

PERILAKU *CYBERBULLYING* DI *INSTAGRAM* PADA KALANGAN PELAJAR SMA

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ABSTRAK

Remaja yang berada pada masa pencarian identitas melakukan eksplorasi untuk mengatasi kebingungan identitas dengan penggunaan media sosial *Instagram* yang dapat memberikan dampak negatif bagi penggunanya yaitu *cyberbullying*. Penelitian ini bertujuan untuk mengetahui perilaku *cyberbullying* di *Instagram* pada kalangan pelajar SMA dengan menggunakan desain penelitian survei deskriptif guna mengungkap 3 hal yaitu, insidensi, distribusi, dan interelasi. Sampel dalam penelitian ini adalah pelajar SMA berusia 15-18 tahun pengguna *Instagram* yang berjumlah 165 pelajar. Pengambilan data dilakukan melalui pengukuran *self-report* dalam bentuk *Scale of Cyber Bullying* (SCB) yang merupakan hasil adaptasi dari Cetin et al. (2011). Hasil penelitian menunjukkan bahwa secara keseluruhan, taraf perilaku *cyberbullying* di *Instagram* pada kalangan pelajar SMA tergolong rendah. Meskipun taraf perilaku *cyberbullying* yang diteliti secara umum rendah, namun diperoleh temuan-temuan lain terkait sebaran taraf dimensi *cyberbullying* dan hubungan antara *cyberbullying* dengan faktor jenis kelamin sebagai berikut. Terdapat satu dimensi dari tiga dimensi perilaku *cyberbullying* yaitu *cyber verbal bullying* (*cyberbullying* secara verbal) sebagai dimensi paling dominan diantara dimensi lainnya. Berdasarkan hasil penelitian, secara keseluruhan terdapat perbedaan taraf *cyberbullying* antara pelajar laki-laki yang cenderung lebih tinggi melakukan perilaku *cyberbullying* yang dilakukan di *Instagram* dibandingkan pelajar perempuan. Pada masing-masing dimensi *cyberbullying*, juga menunjukkan bahwa pelajar laki-laki cenderung lebih tinggi dalam melakukan perilaku *cyberbullying* di *Instagram* secara verbal, menyembunyikan identitas, dan menyebarkan foto/video memalukan dibandingkan pelajar perempuan.

Kata kunci: *Perilaku Cyberbullying, Instagram, Remaja, Pelajar SMA, Survei Deskriptif*

***CYBERBULLYING BEHAVIOR ON INSTAGRAMS AMONG HIGH
SCHOOL STUDENTS***

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ABSTRACT

Adolescents who are in the search for identity exploring to overcome identity confusion with the use of social media Instagram which can have a negative impact on users, namely cyberbullying. This study aims to determine cyberbullying behavior on Instagram among high school students by using a descriptive survey research design to reveal 3 things, which is incidence, distribution, and interrelation. The sample in this study were 165 high school students aged 15-18 years old who used Instagram. Data were collected through measurements self-report in the form of the Scale of Cyber Bullying (SCB) which is an adaptation of Cetin et al. (2011). The results showed that overall, the level of cyberbullying behavior on Instagram among high school was low. Although the degree of cyberbullying behavior was studied in general low, but obtained other findings related to the level distribution of dimensions cyberbullying and the relationship between cyberbullying with the following gender factors. There is one dimension of the three dimensions of cyberbullying behavior is cyber verbal bullying as the most dominant dimension among other dimensions. Based on the results of the study, overall there are differences in the level of cyberbullying between male students who tend to be higher in behavior cyberbullying carried out on Instagram than female students. In each of the dimensions of cyberbullying, it also shows that male students tend to be higher in cyberbullying behavior on Instagram verbal, hide their identity, and distribute embarrassing photos / videos than female students.

Keywords: Cyberbullying Behavior, Instagram, Teenagers, High School Students, Descriptive Survey