Pragmatic Development Model in Minimizing Verbal Abuse to Women and Children on Social Media, Family, and School in the Coastal Area of Bengkulu Province

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Abstract. This study discusses the pragmatic development model in minimizing verbal abuse against women and children in social media, families, and schools in the coastal area of Bengkulu province. This verbal abuse is dominated by women and children, both in social media, family, community, and in the educational environment. The are two purposes of this study. First, the study is to analyze of the use of language of abuse against women and children that occurred in Bengkulu Province based on cases in the last three years (2018–2020). The use of the language is analyzed based on pragmatic studies in terms of language functions, presuppositions and implicatures, politeness in language, as well as public reactions in every case of violence, especially the family and society in this case social media. Second, the styudy is to create a pragmatic model for the society in the coastal area of Bengkulu Province. After the assessment, victims of violence along with their families and surrounding communities were given a pragmatic model in the form of a language guide with reference to pragmatics. The method used in this study is a qualitative descriptive method. Data collection techniques were carried out by means of documentation, open questionnaires and observations, and interviews (transcription and recording). The steps of data processing are carried out in stages: (1) recapitulation and tabulation of language analysis; (2) triangulation (colleagues, experts, community leaders). The results of the study on the pragmatic development model in minimizing verbal abuse against women and children in social media, families, and schools in the coastal area of Bengkulu province found 35 data on verbal abuse and its pragmatic model with details of 10 data on verbal abuse on social media, 13 data on verbal abuse in the family environment, and 12 data on verbal abuse in schools that occurred in Bengkulu province in the last three years (2018–2020). The forms of verbal abuse found in the form of disrespectful words, bullying, cyber bullying, words that are considered demeaning, insulting, intimidating, blasphemous, homophobic, sarcastic, yelling, cursing, insulting, ridiculing, shouting, slandering, harsh words, scolding and nagging excessively, coldly, and publicly humiliating.

Keywords: Pragmatic Development Model · Verbal Abuse · Social Media · Family · School · Women And Children · Coastel Area

1   Introduction

We often find news about domestic abuse in various mass media these days. In fact, we often encounter domestic abuse in our environment. Domestic violence in general is women. Just like what happened to Watini in Pacitan, who was battered by punches and kicks using a helmet and sandals by her partner. Then, other violence can also occur due to the use of abusive or even obscene language against their partners. This happened in one case of the victim who is a retired civil servant who every day the perpetrator or his partner always said rude and cursed and always looked down on and insulted his partner. This happens because one of the causes is the lack of communication between husband and wife or vice versa. The communication is in the form of spoken words that result in criminal acts in the family.

Cases of violence against women and children in Bengkulu are increasingly surprising. In 2015, the violence recorded by the Women's Empowerment and Child Protection Agency (BP3A) of Bengkulu Province penetrated 286 cases. The number of cases that occurred in the January-June 2015 period even doubled when compared to 2010 which reached 133 cases. The highest number of violence occurred in 2013 which reached 655 cases. While last year, there were 425 cases. Based on BP3A data, the number of violence was quite large, it could even be said that Bengkulu was in a state of emergency. This is because the percentage produced is relatively high when compared to the population of Bengkulu Province which is only 2 million people.

From these cases, Domestic abuse (KDRT) is still the case with the highest intensity of occurrence in Bengkulu. The most cases are domestic abuse accompanied by physical violence. This means that this is a case between the strong and the weak. Most of these cases occurred in Bengkulu City with 60 cases. Followed by South Bengkulu with 46 cases and Lebong with 38 cases.

Meanwhile, at the bottom, Mukomuko and Bengkulu Tengah are occupied by 10 cases. The violence perpetrated by men was 243, the rest were committed by women. In terms of age, the majority of violence occurred in those aged 0–17 years. For this category, there were at least 129 cases recorded. Furthermore, at the age of 25–59 years around 107 cases. And aged 18–24 years, there are about 46 cases. In terms of education, violence experienced by junior high school graduates is 83 cases and high school graduates are 60 cases. The rest are spread among college, elementary, and non-school graduates. The high rate of violence is due to technological developments that are increasingly unavoidable. For example, internet technology that contains various kinds of negative content. This often triggers the desire for violence to peak. Not only that, the consumptive wife's culture can also be a trigger for this. Especially if the wife is not working.

With the magnitude of this case, the government does not play around in solving cases of violence that occur. This is because the Human Development Index (HDI) is also an indicator of the progress of a region. This commitment should be carried out with appropriate budgeting for women's empowerment and child protection. Don't just build infrastructure. Not only that, the role of the community is also very important. The reason is, in many cases it is revealed that neighbours are indifferent when violence occurs, even though victims of violence have screamed for help. This is because domestic violence is still considered a private matter. So, actually all the elements. Not only the government, but the community must also support it. One of the issues that has received

serious attention from the women's rights movement since the reform era until now is domestic violence [1].

Meanwhile, data from the Cahaya Perempuan Bengkulu Women Crisis Center (WCC) Foundation also shows the same thing. Of the 46 cases assisted by this institution, the first rank was confirmed by cases Violence Against Wives (KTI) with 26 cases. The data was obtained by WCC from the source of complaints (drop-in) as many as 21 cases, via telephone as many as 3 cases, and coverage with 2 cases. The most cases occurred in Bengkulu City with 21 cases. There are challenges in assisting victims of domestic abuse. Among them are families who do not support the case reported to the police. There are also those who have reported but can no longer be found by WCC Cahaya Perempuan. Furthermore, the witness did not want to give information to the investigator. Finally, the difficulty of persuading the victim to provide a chronology of events. Therefore, this study revealed verbal violence against women and children in order to find a development model in overcoming these problems in language clinics so as to minimize verbal violence against women and children in Bengkulu Province.

Fitriana et al. [2] found that verbal violence against children is all forms of parental speech to children that are threatening, frightening, and insulting. This happens every day in a home that should be the safest and safest place for children. Putri and Santoso [3] stated that verbal violence has an impact that is no less bad than physical violence.

Community social problems are complex problems and synergize in an integrative way in solving problems, including in this case violence against women and children in Bengkulu Province. Language science is one of them because communication is one of the causes of violence against women and children. By exploring various problems in verbal violence used by both the perpetrator and the victim, a pragmatic communication model is used to minimize verbal violence and traumatic healing against women and children in Bengkulu Province. The findings of linguistic aspects and overcoming traumatic healing in minimizing violence against women and children will also contribute to women and children service institutions or various NGOs in Bengkulu Province so that violence against women and children and trauma healing can be anticipated or suppressed in order to reduce in each case.

The innovations produced in this research are the discovery of various problems using the language of verbal violence and solutions to minimize verbal violence against women and children. Violence against women and children is still being handled from a clinical point of view or from a psychological aspect in its recovery, but the language aspect is rarely mentioned, resulting in friction within the family or society. The pragmatic model developed in the use of this language will be able to reduce the number of violence against women and children.

This will be implemented in its use in the community. Once implemented, the community will have good language awareness, polite, intelligent, and cultured. For this reason, the research team in this case as educators needs to design and develop pragmatic models that are able to contribute to pragmatic models that are in accordance with the needs and characteristics of coastal communities. Researchers in this case design and formulate a pragmatic model of verbal violence so that various problems of using the language of verbal violence are able to develop a pragmatic model of verbal violence for people in Bengkulu Province.

2   Method

This research uses descriptive qualitative research method. Djajasudarma [4] suggests that the qualitative descriptive method is a method that functions to make accurate, factual, and systematic descriptions, paintings and descriptions of the data and phenomena to be studied. Sudaryanto [5] suggests that the descriptive qualitative method is a method based on the facts that exist in a phenomenon that empirically lives in the speakers so that what is produced or recorded is in the form of language descriptions that are as they are. Descriptive method was used in this study to provide an objective description of verbal violence against women and children that occurred on social media, families, and schools in the coastal area of Bengkulu.

The subjects of this study were spread on social media, families, schools, mass media, as well as 24 women and children service institutions in Bengkulu Province based on cases found from 2018 to 2020. Each case would reveal verbal violence found both to service institutions and to suspects as well as victims and the surrounding community so that the desired data is obtained.

The data collection techniques used in this study are: a) Documentation: Documentation is used to collect data on various cases from women and children service institutions, both in social media, schools, families, mass media, and communities, b) Open questionnaires and observation: This open questionnaire was used to obtain data or information regarding the utterances of verbal violence by the victim and the perpetrator. Observation is used to obtain data directly to the suspect and the victim as well as the public's reaction to the violence experienced. c) Unstructured interviews.

Interviews were conducted to explore in obtaining data or information related to the views of the community on the cases experienced and the reactions of the local mass media. Data processing in this study were carried out in accordance with the research questions and objectives. In the implementation of the model, the tool obtained is the result of the process and results assessment of the developed model. Process assessment is carried out through intensive observation of activities in the community. The results of observations and recordings were carried out using a qualitative approach (descriptive narrative). Result assessment is done by looking at community activities in implementing the pragmatic model. The pragmatic model that was developed was based on the politeness indicators and scale of Wijana [6] (Fig. 1).

Fig. 1. Pragmatic Development Model

3   Result and Discussion

3.1   Verbal Abuse in Bengkulu Province

Verbal abuse in Bengkulu province is divided into three different sections, namely verbal violence on social media, in the family, and at school. The following is data on verbal violence that has been collected.

3.2   Verbal Abuse in Social Media

The statement was conveyed by a Facebook social media user, namely a man against a woman on September 21, 2021 on the Bengkulu Info page. The woman gave advice and input to the Bengkulu Info admin to convey to the central party (Kominfo) in order to block the Higgs Domino game site because the game had too big an impact and loss for the community.

At that time the woman explained to the Bengkulu Info admin about the impact and disadvantages of the Higgs Domino game. She felt that many people were running out of money because they lost playing the game. According to the woman, the public was only fooled by the existence of the game.

Therefore, the woman asked the Bengkulu Info admin to convey her suggestions and input to the authorities. Furthermore, the Bengkulu Info admin posted the woman's complaint to social media Facebook and asked the Bengkulu people's opinion about it. Then came a comment from a Facebook social media user (netizen) who disagreed with the woman.

1. Woman: *Min tolong posting dong, apokah polisi dan petinggi lainnyo pacak lapor ke pemerintah pusat dan lapor ke Kemenkominfo supayo blokir situs game Higgs Domino. Ini bahayo, min, saya nengok orang membeli keripik sepanjang waktu. Tolong, bro, tolong, habis duit. habis tidak menentu apalagi kalau kalah tidak cukup beli chip sekali bae, rato-rato masyarakat sudah terkecoh dengan game iko min. Minta tolong nian dari polisi, penegak hukum dan yang disebut masyarakat pelindung, bantu rakyat nyo, Pak.*

    [Min, please post, can the police and other high-ranking officers report it to the central government and report it to the Ministry of Communication and Informatics so that they can block the Higgs Domino game site. It's very awkward, min, I see people buying chips all the time. Please, bro, please, roast money. it runs out erratically, especially if you lose, it's not enough to buy a chip once, the average community has been fooled by this game, min. Ask for help once from the police, law enforcement and the so-called protecting society, help your people, sir.]

2. Admin: *Jadi ngapo dengan game Higgs Domino ini, sanak? Mimin dak main game jadi dak begitu paham* [So why is this Higgs Domino game, bro? I don't play the game so I don't really understand.]'

3. Netizen: "*Jangan la sewot igo jadi orang tu kck ke yang bikin status tu min. Yang harus di hapus tu otak orang yang dak suko nengok orang lain senang. Kami beli chip dari duit kami sendiri dan klu di kck ajang judi klu menurut aku idak nian msuk akal min.*" [Don't be so mad at being that person, say to the one who made

that status, min. What must be removed is the brain of people who don't like seeing other people happy. We buy chips from our own money and if it's a gambling event, I don't think it makes sense, min].

Netizen's speech contains verbal abuse with the meaning of speech that is considered disrespectful, insulting, blaspheming, and humiliating the woman in public with inappropriate comments. This can be seen in utterance 3 when netizens say that the woman is too fussy and the brains of people who don't like other people are happy, in this case, are directed at the woman, must be removed.

3.3 Verbal Abuse in Family

The speech was conveyed by a father to his son when his son came home from school. The child's name is Lina. Lina, her mother and father live in Bengkulu City, precisely in the Panorama area. At that time Lina had just finished taking her school exams. While at school Lina had just finished an exam and got a test score from her teacher. Incidentally at that time Lina's father found out that Lina had taken the exam that day. Lina's father asked her how her test scores were that day. Lina said that her score was pretty good but there was one small test score. Lina's father scolded Lina for getting low grades, even though Lina had tried. Lina is always scolded by her father if she gets low grades because Lina is demanded by her father to get good grades at school. Being scolded by her father, Lina came into the room crying.

1. Father: '*Cakmano hasil nilai ulangan kau Lina?* "[How was your test score, Lina?]
2. Lina: '*Alhamdulillah yah, tapi ado satu yang kecik nilainyo yah."* (Thanks God, but there is one test got bad score, Dad.)
3. Father: "*Alangke bodonyo, itulah kau ni jawab soal tu elok-elok biar dak salah. Tengok ado nilai kau yang kecik kan*!' [That is stupid, that is why if you answer the questions correctly, so that it's not wrong. See! Your score is low, right!]
4. Lina: *'Iyo yah tapi itu Lina lah berusaho dapek nilai elok. Besok Lina belajar lagi biar idak dapek nilai kecik.*" [Yeah Dad, but I've been trying my best. I'm gonna start again tomorrow and get good grades.]
5. Ayah: "*Itulah kau tu seharusnyo belajar dirumah idak usahlah main terus. Pokoknyo hari ko kau belajar dirumah, idak usah main keluar!"* [You are supposed to be at home for studying, so you do not have to play outside]
6. Lina: (Speechless, then enter the room and cried.)

Lina's father's speech contained verbal abuse with meaning of speech. Lina's father's speech contains verbal abuse with the meaning of speech that scolds, yells, nags to Lina to make her cry. This can be seen in speech 3 when Lina's father says Lina is stupid (stupid). It is better if Lina's father gives motivation and encouragement to Lina so that Lina does not feel hurt and motivates Lina to improve her performance.

3.4 Verbal Abuse in School

The speech was conveyed by a student to other students in school cafeteria. That student was queuing at cafeteria to buy something. But because of the narrow space and quite a

lot of students shopping, they are pushing and shoving between students. Students who feel uncomfortable with the situation are angry with their friend for pushing himself. The student who had pushed also did not accept it because that student spoke rudely to him.

1. Student 1: *"Anjing kamu ko jangan dorong-dorong woi, antri orang tu!"* [You are dog, don't push, queue!]
2. Student 2: *'Lah biaso be muncung tu idak usah pake anjing-anjing orang dak sengajo'!* (Please be polite! Don't use dog (the rude word). I didn't mean to do it].

That speech 1 by Student 1 contains verbal abuse. Speech 1 by Student 1 is said to be verbal abuse because the speech is spoken in a harsh tone, shouting and even using harsh words with the animal nickname 'dog' to his friend. The speech is inappropriate to say considering the incident occurred in the school environment and they are among students who are educated.

3.5   Language Politeness as a Pragmatic Model in Minimizing Verbal Abuse

3.5.1   Pragmatic Model on Verbal Abuse in Social Media

Indonesia is the largest internet user country in Southeast Asia. The internet has become a primary need for Indonesian citizens. Meanwhile, according to a global data survey, Indonesia is a country that has the most active social media users in Asia. Indonesia has 79.7% of active users on social media, beating Filipina 78%, Malaysia 72%, Cina 67% [7].

Previously Social media has been used as a domain to establish communication and information for people that can be accessed at any time and anywhere. Internet has become a means for the community to carry out various kinds of activities and activities as the real world does. For this reason, decency and ethics are needed to conduct all forms of activities on the internet.

In interacting, many people use social media because there are no limitations of space and time. But many people misuse social media unethically and don't think about the risks that can be caused if they misuse social media carelessly. Giving scathing and careless comments, criticism, and blasphemy are part of violating ethics in social media. Frequently, victims of cyberbullying were unaware of the perpetrator and chose to ignore it when it happened [8].

Crimes committed on social media are generally dominated by cyber bullying. Cyber bullying is often carried out using harsh words and refers to verbal violence. It is persistent threatening and aggressive physical behavior or verbal abuse directed toward other people, especially those who are younger, smaller, weaker, or in some other situation of relative disadvantage [9]. Verbal violence on social media is easier to do because the perpetrator does not need to meet face-to-face with other people who are the target. They can say bad things and easily intimidate others because they use the internet or smartphones without having to see the effect it has on other people. Verbal violence is generally carried out through social networking sites such as Facebook, Twitter, Path,

Instagram, etc. Verbal violence on social media is a form of violence that is more severe than what happens in the real world, because it can reach anyone who is a victim of verbal violence, and can be accessed at any time. This is often done by the community including the Bengkulu community, internet and social media users.

Therefore a suitable pragmatic model are needed for cases of verbal violence by people who are carried out on social media. The appropriate pragmatics of verbal violence that occurs on social media is by applying language politeness in speech interaction activities between one internet user and another internet user. In interacting on social media such as commenting, providing feedback, sharing something, and posting something, it should be in a good, polite, and courteous manner. The following is the application of language politeness to data on verbal abuse (verbal abuse) on social media on data that has been obtained.

The form of speech by Netizens contains verbal violence with the meaning of speech that is considered disrespectful, insulting, blaspheming, and humiliating women in public by giving inappropriate comments. This can be seen in 3rd utterance when Netizens say that the woman should not be too fussy and the brains of people who don't like seeing other people happy, in this case directed at the woman, should be removed.

Verbal violence presented in the data above often happens not only to the woman, but to other social media users. Derogatory and blasphemous comments are often encountered because the perpetrator of verbal abuse does not see who the victim is. By saying that the woman must have her brain removed and should not be so rude to others, the netizen has humiliated the woman and that means she has been verbally abused. The following is the application of politeness in language that the Netizens should do when making comments so that verbal violence does not occur.

> Netizen: "*Ibu Memang pandai dan benar tentang game Higgs Domino yang membawa dampak negatif. Tetapi yang salah bukan gamenya, melainkan orang yang tidak bisa mengkontrol diri untuk bermain game itu secukupnya.*" [Madam, you're such a smart person, and it's right about the Higgs Domino game that has a negative impact. But the problem is not the game, but people who can't control themselves enough to play the game].

From the speech above, it can be seen that Netizens apply the principle of politeness in language when leaving comments and responses to the Bengkulu Info post. Netizens in this case obey the maxims contained in the principle of politeness in language, namely the maxims of praise and agreement. The praise maxim appears when Netizens say that the woman is smart. The netizen also applied the maxim of agreement regarding he agreed with the woman's statement that the Higgs Domino game had a negative impact. If this is done by Netizens, of course verbal violence will not occur and the woman will not feel humiliated.

3.5.2   Pragmatic Model on Verbal Abuse in the Family

In providing education to children, parents often use violence both physically and psychologically (verbal violence). All parents should be able to understand the process of child growth and development so that they can provide rewards and punishments to

children according to their child's growth and development. Parents should also avoid the slightest violence against children in any form, including in the form of words that hurt the child. In educating children should educate without any violence.

Many cases of violence against children in the family environment because parents are impatient with their children. After all, children are still children who still learn a lot about life and as parents, they should guide and direct their children to be better. Due to the lack of patience of parents in dealing with children, there are many cases of parental violence against children in the family environment, including violence using words (verbal violence).

Therefore, we need a pragmatic model that is appropriate for cases of verbal abuse of parents against children in the family environment. The pragmatic model that is suitable for parental violence against children in the family environment is by applying language politeness in speech activities between parents and children. Parents should speak gently, friendly, and more openly and be wise, wise, and polite to their children. The following is the application of language politeness to data on verbal abuse (verbal abuse) in the family environment on data that has been obtained.

The form of the speech from Linas's father in appendix speech contains verbal violence with the meaning of the speech scolding, yelling, nagging at Lina to make her cry. This can be seen in speech 3 when Lina's father says Lina is stupid (stupid). It is better if Lina's father gives motivation and encouragement to Liya so that Liya does not feel hurt and encourages Liya to improve her performance.

Cases of verbal violence as seen in the data above are prohibit to say in front of children. By saying that the child is stupid, it means that the parents have discouraged the child from achieving more in the future. In this case, parents should be more patient when they hear that their child's performance is not good at school, and should motivate the child so that his child is more active in learning and can achieve achievement. The following is the application of politeness in language that should be done by the father when he hears that his child is not doing well in school so that verbal violence does not occur.

Father: "*Nak walaupun kamu belum bisa mendapatkan nilai yang bagus semua di kelasmu, ini ayah berikan hadiah kepada kamu karena sudah berusaha sebisa dan semampu kamu. Untuk kedepannya jika kamu mampu meraih nilai yang bagus semua di kelasmu, maka ayah akan memberikan hadiah yang lebih spesial kepada kamu. Maka dari itu, kamu sekarang harus lebih giat belajar agar dapat membanggakan ayah dan ibu ya.*" [Child, even though you haven't been able to get good grades in all of your classes, here I am giving you a gift for trying your best and as best you can. In the future, if you are able to get good grades in all of your classes, then dad will give you a more special gift. Therefore, now you must study harder so that you can make your father and mother proud].

From the speech above, it can be seen that the father applies the principle of language politeness when speaking with the child. The father in this case obeys the maxims contained in the principle of politeness in language, namely the maxims of wisdom and generosity. The maxim of wisdom arises when the father finds out that the child gets one bad score and not all of them are good. He lowered his ego not to be angry with the

child. Furthermore, the maxim of generosity appears when the father gives a reward or gift to his child to raise the motivation of the child to be more accomplished and learn. If this is done by the father to his child, of course verbal violence will not occur and the child's heart will not be hurt.

3.6 Pragmatic Model on Verbal Abuse in Schools

In school activities there are various forms of speech that lead to verbal violence. In language, of course, there are words that have both positive and negative meanings. One form of violence that is less aware of is verbal violence. The impact of verbal violence is not visible physically but will be very dangerous for the psychological victims of the violence. Especially if the victim is a teenager who is still unstable and needs a lot of guidance from adults.

The phenomenon of school violence (school bullying) has become a common problem and dynamics of education in schools. Bullying is a form of verbal violence and is the negative behavior of one or more people towards victims of bullying that is carried out repeatedly and occurs from time to time. In addition, bullying also involves an imbalance of power and power, so that the victim is in a state of being unable to defend himself effectively against the negative actions the victim receives. In the school environment, the position of youth is as a student. They are expected to be able to develop their potential optimally. At school, students are not only stimulated intellectually but also required to behave in accordance with the norms and rules that exist in the school. Therefore we need a pragmatic model that is appropriate for cases of verbal violence that occur in the school environment. The pragmatic model that is suitable for verbal violence in the school environment is by applying language politeness in speech activities in the school environment. Students should speak gently, friendly, and polite to their friends. The following is the application of language politeness to data on verbal abuse (verbal abuse) in the school environment on data that has been obtained.

The form of speech by Student 1 contains verbal violence. Speech 1 by Student 1 contains of verbal violence since the speech is spoken in a harsh tone, shouting and even using harsh words with the animal nickname 'dog' to his friend. The speech is inappropriate to say considering the incident occurred in the school environment and they are among students who are educated and educated. From the case in data 24, it can be seen that the student shouted at his friend with harsh words, namely calling him a 'dog'. This, if spoken by educated people like them, is very inappropriate. Calling him that name would hurt his friend's heart. Even though students are angry and resentful with their friends, speak politely and gently. Don't call and call friends with names that are inappropriate to pronounce. For this reason, it is necessary to apply language politeness by students so that verbal violence does not occur.

> Student : "*Maaf teman-teman, mohon untuk mengantri saat belanja ya. Jika kalian sangat terburu-buru, silahkan kalian boleh mengambil makanan terlebih dahulu, tetapi tolong jangan main dorong-dorong seperti itu.*" [Sorry friends, please wait in line while shopping. If you're in hurry, please you can get some food first, but please don't play around like that.]

From the speech above, it can be seen that students apply the principles of language politeness when speaking with other students. The student obeys the maxim of wisdom. The maxim of wisdom emerged when other students jostled to buy food in the school canteen. Knowing that there was a rush, the student told his friends to queue while shopping. If he is in a hurry, he invites his friend to buy food first, then he will. It can be seen that the student obeys the maxim of wisdom by lowering his ego so as not to be angry with his friend who has pushed him, instead he invites his friend to shop first if he is in a hurry. Things like this if done by students to other students, of course verbal violence will not occur, the hearts of other students will not be hurt and a condition will be created where students respect each other.

4   Conclusion

From the results of research on the pragmatic development models in minimizing verbal violence against women and children in social media, families, and schools in the coastal area of Bengkulu province, it can be concluded that there are still many forms of verbal violence that occur in communities in Bengkulu province both in the environment and in the community. Family, social media, and school. Forms of verbal violence are found in the form of disrespectful words, bullying, cyber bullying, words that are considered demeaning, insulting, intimidating, blasphemous, homophobic, sarcastic, yelling, cursing, insulting, ridiculing, shouting, slandering, harsh words, scolding and nagging excessively, coldly, and publicly humiliating. Victims of verbal violence are targeted at women and children. The pragmatic model that is suitable for verbal violence that occurs in social media, family, and the family environment is by applying language politeness in speech interaction activities between one person and another. This study found 35 data on verbal violence against women and children on social media, families, and schools in the coastal area of Bengkulu province with details of 10 data on verbal violence that occurred on social media, 13 data on verbal violence that occurred in the family environment, and 12 data on verbal violence that occurred in the family. Verbal violence that occurs in the school environment.

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