection techniques on virtual ethnography can also be done with life history Ethnographic researchers will deeply understand the aspects of the life of the research subjects as well as the factors that influence them, including the culture that exists in their environment. In addition, document analysis can also be a data collection technique in virtual ethnography. It is necessary to ensure that the answers to questions remain focused, while adding understanding and relevant information to the research.

A lot of research related to *hate comments* or hate speech on social media has been done. First, research by Glenda Melina Windyastari (Windyastari, 2015), with the title "The Phenomenon of Hate Speech on Social Media" "(Virtual Ethnographic Study of Ahmad Dhani's Hate Speech on Twitter Social Media)". The results of the study showed that hate speech containing religious, political, and identity values was found to be negatively interpreted by the ethics of Twitter users. The similarity of Glenda's research with the researcher is that they both study virtual ethnographic studies of hate *speech* on social media. Meanwhile, the difference lies in the social media that will be studied. If Glenda studied the social media Twitter, then the researcher studied the social media TikTok.

Second, research conducted by (Annisa et al., 2022), with "Netizens' Sarcasm On TikTok Social Media". The results of the study revealed that sarcasm on TikTok social media appeared in various forms, such as face removal, face threats, face play, and frivolity categories. The many uses of sarcasm by netizens on TikTok show their lack of wisdom in using open social media. Annisa's research has in common with the researcher that they both discuss TikTok social media. Meanwhile, the difference lies in the subject of the research. If Annisa studies the sarcasm of netizens, then the researcher examines the *hate speech* of TikTok social media users on Lina Mukherjee's account and the researcher will provide recommendations to overcome hate speech and increase awareness and education of social media users about its negative impact.

Third, research conducted by (Cahyani, 2021), with the title "Analysis of Verbal *Communication of Hate Speech* Netizens on Instagram Social Media Accounts @RAHMAWATIKEKEYIPUTRICANTIKKA23". The results of the study showed that it was found that the form of verbal communication hate speech netizens was found in the form of insults as much as 104% or 52 comments, in the form of provocation as much as 22% or 11 comments, forms of insults by pointing at certain animals as much as 16% or 8 comments, rude words as much as 38% or 19 comments, physical pointing as much as 32% or 16 comments, pointing at certain creatures as much as 10% or 5 comments, and degrading people by 8% or 4 comments. Audia's research and the researchers have no similarities but differences. If Audia's research examines the form of verbal communication that shows hate speech from netizens on Kekeyi's social media accounts. Meanwhile, the researcher studied the ethnographic study *of hate speech* on Lina Mukherjee's TikTok account.

Fourth, research conducted by Dian and Nawiroh (Waruwu & Vera, 2020), dengan judul "Hate Speech on Social Media (Netnography Study on Instagram Account @prof.tjokhowie)". The results of the study show that the Instagram account "@prof.tjokhowie" is used as a medium for spreading hate speech, as evidenced by the existence of content and comment columns that contain elements of hate speech. This account is used to incite other netizens to carry out *hate speech* to certain parties. Dian's research has similarities with the researcher in that they both study hate speech on social media. Meanwhile, the difference lies in the subject of the study where Dian researched

@prof.tjokhowie's Instagram account and the researcher researched Lina Mukherjee's TikTok account.

Based on the four studies above, it can be seen that hate speech is found on social media such as insults, provocations, and things that offend religious, political, and identity values. Social media accounts are also used as a means to spread hate speech and incite other users to carry out hate speech against certain parties. This hate speech is often found in the comment column of every person's content upload accompanied by swear words or abusive words that contain insults. However, this hate speech is not only carried out by one personal or anonymous account, but also by a large account that is created to incite other users to make hate speech against certain parties. Because of this, we must be able to pay attention to how to manage social media wisely and in a good and correct way of commenting. In commenting, of course, we must pay attention to the choice of language and apply good communication ethics in social media to minimize the occurrence of hate speech, bullying behavior, and other immoral acts.

Berdasarkan latar belakang di atas, adapun rumusan masalah dalam penelitian ini yakni bagaimana bentuk *hate comment* yang ada di akun TikTok Lina Mukherjee? Sementara itu, tujuan penelitian ini adalah untuk mengetahui bentuk *hate comment* yang ada di akun TikTok Lina Mukherjee. Teori yang menjadi dasar dalam penelitian ini adalah teori *hate speech* yang disampaikan oleh Robert Post dan Surat Edaran Kapolri Nomor SE/6/X/2015 dalam Kitab Undang-undang Hukum Pidana (KUHP).

Hate speech *theory* according to Elpemi & Isro'i, (2020), is a form of expression that spreads hatred through various media, which is increasingly prevalent because there are differences that reflect various groups from the aspect of SARA "ethnicity, race, ethnicity, and religion". The intensity of hate speech tends to increase on social media, especially against content that contains elements of SARA (ethnicity, race, and religion). The difference in views and beliefs on the issue has made the situation of social media even more heated. This crime has great potential to threaten the stability of the country and security.

Hate speech refers to remarks or writings made by a person in public with the aim of disseminating and provoking hatred against other groups that differ in aspects of race, religion, belief, gender, ethnicity, disability, or sexual orientation. Brown-Sica & Beall (2008), argue that *hate speech* can be in the form of insulting or degrading certain minority groups based on various backgrounds, such as race, gender, ethnicity, disability, nationality, religion, sexual orientation, or other characteristics.

In the legal context, hate speech includes speech, behavior, writing, and performances that are prohibited because they can trigger violence and negative prejudice against the perpetrator or victim of the statement.

II.METHOD

This research uses a qualitative method with a virtual ethnographic approach that aims to analyze and explore entities or internet users Kozinets (2002). Etymologically, ethnography comes from the Greek language which is a combination of the word ethnos, which means a member of a nation or society, and graphein, which means writing or records. Cresswell Ethnography is considered to be one of the qualitative research methods in which researchers investigate a cultural group in its

natural environment over a considerable period of time. This process involves the collection of primary data, observations, and other data that develops according to the conditions faced in the field in response to the realities of life discovered. (Creswell & Creswell, 2018). In simple terms, when using the term "virtual" after "ethnography," the word "virtual" refers to the field or location of ethnographic research. This method is used to uncover the reality, both visible and invisible, of computer-mediated communication among members of a virtual community on the internet.

The TikTok social media user is the subject of the research, while *the hate comment* on Lina Mukherjee's TikTok account is the object of the research. In addition, the data collection technique used is by observing the activities of TikTok social media users and literature studies or by reviewing the same literature as research either from books or sources from the internet.

The data analysis technique used in this study is the AMS technique or Cyber Media Analysis (Nasrullah, 2015) . This analysis has four levels which include media space, media documents, media objects, and experiences. Cyber Media Analysis can be seen in the table and description below

Table 1. The Level of Media Space

Level	Object
(*media space*)	The structure of the media device and display related to the application procedure is technical.
(*media archieve*)	Content and aspects of text interpretation as cultural artifacts
(*media object*)	Interaction on social media and communication between community members through comments and forums.
(*experiental stories*)	Motives, effects, and benefits related to online and offline interactions in the form of recommendations.

The level of Media Space where the researcher positions himself as an observer. The researcher started by studying the procedure for creating an account, connecting to the network, as well as the communication that occurs and the procedures that apply on social media. Furthermore, at the Media Archive level, the researcher analyzes the content as a text and the meaning contained in it, which has been disseminated through the internet. This text includes user opinions or opinions on the internet, ideology, social background, political views, cultural uniqueness, and identity representation of a community.

At the Media Object level, the researcher examines user activities and interactions as well as between users through text data and context contained in social media. Researchers focused on responses to texts posted on social media, including the number of views, likes, comments, and even

the number of subscribers. At the Experiential Stories level, researchers can relate the reality that occurs in the virtual world to the reality that exists in the real world.
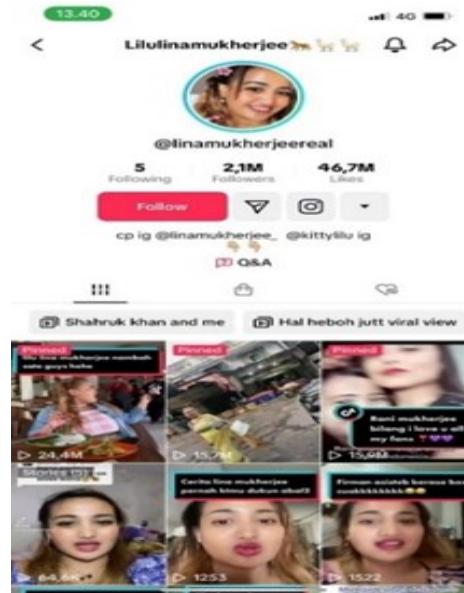
Figure 1. Lina Mukherjee's Tik Tok Social Media Account
Source from TikTok account @Linamukhrejee

The next stage after analyzing the data is to perform data triangulation or data validation involving confirming information using source triangulation, such as active members in a virtual community, to ensure the accuracy of the researcher's observations.

III. RESULTS AND DISCUSSION
A. RESULTS

This subsection will discuss Regarding the data that has been collected through observation techniques and also sourced from books and the internet. As for this sub-chapter, we will discuss the profile of one of the TikTok content creators who is the focus of this research, namely Lina Mukherjee, and discuss the video content uploaded by Lina Mukherjee who invites netizens to comment as follows:

1. Lina Mukherjee's Profile

Media space, Lina Mukherjee is a woman from Samarinda who was born on May 10, 1990. Lina Mukherjee is a content creator who has followers on various social media platforms. On YouTube social media, Lina has 169 thousand *subscribers*. Then on social media TikTok has 2.1 million followers and finally on Instagram has 437 thousand followers. Lina Mukherjee is a content creator with content themes such as reviewing food, traveling, talking about lifestyle, and others.

Media arciheve, Lina Mukherjee is known as a fan of *Bollywood celebrities* and often Lina

Mukherjee visits India just to meet her idol. Lina, whose real name is Lina Lutfiawati, is a person who managed to meet her idol Bollywood artists closely, one of which is Rani Mukherjee, Lina was also given the name Mukherjee by Rani to use as a nickname. Lina is one of the content creators on TikTok social media or can be referred to as a TikTok celeb, this is because Lina Mukherjee often makes netizens excited with some of the content she uploads on social media, one of which is on TikTok social media (Qurniawan, 2023).

Media object, There are several contents that attract the attention of netizens and cause a stir among netizens are the First, the content reviewing the crispy pork skin food *that* she uploaded on March 9, 2023, this video shows that Lina tried the pork skin for the first time and Lina also shared her experiences when eating pork. However, what concerns netizens is that when Lina Mukherjee was about to eat pork, Lina Mukherjee instead prayed in Islam. Considering that Lina Mukherjee is also a Muslim, this triggered anger for netizens because it was considered blasphemy with Lina Mukherjee's actions (Gulo, 2023).

This video is only one minute and forty seconds long, but it really triggers netizens to give criticism. This video received 603.2K likes, 14.7K comments, 32.3K bookmarks, and 23.3K replays. The content received many bad comments and was replayed with various criticisms for provoking the anger of netizens. Lina Mukherjee had been reported to the police regarding this video until she was preached as a suspect in an alleged blasphemy case and carried out an examination at the South Sumatra Police on May 3, 2023. Reporting from Kompas.com, Lina's actions have caused a stir in society and resulted in divisions between individuals, groups, and groups between religions (Putra & Purba, 2023). As a result of the case of eating pork by reading basmalah made Lina Mukherjee get a sentence of 2 years in prison and also a fine of 250 million subsidy for 3 months of imprisonment (CNN Indonesia, 2023). However, the police finally did not detain Lina Mukherjee because Lina had acute stomach ulcers (Rahmansyah, 2023). The video uploaded by Lina Mukherjee caused Lina to get various kinds of comments, bad comments, good comments, and also neutral comments. Comments from netizens will be further discussed as follows:

2. Video Review of Pork Guling Food by Lina Mukherjee

Experiental stories, This video is a video that really sparked the attention of netizens, namely where Lina Mukherjee reviewed pork skin food when Lina Mukherjee was in Bali. In the video, Lina Mukherjee accidentally prayed by saying basmallah when she wanted to eat food that was forbidden by religion. This, of course, really triggered netizens to criticize Lina Mukherjee's behavior which was considered blasphemous. As previously known, Lina Mukherjee is a person who is Muslim, while in Islam itself eating pork is something that is forbidden. Several TikTok accounts attempted to ridicule Lina Mukherjee, such as the TikTok account with the *username* user2395163228375 or this anonymous account reminded Lina Mukherjee by showing that in the Quran it has been forbidden not to eat pork. Then followed by a TikTok account with the username e2n.73 facing that later his descendants will not do things that are forbidden by Allah, one of which is by eating pork.

Lina Mukherjee's behavior of eating pigs triggered the anger of several netizens, such as the TikTok account with the *username* Nieta Nasir swearing at Lina Mukherjee, which Nieta Lina hopes can immediately receive a reprimand from the authorities or authorities, because this is considered blasphemy against Islam. Then followed by anger A TikTok account with *the username* Chinta

Mawar who expressed a prayer for Lina Mukherjee to get guidance from God, and Chinta Mawar also did not accept if her religion was viewed badly by others. Not only making netizens angry, but Lina Mukherjee was also ridiculed by a TikTok account with *the username* Lia RisQi mocking Lina Mukherjee who has eaten pork many times to show an ordinary expression that is not exaggerated.

However, the content of the *pork skin food review* by Lina Mukherjee also triggered comments that disagreed and also agreed with Lina Mukherjee. The good comments in the review content of this pork skin food are only few, which are 3 comments, which are as follows: The TikTok account with *username 4 shows that he is surprised that he has received* an honest food review and without any other additions. So, this username 4 account is happy with the food review given by Lina Mukherjee. Then, a TikTok account with the username @kyyyyyyyy tried to defend Lina Mukherjee by correcting again that Lina Mukherjee accidentally said a prayer before eating, which was considered a bad thing by netizens. Furthermore, the TikTok account with *the username* Safira Titin hopes and prays that Lina Mukherjee when she dies will be given *husnul khotimah* or the condition of dying in a good way. In addition to triggering good comments, the neutral comments are TikTok accounts with *the username* Mely Ardhana recommending eating pork skin without using rice to make the food taste better.

B. DISCUSSION

The results of the research that are the findings in the current study are several categories of data, namely negative comments, positive comments, and neutral comments which will then be discussed in this discussion.

1. Negative Comments

Hate comment or *hate speech* is a type of criminal act in the form of words or behaviors such as insults, provocations, blasphemy, incitement, defamation, spreading false and unpleasant news, as well as any actions that have the purpose of providing violence, social conflict, discrimination, or loss of life aimed at a person but can trigger conflict or violence (Marpaung, 2010). In this study, hate speech was found in the form of negative comments given by netizens who used Tik Tok in Lina Mukherjee's comment column in the content when reviewing eating pork.

The TikTok video content uploaded by Lina Mukherjee triggered many netizens to comment on the video. The video is where Lina Mukherjee eats Balinese guling pig skin by saying *basmallah*. Considering that Lina Mukherjee is a Muslim, and in Islam is also taught to avoid foods containing pork, this made netizens excited and flocked to comment on the video. The number of comments made by netizens tends to be negative. Lina Mukherjee's controversial action made Indonesia netizens who are notable Muslims angry, so Lina Mukherjee received several warnings about Islamic religious teachings with scathing remarks. For example, a phrase made by the anonymous TikTok social media account (hereinafter referred to as an anonymous account) user2395163228375 which said that:

"In the (Islamic) religion, it is not allowed to eat pork. In the Qur'an, verse 3 is forbidden" (Source: TikTok Linamukherjeereal, June 20, 2023)

After considering the situation at hand, the researcher did not agree with the way the anonymous

account user2395163228375 reminded Lina Mukherjee directly on public social media. While the account's intentions may be good, i.e. to remind of the Quran's prohibition on pork, the way the message is delivered publicly has the potential to cause feelings of offense or embarrassment for Lina Mukherjee.

In communication ethics, the way the message is delivered is very important. Reminding someone of their religious beliefs or values should be done in a more private and discreet way, not in a public space where many people can see them. When a message that was initially well-intentioned is conveyed in an inappropriate way, such as through a public platform, the message can turn into something negative and has the potential to trigger conflict or discomfort.

Therefore, the researcher does not support the act of reminding directly on public social media, and rather supports a more private and empathetic approach in conveying sensitive messages like this.

In addition, there is also a wish that Lina Mukherjee will get a reply for her act of eating pigs by accidentally saying *basmallah* or prayers before starting an activity. This was revealed by the TikTok account Nieta Nasir, the Chinta Mawar account and the e2n.73 account which revealed that

"Hopefully the authorities will take action, this is a bad example" (Source: Nieta Nasir's account on TikTok Linamukherjeereal, June 20, 2023)

"O Allah, show me your power, Rab, I have sinned. but I don't accept my religion being looked down upon by other religions" (Source: Chinta Mawar's account on TikTok Linamukherjeereal, June 20, 2023)

"Naudzubillah minzalik... O Allah, protect our descendants from what you forbid" (Source: e2n.73 account on TikTok Linamukherjeereal, June 20, 2023)

After considering the situation at hand, the researchers disagreed with the way netizens, including Nieta Nasir's TikTok account and the e2n.73 account, expressed their displeasure with Lina Mukherjee's action of eating Balinese pig skin. While they may intend to voice religious concerns, the way they convey their message, especially with words of oath or prayer expressed publicly, is inappropriate and could potentially have negative effects.

Researchers argue that expressions of prayer or hope that contain negative meanings, such as wanting decisive action from the authorities or implying that Lina Mukherjee deserves a reply from God, are not in accordance with the ethical principles of communication. Given that sin and punishment are very personal and only God has the right to judge, expressing opinions in a judgmental way in public spaces such as social media can cause misunderstanding and worsen the image of Islam in the eyes of others.

In addition, hoping that someone's family or descendants do not do things that are considered sinful should be a private prayer that is said in the heart, not expressed publicly. Expressing such hopes or prayers on social media can create a negative stigma and worsen the situation.

Therefore, the researcher does not support the actions of netizens who express their opinions in a judgmental way or contain negative elements in the public space. Researchers are more in favor of a more thoughtful and personal approach to conveying religious concerns, which can maintain harmony and not exacerbate the situation.

Through teleological-consequentialist ethical theory, which states that actions are considered

ethically correct if they bring positive results, researchers disagree with the actions of netizens who make negative comments against Lina Mukherjee based on religious pretexts.

Researchers consider that comments that criticize Lina Mukherjee on religious grounds, especially negative ones, do not bring positive results, but instead have the potential to cause bad consequences for Lina Mukherjee. The comments could trigger legal action against him, such as being reported as a suspected blasphemy, although there is no element of an invitation for other Muslims to eat pigs or vilify Islam. Therefore, the actions of netizens who give negative comments are considered inappropriate, because they have more potential to cause adverse results than to have a positive impact.

According to ethical theories that judge whether an action is good or bad based on the consequences caused, actions that have a negative impact, such as aggravating the situation or triggering unfair legal action, are considered immoral. Researchers support the view that every comment or action should be carefully considered regarding the impact it will have, especially in public spaces such as social media.

Therefore, the researcher does not agree with the actions of netizens who give negative comments to Lina Mukherjee under the pretext of religion, because these actions tend to cause negative consequences and are not in line with the principles of teleological-consequentialist ethics that emphasize the importance of the positive impact of each action. Lina also received ridicule from other netizens. The Lia RisQi account revealed that:

"It's normal for the first time (Lina Mukherjee) to eat, people are not the first to eat (pork)"

After considering this situation, researchers disagreed with the actions of netizens, including Lia RisQi, who made negative comments towards Lina Mukherjee, especially related to her expression while eating a pig. Although Lina Mukherjee's video sparked controversy and emotional responses, negative comments that offended physical or personal identity were unjustified and showed a lack of application of communication ethics.

Researchers argue that the growing negative comments on social media, especially those concerning sensitive matters such as SARA, can have a detrimental impact not only on targeted individuals, but also on the wider community. Comments that allude to identity issues, such as physical form, indicate that the discussion is no longer focused on the content of the content, but extends to irrelevant and damaging personal matters. This shows that most netizens do not think about the impact of their comments, which actually worsens the situation and adds to social tensions.

In addition, the use of anonymous accounts by netizens to avoid responsibility for their comments shows that there is an awareness that the comments are not in accordance with ethics, but they are still carried out because anonymity provides protection. This further confirms that many netizens do not comply with the norms of communication ethics that should be applied, especially in situations involving sensitive issues.

Therefore, researchers do not agree with the act of giving negative comments, especially those that attack a person's personal aspects. Researchers support the importance of applying good communication ethics on social media, where every individual should think about the impact of their comments before expressing them, especially in the context of sensitive SARA issues. A more thoughtful and responsible approach to commenting will help create a more positive and constructive social media environment.

2. Positive Comments

Comments that are negative in nature are always accompanied by something opposite, it is a negative comment. These comments are certainly in the content of Lina Mukherjee's video which has reaped a lot of controversy, while the positive comments were said by an anonymous account with username 4 which said that

"This is the first time I have been able to get an honest (food) review" (Source: Account 4 on TikTok Linamukherjeereal, June 20, 2023)

The researcher agrees with the comment that appreciates Lina Mukherjee's honesty in providing a review of Balinese pork guling food. In this context, Lina's honesty is considered something positive, especially since not all content creators dare to give honest reviews, especially if the reviews are negative for the product being reviewed.

Researchers support Lina Mukherjee's actions who choose to remain honest in expressing her opinion even though her reviews are not entirely positive. Honesty in reviews is an important aspect in building trust between content creators and their followers. While negative reviews can be risky, especially if the content creator receives a fee or endorsement, this act demonstrates integrity and a commitment to transparency, which can ultimately strengthen the relationship with the audience.

In addition, the researcher also saw that comments that appreciated honesty showed support for ethical values in the world of digital content. Honesty and transparency in providing reviews are considered more valuable than simply promoting products for financial gain. Therefore, the researcher agrees that honesty in reviews, as shown by Lina Mukherjee, is a positive step and deserves appreciation.

The second comment is a comment made by an account named kyyy which states that:

"He didn't say bismillah on purpose, and not intentionally" (Source: kyyy account on TikTok Linamukherjeereal, June 20, 2023)

Kyy's comment was in defense of Lina Mukherjee who at that time was being talked about her behavior which was considered blasphemy. Not only that, the account with the username Safira Titin also said that

"May husnul khotimah be at the end of his life" (Source: Safira Titin's account on TikTok Linamukherjeereal, June 20, 2023)

The researcher agrees with the positive comments given by Safira's account and several other netizens to Lina Mukherjee. Comments that pray for kindness, express positive hopes, and appreciate honesty in the video review show the application of good commenting ethics on social media.

In the perspective of the teleological-consequentialist ethical theory presented by Brooks & Dunn, actions that produce positive effects or happiness are considered ethically correct. The positive comments directed at Lina Mukherjee not only help reduce the potential for conflicts that may arise due to sensitive content, but also contribute to the creation of a more constructive and supportive atmosphere on social media.

The researcher supports the actions of netizens who choose to make positive comments, as this

is in line with ethical principles that emphasize the importance of the positive impact of each action. When netizens provide support, prayers, and appreciation in a good way, they help create a more peaceful and respectful environment, which can ultimately improve interaction in public spaces such as social media.

Therefore, the researcher agrees with the positive comments that show empathy, support, and appreciation for Lina Mukherjee, because such actions are not only in accordance with communication ethics, but also bring good results to all parties involved.

3. Neutral Comments

The last category of comments is neutral comments, where these comments are neither negative nor positive, while these comments are comments made by Mely Ardhana

"You eat the skin (pork roll) and don't use rice, it will be better" (Source: Mely Ardhana's account on TikTok Linamukherjeereal, June 20, 2023)

Researchers agree that the neutral comments that focus on how Lina Mukherjee enjoys the pork skin meal are a healthier form of interaction and have no potential to cause conflict. These neutral comments are impartial and do not offend various groups, races, or religions, so they are considered "harmless" and in accordance with good communication ethics.

Researchers support neutral comments because they keep the discussion focused on the main topic, food reviews, without muddying the situation with sensitive issues or sparking unnecessary debate. In the context of a controversial video such as the one uploaded by Lina Mukherjee, neutral comments can help balance the atmosphere and prevent the escalation of conflicts in public spaces such as social media.

However, researchers also realized that while these neutral comments are important, their small number compared to negative comments shows a tendency for netizens to focus more on criticism rather than giving a more objective and impartial response. This underscores the urgent need to improve digital literacy and communication ethics among netizens so that more balanced and constructive comments appear in public discussions.

Therefore, researchers agree with the importance of neutral comments and support efforts to encourage more interactions that focus on key topics without touching on sensitive issues, in order to create a more positive and inclusive social media environment.

4. Efforts to Improve Communication Ethics on Social Media

The ability to apply communication ethics should be owned by everyone, because this will be applied in life both face-to-face and virtually through social media. Improving communication ethics is carried out in social media so as not to give too *judgmental* comments on something, considering that currently the ITE Law has been implemented which regulates the use of social media to create a conducive environment (Brooks & Dunn, 2019). The following efforts can be made:
- Use polite and appropriate language when doing activities on social media. It is important to use good and correct language so as not to pose a high risk of misunderstanding. When communicating on the internet, you should use polite and appropriate language and avoid

words or phrases that can cause various interpretations. (Rokhayah, 2021).
- Do not use words that are rude, provocative, pornographic or SARA because this will trigger netizens to make comments that contain negative values (Mutiah et al., 2019; Rokhayah, 2021).
- Verify the truth of the news. Always be vigilant when receiving information from social media that contains negative news about a certain party, especially if the news aims to damage someone's reputation by spreading information that has been falsified. (Rokhayah, 2021).
- Then a continuation from before, namely do not post articles or false statuses (Mutiah et al., 2019).
- Avoid copying and pasting copyrighted articles or images. (Azmi et al., 2022).
- As netizens, it is recommended to provide relevant comments on social media (Azmi et al., 2022).

IV. CONCLUSION

Based on the results of the research and discussion, it can be concluded that the controversial content of Lina Mukherjee's video, especially the video when reviewing Balinese pork guling food, triggered many reactions from netizens. The majority of comments that appear are negative. The number of negative comments shows the lack of application of communication ethics by some netizens when commenting. Positive comments show that some netizens have implemented communication ethics, which is in line with ethical theory, where this action has a positive impact such as reducing the feud that may arise as a result of the video. Meanwhile, neutral comments are harmless, not offending various parties or groups, races, or religions.

Lina Mukherjee's video content and various netizens' comments can be considered with several aspects. First, related to the video content featuring Lina Mukherjee reviewing Balinese pork guling food, the researcher agreed that it is important to present public content by considering cultural and religious sensitivities. While the content may not violate the law, thoughtful presentation is necessary to respect differences and avoid potential conflicts.

Second, regarding netizens' comments, researchers do not agree with negative comments that are harsh or provocative. These kinds of comments can aggravate the situation and ruin the quality of discussions on social media. The application of communication ethics is essential to ensure constructive interaction and respect for all parties. Instead, the researcher agreed with positive comments that showed the application of polite and relevant communication etiquette, which helped to ease tensions and provide a constructive appreciation of the video content. In addition, neutral comments that do not offend any party and are harmless are also very valuable because they maintain balance and security in the discussion.

Overall, supporting good communication ethics and paying attention to sensitivity in public content is an important step in creating harmonious and productive interactions on social media. This is very important to maintain harmony in public communication and reduce the potential for conflicts that can arise due to differences of opinion or sensitive content such as in the case of Lina Mukherjee's video.

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