

ABSTRACT

Verbal violence that occurs on social media occurs because the exchange of information and interactions among social media users is very fast and difficult to control. As is the case with the Instagram account @masterchefina, which is an official account created as a promotional medium for a cooking competition known as MasterChef Indonesia. Not a few of Instagram users leave violent comments. In fact, most of these violent comments were directed at female participants. The study was conducted to find out the discourse on verbal violence against women that occurred on the @masterchefina account using qualitative content analysis to finally find out what types or categories of verbal violence were most commonly found in the comments column.

Keywords: *Verbal violence, @masterchefina, Qualitative Content Analysis.*