The Influence of Instagram Social Media on Cyberbullying Behavior of Students in Class XI IS UPT SMA Negeri 3 Bulukumba

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ARTICLE INFO

Keywords: Instagram Social Media, Cyberbullying

Received: 19, May
Revised: 23, June
Accepted: 22, July

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ABSTRACT

The purpose of this research is to find out the use and effect of Instagram social media on the students of XI IIS UPT SMA Negeri 3 Bulukumbang and how they responded to that phenomenon. This study uses quantitative research. The results of this study indicate that (1) the use of Instagram social media by students is 69.57% in the high category. And the usage indicator of Instagram social media with the highest percentage is Instagram as a median for obtaining various information (88%). And the most used feature is the saved feature (78%); (2) The students response to cyberbullying behavior is 55.7% in the middle category. And the percentage of response for cyberbullying behavior is giving advice to people who are racist on Instagram, which is 77%. (3) The effect of Instagram social media usage on cyberbullying behavior of class XI IIS UPT SMA Negeri 3 Bulukumba students The regression results show that the significance value is 0.02 < 0.05 and the value is 2.316 > 2.021 which means that the Instagram social media variable (X) influences the Cyberbullying behavior variable (Y).
INTRODUCTION

The presence of various kinds of social media applications makes the process of socialization, work and individual learning easier. William Martim (Abdullah & Awaru, 2018) that the information society is understood as a society whose quality of life, and opportunities for social change and economic development depend on increasing knowledge and its use. The expanding range of interactions on social media makes it easy for individuals to get positive and negative influences. It is very easy for someone to access this information both from within and outside the country, so it is also easy to imitate Western culture to enter life. In this case, the existence of social media can direct individuals toward proportional or anti-social behavior (Sunarto, 2012). Changes in behavior due to social media are very influential on adolescents because the stages of development are at a transitional age with mental health that is still unstable and much influenced by external environmental factors (Kartono, 2015).

As the fourth most populous country in the world, the Indonesian population uses social media a lot. Quoted from DataIndonesia.id (Widi, 2023) stated that "the We Are Social report shows that, there were 167 million active users of social networks in Indonesia as of January 2023, which is 60.4% of the total population throughout Indonesia". Because this number is not small, social media users need to anticipate the various information presented because not everything in it is positive. From statistical data, APJII concluded that the percentage of internet users in Indonesia is mostly dominated by teenagers, where the availability of internet services is only a medium for chatting on social media and less use of the internet as a medium or learning (educational) tool (Marsinun & Riswanto, 2020).

For Instagram social media users in Indonesia, quoted from Katadataco.id (Annur, 2023) that "We Are Social reports, where those who used Instagram in Indonesia earlier this year reached 89.15 million users and made it the 4th country in the world with the most Instagram users". The existence of Instagram social media provides a space for the public to access information and comment quickly regarding the world of celebrities and social problems in general (Rachmayanti & Candrasari, 2022). The information and various comments that were accessed certainly varied, ranging from positive to negative. Instagram as a form of social media has been widely used by minors adults and the elderly. Teenagers or students who use Instagram social media are often out of control to the point of damaging their physical and psychological abilities, because they are too free to access the things presented therein.

The unstable mentality of adolescents, especially those who are still studying at the upper secondary level in social media, is very sensitive to negative actions that can harm themselves and others. One example is cyberbullying behavior among students, harsh words in everyday life are no longer something that is rarely heard but has become something commonplace. Saying harshly to the point of hurting someone who has become a daily meal of course also departs from information that is quickly accessed from social media so that the interaction process is also accompanied by harsh words. More specifically, cyberbullying is defined as a behavior by an individual or group
against other people in a telecommunication network (telephone) with the aim of intimidating, attacking, or embarrassing the victim (Nurjannah, 2014). Based on research (Pandie & Weismann, 2016) found several motives for the occurrence of cyberbullying behavior, namely, revenge, motivated perpetrators, desire to be motivated, desire to be respected and an element of intent. Cyberbullying or cyber violence, is more painful than the physical abuse that someone experiences. Where often victims of cyberbullying behavior experience trauma, feel alienated, treated inhumanely, helpless and physically and verbally intimidated when attacked. In addition, cyberbullying that is continuously and prolonged experienced by adolescents will result in feelings of anxiety, depression, decreased learning achievement and the emergence of anti-social attitudes (Ismiray, et al., 2022).

Based on several studies conducted across countries, shows that cyberbullying behavior has become a serious problem in both developed and developing countries (Rusyidi, 2020). Indonesia is one of the developing countries where cases of cyberbullying were reported Tribunnews.com (Fahlevi, 2023) stated "Based on the results of a survey by the Center for Digital Society (CfDS) found 1,895 students (45.35%) claimed to have been victims of cyberbullying in cyberspace, while 1,182 students (38.41%) were perpetrators of bullying. The digital platforms that are commonly used in cyberbullying are WhatsApp, Instagram and Facebook. Based on research in 2020 in several regions of Indonesia such as Aceh, Medan, Jakarta, Yogyakarta, Makassar, and Papua, the cyberbullying rate at schools was found to be in a fairly high category with a score of 69.64% (Efianingrum, et al., 2020).

One of the social media sites used by cyberbullies is Instagram. Commenting harshly and creating stories that embarrass the victims are things that are easy to do on this social media. Often individuals or groups abuse Instagram social media only for revenge or to bully someone they don't like. Students as active parties on social media use Instagram a lot to carry out cyberbullying actions. This is also felt by students of class XI IIS at UPT SMA Negeri 3 Bulukumba as students who are also very active on Instagram social media. Instagram has become a social media that has made class XI IIS students at UPT SMA Negeri 3 Bulukumba familiar with various kinds of harsh and dirty words by looking at the comments and information presented therein. This problem leads to the imitating stage of students, as evidenced by their frequent harsh words in everyday life, especially when interacting with their friends. They may think that this is commonplace even though it is very contrary to religious teachings and can harm the character of the nation's future. Instagram is also commonly used by students to bully or embarrass their friends, even teasing each other's stories. This is evident from the posting of a story by one of the students who satirized his friend with inappropriate words on Instagram. Apart from that, there was also a rude comment made by a student towards his friend in one of his posts on Instagram. The use of Instagram social media influences cyberbullying behavior supported by research (Nadila & Syam, 2018) that based on primary data obtained from questionnaires using a measurement scale, Likert scale and processed through statistical applications with the SPSS program,
namely validity and reliability tests through simple regression, normality and hypotheses, the calculated t value is 6.218 and t table at α 0.05 on a 2-sided test is known to be 2.002. Based on the hypothesis test, it is obtained that if the t count is greater than the t table (6.218 > 2.002) then H<sub>a</sub> is accepted, meaning that the use of Instagram social media has a significant and positive effect on cyberbullying behavior. In this case, the functions and dangers of smartphones as a social media outreach tool are often misused so that they can change the values and behavior of adolescents because they often imitate current trends (Nur, 2019). So that it is understood that the shift and transformation of values occur as a result of the dominant media that influences society with various information in it, namely social media, which inevitably means that society, especially teenagers, will fall into the process of change without realizing it (Setiadi & Kolip, 2011).

If seen based on sociological theory, this can be related to the theory of symbolic violence. Humans as social beings will never be separated from the process of interaction and communication between fellow individuals and groups of people. In the process of interaction or reciprocity, it will create a habit or Habitus. The definition of habitus itself according to Pierre Bourdieu is interpreted as a social value that is experienced and felt by humans and is created through a process of socializing values that takes a long time to become a habit (Ritzer and Goodman, 2005), this habit is carried out repeatedly and sticks within an individual or group in his life. These habits can be observed in behavior and actions. For example, the habits that individuals or groups carry out in an art competition by providing support and encouragement to teammates, communicating well so that the impact leads to positive things, and vice versa, namely carrying out cyberbullying or bullying using dirty, rude, offensive language. to hurt someone and so on. From here it is seen how a habit can become verbatim because it is done continuously and repeatedly.

Symbolic violence is defined as a form of deviant behavior that can be carried out indirectly or through certain intermediaries such as power, where this power does not appear to be a form of violence. Someone who has power will feel free to oppress those under him until no resistance can be put up. According to Bourdieu, symbolic violence is an indirect action that usually occurs through cultural mechanisms and is opposed to more direct forms of social control (Ritzer and Goodman, 2005). Cyberbullying is defined as a behavior that refers to indirect violence and does not injure physically. However, these crimes are more painful because those who were attacked and injured were the person's mental or psychic nature, and made them cornered and very ashamed to face the realities of life. Symbolic or symbols, in this case, what is intended is Instagram social media. The existence of Instagram social media has been used badly by individuals or groups to damage the mentality of someone they hate. Where social media is used for good things in accessing information and interaction but it can only be used negatively by someone to get satisfaction with a problem. With the existence of a form of power and freedom that is obtained by an individual, it will facilitate the process of bullying or mental violence against someone. People who have power are not afraid of anything even though some
are positive norms and values that bind while it concerns their self-esteem they will take any action even in a bad way.

The purpose of this study was to find out: (1) How to use Instagram social media in class XI IIS UPT SMA Negeri 3 Bulukumba. (2) How does the use of Instagram social media affect cyberbullying behavior of class XI IIS UPT SMA Negeri 3 Bulukumba? (3) How is the response of class XI IIS UPT SMAN 3 Bulukumba students to cyberbullying behavior on Instagram social media?

LITERATURE REVIEW

(Widi, 2023) stated that "the We Are Social report shows that, there were 167 million active users of social networks in Indonesia as of January 2023, which is 60.4% of the total population throughout Indonesia". Because this number is not small, social media users need to anticipate the various information presented because not everything in it is positive. From statistical data, APJII concluded that the percentage of internet users in Indonesia is mostly dominated by teenagers, where the availability of internet services is only a medium for chatting on social media and less use of the internet as a medium or learning (educational) tool (Marsinun & Riswanto, 2020).

METHODOLOGY

This study uses a communicative approach through quantitative research methods. The research was conducted to provide and map the percentage of the level of use of social media Instagram on cyberbullying behavior of class XI IIS students at UPT SMAN 3 Bulukumba. The total population is 135 students and a sample of 40 students. The number of samples was determined through a probability sampling technique, namely simple random sampling, in which the sample was determined by simple random lottery in the form of a lottery to obtain 40 students as respondents. The data analysis technique used regression analysis technique through SPSS version 22 and score interpretation according to Sugiyono.

The data collection technique uses a questionnaire with an ordinal Likert scale. Sugiyono explained that to measure the attitude, opinion, and perception of a person or group of people related to social phenomena, a Likert scale was used (Sugiyono, 2021). The Likert scale has good gradations from very positive or negative, based on the answers to each instrument item used. Respondents will be given a choice of answers stating whether they agree or not. The answer choices certainly have their respective weights including strongly agree (5), agree (4), disagree (3), disagree (2), and strongly disagree (1) (Andriyanti, 2019).

The following is the interpretation of the score according to Sugiyono, that is, it is based on the score of each respondent's answer. Interpretation of the score is determined by "the maximum score of each questionnaire item is 5 and the minimum score is 1, and ranges from 20% to 100%, so an adjacent score can be obtained which is 16%((100% -20%)/5)". The classification, namely:
Table 1. Score Interpretation

<table>
<thead>
<tr>
<th>Results</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>84% - 100%</td>
<td>Very high</td>
</tr>
<tr>
<td>68% - 83,99%</td>
<td>Tall</td>
</tr>
<tr>
<td>52,67% - 67,99%</td>
<td>Currently</td>
</tr>
<tr>
<td>36% - 51,99%</td>
<td>Low</td>
</tr>
<tr>
<td>20% - 35,99%</td>
<td>Very low</td>
</tr>
</tbody>
</table>

In obtaining the interpretation of the score can be done by comparing the acquisition of item scores obtained from the answers of respondents with the highest score then multiplied by 100%.

\[
\frac{\text{item score}}{\text{Highest score}} \times 100\%
\]

Item scores are obtained by multiplying the scale of the questions by the number of respondents who answer the weighted value (Samsu, 2017). While the highest score is obtained by multiplying the number of question scale values by the number of respondents (Rifka, 2013). The highest score in this study was 200 obtained from the multiplication of the highest scale of 5 and the total number of respondents was 40 people.

RESULT

The following is the result of calculating the percentage score, average percentage and interpretation of the questionnaire score for each item about the effect of using Instagram social media on cyberbullying behavior in 40 respondents in class XI IIS UPT SMA Negeri 3 Bulukumba.

1. Use of Social Media Instagram

Table 2. Use of Social Media Instagram

<table>
<thead>
<tr>
<th>Use of Social Media Instagram</th>
<th>Score (%)</th>
<th>Criteria</th>
<th>Average Score (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a medium to get various information</td>
<td>88%</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Actively Using Social Media Instagram</td>
<td>81%</td>
<td>high</td>
<td></td>
</tr>
<tr>
<td>Ignore the rules in Instagram social media</td>
<td>47,5%</td>
<td>Low</td>
<td></td>
</tr>
<tr>
<td>Using Instagram more than 4 hours in 1 day</td>
<td>65%</td>
<td>Currently</td>
<td>69,57%</td>
</tr>
<tr>
<td>Shop at the online shope on Instagram</td>
<td>50%</td>
<td>Low</td>
<td></td>
</tr>
<tr>
<td><strong>Feature Usage</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reel</td>
<td>76,5%</td>
<td>Tall</td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td>65,55</td>
<td>Currently</td>
<td></td>
</tr>
<tr>
<td>Hastag</td>
<td>70%</td>
<td>Tall</td>
<td></td>
</tr>
<tr>
<td>Instagram Story</td>
<td>71%</td>
<td>Tall</td>
<td></td>
</tr>
</tbody>
</table>
Based on table 2 above, shows that the average use of Instagram social media by students of class XI IIS UPT SMA Negeri 3 Bulukumba is 69.57% in the high category. The average is obtained from the results of the tabulation of the Instagram social media usage questionnaire with a score for each item, namely (1) As a medium for obtaining various information 88%, (2) Actively using Instagram social media 81%, (3) Indifferent against rules on Instagram social media 47.5%, (4) Using Instagram for more than 4 hours a day 65%, (5) Shopping at the Instagram online shop 60%, using Instagram features including, (6) Reel 76.5%, (7) Comment 65.55%, (8) Hastag 70%, (9) Instagram Story 71%, (10) Direct Message 70%, (11) Feed 73.5%, (12) Share 76.5%, (13) Saved 78%, (14) Collab Instagram 63%, (15) Note Instagram 65.5%, (16) Hide 69%, (17) Report 68.5%, (18) Instagram Live 71%, and (19) Highlights 73.5%.

2. Response to Cyberbullying Behavior

<table>
<thead>
<tr>
<th>Response to Cyberbullying Behavior</th>
<th>Score (%)</th>
<th>Criteria</th>
<th>Average Score (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copying other people’s rude words on Instagram</td>
<td>32%</td>
<td>Very Low</td>
<td></td>
</tr>
<tr>
<td>Disagreeing with someone making a bad comment about someone else</td>
<td>65%</td>
<td>Currently</td>
<td></td>
</tr>
<tr>
<td>Defending someone when they receive hoax news on Instagram</td>
<td>73%</td>
<td>Tall</td>
<td>55.7%</td>
</tr>
<tr>
<td>Advising someone who is being racist on Instagramm</td>
<td>77%</td>
<td>Tall</td>
<td></td>
</tr>
<tr>
<td>Keep following accounts that often blaspheme other people on Instagram</td>
<td>31.5%</td>
<td>Very Low</td>
<td></td>
</tr>
</tbody>
</table>

Based on table 3 above, shows that the average response to cyberbullying behavior of class XI IIS UPT SMA Negeri 3 Bulukumba is 55.7% with moderate criteria. The percentages of each form of response are (1) Imitating other people saying rude words on Instagram 32%, (2) Disagreeing with someone who comments badly about other people 65%, (3) Defending
someone when they receive hoax news on Instagram 73%, (4) Giving advice to someone who is racist on Instagram 77%, (5) Staying following accounts that often blaspheme other people on Instagram 31.5%.

3. The Effect of Using Instagram Social Media on Cyberbullying Behavior

Regression Analysis

Analysis of the influence of Instagram social media on cyberbullying behavior can be seen from the output results of the regression analysis using SPSS version 22 which can be seen in Table 4 below.

Table 4. Regression Analysis Results

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>11.402</td>
<td>8.915</td>
<td>1.279</td>
</tr>
<tr>
<td></td>
<td>Instagram Social Media</td>
<td>.308</td>
<td>.133</td>
<td>.352</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Cyberbullying Behavior

Based on Table 4 above, it is known that the constant (a) value is 11.402, while the Instagram social media value (b/regression coefficient) is 0.308, so the regression equation can be written:

\[ Y = a + bx \]

\[ Y = 11.402 + 0.308X \]

From this equation it can be translated that the constant value is 11.402, meaning that the consistent value of the participation variable is 11.402. Then, the value of the regression coefficient X of 0.308 states that for every 1% addition of Instagram social media value, the value of cyberbullying behavior increases by 0.308. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.

The following is the decision-making in the regression test:

Based on the significance value of the Coefficient table, a significance value of 0.02 <0.05 is obtained, so it can be concluded that the Instagram social media variable (X) influences the Cyberbullying Behavior variable (Y). And as for the t value, it is known that the t_count value is 2.316 > t_table 2.021, so it can be concluded that the Instagram social media variable (X) affects the cyberbullying behavior variable (Y).

DISCUSSION

Table 2 states that the use of Instagram social media and the use of its features has an average score of 69.57%. This shows that the use of Instagram social media by students of class XI IIS UPT SMA Negeri 3 Bulukumba is
relatively high so it can be said that the majority of class XI IIS UPT SMA Negeri 3 Bulukumba are active in using Instagram social media. The use of Instagram social media with the highest average score as a medium for obtaining various information with a score of 88%. This shows that most students still use Instagram social media properly. The features contained in Instagram social media are reel, comment, hashtag, Instagram story, direct message, feed, share, saved, Instagram collab, Instagram note, hide, report, Instagram live, and highlights. Among the various features that have been mentioned, it turns out that the saved feature is the feature most often used by students of class XI IIS UPT SMA Negeri 3 Bulukumba with a score of 78%. The saved feature is a feature used to store information in the form of photos/pictures or videos that are considered interesting on Instagram social media so students don't have to bother when they want to see some information.

According to (Prihatiningsih, 2017), in his work entitled Motives for Using Instagram Social Media Among Adolescents, it is generally revealed that the motive for using social media, especially Instagram social media among adolescents, is to find people, share news and also find the information they want and need. This use makes Instagram social media no longer just a social media but also a medium for adding information.

Where as in table 3 it states that the response to cyberbullying behavior has an average score of 55.7% which is classified as a medium score interpretation. This shows that students of class XI IIS UPT SMA Negeri 3 Bulukumba have started to have an awareness of the dangers of cyberbullying. The response to cyberbullying behavior that has the highest score is advising someone who is racist on Instagram with a score of 77%. This shows that there are still many students who care about the cyberbullying that is happening around them and are trying to give a warning to the cyberbullying perpetrators. According to (Narpaduhita & Suminar, 2014) in their work entitled Differences in Cyberbullying Behavior in View from Student Perceptions of School Climate at SMK Negeri 8 Surabaya, said that positive student perceptions of their school will foster student concern for their friends and will help friends who are victims of bullying. This means that students' impressions of the school where they study can determine what their perceptions of cyberbullying behavior are like.

In table 4 it states that the effect of Instagram social media on cyberbullying behavior with regression analysis obtained positive results, where a significance value of 0.02 < 0.05 was obtained and the t_(count) value was 2.136 > t_table of 2.021 which shows that Instagram social media has a significant effect on cyberbullying behavior. This proves the existence of cyberbullying through Instagram social media by students of class XI IIS UPT SMA Negeri 3 Bulukumba. According to (Nadila & Syam, 2018), in his work entitled The Influence of Instagram Social Media on Cyberbullying Behavior in Adolescents (Study of Gampong Batoh Youth, Lueng Bata District, Banda Aceh), which has also conducted a regression test, states that the use of Instagram social media has a significant and positive effect on cyberbullying behavior. This is proof that the use of Instagram social media does influence broad cyberbullying behavior.
Therefore, in connection with what has been explained in the introduction, it can be stated that there is evidence of the influence of the use of Instagram social media on cyberbullying behavior by students of class XI IIS UPT SMA Negeri 3 Bulukumba.

CONCLUSIONS AND RECOMMENDATIONS

The conclusion regarding research on the influence of Instagram social media on cyberbullying behavior of class XI IIS UPT SMA Negeri 3 Bulukumba is that the use of Instagram social media and the use of its features has an average score of 69.57% with the majority of class XI IIS UPT SMA Negeri 3 Bulukumba using the media active social Instagram. The most frequently used use of Instagram social media is as a medium for seeking various information with a score of 88%. The feature that is used most often is the save feature with a score of 78%. Furthermore, it is proven that students' responses to cyberbullying behavior show a safe sign with an average score of 55.7% which is classified as moderate by advising someone who is racist on Instagram, as a response with the highest score of 77%. In addition, it is also proven that there is a significant influence between the use of Instagram social media on cyberbullying behavior of class XI IIS UPT SMA Negeri 3 Bulukumba, which can be seen from the significance value of 0.02 <0.05 and the t_count value of 2.136 > t_table 2.021 which indicates the direction the effect of using Instagram social media on cyberbullying behavior is positive.

From the results of the analysis and conclusions, the researcher provides the following recommendations:

1. The use of Instagram social media and the use of its features by students of class XI IIS UPT SMA Negeri 3 Bulukumba, shows a relatively high average score. For this reason, it is hoped that students will be wise and orderly in using Instagram social media so that cyberbullying behavior can be reduced.

2. The response to cyberbullying behavior is moderate. Therefore it is hoped that students of class XI IIS UPT SMA Negeri 3 Bulukumba will further increase their awareness of the dangers of cyberbullying.

3. The effect of using Instagram social media on cyberbullying behavior is proven positive. For this reason, it is hoped that students and teachers will jointly improve the situation by being wise in social media and learning to understand the dangers of cyberbullying so that in the future there will be even better changes.

4. In connection with the limited research topic, the researcher suggests that other parties carry out further research on the effect of using Instagram social media on cyberbullying behavior with a broader subject, deeper material, and relevant methods so that generalizations can be drawn later.

ADVANCED RESEARCH

This research still has limitations. So it is still necessary to conduct further research related to the title the influence of instagram social media on cyberbullying behavior of students in class XI IIS UPT SMA Negeri 3 Bulukumba.
REFERENCES


