Cyberbullying phenomenon on instagram social media: phenomenological analysis of indonesian students

Sectio Putri Larasati[*]
Universitas Negeri Padang, Indonesia

Article Info

ABSTRACT

With the rapid increase in the use of internet technology among the community, teenagers and children are increasingly unable to control themselves in using the internet, especially on social media which increases the impact of the phenomenon of cybercrime (cyberbullying), especially on Instagram social media. Cyberbullying is a form of play and aggressive behavior against someone that is carried out continuously in cyberspace through an internet connection, cyberbullying has a negative impact so that it cannot be directed to the location, cyberbullying can be ridicule, threats, fraud, insults, defamation, stalking or hacking. Thus, it is necessary to study further to analyze the terms of early prevention efforts. This paper has a purpose, namely to see and trigger that cyberbullying behavior on social media, especially among Indonesian students, is increasingly widespread. Although cyberbullying is still ignored in Indonesia, it will have fatal consequences for teenagers in the future.

Corresponding Author:

Sectio Putri Larasati,
Universitas Negeri Padang
Email: sectioolarras@gmail.com

Introduction

Cyberbullying

Data on internet users in Indonesia is increasing year by year. Indonesia is one of the countries with the largest population of internet users in the world (Imansyah, 2018). According to the, We Are Social report, there are around 191 million social media accounts, which is evidence of the increasingly rapid development of the internet in Indonesia as of January 2022. In the previous year (2021) the number of internet users was 170 million.

Every development will always be accompanied by positive and negative influences, including technological developments which will be worrying for teenagers/students in Indonesia (Purwaningtyas & Sodik, 2021). One of the most feared developments is the misuse of the internet or social media, such as violence in the use of technology.

Teenagers are currently growing and developing in an environment where advances in information and communication technology are an inseparable part of everyday life (Adiyanti, Nugraheni, Yuliawanti, Ragasukmasuci, & Maharani, 2020). Ritonga (2020) argue that the internet is a medium that makes it easier to access information, ideas, and networks.

Indonesia uses the internet as a learning tool, especially in several big cities. There are several positive benefits received by students in using the internet such as extracting information and means of communication (Rahayu

& Jacabson, 2012). Usually, students use the internet to find school material, discuss subjects, find scholarship programs, consult with experts, and study distance (Ritonga, 2020). Teenagers not only use the internet as a means of learning, but the emergence of various types of social media also has an influence on changing the order of people's lives in Indonesia. Some web applications that are visited by many students such as blogs, wikis, forums, social networks, and virtual world spaces are supported by increasingly sophisticated and advanced multimedia technology. Social media that are often used by students include Instagram, Facebook, Twitter, and others. Social media applications can help students express themselves and provide many opportunities for each individual.

From today's technological developments, the internet and social media have a bad impact on students, especially teenagers. One that is developing is the phenomenon of bullying around cyber (Antoniadou & Kokkinos, 2015; Kintonova, Vasyaev, & Shestak, 2021). Bullying behavior can be interpreted as a form of oppression or violence that is carried out intentionally by individuals or groups who are more powerful towards other people, with the intention of hurting them continuously. Bullying can be divided into two, namely, direct (direct) and indirect (indirect bullying). Direct bullying can be verbal and physical. Meanwhile, indirect bullying is in an invisible form and has a negative impact on victims who experience it. Willard in the journal Dina Satalina mentions the various types of cyberbullying as follows (Laena & Santiago, 2022): (1) Flaming (burning / fiery), is the act of sending a text message or uploading something to social media that contains frontal words and anger; (2) Harassment (nuisance), can be in the form of nuisance messages that are carried out continuously via e-mail, text messages, inbox, or direct massage; (3) Cyberstalking, can be in the form of harassment and defamation of someone and carried out intensely so as to cause great fear in the person being bullied; (4) Denigration (defamation), can be in the form of spitting out someone's badness with the aim of damaging someone's good name and reputation; (5) Impersonation (imitation), which is sending a number of messages and status by pretending to be someone else; (6) Outing & Trickery, outing is the dissemination of private photos and secrets of others, while trickery is the act of persuading someone to reveal that person's secrets or private photos; (7) Exclusion, is a cruel and intentional act of removing someone from an online group.

Instagram Social Media
The development of information technology, including the internet, has given rise to various forms of interesting applications, one of which is social media Instagram. Instagram is an internet-based application that allows users to take photos, apply digital filters, and stories, manage photos, and the latest technology namely lives to stream, and upload videos for 1 minute. This application is made to express one's self through photos and videos uploaded by using the like, comment, and share features. With the aim of showing our activities to the public, an element of a relationship is characterized by a balance of power (Hellsten, 2015). Cyberbullying is an action carried out by a person or group of people against other individuals through text, pictures/photos, or videos that tend to demean and harass ((Hidajat, Adam, Danaparamita, & Suhendrik, 2015).

New media are referred to as media digitization, convergence, interactivity, and development of networks related to message creation and message delivery. The ability to offer interactivity, allowing users to choose, and control the information that will be consumed or managed. Social media is engaged in internet-based applications with Web 2.0 technology that allows for the creation and exchange of user-generated content. With the development of the Instagram application that is felt by many people, it does not rule out the possibility of positive and negative impacts.

Cyberbullying Behavior
Cyberbullying behavior among students in the Instagram application can have low self-esteem, increased suicidal ideation, and various emotional responses, wanting to retaliate but fearing frustration, anger, and depression. The behavior that many people do to someone is by ridiculing, berating, or other bad traits through negative comments so that someone can do things that other people don't want with bad actions from the victim. Cyberbullying behavior cannot be resolved properly because it can lead to various negative behaviors that can be accident.

Preventive actions from cyberbullying behavior that focus on victims among students can be started from oneself, such as adding insight into the use of technology and applications wisely, increasing creativity, and instilling wisdom as early as possible (Doane, Kelley, & Pearson, 2016). The role of parents is very important in this case, how parents accompany their children in using communication tools and get used to being open to their families. To reduce this cyberbullying bad behavior, preventive measures are needed and social media ethics education such as posting something that smells like Sara, using polite language, being able to distinguish between private and public chats, and understanding written content comprehensively. Apart from obeying the laws in force in your own country, it also includes manners, values/norms, and rules that apply in society.

Method

This study uses descriptive qualitative research (Doyle, McCabe, Keogh, Brady, & McCann, 2020), namely research on money data collected and asked in the form of words and pictures. The qualitative research method is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior This study uses qualitative research by viewing and analyzing documents that have been made by certain objects and subjects, to obtain clear and in-depth information from informants using a phenomenological approach. In this documentation study, we get an overview from the subject's point of view through other written media documents that have been made directly in question. The documentation carried out is in the form of writing, pictures, diaries, life histories, and regulations.

Besides, library studies are also used in this research method, which seeks information about previous theories, methods, and concepts that are relevant to the problem. Literature studies are carried out in the form of references to literature, journals, e-books, information, and internet searching as well as other discussion sources.

Results and Discussions

The use of social media Instagram when the development of the internet is also increasingly soaring. This is what makes teenagers ignore the real world and are more interested in seeing Instagram's social media. Social media Instagram is interesting because teenagers can access everything they need through pictures/photos. Based on interviews with APM, VDM, SAZ, and MFN they use Instagram social media for approximately 8 - 10 hours per day. Where the tool used to access Instagram is a cellphone. By using the Instagram application. Furthermore, SAZ revealed that when we open our Instagram social media, we forget the time because we are too busy looking at pictures/photos in the application.

Meanwhile, RN realizes that sometimes if the content or posts are not in line with his thoughts, he will respond through the comments column on Instagram. And some of the informants often see inappropriate artist content, then they try to criticize by typing in the comments column. With the intensity of using Instagram social media for too long, these negative cyberbullying things happen. In criticizing content/posts on Instagram they don't know their identity, if it doesn't match their thoughts, they will criticize negatively. Also with the "report" feature on Instagram, they can suppress that feature to block the account they want to bully. From several informants, it can be concluded that most of them are in the form of cyberbullying by comments and by proxies.

From the results of the study, it was shown that teenagers who became informants admitted that they had done cyberbullying through comments and by proxy to accounts that posted the content that did not match their thoughts (Naf'an, Bimantara, Larasati, Risondang, & Nugraha, 2019; Whittaker & Kowalski, 2015). The findings from this interview indicate that adolescents prefer to give comments in the form of bullying which is called cyberbullying for things that are not in accordance with their thoughts. Based on that, parents can take preventive measures for their children's daily lives, especially by controlling their teens in using social media, because cyberbullying can harm teenagers themselves and their victims of cyberbullying (Gómez-Ortiz, Romera, Ortega-Ruiz, & Del Rey, 2018; Mesch, 2009). For victims of cyberbullying, it will be fatal if the victim pressures themselves for things they cannot accept such as account deletion and suicide.

Conclusion

Cyberbullying is an act of intimidating or committing a crime by using media or an electronic device, where the behavior is intended intentionally by the perpetrator causing harm that is carried out consistently and repeatedly. From this study, it can be concluded that cyberbullying behavior is in the form of comments in posts and by proxies from teenagers. In this case, parents play an important role in monitoring their children because it will harm teenagers themselves and victims of cyberbullying such as account blocking, suicide, and so on.

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