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ONLINE LOANS AND ONLINE GAMBLING: REGULATORY ANALYSIS AND PUBLIC RESPONSE THROUGH NETIZENS' SENTIMENT ON SOCIAL MEDIA X

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Abstract: This article discusses the implications of online gambling and online lending on the socio-economic conditions of Indonesian society, with a focus on the younger generation. The urgency of the study lies in the destructive impacts produced by both phenomena, including poverty, persistent debt, and addiction that erode household social and economic stability. The methodology used is a qualitative approach based on virtual ethnography, utilizing the constructivist paradigm to understand social reality shaped through interaction on social media. The data was collected using Brand24 for analysis of netizens' sentiment on social platforms, supported by official documentation of related regulations such as the Instruction of the Minister of Communication and Digital Number 2 of 2024. Data analysis is carried out using content analysis techniques, while the validity of the data is guaranteed through source triangulation, involving social media, official documents, and academic literature. The results of the study show the dominance of negative sentiment among netizens towards gambling and online loans, reflecting a critical perception of their destructive impacts, such as default (galbay), financial exploitation, and declining welfare. Discussions using the theory of Reality Negotiation and Innovation Diffusion show that while technological accessibility facilitates the rapid adoption of these services, the observed negative impacts reinforce public resistance and the demands of stricter regulation. The conclusion of this study emphasizes the need for strengthening regulations, strict supervision of fintech service providers, and financial literacy education. Strategic policies such as blocking illegal sites and utilizing *big data* technology are needed to mitigate the impact of online gambling and online lending. Cross-sector collaboration is proposed to create a healthy, safe, and sustainable digital ecosystem.

Keywords: Online Gambling, Online Loans, Regulation, Twitter, Financial Literacy

INTRODUCTION

Online gambling has worsened the economic conditions of many Indonesians, with declining incomes and mounting debt as the game is often financed through bank debt or online loan applications. According to data from the Financial Transaction Reporting and Analysis Center (PPATK), online gambling transactions have increased sharply, reaching more than Rp 600 trillion in the first quarter of 2024, up 83.5% from the previous year. The Central Statistics Agency (BPS) noted that the poverty rate in this country reached 9.36% or 25.9 million people in March 2023. Furthermore, the Financial Services Authority (OJK) reported that online loans from *fintech lending* reached IDR 21.67 trillion in April 2024, but the repayment of these loans encountered many obstacles with total unpaid loans reaching IDR 62.7 trillion (Setiawati, 2024).

This indicates the need for tighter supervision of online gambling and lending to prevent an increase in poverty and further economic hardship. In the context of effective regulation, it is important to strengthen legal frameworks and monitoring systems that can reduce unlimited access to these services, especially among the younger generation (Karli et al., 2023; Pardosi & Primawardani, 2020).

Social phenomena such as online gambling and online loans in Indonesia have caused widespread negative impacts, especially for the younger generation. Sally Gainsbury's research shows that the interactive features and high accessibility of online gambling platforms increase adolescents' vulnerability to gambling addiction, leading to social isolation and decreased academic achievement. Meanwhile, Endang Kesumawati identified online loans as the main cause of the community's entanglement in the cycle of heavy debt due to high interest rates and strict repayment provisions (Wahyudi, 2024). This condition urges the need for stricter regulations and a more responsive response from the authorities to protect vulnerable groups and minimize negative socioeconomic impacts (Abdullah, 2021; Cornellia et al., 2023).

The contemporary interpretation landscape surrounding gambling and online lending in Indonesia is influenced by the acceleration of digitalization, deeper internet penetration, and the massive use of mobile devices (Chen, 2020; Chimarov, 2023; Marionneau et al., 2023). The transformation of lifestyles that are increasingly connected to cyberspace has encouraged people to take advantage of non-traditional financial services, including internet-based gambling and online loans. In this context, individuals are not only faced with ease of access and flexibility, but also with complex ethical, legal, and social challenges, creating a digital economic landscape that is difficult to map (Muttaqin & Nuryanti, 2023).

Through the Instruction of the Minister of Communication and Digital Number 2 of 2024, it is present as an effort by the government to regulate the flow of information and transactions that surround the online gambling ecosystem. This policy emphasizes the importance of cross-sector coordination between telecommunications service providers, financial institutions, and law enforcement officials to minimize regulatory loopholes. It contains policy lines that regulate the blocking of illegal sites, the supervision of suspicious financial activities, and the increase in digital literacy so that people are more aware of hidden risks (Bedford, 2023; Wetson. R., 2021).

Basically, the younger generation, which is often considered the driver of future economic growth, is the most vulnerable group to face the negative implications of gambling and online lending (Oktapriana et al., 2023; Rahayu, 2023). The lack of financial literacy, weak self-control, and the rapid flow of digital promotions make them easily trapped in debt circles, declining productivity, and threatening long-term financial stability. This consequence, in turn, has the potential to weaken the strength of the national economy, considering that the younger generation is a source of innovation, a productive workforce, and future leaders (Munawar, 2023; Respati et al., 2023; Viana et al., 2022).

The issue of personal data security is increasingly crucial in the digital economy landscape that facilitates online gambling and loans. Regulation of the Minister of Communication and Information Technology Number 5 of 2020 concerning Electronic System Operators provides a legal framework to ensure that consumer data is adequately protected. Strengthening cybersecurity standards, strict encryption procedures, and periodic audits of electronic system operators are important steps to curb data misuse, foster public trust, and ensure a healthy and responsible digital ecosystem (Rosyidah & Fajriyah, 2023).

Socioculturally, online gambling triggers a change in social interaction patterns. Involvement in these practices often creates distance between the individual and his or her social environment. Gambling addiction facilitated by technology can erode people's collective values, triggering social isolation, domestic conflicts, and even criminality. Ultimately, this degradation of social bonds affects not only entangled individuals, but also the broader relational ecosystem. Online lending, on the other hand, shifts the traditional concept of financial access. If previously conventional banks and financial institutions carried out a strict selection process, now individuals can easily obtain funds through applications (Looi et al., 2023; Luquiens et al., 2021). However, the absence of strict supervision and disproportionate interest rates create an information asymmetry that is detrimental to borrowers. As a consequence, many people are entangled in debts that are difficult to repay, giving rise to systemic financial instability (Amri & Fatmawati, 2023; Kurniawan & Yustitianingtyas, 2023).

The rise of online lending and online gambling is changing people's consumption behavior, increasing the tendency to overconsumption and weakening household financial stability. In the long term, this condition erodes social and human capital because individual education, health, and social mobility are also affected. Information technology plays a dual role which on the one hand facilitates the monitoring of transactions and the tracking of illegal funds, thus opening up opportunities for cross-border cybercrime. Therefore, information technology regulations need to be strengthened, supported by increasing the capacity of law enforcement and international collaboration to mitigate these risks (Deborah et al., 2022).

The phenomenon of online gambling and lending has created precarious socio-economic conditions in Indonesia, with the younger generation being the most vulnerable group entangled in debt and financial instability. Broad access to technology, weak financial literacy, and ineffective regulations make the line between legal and illegal economic practices even blurred. The value of online gambling transactions that reach hundreds of trillions of rupiah and increasing poverty show the destructive impact of this non-traditional economic behavior. Meanwhile, the relaxation in high-interest online loans exacerbates economic recovery difficulties and hampers sustainable development. This situation requires comprehensive regulatory policies, strict supervision, increasing digital and financial literacy, and multisectoral collaboration to maintain the foundation of national welfare (Kurniasari et al., 2021; Van Niekerk & Phaladi, 2021).

From the perspective of development communication, the Instruction of the Minister of Communication and Digital Number 2 of 2024 plays a crucial role in strengthening the digital ecosystem by emphasizing cross-sector coordination and strict supervision of online gambling which is often funded via online loans. The policy adopts a participation-based approach, where the government acts as a facilitator to establish a pro-public policy structure, supporting digital and financial literacy through the blocking of illegal sites and increased surveillance of suspicious transactions. Through integrated communication strategies, including public education campaigns and the application of information technology, it is hoped that it will be able to reduce destructive practices and increase trust and financial wisdom among the public, especially the younger generation.

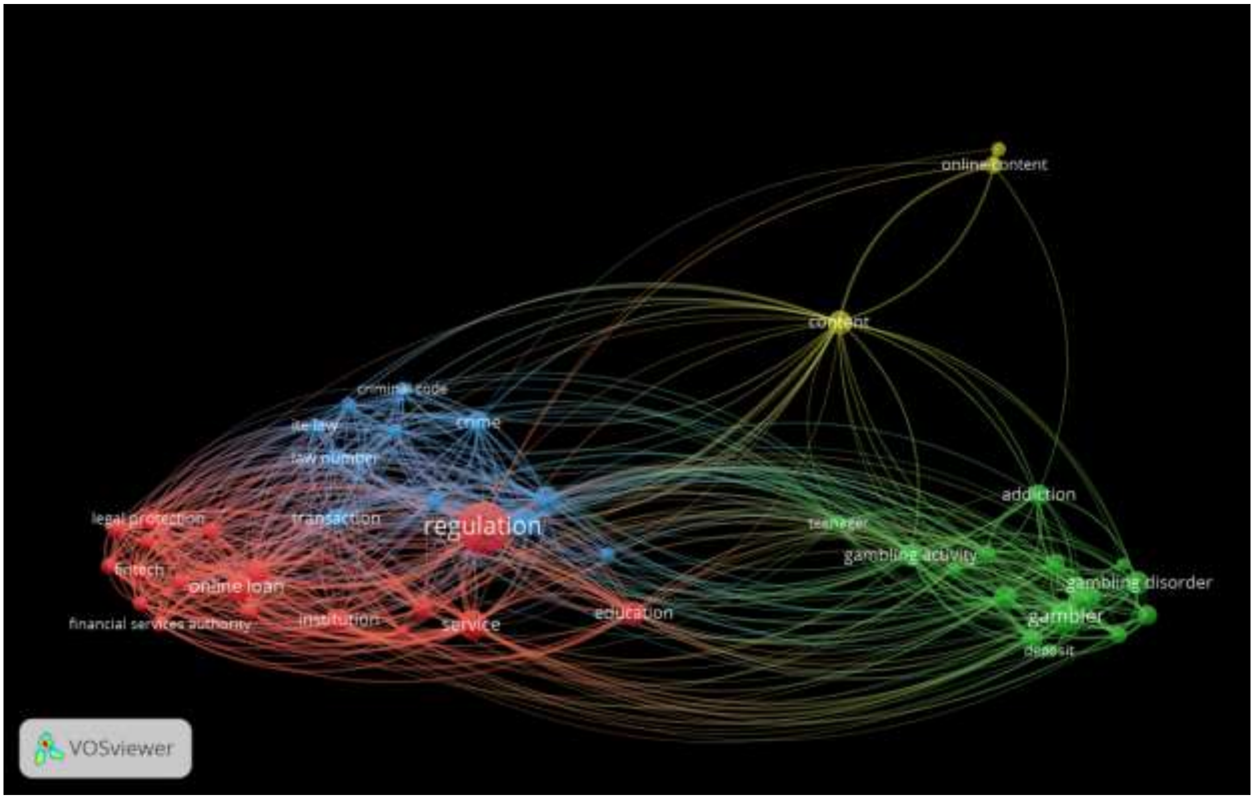
Therefore, the urgency of this study lies in the long-term implications that can hinder economic and social development. Without appropriate regulatory action, without a measurable public response, and without adequate literacy reinforcement, the phenomenon of gambling and online lending will continue to undermine the foundation of the welfare of the Indonesian people. By placing this issue in the framework of a comprehensive analysis and using empirical data, this study is expected to produce policy recommendations that are able to stem the destructive impact and realize a safer, fairer, and more sustainable digital ecosystem.

LITERATURE REVIEW

Previous studies have highlighted the multi-dimensional impact of the emergence of financial platforms and online gambling, especially in relation to the vulnerability of young generations to risky economic practices, declining household financial stability, and deterioration in the quality of social relationships. These studies emphasize the important role of accessibility, interactivity, and weak financial literacy in accelerating the spread of consumptive behavior and addiction. In addition, several studies have found that the development of information technology and social media strengthens the effectiveness of marketing and distribution strategies, while opening up regulatory loopholes that encourage illegal economic practices (Nicolini & Haupt, 2019).

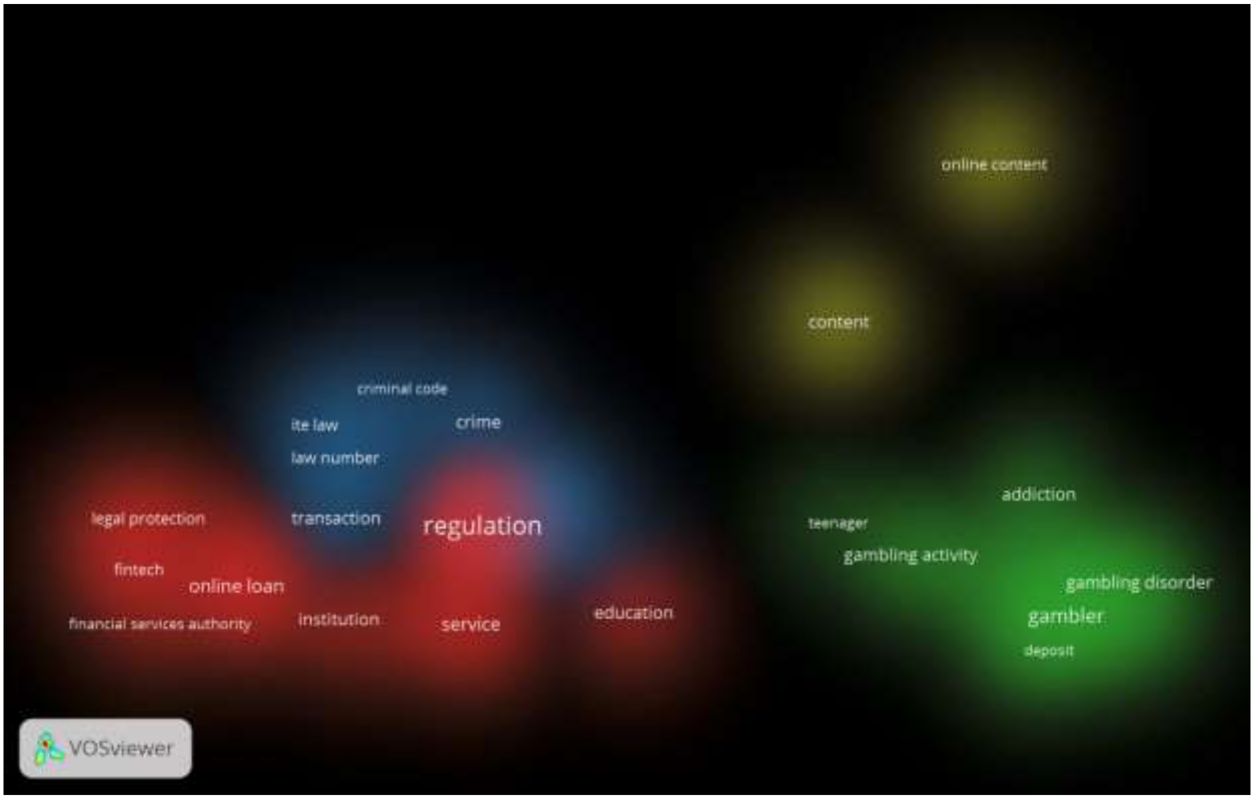
In the analysis of consumer behavior towards online gambling and lending, reality negotiation theory by William A. Gamson provides important insights into how individuals and social groups build a shared understanding and interpretation of reality of these phenomena, often shaped through public and media discussions (Gamson et al., 1992). This complements the innovation diffusion theory by Everett Rogers which explains how innovations such as gambling and online lending are spreading in society, with factors such as relative advantage, compatibility, and observability influencing the rate and speed of adoption (Rogers et al., 2019). The combination of the two theories clarifies the dynamics behind society's acceptance of these practices, describing the interaction between individual and collective perceptions that leads to the normalization or social rejection of digital financial services.

In an effort to identify research gaps, the researchers used the Bibliometric analysis tool Vosviewer combined with data from *Publish or Perish*, using 1,000 previous studies from 2019 to 2024 as a database. This approach allows the visualization of thematic relationships through network and density analysis, which helps uncover patterns of inter-topic linkages in the existing literature, as follows:



Picture 1. Network Analysis of Previous Studies
Source: Vosviewer (2024)

From the above visual network analysis, projecting the interrelated relationship between regulation, online gambling, and online lending becomes very clear, with regulation playing a central role in connecting various aspects of digital finance and social behavior. In the context of regulation, factors such as transactions, crime, and legal protections are crucial, illustrating how effective policies and laws can reduce the risks associated with online gambling and loans that often exploit user vulnerabilities. In particular, an understanding of the linkages between 'regulation' and 'crime' and 'transactions' highlights the need for stricter measures and policies that focus more on consumer protection to prevent financial abuse and ensure transparency. Meanwhile, *the 'addiction'* and *'gambling disorder'* groups describe the serious personal impact of online gambling, reinforcing the argument for a more preventive approach and earlier intervention in gambling regulation to reduce the prevalence of gambling disorders and their detrimental impact on individuals and wider social groups.



Picture 2. Density analysis of previous studies
Source: Vosviewer (2024)

The above density analysis shows a visualization of the network that connects online gambling and online lending with regulation revealing critical points in the influence of regulation on digital financial practices. With regulation at the center, the close relationship between transactions, legal protection, and financial institution involvement highlights how policies can steer online lending and gambling behavior in a more controlled and transparent direction. Meanwhile, segments linking addiction, gambling behaviour, and adolescent demographic groups are important, pointing to high-risk areas where regulatory interventions and public education need to be strengthened. The implications of this relationship underscore the importance of an evidence-based approach in policy formulation that not only targets crime prevention but also addresses the mental and social health aspects associated with online gambling addiction. All of these dynamics suggest that policy responsiveness and regulatory adaptation must continue to be improved to address the complexities and challenges posed by the evolution of digital financial services.

Through this level, the researcher collected several previous studies as a comparison of studies to see a difference and find new findings of the study as follows:

The study conducted by Ang, S. M., & Ang, S. C. (2022) explores various issues and solutions surrounding gambling in Malaysia, highlighting the social and economic problems arising from this activity. Furthermore, Hidayat, A., Azizah, N., & Ridwan, M. (2022) examines online lending in the context of Islamic covenant law, questioning the validity of the practice and how sharia principles can be integrated to address ethical and related legal issues. Lastly, Yin, Y., Tang, Z., Zhao, J., & Zhao, X. (2023) explores gambling agreements in private equity financing, offering a perspective on how they are viewed and regulated in the context of financing. Overall, the findings of these studies point to an urgent need for adequate regulatory adaptation and a multidisciplinary approach to addressing the problem of online gambling and lending, taking into account the legal, ethical and socio-economic aspects more comprehensively.

The difference from previous studies lies in a broader approach by exploring how regulation and public perception are observed through the sentiments of netizens interacting to shape responses to online gambling and lending. This study combines a regulatory perspective with an analysis of public sentiment to identify how regulations can and should adapt to changing social circumstances and views, considering aspects of information technology, the impact of policies on the younger generation, and more complex social dynamics than previously explored by other studies in the same field.

RESEARCH METHODOLOGY

This study adopts a qualitative methodology by utilizing a virtual ethnographic approach to dive into people's perceptions and interactions in the context of online gambling and lending (Creswell & Creswell, 2022). This approach allows for in-depth research on virtual communities, where users interact and share experiences related to the use of online financial services and gambling activities. The constructivist paradigm is the cornerstone of this study, recognizing that social reality is shaped through dynamic social experiences and interactions, which is particularly relevant in the context of social media and digital communication (Johannesson & Perjons, 2014).

The primary source of data in this study was obtained through the social media *monitoring* platform , Brand24, which provides access to *real-time* and historical data about discussions that occur on the social media platform Twitter. This data includes posts, comments, and feedback from netizens discussing online gambling and online loans. This diversity of data enriches the analysis by providing various perspectives and responses to related regulations and social phenomena.

The data collection technique also includes documentation related to the Instruction of the Minister of Communication and Digital Number 2 of 2024, which contains the latest regulations regarding digital transactions and online gambling. These documents are accessed through the official websites of the government and related institutions, ensuring that the research reflects the current regulatory context that affects the dynamics of online gambling and lending in Indonesia.

The data analysis was carried out using content analysis techniques, where data obtained from Brand24 and official sources were elaborated to identify key themes, narratives, and patterns in public discussions about gambling and online lending. This analysis helps reveal how netizens perceive and respond to regulatory changes, as well as how these narratives affect social practices and regulatory compliance (Krippendorf, 2013).

To ensure the validity of the data, this study uses source triangulation, comparing data from social media, official documents, and related academic literature. This technique strengthens the validity of findings by ensuring that the interpretations and conclusions produced are supported by evidence from various sources and perspectives, reducing bias and improving the reliability of research results (Flick, 2020).

RESULT

DYNAMICS OF ONLINE GAMBLING: COMMUNICATION POLICY IN RESTRICTING LOAN LIMITS

In order to overcome socio-economic problems arising from online loans, the government has introduced a policy of limiting loan limits as an effort to control the negative impact of online loans or loans. These restrictions aim to reduce the risk of over-leverage among consumers, especially among the younger generation who are often unaware of the financial risks involved (Sobieraj et al., 2023). The policy also tries to prevent an unsustainable accumulation of debt, which can exacerbate poverty levels and financial instability. Furthermore, this policy is strengthened by the Instruction of the Minister of Communication and Digital Number 2 of 2024, which focuses on eradicating online gambling activities within the Ministry of Communication and Digital. This policy aims to reduce the accessibility of funds for online gambling which are often financed through instant loans, so it is expected that there will be a significant decrease in adverse online gambling activities.

The communication policy carried out by the government in the socialization of these restrictions plays an important role in the successful implementation. Through the use of social media platforms and collaborations with financial institutions, the government is trying to spread awareness about the new policy and the dangers of relying too much on loans. This communication strategy is not only aimed at delivering information but also at educating the public about financial management and safer loan alternatives, including the risk of financing gambling activities through quick loans. This Instruction of the Minister of Communication and Digital ensures that efforts to eradicate online gambling are actively supported through policies that reduce the chances of misuse of online loan facilities for gambling purposes. This approach is expected to improve people's financial literacy and gradually change lending behavior in society, put consumer protection at the forefront and center of digital economy policy, and strengthen government efforts in combating illegal online gambling, as summarized by the researchers in Table 1 below:

Regulation	**Description of Regulation**	**Targeted Implications**	**Communication Strategy & Solutions**
OJK Regulation Number 77/POJK.01/2016	Regulating *online lending fintech* operations including maximum loan limits and interest provisions.	Prevent *over-leverage* and limit funds that can be used for online gambling.	Educate consumers through seminars and social media about the financial risks of fast loans and their use for online gambling.
Regulation of the Minister of Communication and Information Technology Number 5 of 2020 concerning Electronic System Operators	Ensure electronic system operators implement data security and transparency, reducing system abuse for gambling.	Adding security to digital transactions and reducing the use of the platform for gambling activities.	Holding awareness campaigns on data security and online gambling risks, encouraging safe practices in electronic transactions.
Development and Strengthening of Information Technology-Based Joint Funding Services	An initiative to improve the quality of digital financial services through technology, with an emphasis on transparency and security.	Providing a safer and more controlled funding alternative, reducing online gambling financing.	Launch of closely monitored co-funding platform to minimize opportunities for abuse in online gambling.
Circular Letter OJK	Provide guidance on	Ensure consumers	Implementation of

19/SEOJK.06/2023	fair lending practices, including transparency in loan terms and conditions.	are fully informed about loans, reducing the risk of misuse of funds for gambling.	transparency in all loan communications, consumer education through brochures and online about loan policies.
Law of the Republic of Indonesia Number 1 of 2024	The second amendment to the Electronic Information and Transaction Law, strengthens the law against digital crimes, including online gambling.	Strengthen the law to counter online gambling activities, ensuring effective law enforcement.	Integrate this law in digital literacy programs, organize webinars and information sessions for the general public about legal changes and their impact.

Table 1. Regulations in Limiting Online Loan Limits for the Eradication of Online Gambling
Source: Researcher Data Processing (2024)

In an effort to regulate fintech operations, especially those related to online lending, OJK Regulation Number 77/POJK.01/2016 stipulates maximum loan limits and interest provisions, which aim to prevent *over-leverage* and limit funds that can be used for online gambling activities. This regulation is essential in reducing excessive financial risk among consumers, especially the younger generation who may not be fully aware of the long-term impact of debt. Education through seminars and social media is crucial to raise awareness about the financial dangers of fast loans, as well as inform consumers about responsible use and safer financial alternatives (Sitepu, 2023).

Regulation of the Minister of Communication and Information Technology Number 5 of 2020 concerning Electronic System Operators also plays a key role in the digital ecosystem. These regulations ensure that electronic system operators implement strict data security and transparency, which not only adds security to digital transactions but also reduces the possibility of misuse of the system for gambling. This initiative is necessary to maintain the integrity of digital financial services, with public awareness campaigns that strengthen consumers' understanding of data security and risks associated with online gambling (Rahardjo & Afifah, 2022).

The Initiative to Develop and Strengthen Information Technology-Based Joint Funding Services is a progressive step to improve the quality of digital financial services through an emphasis on transparency and security. By providing safer and more controlled funding alternatives, the initiative aims to reduce online gambling financing, introducing a more ethical and responsible funding model. The launch of a closely watched co-funding platform minimizes the chances of abuse in online gambling, offering practical solutions to broader problems in the digital economy (Hendri et al., 2023; Natalia Wisung et al., 2023).

OJK Circular Letter 19/SEOJK.06/2023 provides guidance for fair lending practices, including full transparency in loan terms and conditions. This policy ensures that consumers receive complete and clear information about their loans, which is essential for reducing the risk of misuse of funds for gambling. The application of this transparency in all lending communications is essential to build trust and security in financial services, as well as to educate consumers about lending policies through various media (Paujiah et al., 2022).

Law of the Republic of Indonesia Number 1 of 2024 revises the Law on Information and Electronic Transactions, strengthening the law against digital crimes, including online gambling.

These changes aim to strengthen law enforcement and ensure that illegal activities within the network are effectively addressed. Integrating these laws in digital literacy programs, including webinars and information sessions, is critical to reaching the wider community, informing them about the changes in the law and its impact, and encouraging active participation in the supervision of digital activities (Irrynta & Prasetyoningsih, 2023).

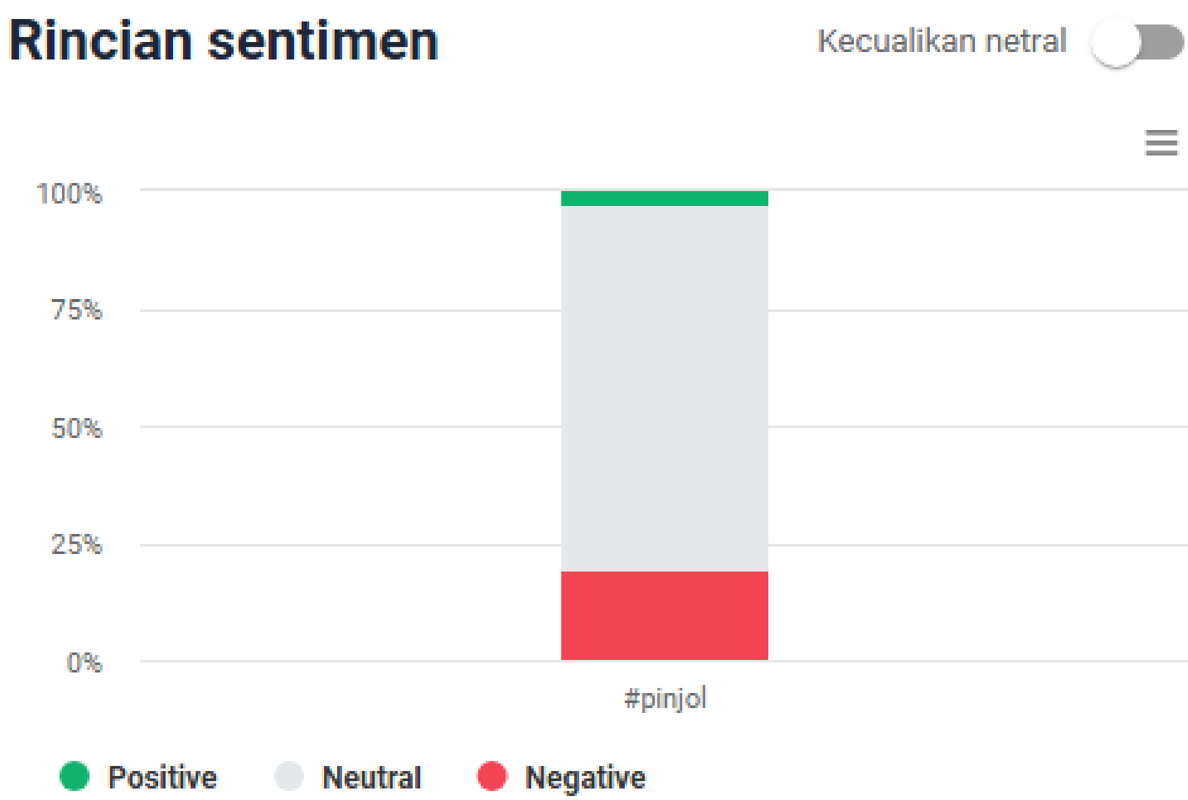
In the context of development communication, the Instruction of the Minister of Communication and Digital Number 2 of 2024 shows the government's strategic response to social problems caused by the misuse of online loans for online gambling activities. This regulation aims to strengthen the policy framework by implementing stricter controls over digital financial transactions and increasing the security and operational transparency of electronic system operators. This policy is expected to limit financial access that can be used to gamble online, while reducing the potential for financial exploitation of vulnerable consumers. The development communication strategy adopted includes intensive socialization through digital media platforms, seminars, and *workshops* that educate the public about the financial risks of online gambling and the irresponsible use of loans. This initiative not only strengthens regulatory compliance but also increases financial and digital literacy among the public, with the main goal of building a secure and inclusive digital ecosystem that supports sustainable socio-economic development.

NETIZEN SENTIMENT ANALYSIS: UNDERSTANDING THE PUBLIC'S RESPONSE TO ONLINE GAMBLING AND LENDING

Sentiment analysis compiled through Brand24 reveals the nuances of mixed public reactions to the phenomenon of online gambling and lending. This data, which includes comments, posts, and direct responses from netizens, provides in-depth insights into how policies related to online gambling and lending are being received by the public. The sentiment collected shows that there is a tendency of netizens to express their anxiety about the financial risks resulting from online lending and their response to the government's efforts to regulate online gambling. Through the processing of this sentiment data, it is clear that there is a strong demand for stricter regulation and the need for more comprehensive financial education. These findings are crucial for policymakers as a basis for formulating policies that are not only responsive to public needs but also proactive in preventing the negative impacts that may arise from these practices.

Picture 3. Online Gambling and Online Loan Sentiment Chart
Source: Brand24

Based on the sentiment graph above, it can be seen that there is a dominance of negative sentiment towards the phenomenon of online gambling and online loans during the period from November 16, 2024 to December 14, 2024. The trend of negative sentiment, indicated by the red line, experienced a significant increase in the second week of November and peaked between late November and early December, before finally declining in mid-December. This sharp increase indicates the emergence of public concerns regarding the adverse effects of online gambling and loans, such as economic downturns, debt burdens, and accompanying social risks. Meanwhile, positive sentiment, represented by the green line, remained at a relatively stable and low level throughout this period, reflecting a lack of public appreciation for the positive aspects of policies or solutions that may have been pursued. The considerable disparity between negative and positive sentiment shows that public perception of online gambling and online lending tends to be critical, so strategic steps are needed in the form of strengthening regulations, increasing financial literacy, and more effective law enforcement to reduce public unrest.



Picture 4. Positive, Neutral, and Negative Sentiment Charts
Source: Brand24

Based on the sentiment graph related to online loans and online gambling visualized by Brand24 above, it can be seen that the majority of public sentiment is neutral, characterized by the dominance of gray color in the visual representation of the data. However, negative sentiment occupies a significant proportion, reaching about a quarter of the total sentiment, indicating the existence of critical perceptions and complaints from the public towards these two phenomena. Positive sentiment, which accounts for only a small part, indicates that online lending and online gambling are more often associated with social, economic, and potential adverse impacts than benefits. This reflects the complexity of public acceptance of the rise of economic and entertainment-based digital services, which are often associated with debt problems, financial exploitation, and other negative impacts in the socio-economic context of modern society.

Picture 5. Cloud Word Discussion of Online Gambling and Online Loans
Source: Brand24

The phenomenon of online loans (pinjol) and online gambling depicted through the visualization of the word cloud above shows a complex social reality in the digital era, especially in Indonesia. Keywords such as galbay (default), online loans, and debt reflect the urgency of people's economic problems that tend to use online financial platforms as instant solutions, but have the potential to cause prolonged financial burdens. The dominance of online gambling terms, such as judionline, robot88, and recognition, emphasizes how online gambling is increasingly prevalent and intersects with the ease of access to technology. The widespread use of the words financial, governmental, and legal signals public demands for a stricter regulatory and policy role to address these two phenomena. It is undeniable that social media such as tiktok and instagram, which are also mentioned, play a significant role in the dissemination of information and online lending and gambling practices. With this reality, a systematic policy approach and digital financial education are needed so that people are more aware of the risks posed, as well as preventing negative excesses from technology-based economic behavior that tends to be hedonistic and consumptuous.

DISCUSSION

The phenomenon of online lending and online gambling in Indonesia, as shown in the results of the study, reflects complex socio-economic dynamics in the midst of digital transformation. Through the theory of reality negotiation by William A. Gamson, this phenomenon can be understood as the result of the process of forming the meaning of collective reality by the public. The negative narratives that dominate public sentiment towards online lending and online gambling show how discussions on social media shape a shared perception of the threats presented by these two phenomena. The public discourse manifested in platforms like X shows a reality construction that focuses on adverse impacts such as debt accumulation, default (galbay), as well as financial exploitation, which are seen as eroding people's well-being. Thus, the meaning of reality that is collectively formed through interaction on social media strengthens the legitimacy of public demands for firmer policy intervention (Pawestri et al., 2023).

Through this, the perspective of innovation diffusion theory by Everett Rogers helps explain how online loan-based technology and online gambling are spreading rapidly in society. The relative advantages of easy access, transaction flexibility, and the lure of instant profits accelerate the adoption of these two services. However, the observability of negative consequences such as gambling addiction, default, and social damage makes the public react critically to this phenomenon. Social media has become the main channel in disseminating information and public perception regarding the negative impact of online loans and online gambling, forming a tipping point where these innovations are not only adopted but also questioned by the public. The combination of risk perception and failure of effective supervision strengthens public rejection, which is reflected in the dominance of negative sentiment (Satyadinata et al., 2023).

The dominance of negative sentiment in the sentiment graph indicates the existence of a social reality that focuses on the destructive impact of online gambling and online loans. Through reality negotiation theory, the public has built a collective sense that these two practices not only harm individuals financially but also damage social relations and create instability in the household economy. This sentiment is reinforced by the emergence of terms such as debt, online loans, and galbay in word cloud analysis, which represent social panic due to hard-to-repay debts. This discussion is strong evidence that society is not only passively accepting technological innovation, but also contributes to shaping reality and critical discourse on the negative effects caused (Raymen & Smith, 2020).

In the perspective of innovation diffusion, the accessibility of online gambling through digital platforms creates an uncontrollable adoption cycle at various levels of society, especially among the younger generation. The factors of compatibility with digital lifestyles and the observability of instant profits from online gambling are driving its rapid spread, although negative impacts such as addiction and moral degradation are increasingly visible. This phenomenon shows that technological innovation has *trade-offs*, where the benefits in the form of ease of access are also accompanied by significant social risks. This adoption is rapid due to the lack of supervision and low digital literacy, so that the younger generation is the most vulnerable group in the online gambling cycle funded by instant loans (Cemiloglu et al., 2023; Khresna Adityo Fathor et al., 2023).

Furthermore, the policies introduced, such as the Instruction of the Minister of Communication and Digital Number 2 of 2024 and OJK regulations, aim to break the relationship between online loans and online gambling. However, the reality that has emerged on social media shows that the implementation of the policy has not been fully effective in reducing its negative impact. Through social media, netizens voiced criticism of the regulatory loopholes that still allow this illegal practice to continue. This condition emphasizes that policies without strict supervision and public education will only create a gap between regulations and social reality. Therefore, policy makers need to strengthen more effective public communication strategies to respond to negative perceptions and increase digital literacy (Handoyo, 2023; Prasetyawati & Lamoste, 2021).

In the construction of public reality, social media plays the role of an arena where perceptions are formed, criticized, and disseminated. This process illustrates how Gamson's theory of reality negotiation and Rogers' diffusion of innovation complement each other in interpreting the phenomenon of online gambling and online lending. Social media is not only a channel for disseminating information but also a tool for negotiating public discourse on the policies and social realities faced. The negative sentiment that dominates the graph indicates an urgent need for multisectoral collaboration between governments, financial institutions, and society to build holistic and responsive solutions (Shmalenko et al., 2021).

The study finds that social media is not only a means of disseminating public perception, but also a reality negotiation platform that reinforces pressure against ineffective policies. The integration between innovation diffusion theory and reality negotiation shows that rapidly adopted technological innovations can experience public resistance when the negative impact is more visible than the benefits. These new findings underscore the importance of a responsive policy approach and participatory public communication in shaping a safer and more controlled digital ecosystem, especially in the face of the phenomenon of online lending and online gambling.

CONCLUSION

This study reveals that the phenomenon of online lending and online gambling in Indonesia has triggered significant social and economic problems, especially among the younger generation. Negative public sentiment recorded through social media shows a critical perception of destructive impacts such as ongoing debt burdens, defaults (galbay), and gambling addiction. Using William A. Gamson's theory of reality negotiation, society shapes collective meaning through public discourse on social media, demanding stricter regulation and effective oversight. Meanwhile, Everett Rogers' innovation diffusion theory explains that ease of access, flexibility, and instant profits from online lending and gambling are driving the rapid adoption of this technology, but without adequate financial literacy, the negative consequences are becoming increasingly visible.

To overcome this problem, a more comprehensive policy approach and consistent regulatory implementation are needed, such as the Instruction of the Minister of Communication and Digital Number 2 of 2024, OJK Regulation 77/POJK.01/2016, and ITE Law Number 1 of 2024. Strengthening supervision of fintech service providers, accelerating the blocking of illegal online gambling platforms, and the use of big data-based monitoring technology are strategic steps that must be prioritized. Digital financial literacy education through public campaigns and integration in the educational curriculum is the key to increasing people's financial awareness. Collaboration between governments, the private sector, and civil society organizations must be strengthened to create safer and more transparent funding services, form a healthy and sustainable digital ecosystem, and protect communities from the negative impacts of online lending and online gambling.

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