



# Misogyny Hate Speech on Women Public Figures' Instagram During Pregnancy

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**Abstract.** The development of technology and digital era, support the increasing of using social media especially Instagram. Many people can access it easily, they use social media Instagram to express their feelings, their activities, and so on. Besides that, social media are also used by the public figures to make closer to their fans so that their fans can know the activities from their idols. This impact can be both positive and negative because there are comments on the Instagram that can be accessed by all people. Many people can write anything about the posting on the comment column. Misogyny is the speech that is hatred or disliked uttered to women. Misogyny hate speech is speech aimed at attacking women's honor, such as innuendo, insults, accusations, and defamation. This research aims to find out the hate speech to the women public figures during their pregnancy. The data are taken from Instagram accounts of Denise Chariesta @denisechariesta91 and Bella Bonita @bellabonita\_r.a. This research is qualitative research. The results of this research indicate that the hatred speech to public figures during pregnancy usually still happened and it can imply the bad condition to the victims, especially for pregnant women.

**Keywords:** Misogyny, Hate Speech, Pregnancy

## 1 Introduction

Harassment of women and girls online is a major form of online harassment and misogyny in cyberspace becomes a new way of dealing with gender-based violence. Misogyny as a form of hate speech. Hate speech has lately become one of the most debated issues in much press coverage as well as in many academic research fields. Cyber hate speech consists in the online perpetuation of historical forms of social discrimination and prejudice. Its pervasive presence both offline and online has led to the identification of several types of harmful discourse that have continuously targeted different marginalized groups. In the heated debate over what hate speech is and who its targets are, misogyny has long occupied a peculiar place. Depending on the different degrees of attention paid to gendered social orders by researchers, misogyny has continuously fluctuated between being considered the most complex and pervasive system of oppression [1].

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Instagram has become one of the most popular platforms social media in the world. The total active people who use Instagram reach 1.07 billion in the world and the number of Instagram users until July 2021 amounted to 91.77 million users in Indonesia [2]. The users of Instagram can see and give the comment from the features on Instagram to everybody that they want to, including the public figures. There are such varieties of comments, it can be positive or negative [2]. Positive comments are giving compliment or supporting to be better. In the other side the negative comment that we sometimes encounter in the comment's column can have a bad effect on someone, it can be in the form of sarcasm, insults, opposition and pressure, sometimes even calling out dirty things. It can be categorized as hate speech. Hate speech is carried out in the form of language directed at other people with the aim of degrading or insulting people. There are no longer any restrictions on the use of hate speech among society, both in everyday life and on social media, politeness and ethics do not use language in communication [3].

Hate speech is an act of communication carried out by individuals or groups in the form of insults, provocation, body shaming, and sedition addressed to a group of people or individuals [4]. Indeed, Misogyny is hatred speech against women. It is not just a form of sexism or dissatisfaction with women, but rather hatred towards women as a group. In the digital or internet era, misogyny is increasingly easy to express. On various blogs and various other online forums where women are referred as "harlots" and "social cancer" [5].

Hate speech is words, behavior or writing that is negative and can hurt other people's feelings. This also includes comments written on someone's Instagram post with the intention of insulting, body shaming, and harassing them. The cases of hate speech such as insults, defamation well, blasphemy, provoking even spreading fake news (hoax) on various social media applications. This is because netizens are given personal freedom in explore the social media so they are free to speak up or to give comments on social media without think about the consequences that will happen afterwards. Moreover, hatred is a natural trait of human [6]. Hate speech as a structural issue in society, individuals, and groups of people. Based on the type of hate speech there are the aspects of hate speech such as race, religion, skin color, gender, sexual orientation, and ethnicity [7].

The term misogyny originates from the myth about the creation of women and Adam's exit from heaven to earth was the cause of the emergence of many rude and negative treatments of women. In the story it is a woman was created to fulfill Adam's desire and Adam fell to earth because Eve's temptation. The story like this gave birth to misogynistic ideas (hatred women by men). Misogyny is a behavior of hatred or distrust towards women. Misogyny is a belief that women are stupid, petty, ridiculous, and other bad things [8]. Misogyny behavior can be expressed through speech, symbolism, actions, to daily habits, for example in the context of actions and habits, harassment women on the streets by offending certain body parts or the clothes they wear. The prevalence of misogyny, especially on the internet, is so widespread that research in Australia argues that harassment against women "risks becoming an established/permanent norm in our digital society" [8].

According to Anzovino [13], there are some categories designed that concern to the misogynistic behaviors, there are as follows: 1). Discredit: slurring over women with no other larger intention, 2). Stereotype and Objectification: to make women subordinated or description of women's physical appeal and/or comparisons to narrow standards, 3). Sexual Harassment and Threats: to physically assert power over women, or to intimidate and silence women through threats, 4). Dominance: to preserve male control, protect male interests and to exclude women from conversation, 5). Derailing: to justify abuse, reject male responsibility, and attempt to disrupt the conversation in order to refocus it.

This research was conducted to find out misogynistic hate speech in the comment's column on Instagram accounts from public figures Denise Chariesta and Bella Bonita during their pregnancy. This research focuses on the period of pregnancy of the both public figures because as we know, pregnant women are often affected by mood swings due to the effects of pregnancy and hormonal changes, so it should be better if the words and comments conveyed to pregnant women must protect their feelings. Therefore, through this research, it is hoped that we can see comments containing misogyny hate speech that appeared on Denise Chariesta and Bella Bonita's Instagram posts during their pregnancy. The reason why chosen Denise and Bella because they are the public figures, who have many followers on their Instagram. Besides that, their lives during pregnancy are interested to attract netizens comments also they are the public figures who are full of controversy.

The aim of this research is to describe misogyny hate speech made by netizens on the comment's column of Denise Chariesta and Bella Bonita's Instagram accounts. Hate speech in the comments column of Instagram accounts uses Indonesian in the form of insults, insults and threats that can offend the target. This research is hoped to make the public aware of words or sentences that are classified as hate speech so that the public or what is usually called netizens, will be wiser in providing comments, especially towards pregnant women. Based on the reasons above, it is important to conduct research entitled Misogyny Hate Speech on Women Public Figures' Instagram during Pregnancy.

## 2 Method

This research used qualitative method with descriptive approach. This method was used in this research to express the existing reality based on a real phenomenon that exists empirically real to the speakers as a result, in language assessment that is similar to existing exposure [9]. Qualitative methods are steps or methods that utilize in-depth explanations in the form of descriptions in words, not numbers. Qualitative method reflects a perspective phenomenological. The research that uses this phenomenological perspective seeks to understand the meaning of events and interactions humans in certain situations. They try to enter into the conceptual world of its subjects understand the meaning they construct within the events of their lives [10].

Qualitative research is a method of studying and understanding human social problems [11]. Qualitative research is subjective, researchers have the power to choose subjects or informants at their own discretion and in accordance with research needs. The data collection method in this research is reading, marking and note taking. The steps of collecting data in this research are as follows, reading the Instagram comments column from Denise Chariesta and Bella Bonita during their pregnancy not only once but repeatedly for obtain the accurate data. Second, marking was done to mark words shows the existence of misogyny hate speech. Taking notes, by recorded the findings that have been found based on grouping data. This information comes from a screenshot of the comment's column.

The data source in this research is comments on posts on Denise Chariesta and Bella Bonita's Instagram accounts during their pregnancy, namely @denisechariesta91 and @bellabonita\_r.a. Until August 15, 2024 Denise has a total of 1.1 million followers with a total of 1,112 posts, while Bella Bonita's followers are 1.4 million and a total of 715 posts. This research only focused on Denise's posts during their pregnancy started from March 21, 2023 to November 11 2023 and Bella Bonita's posts during her pregnancy started from September 17, 2023 to February 5, 2024. The data was taken for one year, through Instagram posts during their pregnancy. The technique of data collection was purposive random sampling because it only took the comments that contain misogyny hate speech.

### 3 Result and Discussion

This research began by conducting the posts from Denise and Bella during their pregnancy. There are some posts related to attract netizens' comments contain misogyny hate speech as follow:



Based on Denise's two posts above on March 26 2023 and April 9 2023, these posts indicate that Denise is pregnant. After that, we saw that the comments column was filled with comments containing hate speech which were still being given by many

netizens and even tended to drop Denise as a public figure without looking at her pregnant condition. Here are some comments containing hate speech as in the table below:

**Table 1.** Misogyny Hate Speech Comments on Instagram @denisechariesta91

<b>The Forms of Misogyny Hate Speech</b>	<b>The Comments</b>
Insulting	Lu kan dari keluarga berduit, kenapa otak lu sempit ...terus aja muter-muter hidup Anda di lingkaran syaiton HERAN, ada ya laki yang mau sama makhluk ini ... Anda terus yang mengundang karma buruk itu kak, enjoy ya Bisalah Kak, dipegang Bang Arif kan... ...let's smart, so think about it Biarpun diobral gitu nyatanya ga ada yang mau jadi suaminya, paling buat kuda-kuadaan doang. Kasihan deh lu Pakai baju aja kayak gitu, makanya setiap laki-laki pasti ingin menikmati
Defamation well	Saya berdoa, Tuhan jamah hati @denisechariesta91 sebab dosa perzinahan yang telah terjadi Zinahnya berhasil Bahan bakar neraka
Body shamming	Abis lahiran bakalan gak seindah ini lagi
Provoking even spreading fake news (hoax)	-

Based on the research that has been carried out, it was found that misogyny hate speech was carried out by netizens, namely that there were three forms of hate speech on the Instagram account @denisechariesta91 with the dominance being insulting with a total of 8, then defamation well with a total of 3 and body shaming with a total of 1.



The next post above is the one on Bella Bonita's Instagram account on September 17 2023 which shows a photo of Bella checking her womb at the doctor with an ultrasound examination. From this post, comments from netizens containing hate speech were taken as shown in the following table:

**Table 2.** Misogyny Hate Speech Comments on Instagram @bellabonita\_r.a

The Forms of Misogyny Hate Speech	The Comments
Insulting	<p>Tapi nikahnya bulan 7 tapi ini bulan Desember kok sudah 7 bulan.. apa dulu hamil duluan ta kak?...</p> <p>Meteng September lahir February</p> <p>Harusnya bulan Juli langsung bilang Alhamdulillah, jangan bulan September jadi netizen berpikir negative kan</p> <p>Jangan ditutup layarnya kak biar netizen lihat berapa weeknya biar jelas</p> <p>Durung ana 7 bulan ya, berarti benere ya isi hamil duluan</p> <p>Ojo baperan buk bella</p> <p>Hamil duluan yaanak pak Danan itu pasti</p> <p>Perasaan baru kemarin, kok wis lahiran</p> <p>Hayyyy guyssss sesuai prediksi udah lahiran guyssss</p>
Defamation well	<p>Yang pasti udah test drive duluan Hamil di luar nikah...</p>

	Sibuk ngitung kalender nih netizen. Gak apa-apalah lagi musim test drive dulu, yang penting duitnya
Body shamming	Ko udah buncit gitu ya kaya udah dapat 7,8,9 Udah gede aja ya
Provoking even spreading fake news (hoax)	Akhirnya terbukti. Semesta menjawab pertanyaan Netizen

Based on the table 2 showed that it was found that misogyny hate speech was carried out by netizens, namely that there were four forms of hate speech on the Instagram account @bellabonita\_r.a. with the dominance being insulting with a total of 9, then defamation well with a total of 4, body shaming with a total of 2, and provoking even spreading fake news (hoax) with a total of 1.

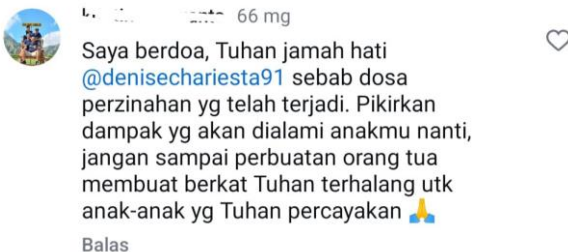
### 3.1 Misogyny Hate Speech from @denisechariesta91

These following are several comments from netizens showing misogyny hate speech on the comment’s column of Instagram @denisechariesta91 during her pregnancy posts:



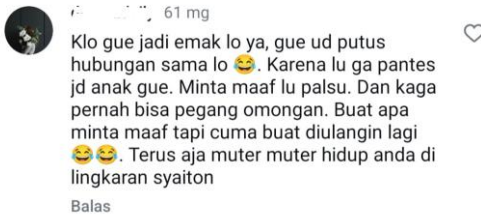
**Fig. 1.** Datum 1 about Misogyny hate speech to Denise

The statement that Lu kan dari keluarga berduit, tp kenapa otak lu sempit (you come from a rich family, but why do you have a narrow brain), is a form of misogyny hate speech that contains insults with the sentence ...but why do you have a narrow brain... which means that Denise is a stupid person. The speech in datum 1 is a form of hate speech in the insulting category which is characterized by attacking someone's honor, accusing them of something embarrassing. The account owner deliberately stated explicitly to the public that Denise Chariesta was stupid.



**Fig. 2.** Datum 2 about Misogyny hate speech to Denise

From the comment above, it can be seen that Denise was said to have committed adultery and was told to repent by netizens in order to achieve goodness. This statement contains hate speech, namely defamation because there is no evidence when he said that. Even though Denise committed adultery, it was not a good thing to say it to public on comments column. This is included defamation well.

**Fig. 3.** Datum 3 about Misogyny hate speech to Denise

From the statement above, the netizen revealed that he would feel embarrassed if he became Denise's family as a result of her actions. Beside that he stated that Denise was in a vicious circle. The data shown in the sentence above has the same meaning there is no longer any shame in what the public figure has done and from the comments above there is an element of ridicule using the emoticon laugh. This included in misogyny hate speech, namely insulting and provoking.

**Fig. 4.** Datum 4 about Misogyny hate speech to Denise

From the comments above, it appears that the sentence 'I am surprised there are men who want to be with this creature' belittles Denise if there are still men who still want her. The word creature also has negative meaning to show something bad except human. This includes misogyny hate speech against women, namely insults. The comment above also contents innuendo to Denise.





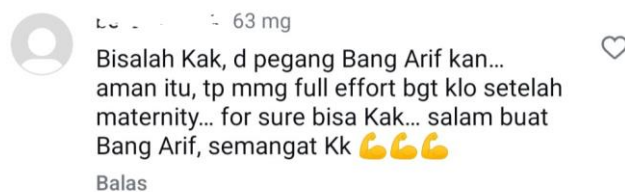
**Fig. 5.** Datum 5 about Misogyny hate speech to Denise

The comment above showed that Denise cannot respect to herself so the others also cannot respect her. It is a form of misogyny hate speech that contains insults with the sentence ...bad karma and to enjoy... which means that Denise has a bad luck. The speech in data 5 is a form of hate speech in the insulting category. The account owner deliberately stated explicitly to the public that Denise Chariesta can have bad karma as the result of her attitude. The second comment above said that Denise's adultery was successful. This also includes hate speech namely insults.



**Fig. 6.** Datum 6 about Misogyny hate speech to Denise

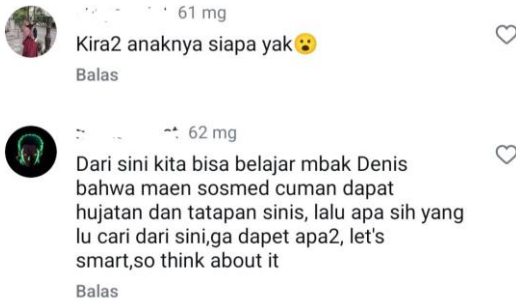
The comment above showed that Denise's body cannot be as beautiful as before. It is a form of misogyny hate speech that contains insults and body shaming. Moreover, this comment was directed at pregnant women, this will have a bad effect. The purpose of someone posting this comment is to inflame Denise's account, then want to bring down the account owner.



**Fig. 7.** Datum 7 about Misogyny hate speech to Denise

The comment above is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman,

especially to pregnant. The sentence written is a form of insult directed at Denise Chariesta, who is considered a woman who is easy and can have sex with many men.



**Fig. 8.** Datum 8 about Misogyny hate speech to Denise

The comment above showed that netizen wonder whose father from Denise's baby. The comment above is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Denise Chariesta and they think that she was not smart enough to play social media.



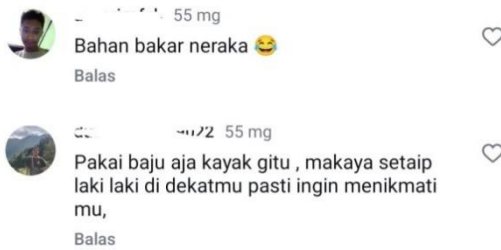
**Fig. 9.** Datum 9 about Misogyny hate speech to Denise

The comment above showed that there are no men would want Denise. She was only used as a toy. This is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Denise Chariesta, who is considered a woman who is easy and can have sex with many men.



**Fig. 10.** Datum 10 about Misogyny hate speech to Denise

The comment above is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Denise Chariesta, who is a weird woman and only look her from her body.

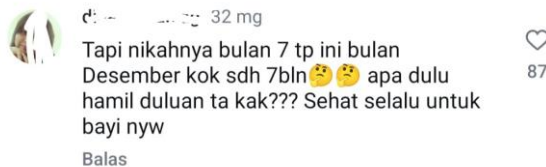


**Fig. 11.** Datum 11 about Misogyny hate speech to Denise

The comment above is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Denise Chariesta, who is considered a woman who is easy and can have sex with many men. They only enjoy Denise's body. Another comment said that Denise as hell fuel. These words are inappropriate and very insulting.

### 3.2 Misogyny Hate Speech from @bellabonita\_r.a

These following are several comments from netizens showing misogyny hate speech on the comment's column of Instagram @bellabonita\_r.a during her pregnancy posts:



**Fig. 12.** Datum 12 about Misogyny hate speech to Bella Bonita

From the comment above, netizens questioned Bella Bonita's gestational age because it did not match the calculations from the start of her marriage. This is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Bella Bonita.



**Fig. 13.** Datum 13 about Misogyny hate speech to Bella Bonita

From the comment above, netizens questioned Bella Bonita’s gestational age because it did not match the calculations from the start of her marriage. This is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Bella Bonita.



**Fig. 14.** Datum 14 about Misogyny hate speech to Bella Bonita

From the comment above, netizens questioned Bella Bonita’s gestational age because it did not match the calculations from the start of her marriage. They think Bella has had sex before marriage and have been pregnant before marriage. This is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Bella Bonita.



**Fig. 15.** Datum 15 about Misogyny hate speech to Bella Bonita

From the comment above it can be shown that netizens questioned Bella Bonita's gestational age because it did not match the calculations from the start of her marriage. This is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Bella Bonita.



**Fig. 16.** Datum 16 about Misogyny hate speech to Bella Bonita

From the comment above, netizens questioned Bella Bonita's gestational age because it did not match the calculations from the start of her marriage. They think Bella has had sex before marriage and have been pregnant before marriage. Another comment said that do not be too sensitive. This is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman especially pregnant woman. The sentence written is a form of insult directed at Bella Bonita.



**Fig. 17.** Datum 17 about Misogyny hate speech to Bella Bonita

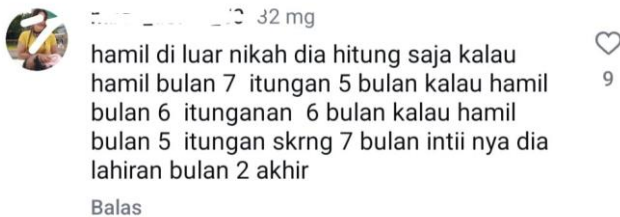
From the comment above, netizens questioned Bella Bonita's gestational age because it did not match the calculations from the start of her marriage. They think Bella has had sex before marriage and have been pregnant before marriage. This is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh

sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Bella Bonita.



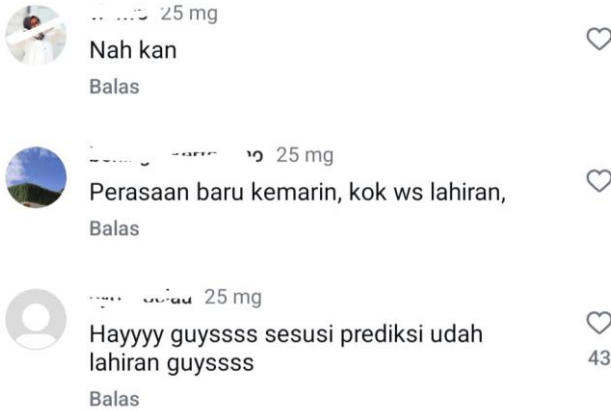
**Fig. 18.** Datum 18 about Misogyny hate speech to Bella Bonita

From the comment above, netizens questioned Bella Bonita's gestational age because it did not match the calculations from the start of her marriage. They think Bella has had sex before marriage and have been pregnant before marriage. This is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Bella Bonita.



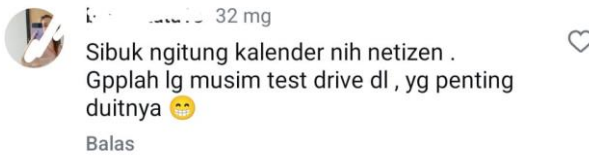
**Fig. 19.** Datum 19 about Misogyny hate speech to Bella Bonita

From the comment above, netizens questioned Bella Bonita's gestational age because it did not match the calculations from the start of her marriage. They think Bella has had sex before marriage and have been pregnant before marriage. This is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Bella Bonita.



**Fig. 20.** Datum 20 about Misogyny hate speech to Bella Bonita

From the comment above, netizens questioned Bella Bonita's gestational age because it did not match the calculations from the start of her marriage. They think Bella has had sex before marriage and have been pregnant before marriage. This is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Bella Bonita.



**Fig. 21.** Datum 21 about Misogyny hate speech to Bella Bonita

From the comment above, netizens questioned Bella Bonita's gestational age because it did not match the calculations from the start of her marriage. They think Bella has had sex before marriage and have been pregnant before marriage. Beside that Bella was considered as a gold-digger woman. This is included in misogyny hate speech because it has a negative, demeaning meaning, and is a harsh sentence that is inappropriate to say to a woman. The sentence written is a form of insult directed at Bella Bonita.

### 3.3 Discussion

Based on the analysis, misogyny hate speech was obtained in the Instagram language of social network users who commented on the @denisechariesta91 and @bellabonita\_r.a. accounts. Misogyny hate speech as an outpouring of negative emotions through these words can be seen from the perspective of the speaker/listener and the perspective of the speaker. Hate speech is a thing impoliteness when viewed from the

perspective of the speech partner/listener and is an action which has meaning when viewed from the speaker's perspective [12]. This research focuses on how hate speech acts in the form, context, meaning of hate speech contained in the comment's column. Misogyny hate speech proves that it happens insults against this language such as hate speech, sarcasm, and language insults against women. The use of hate speech among society in everyday life and on social media no longer have boundaries. Finally, manners and ethics the use of language is not used in communication, so people can make comments regardless of the circumstances, here on pregnant women. A girl is constantly under judgment for her body, thus when she dares to claim more online space, or just wants to occupy as much as the male one, her appearance is very likely to be attacked. The woman is thus a victim of objectification. Physical objectification is not the only way to stereotyped a female [13].

## 4 Conclusion

In conclusion, the developments of technology have provided new opportunities for the spread of misogyny hate speech through social media which has been used by various modern groups. Social media especially Instagram which provides freedom of opinion to all its users not only has positive impacts, but also negative impacts. There are still many netizens who provide unfavorable, indecent and inappropriate comments on social media. Hate speech has an interpretation that can be used for certain interests of its speakers. Misogyny hate speech is speech aimed at attacking women's honor, such as innuendo, insults, accusations, defamation and so on. From the results of the analysis that has been carried out, the results of this research found that misogyny hate speech still occurs among pregnant public figures. Pregnant women should guard their feelings because it can have a bad impact on their health and their future baby.

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