

# PERILAKU *CYBERBULLYING* DENGAN MEDIA *INSTAGRAM* PADA REMAJA DI YOGYAKARTA

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## INTISARI

**Latar Belakang:** Tingginya perilaku *cyberbullying* pada remaja di media sosial menjadi permasalahan yang harus diperhatikan. Perilaku *cyberbullying* yang dilakukan oleh remaja dipengaruhi oleh penggunaan media sosial yang tinggi, rasa empati yang rendah, dan pengalaman menjadi korban *bullying*. Perilaku tersebut memberikan dampak buruk terhadap psikologis korban *cyberbullying*.

**Tujuan Penelitian:** Penelitian ini bertujuan untuk mengeksplorasi perilaku *cyberbullying* pada remaja di Yogyakarta.

**Metodologi:** Penelitian ini merupakan penelitian kualitatif dengan pendekatan fenomenologi. Informan pada penelitian ini berjumlah 5 orang yang terdiri 3 siswa SMA dan 2 siswa SMP yang dipilih dengan metode *purposive sampling*. Data diambil menggunakan panduan wawancara mendalam pada siswa dan observasi melalui media sosial *instagram*. Keabsahan data menggunakan triangulasi metode dan *peer debriefing*. Analisa data peneliti menggunakan bantuan *software open code 4.03*.

**Hasil:** Jenis *cyberbullying* yang dilakukan di media sosial *instagram* pada remaja di Yogyakarta seperti memberikan komentar kasar, *mengupdate instastory*, *mengupload* foto, dan mengomentari foto. Hal tersebut dipengaruhi oleh beberapa faktor diantaranya intensitas penggunaan media sosial, kemampuan empati pelaku, dan karakter korban. Korban yang mengalami *cyberbullying* akan memberikan respon pada pelaku dan memberikan dampak terhadap kehidupan korban *cyberbullying*.

**Kesimpulan:** Perilaku *cyberbullying* yang sering terjadi pada remaja di Yogyakarta seperti *mengupload* foto, berkomentar kasar, *mengupdate instastory*, dan mengomentari foto dengan menggunakan kata-kata kasar. Saran untuk peneliti selanjutnya dapat melakukan intervensi melalui promosi kesehatan di media sosial terkait perilaku *cyberbullying* sehingga tidak terjadi peningkatan tindakan *cyberbullying* di media sosial.

**Kata Kunci** : *cyberbullying*, perilaku, remaja

# CYBERBULLYING BEHAVIOR WITH MEDIA INSTAGRAM AMONG ADOLESCENT IN YOGYAKARTA

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## ABSTRACT

**Background:** The high incidence of cyberbullying behavior in social media becomes a problem that should be solved. The cyberbullying behavior among adolescent is influence by the high usage of social media, lack of empathy, and one own's experience of being bullied. Such behavior has a lasting negative impact upon the victims of cyberbullying, especially psychologically.

**Research Objective:** This study aims to explore cyberbullying behavior among adolescent in Yogyakarta.

**Methodology:** this research was a qualitative research with phenomenology approach. Informant of this study consisted three high school students and two junior high school students that was selected with purposive sampling method. The data were extracted with in-depth interview guideline and observation through a social media platform Instagram. Data validity was performed with triangulation method and peer debriefing. The software used to perform data analysis was Open Code 4.03.

**Hasil:** The types of cyberbullying done on instagram among adolescent in Yogyakarta such as providing rude comments, updating instastory, uploading photos, and commenting on photos. It is influenced by several factors such as the intensity of social media usage, lack of empathy, and character of victim. Victims who experience cyberbullying will respond to the perpetrators, and the character of the victim. Victims who experience cyberbullying will respond to the perpetrator and have an impact on the lives of cyberbullying victims.

**Kesimpulan:** the types of cyberbullying that is performed on instagram among adolescent in Yogyakarta consisted acts like rude comments, instastory updates, photo's upload and photo's commentary. Suggestions for researchers can further intervene through health promotion in social media related cyberbullying behavior so that there is no increase in cyberbullying actions in social media.

**Kata Kunci** : cyberbullying, behavior, adolescent