

ABSTRAK

Fujianti Utami Putri atau Fuji dikenal sebagai figur publik muda yang viral setelah tragedi yang menimpa kakaknya, Vanessa Angel, dan iparnya. Seiring meningkatnya popularitas, Fuji juga menjadi sasaran berbagai komentar negatif di media sosial, khususnya Instagram. Komentar tersebut kerap mengandung unsur *cyberbullying* seperti body shaming, hinaan, hingga tuduhan yang menyerang kehidupan pribadinya.

Penelitian ini bertujuan untuk mengidentifikasi bentuk-bentuk *cyberbullying*, menemukan pola komunikasi warganet, serta menganalisis dampaknya terhadap citra digital Fuji. Metode yang digunakan adalah kualitatif dengan pendekatan analisis isi, dengan data berupa komentar pada akun Instagram @Fuji_an yang dikategorikan berdasarkan teori *cyberbullying* Williard (2005) serta dianalisis menggunakan teori komunikasi digital dan komunikasi intrapersonal.

Hasil penelitian menunjukkan bahwa bentuk *cyberbullying* yang dominan adalah *body shaming* dan komentar sarkastis yang merendahkan harga diri. Pola komentar warganet bersifat berulang, kolektif, serta memanfaatkan dukungan simbolik (*like*, emoji, balasan) sehingga memperkuat perundungan. Dampak dari komentar tersebut tidak hanya dirasakan secara psikologis oleh Fuji seperti tekanan mental dan pengakuan terkait gangguan ADHD tetapi juga memengaruhi citra digitalnya sebagai figur publik, meskipun paradoksnya popularitas Fuji justru semakin meningkat.

Penelitian ini merekomendasikan agar publik figur memiliki strategi pengelolaan diri (*self management*) dalam menghadapi komentar negatif, platform media sosial memperkuat fitur moderasi serta edukasi digital, dan penelitian akademik selanjutnya memperluas objek kajian agar fenomena *cyberbullying* dapat dipahami lebih menyeluruh dalam konteks budaya digital di Indonesia.

Kata kunci: *cyberbullying*, analisis Isi, Instagram, Fujianti Utami Putri, komunikasi digital

ABSTRACT

Fujianti Utami Putri, also known as Fuji, is a young public figure who went viral after the tragedy that befell her sister, Vanessa Angel, and her sister-in-law. As her popularity grew, Fuji also became the target of various negative comments on social media, particularly on Instagram. These comments often contained elements of cyberbullying, such as body shaming, insults, and accusations targeting her personal life.

This study aims to identify forms of cyberbullying, identify netizen communication patterns, and analyze their impact on Fuji's digital image. The method used was a qualitative content analysis approach, with data consisting of comments on the Instagram account @Fuji categorized based on Williard's (2005) cyberbullying theory and analyzed using digital communication and intrapersonal communication theories.

The results showed that the dominant forms of cyberbullying were body shaming and sarcastic comments that demeaned self-esteem. Netizens' comment patterns were repetitive, collective, and utilized symbolic support (likes, emojis, replies), thus reinforcing the bullying. The impact of these comments was not only felt psychologically by Fuji, such as mental distress and the recognition of ADHD, but also affected her digital image as a public figure, although paradoxically, Fuji's popularity actually increased.

This study recommends that public figures develop self-management strategies when dealing with negative comments, that social media platforms strengthen their moderation and digital education features, and that further academic research expand the scope of study to better understand the phenomenon of cyberbullying within the context of digital culture in Indonesia.

Keywords: cyberbullying, content analysis, Instagram, Fujianti Utami Putri, digital communication