

# Understanding Cyberbullying on social media for Youth in the Coastal Areas of Pematang Guntung Village

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## ABSTRACT

Many cases of cyberbullying happen to teenagers, but in Indonesia the empirical topic of cyberbullying has not been widely used, especially in rural adolescents in coastal areas, especially Pematang Guntung Village. This paper aims to analyze cases of cyberbullying in Pematang Guntung Village on social media. The method used in this research is qualitative. The research location in this study was carried out in the coastal area of Pematang Guntung Village by determining which informants would be used to obtain data. The researcher used purposive sampling technique. The results showed that most of the teenagers in the coastal area of Pematang Guntung Village knew about cyberbullying on social media. This is because the phenomenon of cyberbullying is not something new and they often encounter them on their social media accounts, especially on Facebook and Instagram. However, teenagers on the coast of Pematang Guntung Village still do not understand cyberbullying in the literature, starting from the definition of cyberbullying, the types of cyberbullying, and regulations regarding cyberbullying. This is because the phenomenon of cyberbullying is not new and they often encounter them on their social media accounts, especially on Facebook and Instagram.

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## 1. Introduction

The development of communication and information technology in the last 10 years has developed, especially the Internet (Priest, 2016). The internet has presented many new things in human life, such as sites, applications, and social media that were created to make communication between humans better and more practical and to make communication that occurs knows the boundaries of time and space (Peters & Nielsen, 2013).

According to Dimitri Mahayana in Mangold & Faulds (2009), the internet became the second big bang after the first big bang, namely the big bang material according to Stephen Hawking's version. This second big bang was an explosion of knowledge marked by electromagnetic communication via satellite or cable and was also supported by existing telephone networks (Zingmark et al., 2021). Thus, the internet is a symbol of the global community which makes the globe seem as if it is just "as wide as a moringa leaf".

The Internet is a system connected globally by a unique address or computer network based on the Internet Protocol (IP), supports communication using TCP/IP, then provides, uses, and makes it accessible in general and specific and can be used throughout the world quickly and easily (Moreno Esparza, 2015).

According to Novia & Mustika (2019) in Indonesia, internet users based on a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2018, said that currently, internet users in Indonesia are 171.17 million people, or around 64.8% of the total population of Indonesia. There was a very significant increase from 2017 which previously was only 143.26 million or 54.6%.

The presence of the internet also brings new things to the digital world, one of which is social media. Social media is a form of advancement in communication and information technology (Hu et al., 2019). By using social media, users can disseminate and get information quickly and easily so that it can influence the perspective, lifestyle, and culture of a nation (Kakihary, 2021).

The use of social media has become more and more widespread and an important part of adolescent social life (Bakić-Mirić, 2018). The latest findings from research results from Net Children Go Online say that children from 9-12 years of age already have social media accounts and spend most of their time and attention using social media (Velasquez & Quenette, 2018). This has an impact on changing the conditions of Internet use on online safety among adolescents, both boys, and girls (Villamil et al., 2020).

According to Bozyiğit et.al (2021), there are various types of social media used by internet users, namely, Facebook, Instagram, Youtube, Whatsapp, Twitter, and so on. Social media is the most widely used platform for internet users for daily activities such as sharing photos or videos between social media users, messaging, communicating, seeking information, entertainment, and creating content (Kietzmann et al., 2011). The presence of social media has indeed made human life easy and practical. Internet users can search for and communicate with anyone connected to it (Nadda et al., 2015). However, social media also raises a new phenomenon in people's lives, namely criminal acts or crimes in the form of a digital world (Allcott & Gentzkow, 2017).

Many forms of crime or criminality exist in the digital world or social media, such as data theft (hacking), pornography, cyberbullying, and others (Whittaker & Kowalski, 2015). All of this happened due to the misuse of digital technology. These crimes or crimes of course violate the law and every violation of the law will be punished. With the emergence of various crimes in the digital world, a new term is known as cybercrime or crimes in cyberspace (Kırcaburun et al., 2019).

Cybercrime or cybercrime is more common among adolescents. Based on the results of a survey from the Indonesian Internet Service Providers Association (APJII), students or teenagers become the second largest internet or social media user with a percentage of 71.7%, Indonesian Internet Service Providers Association (Novia & Mustika, 2019). One of the crimes in cyberspace for adolescents is bullying that is carried out online or through social media and is better known as cyberbullying (Giumetti & Kowalski, 2022). Social media makes it easier for cyberbullying perpetrators to commit acts of bullying by posting cruel posts, uploading photos, or other intimidating actions that can damage an individual's good name, get hurt and embarrassed while the perpetrator feels satisfied and happy because his goals are achieved (Shaikh et al., 2021).

*Cyberbullying* is a type of mysterious harassment or bullying to someone via social media platforms (Sari Rumra & Agustina Rahayu, 2021). Cyberbullying can be described as cyberbullying or online bullying or online harassment. This is especially common among adolescents and adolescents (Menin et al., 2021). Cyberbullying can be identified from malicious bullying behavior such as illegally accessing someone's account and posting rumors, threats, derogatory sexual comments, and so on (López-Vizcaíno et al., 2021). Cyberbullying perpetrators and victims of cyberbullying are two roles involved in the occurrence of cyberbullying (Hamiza Wan Ali et al., 2019). When someone experiences cyberbullying, it will allow a person to experience increased suicidal thoughts, lack of self-confidence, have negative responses and emotions, such as fear, anger, frustration, and depression (Singh et al., 2020).

Many cases of cyberbullying occur in adolescents, in the UK in 2002 based on a survey conducted by the National Children's Home (NCH) it was found that one in four young British children aged 11-19 years had been feared and threatened through their computers and cellphones, including threats of a death nature (Sudarwanto, 2009).

Then a cyberbullying case also occurred in Indonesia which was experienced by an 18-year-old teenager who was convicted by the court for insulting his friend through the social media Facebook. The defendant in the case of humiliation through social media Facebook was convicted by a judge at the Bogor District Court with a prison sentence of 2 months and 15 days with a probation period of 5 months (Pandie & Weismann, 2016).

Also, cases of cyberbullying have been accepted by several teenagers who have gone viral and become famous in Indonesia, such as Bowo. Bowo is a popular teenager in Indonesia from the Tik-Tok application uploaded through his Instagram. After becoming popular, Bowo held a meeting with his fans, but unfortunately, after that Bowo received blasphemy, harsh words, to video content containing blasphemy against Bowo. This is because the fans feel aggrieved by Bowo's appearance that is not following what is in the content and the real world (Setiawan, 2018).

Besides teenagers using social media a lot, another reason why cyberbullying afflicts teenagers is because teenagers at their age are already fluent in using digital technology. Then, teenagers in their daily activities and activities cannot be separated from the digital world so that cyberbullying events or actions can occur at any time.

A growing body of research shows that victims of cyberbullying crimes, both offline and online, can cause serious emotional consequences, even increasing the risk of long-term depression. (Moore et al., 2017) However, despite the increasing number of publications that focus on different types and aspects of the cyberbullying phenomenon, there are still issues related to cyberbullying and various complex and varied matters to discuss. (Younan, 2019).

While the research was conducted by Zalaquett & Chatters (2014) to 613 university students as respondents. Zalaquett & Chatters found that the impact of cyberbullying on these students, as many as 45% of respondents will feel angry, 41% of respondents feel sad, 32% experience increased stress, 9% experience decreased productivity, and only 6% of respondents said that cyberbullying is not has a special impact.

In other studies, it has also shown that adolescents who are involved or exposed to cyberbullying behaviors will have high risk and influence problems in academic life. They tend to have difficulty concentrating, have low grades, and have higher rates of absenteeism. Besides, the effects of cyberbullying also affect health, such as headaches, stomachaches, tend to be frustrated and also experience anxiety and depression (Hinduja & Patchin, 2009).

Therefore, what is important to stop cyberbullying is to look at the nature of cyberbullying in which the activity is repeated (Menin et al., 2021). By seeing and detecting cyberbullying action on social media from the start, it will be able to reduce the negative effects that occur to victims of cyberbullying and gain an understanding of how to deal with the situation so that victims of cyberbullying can avoid psychological disorders (López-Vizcaíno et al., 2021).

Research on cyberbullying in cyberspace or social media has been mostly done by previous researchers. Several special institutions have also studied the topic of cyberbullying. On the other hand, many cases of cyberbullying have befallen adolescents, but in Indonesia, the empirical topic of cyberbullying has not been widely practiced, especially in rural adolescents in coastal areas, especially Pematang Guntung Village. Thus, this research is expected to be a source of reading on the topic of cyberbullying in adolescents in Indonesia, especially in the coastal areas of Pematang Guntung Village.

## **2. Theoretical Framework**

### *a) New Media*

New media is a term used for all communication media with a background in communication and information technology. The term new media has been in use since the 1960s and encompasses a growing and diverse set of exposed communication technologies (Hart, 2015). Meanwhile, according to Watson & Hill (2015) new media is a media that uses the internet, technology-based online media, has a flexible character, has the potential to be interactive, and can function privately or publicly.

According to Flew (2007) The visible difference between new and old media is in terms of individual use, namely through the interactive level of media use indicated by the ratio of user responses to message senders, the level of user socialization where new media is more individual and not direct social interaction, the level of freedom in the use of media, the level of enjoyment and attractiveness of the media used by the wishes and a high level of privacy for the use of new media (Bin, 2021).

Wrong one part of the new media is the "Network Society". "Network society" is a structured social formation of groups, organizations, and mass communities that confirms the initial form of the organization from all aspects (individuals, groups, organizations, and social groups). In other words, the fundamental aspects of the formation of these theories are those which have broad collectivist relationships (Murphy, 2021).

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#### *b) Social Media*

Social media is a website-based site that can form networks and allow people to interact in a community. On social media, we can carry out various forms of exchange, collaboration, and get to know each other in the form of visual and audiovisual writing. Examples include Twitter, Facebook, blog, Instagram, Foursquare, and others (Shareef et al., 2019).

According to Andreas Kaplan and Michael Haenlein in the book *Social Media Politika* said that social media is a group of web 2.0-based applications, and which allows the creation and exchange of user-generated content (Kahne & Bowyer, 2018). In the daily life of modern humans, interaction is a necessity. Where distance and time are no longer a barrier and social media is here to answer all challenges and fulfill their obligations as social beings.

#### *c) Cyberbullying*

Cyberbullying can happen to a person or group that knows each other and it can happen to someone or a group that doesn't know each other. Cyberbullying can be defined as the misuse of communication and information technology that can harm or hurt and intentionally harass other people over and over again (Hinduja & Patchin, 2009). Cyberbullying perpetrators can use a false identity which causes the perpetrator to feel free from existing social and normative rules. Cyberbullying can occur on social media such as Facebook, Myspace, and Twitter (Singh et al., 2020).

Meanwhile, another understanding states that cyberbullying or better known as cyberbullying is a person's negative actions towards others that are carried out continuously or repeatedly. These negative actions can cause victims of cyberbullying to become helpless, hurt both physically and mentally (Kwan et al., 2020).

Cyberbullying is a multidimensional and multifaceted phenomenon that can be: cyberstalking, exclusion, denigration, online harassment, impersonation, outing, flaming, trickery, happy slapping. Also, according to Leviner (2019) There are various types of cyberbullying in cyberspace that are mentioned in his book *Save Our Children From School Bullying*, there are eight types of cyberbullying in cyberspace, including the following:

1. Flaming that is, someone sends angry and frontal words via text message.
2. Harassment is a disturbance that is done by sending messages via email, SMS, or text messages on social media continuously.
3. Denigration namely the act of a person by notifying or indulging others on the internet or social media to damage that person's good name and reputation.
4. Impersonation by pretending to be someone else and sending messages or status that is not good
5. Outing is the act of spreading other people's secrets or other people's private photos.

6. Trickery is an act of deception by persuading someone to get a secret or private photo of that person.
7. Exclusion namely actions that are carried out intentionally and cruelly by removing someone from an online group.
8. Cyberstalking the act of causing great fear of a person by continuously defaming and harassing the person's reputation.

Cyberbullying mostly targets children and adolescents. This is because the life of children and adolescents is still very fluent and very close to communication and information technology. Besides, children and adolescents at their age are still unable to distinguish between good and bad (Kwan et al., 2020).

### 3. Method

The method used in this research is qualitative. According to Creswell & Creswell (2018) Qualitative research aims to gain a general understanding of social realities and informants' perspectives. Understanding is obtained after analyzing social realities which are the focus of the research, and then a conclusion is drawn in the form of a general understanding of these social realities.

The research location is where the research is carried out. Determining the research location is a very important stage in qualitative research because the determination of the research location means that objects and objectives have been determined so that it makes it easier for researchers to conduct research. The research location in this study was conducted in the coastal area of Pematang Guntung Village.

Determining the informants who will be used to obtain data, the researcher will use a purposive sampling technique. Purposive sampling is a sampling technique with certain considerations, for example, the person is considered to know the most about what the researcher expects, as a ruler so that it will make it easier for researchers to explore the object or social situation under study (Prof. Dr. Sugiyono, 2016).

Hence the informant which is used in this study are adolescents in the coastal area of Pematang Guntung Village consisting of 7 people with the following age categories:

**Table 1.** Research Informants

No	TABLE I. Research Informants		
	Name	Gender	Age
1	Mutia	Woman	17 years old
2	Rahmi	Woman	14 years old
3	Nur Anita	Woman	19 years old
4	Raihan Maulana	Man	17 years old
5	Gunawan	Man	18 years old
6	Lindo Aji	Man	16 years old
7	Nasution	Man	17 years old

Data collection techniques were used in this study by using observation techniques (observation), interviews, documentation (Prasanti, 2018). By using three stages in the analysis technique that must be done in analyzing qualitative research data, namely: data reduction, data exposure (data display), and concluding (Gunawan, 2018).

#### 4. Results and Discussion

Cyberbullying can be interpreted as the act of sending messages or information intentionally through electronic devices or computers that can cause harassment, intimidating actions aimed at someone. Cyberbullying research center defines cyberbullying as "willful and repeated harm inflicted through the use of computers, cell phones, and other electronic devices" which means crimes committed intentionally using computers, telephones, and other electronic devices.

In Indonesia itself, based on data recorded from KPAI, it shows that in the 9 years, from 2011 to 2019, there were 37,381 complaints of violence against children (Emas & Cyberbullying, 2019). For bullying itself, both in the world of education and social media, the case reached 2,473 reports and this case continues to increase until the trend in today's digital era (Santosa, 2020).

Meanwhile, based on research results from the Program for International Students Assessment (PISA) 2018 show that in Indonesia students or school students admit to having experienced bullying with a percentage of 41.1%. Then, Indonesia is in the fifth highest position out of 78 countries as the country with the most students or students experiencing bullying (bullying). In addition to experiencing bullying, students in Indonesia also admit to experiencing incidents of intimidation as much as 15%, being ostracized by 19%, insulted, and 22% of their belongings stolen. Furthermore, students or students in Indonesia admit to having been threatened as much as 14%, being pushed by their friends as much as 18%, and students or students whose bad news is spread as much as 20% (McLoughlin et al., 2020).

For youths in Pematang Guntung Village, cyberbullying is an act of insulting, mocking, taking, and hijacking other people's accounts through social media. However, Pematang Guntung Village youth did not yet know the definitions of cyberbullying in literature or through expert opinion. This is because they rarely hear or look for the phenomenon of cyberbullying. They only often hear about bullying behavior in person. But the truth is, Pematang Guntung Village Youths know that there are acts of cyberbullying that occurs through social media.

Although they do not know about cyberbullying in literature, the youth of Pematang Guntung Village has never committed cyberbullying on their social media. However, some teenagers admit, especially boys, that they do bullying not through social media, but directly and usually in the school area. And for the youth of Pematang Guntung Village, especially men, they think that bullying at school with their friends is just for fun and it is a common thing among teenagers.

The causes of cyberbullying that occur among adolescents occur due to various things, and in general, when Pematang Guntung Village youth saw or knew about cyberbullying on social media, it was caused by someone who felt unhappy, jealous, and even had feelings of hurt towards others. so that the person is doing cyberbullying by making posts or photos about the disgrace of people he doesn't like.

There are different types of cyberbullying. According to (Wiyani, 2012) in his book *Save, Our Children From School Bullying* says that there are various types of cyberbullying which include the following: Flaming (burning), Harassment (interference), Denigration (defamation), Impersonation (impersonation), Outing (spreading secrets), Trickery (trickery), Exclusion (expenditure), and Cyberstalking (annoying and defaming).

However, Pematang Guntung Village youth did not know that there were types of cyberbullying. For them, cyberbullying actions done by someone are the same things as what is done in the real world, namely by mocking or insulting other people, hijacking or taking other people's accounts, spreading other people's disgrace, and so on, only the difference is This activity is carried out through social media and cyberbullying cannot physically attack a person.

Then, there are various negative impacts caused by cyberbullying behavior, especially on victims. Pematang Guntung Village youths argued that the negative effects of cyberbullying, such as experiencing mental pressure, closing themselves off from the environment, feeling ashamed, being a loner, being hurt, even that someone will have feelings of resentment, so they can commit violence.

This also agrees with what was said by Kwan et.al (2020), from the results of his research which states that cyberbullying that occurs in adolescents can make a teenager change and disturbing behavior, or in other words have a disturbance in him. Disorders that he will experience such as emotional, stress, social anxiety, drug use, depressive symptoms, and suicidal ideas and attempts.

Cyberbullying behavior that is often found by Pematang Guntung Village youth is on social media Facebook and Instagram. From these two social media, one can easily give unpleasant comments, send rude messages, insult others from status, to evenly spread the disgrace of other people's photos or videos. Also, in a day, Pematang Guntung Village youth will find at least one or two acts of cyberbullying via Facebook and Instagram by friends or other people they don't know on social media.

Case cyberbullying from Facebook or Instagram has happened very often. Like the case that happened to an Indonesian transgender actress, Lucinta Luna. Through her Instagram account @lucintaluna in March 2018, Lucinta Luna became the target of bullying from the Indonesian people because of the circulation of a video of Lucinta Luna carrying out a transgender operation which eventually led to Lucinta Luna experiencing cyberbullying on her Instagram account (Pandie & Weismann, 2016).

Regarding the rules or laws governing cyberbullying, Pematang Guntung Village teenagers only know that there are penalties for people who do bullying or cyberbullying, such as imprisonment and monetary sanctions. However, Pematang Guntung Village youth did not know for sure how long the prison sentence would be received by the cyberbullying perpetrators and how much money they had to pay.

In Indonesia, there is a law that regulates cyberbullying, namely Law Number 11 of 2008 concerning Electronic Information and Transactions (UU ITE). Several types of cyberbullying are mentioned in Article 27 paragraph (3) of the ITE Law which states that every person intentionally and without rights distributes and/or transmits and/or makes electronic information and/or electronic documents accessible that contain insulting and/or defamation good. Then in article 27 paragraph (4) of the ITE Law states that every person knowingly and without right distributes and/or transmits and/or makes electronic information and/or electronic documents accessible that contain extortion and/or threats (Johansson & Englund, 2021).

## 5. Conclusion

In a conclusion, most of the youth in the coastal area of Pematang Guntung Village knew about cyberbullying on social media (Santosa, 2020). This is because the cyberbullying phenomenon is not something new and they often encounter them on their social media accounts, especially on Facebook and Instagram. However, youth in the coastal area of Pematang Guntung Village still did not understand cyberbullying in literature starting from the definition of cyberbullying, the types of cyberbullying, and the regulations on cyberbullying.

Cyberbullying actions that often occur in Pematang Guntung Village include insulting, mocking, taking, and hijacking other people's accounts (Giumetti & Kowalski, 2022). Then, some of the impacts that emerged from victims who were affected by cyberbullying in Pematang Guntung village such as experiencing mental pressure, closing themselves off from the environment, feeling ashamed, being a loner, hurt, even that someone will have feelings of revenge so that they can commit violence (Johansson & Englund, 2021).

Then, for an understanding of the regulations regarding cyberbullying to youth in the coastal area of Pematang Guntung Village, it must be improved because all teenagers in this study do not know for sure that laws are governing cyberbullying that exist in Law Number 11 of 2008 concerning Information and Electronic Transactions (UU ITE). It is hoped that parents, especially in Pematang Guntung Village, have awareness and roles in overcoming and supervising children from cyberbullying. Also, literacy activities are needed in the face of crimes in the era of the industrial revolution 4.0, such as data literacy activities that are useful for a person's ability to read, analyze, and use information in digital. Then, technological literacy can be useful for understanding how machines, applications, and technology work. And finally, social literacy, which is useful as a skill

in communicating, respecting one another, as well as being the sciences in building relationships and networks in social media.

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