

THE IMPACT OF CYBERBULLYING BEHAVIOR ON SOCIAL MEDIA INSTAGRAM ON ASSIROJIYAH SAMPANG HIGH SCHOOL STUDENTS

*¹Irmalatis Syarifah, ²Ernasari, ³Muzakki, ⁴Muhyatun

*^{1,2,3,4}Institut Agama Islam Al-Khairat, Pamekasan

Email: *¹irmalatisyariah17@gmail.com, ²ernasyar6@gmail.com,

³zakiedoank126@gmail.com, ⁴muhyatun02@gmail.com

Abstract

This research aims to determine the impact of cyberbullying experienced by teenagers on the social media Instagram. The method used is qualitative research with a descriptive study type. In the analysis process carried out, this research refers to theoretical studies as well as journal articles related to Cyberbullying. The results of the research show that cyberbullying experienced by teenagers, especially students at Assirojiyah Sampang High School, has a significant impact and influences several aspects of their lives starting from psychological, physical, and social aspects.

Keywords: Cyberbullying, teenager, social media

Abstrak

Tujuan penelitian ini adalah untuk mengetahui dampak dari cyberbullying yang dialami oleh remaja, di media sosial Instagram. Metode yang digunakan adalah penelitian kualitatif dengan jenis studi deksriptif. Dalam proses analisis yang dilakukan, penelitian ini mengacu pada kajian teori juga artikel jurnal yang berkaitan dengan Cyberbullying. Hasil dari penelitian yang dilakukan, menunjukkan bahwa cyberbullying yang dialami oleh remaja, khususnya siswa di SMA Assirojiyah Sampang, memiliki dampak yang signifikan dan mempengaruhi beberapa aspek kehidupan mereka mulai dari aspek psikologis, fisik, dan juga sosial.

Kata Kunci: Cyberbullying, remaja, media Sosial

INTRODUCTION

Technological sophistication is one of the proofs of the development of the times at this time and is very common in today's life. The development of technology that has developed and is increasingly advanced makes us not surprised by the existence of social networks commonly referred to as the internet. The internet is a link between one person and another so that they can communicate remotely (Villanueva-Moya et al., 2023). The internet is one example of the convenience for someone to look for something or exchange news with friends and relatives who are far away. The internet is currently widely used by the general

public who are not limited to age. Starting from children, teenagers, and even the elderly.

The internet is one of the media for searching for information related to general knowledge, news, and various activities, including searching for updated information insights, searching data, online trading, and communicating with each other by sending messages through several applications that have been developed in current technology (Kutok et al., 2021). With the development of the internet, the development of social media in society has also increased. thus it will be easier to connect even with long distances, social media itself has also become a habit and cannot be separated from people's daily lives.

Hamlett et al., (2022) Explain that the popularity of social media is increasing in all circles because of its use as a very flexible and easy communication and information media. Social media can be defined as a medium or tool that can publish news, photos, videos, and podcasts through social media pages (Moss et al., 2023). With the popularity of social media in people's lives, it is not surprising that many types of social media applications have been developed and can be downloaded easily on their respective smartphones, including WhatsApp, YouTube, Telegram, Facebook, and Instagram. Users of these applications have increased in recent years, especially the Instagram application. According to Instagram Press, Instagram is one of the most popular social media in the world with 300 million active users and there are 70 million photos and videos posted every day by Instagram users themselves. The development of social media and its supporting applications has a positive impact because it can help with work and daily activities, but the use of social media (Sánchez Hernández et al., 2023).

Instagram also has a negative impact, one of the negative forms of using Instagram or other applications is the existence of cyberbullying behavior. Cyberbullying in the KBBI (Kamus Besar Bahasa Indonesia) is referred to as bullying from the word *rundung* or *merundung* which means "to disturb" or disturb continuously. Cyberbullying is an issue that is becoming a serious concern in Indonesia. Various cyberbullying events have occurred in all walks of life, from children to adults and from primary, and secondary to higher education levels (Abaido, 2020). According to (Adikara et al., 2021) cyberbullying activities can be carried out with the support of electronic devices, as well as the use of social networks in social media, a small problem that often occurs among celebrities who also invite many netizens to carry out cyberbullying. Not only celebrities, but cyberbullying can also occur in an ordinary or general society where the perpetrator of cyberbullying is a friend or the closest of the victim himself. But there are still many teenagers who think that cyberbullying is normal and only used as a joke.

The increasing growth of social networks or social media invites people to do new things, such as trends as a tool to do negative things such as bullying, and online discrimination commonly known as cyberbullying. Cyberbullying, which is a negative thing that accompanies the use of information technology, cyberbullying can also be called indirect violence through social media which is targeted not physically but mentally to the victim so that it is more painful than direct or physical violence. So that many victims of cyberbullying often experience depression, and feel isolated, and helpless when they are attacked by the

perpetrator (Oladimeji & Kyobe, 2021).

The impact of the development of social media is also very influential on people's social lives, where online friends feel closer than their neighbors, making them prefer to spend all day at home playing smartphones rather than going out to socialize with family or close relatives. Thus, people then become so obsessed with cyberspace and withdraw from their social environment that it causes various personality disorders such as aloofness, anti-social tendencies insensitive to the needs of others, individualism, and others (Longobardi et al., 2020). The use of social media today is mostly used to show excessive self-existence so that sometimes there is no boundary between real life and life in cyberspace.

Cyberbullying is a form of bullying that is worse than bullying in schools or the real world. This is because cyberbullying itself can intimidate anyone, anytime, and wherever the victim is. Because internet access through smartphones, laptops, or chatrooms is so easy and fast to access, a cyberbully can freely and easily provide bad, sadistic comments, diatribes, and free insults without any sense of guilt and safety because he feels that the behavior he does is also done by many other people and the perpetrators usually also only take refuge in the context of “joking” (ALBayari & Abdallah, 2022).

The phenomenon of cyberbullying often occurs because of the ease with which perpetrators can access social media, including images and videos that contain negative elements. Students choose to use Instagram as a medium to communicate because of the interesting features provided by Instagram. The high frequency of students accessing Instagram can certainly harm their daily lives. Students tend to be less social, they are more interested in spending time playing Instagram and are less sensitive to their surroundings (Rezvani et al., 2021).

This cyberbullying behavior is also experienced by some Assirojiyah Sampang high school students when posting videos or photos on Instagram, they often get unpleasant comments such as ugly, black, plebeian, and so on so that they feel afraid and even feel unfree when they want to post something on their account. Meanwhile, the perpetrator of cyberbullying deliberately does this solely for his pleasure and hurts the victim. So, the impact of cyberbullying experienced by victims is not trivial because it can interfere with the victim's mentality and daily life. This phenomenon, the researcher is interested in raising this issue in a study entitled “The Impact of Cyberbullying Behavior on Instagram Social Media on Students of Sma Assirojiyah Sampang”.

METHOD

The approach used in this research is qualitative. descriptive Corbin and Strauss explain qualitative research as a research procedure that produces descriptive data in the form of oral written words from people and observed behavior (Purwanza, 2022). This concept emphasizes that qualitative research is characterized by an emphasis on the use of non-statistics (mathematics), especially in the data analysis process to produce scientific research findings. In qualitative research, the counselor as the first instrument, collects data based on observation of a natural situation, as it is, without being influenced intentionally. After the data is obtained, the data analysis process is carried out so that the presentation of the results

and discussion of the research can be read and understood by the reader.

RESULTS AND DISCUSSION

In this era of globalization, technology is increasingly advanced, it is undeniable that the presence of the Internet is increasingly needed in everyday life, both in socialization, education, business, etc. This opportunity is also utilized by smartphone vendors and cheap tablets that mushroom and become a trend. Almost everyone in Indonesia has a smartphone, with the advancement of the internet and the presence of smartphones, social media is also growing rapidly. Social media is a site where a person can create a personal web page and connect with everyone who is part of the same social media to share information and communicate (Achuthan et al., 2022).

If traditional media uses print and broadcast media, then social media uses the internet. Social media invites anyone interested to participate by giving feedback openly, making comments, and sharing information in a fast and unlimited time. For Indonesian people, especially teenagers, social media seems to have become an addiction, there is no day without social media, and even for almost 24 hours they cannot be separated from smartphones. One of the media that is most popular with teenagers today is Instagram. Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them.

Nowadays it is rare to find people who are not familiar with the internet world who do not have an Instagram account. This photo-sharing container has been very popular along with its presence on Android which has the most users (Maulidin et al., 2024). Instagram has unique features so that it has an attractive impression on each user, but it is not uncommon for Instagram users to use it for negative things such as cyberbullying (Dewi & Seli, 2023). Cyberbullying or cyber violence turns out to be more painful when compared to physical violence. Victims of cyberbullying are often depressed, feel isolated, and helpless when attacked (Gupta et al., 2020). The isolation in question is that the victims close themselves reluctant to socialize and make friends with people around them.

Cyberbullying, social media, and adolescents are crucial systems that are interrelated with each other and influence. This is in line with research by Collantes et al. (2020) which states that problematic social media use and cyberbullying behavior are directly interrelated. This is because adolescence is an age where a person experiences ambivalence related to self-discovery, and the desire to explore the outside world. Social media is part of the internet-based social networking section and is an example of an open system (Awaru et al., 2023). Indonesian forms of communication play an important role for teenagers, especially in their social life. However, social media is also inseparable from the great risks it poses such as cyberbullying (Nugroho & Sopyan, 2023).

From the research conducted, it is known that the impacts experienced by victims of cyberbullying among adolescents at Assirojiyah Sampang High School include students becoming quiet, always feeling less confident, and fearful, and not having friends. The form of cyberbullying experienced by the victim is like the hate comments that the victim receives

every time the victim posts something about himself on his personal Instagram account. The perpetrator also posted something embarrassing about the victim on Instagram, with the appendage that it was all just a joke.

According to the research conducted, the victim said that the only way she could deal with this was by reporting it to a teacher at school. The victim admitted that she deliberately did not tell her parents because she did not want the problem to go beyond the school. According to the victim's knowledge, the reason why the perpetrator did this was because the victim was a new student at the school. Both victims were transfers who immediately entered grade XI.

The victim also said that most students who experience cyberbullying are transfer students who have no family or relatives at the school so no one can look after them. In addition, both victims revealed the same reason that the perpetrator did this the victim has a different skin color from people in general. The victims often heard the perpetrators making fun of the victims as “ugly” when the perpetrators made malicious comments on the victims' Instagram accounts or when they met directly at school.

The way Assirojyah High School teachers deal with cyberbullying experienced by these students is by calling the perpetrators and asking why they do this. Then they answered only as a joke so that their relationship would be closer to the victims. But in fact, it was just their excuse to avoid punishment. After the perpetrators have been summoned by the teacher, they will approach the victim who complains about their actions to the teacher and threaten the victim again. They would be so angry if the victim no longer carried out the orders of the perpetrators, such as replacing picket lines, doing homework, and others. Then the victim admitted that she never reported them back to the teacher even though they continued to harass her.

The victim said that even if the teacher asked if they were still bothering her, the victim would still say “no” because she was afraid of the perpetrators. The perpetrators, who are a group of people or in groups, usually do this dishonorable thing almost every day, even though the victims have never posted anything about themselves on Instagram again. According to the victim, the victim's way to prevent this from happening is by not going to school and turning around or hiding when going to cross paths with the perpetrator, because according to the victim if they do not meet, so far the perpetrator has never looked for him or come to the victim's house. Because this was the first time the victim had experienced this incident, the victim admitted that she was very disappointed, sad hurt, or even traumatized to get to know a new environment. The victim also said that the incident she experienced made her realize that cyberbullying behavior does exist and is real.

The conclusion from previous studies explains that cyberbullying behavior is often experienced by teenagers on social media. Cyberbullying is carried out due to high peer group factors, then family factors, conformity, emotional maturity, social control, and social maturity also influence cyberbullying behavior. In addition, a person's personality type also influences individuals in cyberbullying social media as a place where new communication processes have a considerable impact on cyberbullying behavior among adolescents.

Women and men in adolescence have the opportunity to become victims or perpetrators of cyberbullying behavior. Parents and people closest to adolescents need to provide direction in the proper use of social media. Parents and individuals from adolescents themselves are expected to be aware of the impact of inappropriate or problematic use of social media. Because every typing, posting, and other thing that is released on the internet or social media will leave 'digital evidence' (track record) (O'Keeffe et al., 2011). Based on the view of the cyberbullying system perspective, adolescents, and social media as a complex interrelationship. The vulnerable age of adolescence still requires control from parents, and the environment around them. Because the environment around him participates in shaping himself in the involvement of cyberbullying. To respond to this, associated with chaos theory, it is necessary to take corrective actions such as parent-child communication, and a supportive surrounding environment to prevent cyberbullying. This is intended to restore the state of adolescents who should be, and not disrupt the growth and development of adolescents.

CONCLUSION

Based on all the explanations above, it can be concluded that cyberbullying is a form of negative behavior that has a major impact on the psychological development, social relations, as well as the physical condition of the victims who experience it. The phenomenon of cyberbullying in SMA Assirojiyah Sampang shows that this negative behavior requires serious action from both the school and family environment so that victims no longer get disturbances that can trigger mental disorders and other forms of discomfort. Thus, counseling teachers in schools must be able to provide effective programs, so that victims and perpetrators alike are wise in using social media, prioritizing morals, as well as social media ethics.

BIBLIOGRAPHY

Abaido, G. M. (2020). Cyberbullying on social media platforms among university students in the United Arab Emirates. *International Journal of Adolescence and Youth*, 25(1), 407–420. <https://doi.org/10.1080/02673843.2019.1669059>

Achuthan, K., Muthupalani, S., Kolil, V. K., & Madathil, K. C. (2022). Theoretical perspectives of parental influence on adolescent cyber behaviour: A bi-national Instagram-based study. *Heliyon*, 8(11). <https://doi.org/10.1016/j.heliyon.2022.e11813>

Adikara, P. P., Adinugroho, S., & Insani, S. (2021). Detection of cyber harassment (cyberbullying) on Instagram using naïve bayes classifier with bag of words and lexicon based features. *Proceedings of the 5th International Conference on Sustainable Information Engineering and Technology*, 64–68. <https://doi.org/10.1145/3427423.3427436>

ALBayari, R., & Abdallah, S. (2022). Instagram-Based Benchmark Dataset for Cyberbullying Detection in Arabic Text. *Data*, 7(7), Article 7. <https://doi.org/10.3390/data7070083>

Awaru, A. O. T., Anisa, Aini, S., & Sari, D. N. (2023). The Influence of Instagram Social Media on Cyberbullying Behavior of Students in Class XI IS UPT SMA Negeri 3 Bulukumba. *International Journal of Business and Applied Economics*, 2(4), Article 4.

<https://doi.org/10.55927/ijbae.v2i4.5308>

Collantes, L. H., Martafian, Y., Khofifah, S. N., Kurnia Fajarwati, T., Lassela, N. T., & Khairunnisa, M. (2020). The Impact of Cyberbullying on Mental Health of the Victims. *2020 4th International Conference on Vocational Education and Training (ICOVET)*, 30–35. <https://doi.org/10.1109/ICOVET50258.2020.9230008>

Dewi, M., & Seli, F. Y. (2023). The Speech Act Analysis of Cyberbullying on Instagram. *PEDAGOGIC: Indonesian Journal of Science Education and Technology*, 3(2), Article 2. <https://doi.org/10.54373/ijset.v3i2.103>

Gupta, A., Yang, W., Sivakumar, D., Silva, Y., Hall, D., & Nardini Barioni, M. (2020). Temporal Properties of Cyberbullying on Instagram. *Companion Proceedings of the Web Conference 2020*, 576–583. <https://doi.org/10.1145/3366424.3385771>

Hamlett, M., Powell, G., Silva, Y. N., & Hall, D. (2022). A Labeled Dataset for Investigating Cyberbullying Content Patterns in Instagram. *Proceedings of the International AAAI Conference on Web and Social Media*, 16, 1251–1258. <https://doi.org/10.1609/icwsm.v16i1.19376>

Kutok, E. R., Dunsiger, S., Patena, J. V., Nugent, N. R., Riese, A., Rosen, R. K., & Ranney, M. L. (2021). A Cyberbullying Media-Based Prevention Intervention for Adolescents on Instagram: Pilot Randomized Controlled Trial. *JMIR Mental Health*, 8(9), e26029. <https://doi.org/10.2196/26029>

Longobardi, C., Settanni, M., Fabris, M. A., & Marengo, D. (2020). Follow or be followed: Exploring the links between Instagram popularity, social media addiction, cyber victimization, and subjective happiness in Italian adolescents. *Children and Youth Services Review*, 113, 104955. <https://doi.org/10.1016/j.chilyouth.2020.104955>

Maulidin, N., Firmansyah, M. A., Andika, E. D., Imawan, K., & Erawati, D. (2024). Lovers Versus Haters Contestation In Cyberbullying Behavior On Social Media Platform Instagram. *Asian Journal of Social and Humanities*, 2(8), Article 8. <https://doi.org/10.59888/ajosh.v2i8.306>

Moss, C., Wibberley, C., & Witham, G. (2023). Assessing the impact of Instagram use and deliberate self-harm in adolescents: A scoping review. *International Journal of Mental Health Nursing*, 32(1), 14–29. <https://doi.org/10.1111/inm.13055>

Nugroho, M. A. A., & Sopyan, M. (2023). THE INFLUENCE OF USING INSTAGRAM ON CYBERBULLYING BEHAVIOR IN ADOLESCENTS AT SMK NEGERI 18 JAKARTA SCHOOL. *JOURNAL OF HUMANITIES, SOCIAL SCIENCES AND BUSINESS*, 2(3), Article 3. <https://doi.org/10.55047/jhssb.v2i3.645>

Oladimeji, A., & Kyobe, M. (2021). Factors Influencing Cyberbullying on Instagram Among University Students. *2021 Conference on Information Communications Technology and Society (ICTAS)*, 139–144. <https://doi.org/10.1109/ICTAS50802.2021.9394974>

Purwanza, S. W. (2022). *METODOLOGI PENELITIAN KUANTITATIF, KUALITATIF*

DAN KOMBINASI. Cv. Media Sains Indonesia.

Rezvani, N., beheshti, A., & Tabebordbar, A. (2021). Linking textual and contextual features for intelligent cyberbullying detection in social media. *Proceedings of the 18th International Conference on Advances in Mobile Computing & Multimedia*, 3–10. <https://doi.org/10.1145/3428690.3429171>

Sánchez Hernández, M. D., Herrera Enríquez, M. D. C., Villanueva Moya, L., & Expósito Jiménez, F. (2023). *Cyberbullying on Instagram: How Adolescents Perceive Risk in Personal Selfies?* <https://doi.org/10.5817/CP2023-5-2>

Villanueva-Moya, L., Herrera, M. C., Sánchez-Hernández, M. D., & Expósito, F. (2023). #Instacomparison: Social Comparison and Envy as Correlates of Exposure to Instagram and Cyberbullying Perpetration. *Psychological Reports*, 126(3), 1284–1304. <https://doi.org/10.1177/00332941211067390>