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DAFTAR ISI (TABLE OF CONTENT)

Disaster Communication in Sleman Regency: Evaluating the SIMANTAB Application's Implementation and Impact — Adhianty Nurjanah, Nano Prawoto, Riski Apriliani, Chalila Raihan Nabilazka —	121 - 136
Transformative Governance: Utilizing Social Media Dynamics to Improve Public Service Implementation in the Digital Age in Indonesia — Mella Syaftiani, Achmad Nurmandi, Misran, Muhammad Yunus —	137 - 156
Multicultural CSR Communication for Achieving a Sustainable Environment — Riski Apriliani, Rona Rizkhy Bunga Cassana, Khanun Roisatul Ummah, Dinda Safitri Ramadhani, Nando Alhasanain —	157 - 170
Unveiling the Hidden Struggles: Political Violence Against Women Through the Lens of Standpoint Theory — Umaimah, Mohamad Zahir Zainudin, Eko Sumardi, Muhammad Akbar, Ryanka Dizayani Putra —	171 - 198
Unmasking the Network: The Power Dynamics Behind the Social Movement Against Election Postponement — Evie Ariadne Shinta Dewi, Diyaulmuhana, Benazir Bona Pratamawaty —	199 - 222

Characteristics, Role of Social Media and Self Esteem of victims in Cyberbullying Cases in Indonesia — Dasrun Hidayat, Risti Nur, Almauri Saputri, Novel Lyndon, Leili Kurnia Gustini —	223 - 240
Trends in Digital Transformation for Multicultural E- Government Communication: A Bibliometric Analysis Using Citespace — Ahmad Muhardin Hadmar, Achmad Nurmandi, Anwar Sadat, Mohammad Jafar Loilatu, Adil Hassan Ibrahim —	241 - 260
Addressing Implementation Challenges of Minimum Service Standards in Local Government Using Soft System Methodology: A Case Study of Bekasi City, Indonesia — Maharina Desimaria, Amy Yayuk Sri Rahayu, Junarti, Reni Novia —	261 - 282
Communication Dynamics and Elite Perceptions: Assessing Government Policy Effectiveness in Sumberglagah Leprosy Village, Indonesia — Endik Hidayat, Daniel Susilo, Rahmat Hussein Andri Ansyah, Carl C.G. Dizon —	283 - 298
Political Marketing and Identity Politics: Implications for Voter Engagement and Interest — Riska Sarofah, Nauval Trian Putra, Herdin Arie Saputra —	299 - 310
Communicating Cultural Instituion: A Treatise of Indonesian Ulama in Different Technological Eras — Rachmat Baihaky, Lisma Dyawati Fuaida —	311 - 336

Characteristics, Role of Social Media and Self Esteem of victims in Cyberbullying Cases in Indonesia

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Abstract

This study examines the characteristics, role of social media, and self-esteem of victims in cyberbullying cases in Indonesia, motivated by the growing phenomenon of bullying behavior on social media platforms. The research aims to analyze how these characteristics and the social environment influence the self-esteem of cyberbullying victims. The study employed a qualitative descriptive method, using purposive sampling to select 20 informants who have experienced cyberbullying, including children, adolescents, and adults in Bandung. Data were collected through in-depth interviews. The findings indicate that cyberbullying negatively impacts victims' self-esteem, leading to trauma, social isolation, and reduced confidence. This lack of self-esteem is influenced by the anonymity of perpetrators and the rapid spread of harmful content. The study also highlights that gender, age, and social environment significantly shape the victims' experiences. Negative emotional turmoil is a major reason for perpetrators to engage in cyberbullying. The results suggest that early prevention and intervention from parents or guardians are crucial. Families should prioritize creating a supportive environment to enhance the resilience of children exposed to cyberbullying. These insights can contribute to developing more effective strategies to reduce the impact of cyberbullying on victims.

Keywords: *cyberbullying, social media, self-esteem.*

Abstrak

Penelitian ini mengkaji karakteristik, peran media sosial, dan harga diri (self-esteem) korban dalam kasus cyberbullying di Indonesia, yang dilatarbelakangi oleh meningkatnya fenomena perilaku perundungan di media sosial. Tujuan penelitian ini adalah untuk menganalisis bagaimana karakteristik dan lingkungan sosial mempengaruhi harga diri korban cyberbullying. Penelitian ini menggunakan metode kualitatif deskriptif, dengan pemilihan 20 informan yang pernah menjadi korban cyberbullying melalui teknik purposive sampling, mencakup anak-anak, remaja, dan dewasa di Kota Bandung. Data dikumpulkan melalui wawancara mendalam. Hasil penelitian menunjukkan bahwa cyberbullying berdampak negatif pada harga diri korban, menyebabkan trauma, isolasi sosial, dan penurunan rasa percaya diri. Rendahnya harga diri ini dipengaruhi oleh anonimitas pelaku dan penyebaran informasi yang cepat. Penelitian juga menemukan bahwa jenis kelamin, usia, dan lingkungan sosial memiliki pengaruh signifikan terhadap pengalaman korban. Gejala emosi negatif menjadi alasan utama pelaku melakukan cyberbullying. Hasil ini mengindikasikan pentingnya pencegahan dan intervensi dini dari orang tua atau wali. Keluarga harus menciptakan lingkungan yang mendukung untuk meningkatkan ketahanan anak yang mengalami cyberbullying. Temuan ini dapat berkontribusi pada pengembangan strategi yang lebih efektif untuk mengurangi dampak negatif cyberbullying terhadap korban.

Kata Kunci: *cyberbullying, media sosial, self-esteem.*

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INTRODUCTION.

The cyberbullying case involving a doctor at Diponegoro University (Undip) tragically ended with the victim committing suicide. This incident reveals a dark reality behind the symbol of the white coat. One significant effect of bullying is the victim's sense of isolation. Cyberbullying can manifest in real-life consequences, causing victims to feel depressed, sad, angry, and frustrated. In this case, the victim experienced threats, categorized as such due to the use of intimidation and psychological pressure, which induced intense fear and anxiety (Estévez et al., 2019). These threats often involve negative statements, rumor-spreading, or physical intimidation, creating an unsafe environment. What makes this case unique is that the target was a medical professional someone typically regarded as a respected and protected figure yet became the victim of bullying (Akella, 2016). This demonstrates that cyberbullying not only occurs among students but can also target professionals like doctors. The case is particularly noteworthy as both the victim and perpetrator were fellow doctors, highlighting the potential adverse impact on medical education in Indonesia. This unique aspect of doctor-to-doctor bullying sets this research apart from previous studies.

The bullying case involving UNDIP medical students is just one example of the many bullying incidents that have come to light. Previously, similar cases have been reported in the school environment. According to data, 71% of cyberbullying takes place on social media, 19% through chat applications, 5% in online games, and the remaining percentage on other digital platforms. A 2021 study conducted by the Center for Digital Society on 3,077 junior and senior high school students found that 45.53% of students had been victims of cyberbullying, while 38.41% admitted to being perpetrators. These incidents include various forms of bullying, ranging from physical to verbal abuse. Table 1 provides an overview of the types of bullying that occur in Indonesia.

Tabel 1. Types of Bullying in Indonesia

No	Bullying Cases	Types of Bullying
1	Bullying Case of UNDIP PPDS	Verbal Threats and psychological Threats
2	Brutal Persecution in Cilacap	Physical Oppression
3	Hazing in Babelan, Bandung City	Physical and Psychological Bullying
4	'Smackdown' Action in Balikpapan	Physical Oppression
5	Elementary School Student Stabbed by Meatball	Physical Oppression
6	Violence of Vocational School Students in Cimahi	Physical Oppression
7	Bullying at MTs Al Ma'shum, Asahan	Physical Oppression
8	Cases in Pontianak	Physical and Verbal Bullying
9	Case at Binus School Serpong	Physical and Psychological Bullying

Source: (Quamila, 2024)

The table above shows various cases of bullying that have occurred in Indonesia ranging from children to adults, with the majority of cases falling into the category of physical bullying and threats. The cases reflect that bullying does not only occur in elementary school settings, but also at the middle and high school levels (Azeredo et al., 2015). This shows that bullying is a widespread problem and requires serious attention from all parties because bullying does not look at age or social status (Petrosino et al., 2010). Bullying can occur due to the influence of task pressure and a very strict medical education system. As in the case of UNDIP medical student bullying, it occurs because of the heavy tasks shouldered by prospective specialist doctors, making it difficult to control emotions. Bullying perpetrators often show difficulty in managing their own emotions, such as anger or anxiety. Bullying can be a way for them to cope with this inability by venting their frustration to others. Social Control Theory, which states that actions are often triggered by a lack of social control (Hidayat et al., 2022). When social norms are not enforced, individuals tend to act aggressively towards others. This can be seen in the case of UNDIP medical students, where a highly educated doctor became a victim of bullying despite having above-average abilities, which logically could not be a victim of bullying. .

The table above illustrates various bullying cases in Indonesia, involving victims ranging from children to adults, with the majority categorized as physical bullying and threats. These cases indicate that bullying is not limited to elementary school environments but also occurs at middle and high school levels, highlighting that bullying is a pervasive issue that requires serious attention from all parties, as it transcends age and social status. Bullying can arise due to the pressure of tasks and a strict medical education system. For instance, the bullying incident involving UNDIP medical students was partly caused by the heavy workload faced by prospective specialist doctors, leading to emotional instability. Perpetrators of bullying often struggle to manage their emotions, such as anger or anxiety, and resort to bullying as a means to express their frustration. This behavior aligns with Social Control Theory, which suggests that aggressive actions are more likely to occur when social norms are not effectively enforced (Hidayat et al., 2022). This is evident in the UNDIP case, where even a highly educated doctor, possessing above-average capabilities, still fell victim to bullying—a scenario that contradicts conventional expectations.

Based on the bullying data described in the previous paragraph, it reinforces that Indonesia is a country that is vulnerable to bullying. UNICEF states that 45% of 2777 children in Indonesia have experienced cyberbullying (Ningrum & Amna, 2020). Based on information from PISA (Program for International Students Assessment), Indonesia is ranked as the 5th country with the highest cyberbullying cases in the world. As many as 41.1% of students in Indonesia claimed to have been victims of bullying. The phenomenon of bullying has become a serious concern for all circles, because considering the impact of bullying is very detrimental to its victims. In Indonesia, cases of cyberbullying are rampant, because many victims feel ostracized and embarrassed if bad things about themselves are spread, especially on social media. Minister of Education, Culture, Research and Technology (Mendikbud Ristek) Nadiem Makarim stated that based on the results of the 2021 and 2022 National Assessment (AN) or the 2022 and 2023 Education Report Card, 24.4% of students experienced various types of bullying such as physical, relational, verbal, and cyber bullying.

Based on information from PISA (Program for International Students Assessment), Indonesia ranks 5th with the highest cases of cyberbullying in the world. As many as 41.1% of students in Indonesia claimed to have been victims of bullying. This percentage is high because it is above the average of 23% (Ningrum & Amna, 2020).

The victim of bullying is usually someone who tends to be weaker than the perpetrator either physically, mentally, or socially. The victim is more likely to have low self-confidence or self-esteem issues so that he or she does not have the courage to fight back (Aimasari, 2019). It is important for every individual to build strong physical and mental strength to avoid bullying cases. A positive mentality will build positive self-esteem, so that a person feels more accepted by those around him (Prasetya et al., 2013). Meanwhile, bullying perpetrators have characters such as lack of empathy, do not care about the feelings or suffering of others. More aggressive, both physically and verbally and dominant (Rohmat & Lestari, 2019).

The media plays a major role in bullying cases. According to media effects theory, negative content on social media greatly influences both perpetrators and victims of bullying. Media effects theory focuses on how messages delivered through the media, including social media such as Instagram, can affect the attitudes, behaviors and psychology of its audience. In the context of this study, media effects theory helps analyze how repeated exposure to negative comments, insults, or hurtful content on Instagram affects the self-esteem of bullying victims (Rohmat & Lestari, 2019). Long-term exposure to content on social media can lead to decreased self-esteem through the internalization of negative messages received by victims. In addition, Instagram as a social media platform can magnify the phenomenon of cyberbullying by displaying content that provokes attention and interaction, which in turn exacerbates the psychological impact for victimized adolescents. By understanding how media effects theory plays a role in this dynamic, research can link exposure to negative content on social media with its impact on the self-esteem of bullying victims (Paramita & Rachmawati, 2022).

Cyberbullying is aggressive behavior that is carried out repeatedly through digital technology with the aim of hurting or intimidating other individuals. Cyber bullying can be done in various ways, namely verbally such as spreading rumors, insults, or threats through text messages, comments, or posts on social media. Socially, cyberbullying can be done such as prohibiting someone from social interaction online, spreading gossip, and excluding someone from an online group, and visually such as uploading pictures or videos (Rohmat & Lestari, 2019). In the context of media effect theory, bullying cases show that negative interactions on social media greatly affect the psychology of victims (Hidayat et al., 2024). Media Effect Theory explains that continuous exposure to negative content in the media can affect a person's self-perception. In the case of UNDIP medical students, constant public humiliation makes the doctor feel depressed, lose his self-esteem, and feel helpless to restore his self-image. In addition to media effects theory, social learning theory is also relevant in this context. This theory states that individuals learn new behaviors by observing and imitating the behavior of others. In this case, bullying actions committed by other social media users can inspire similar actions from others, thus creating a continuous cycle of bullying on the platform from the start (Rohmat & Lestari, 2019).

The purpose of this study is to analyze the characteristics of bullying, then analyze the

role of social media and analyze the psychological and social impacts of bullying victims. This research is important to build awareness of the dangers of cyberbullying so that all parties can be involved in preventing other bullying cases.

RESEARCH METHOD.

This research uses a qualitative method. Qualitative research methods are research that intends to understand what phenomena are experienced by the research subject, for example behavior, perception, motivation, activities, and others (Haida, 2018). This study uses Media Communication Theory and Effects, which explains how media, especially social media like Instagram, influences the behavior and psychology of its users. In context *cyberbullying*, This theory helps to understand the impact of negative interactions on social media self-esteem (*self-esteem*) adolescent. Media and effects theory argues that repeated exposure to negative content can affect a person's self-perception. On Instagram, *cyberbullying* often occurs through negative comments or the spread of derogatory content, which quickly spreads widely. This influence can lead to a decrease in *Self-esteem*, because victims are constantly faced with attacks on their self-image.

Decline *Self-esteem* as a result of *cyberbullying* It can be seen as one of the negative effects produced by unhealthy social media interactions. Media, especially interactive platforms like Instagram, not only act as content providers, but also as social spaces where norms, attitudes, and self-identities are shaped and influenced. In the end, this study uses the theory of media communication and effects to explain how *cyberbullying* through Instagram social media can have a serious impact on the mental and psychological health of adolescents, especially in terms of declining self-esteem. The data collection technique used is observation or observation and interviews. Observation or observation can be interpreted as attention that is focused on an event, symptom, or something. to collect research data directly on the environmental conditions of the research object so that a clear picture of the object to be studied is obtained. Interviews in this technique researchers conduct direct interviews with adolescents who have experienced cyberbullying on social media. In the interview process here, researchers request information through direct dialog with several victims of various ages who have experienced cyberbullying on social media. (Aimasari, 2019).

The data sources used by the author as a source of research information and data obtained are using primary data sources obtained from interviews and direct observations conducted in several places such as schools, campuses and work environments in the Bandung and Nagreg areas. The informants used in this study were 20 respondents in various age groups around 10-35 years old who had experienced cyberbullying on social media. The following Table 2 presents the informant profile as a source of research data.

Table 2. Informant Data

Code	Informant Name	Gender	Age	Cyberbullying experience
P1	Jausa	Female	18 years old	Victim of cyberbullying
P2	Sania	Female	20 years old	Victim of cyberbullying
P3	Randi	Male	19 years old	Victim of cyberbullying
P4	Shania	Female	19 years old	Victim of cyberbullying
P5	Arisa	Female	19 years old	Victim of cyberbullying
P6	Kamal	Male	19 years old	Victim of cyberbullying
P7	Avill	Male	19 years old	Victim of cyberbullying
P8	Taskiya	Female	20 years old	Victim of cyberbullying
P9	Rendy	Male	15 years old	Victim of cyberbullying
P10	Zahira	Female	17 years old	Victim of cyberbullying
P11	Nindi	Female	18 years old	Victim of cyberbullying
P12	Reyhan	Male	17 years old	Victim of cyberbullying
P13	Esa	Female	20 years old	Victim of cyberbullying
P14	Ellok	Female	22 years old	Victim of cyberbullying
P15	Rossa	Female	30 years old	Victim of cyberbullying
P16	Nala	Female	27 years old	Victim of cyberbullying
P17	Andi	Male	25 years old	Victim of cyberbullying
P18	Bagus	Male	29 years old	Victim of cyberbullying
P19	Nia	Female	24 years old	Victim of cyberbullying
P20	Betrand	Male	35 years old	Victim of cyberbullying

Source: Research results, 2024

The data analysis techniques used in this study are data collection, data reduction, data display, and conclusions drawn. Data Collection is collecting and reviewing all existing data from various sources, such as interview results, documents related to photos and so on. Data Reduction, which is all the data collected is sorted between those that are really relevant to the research. Data Display, which is data obtained from the field of research that is presented scientifically by researchers without covering their shortcomings. Drawing conclusions, that is, after becoming a scientific work, then looking for conclusions as the answer to the formulation of the problem.

Through triangulation, specifically, the validity of the research findings in this study is checked. Triangulation in credibility testing as verification of information from multiple sources in various methods and at several points in time. Therefore, source triangulation, data collection method triangulation, and time triangulation need to be carried out. Source triangulation is a test of data validity by managing data through multiple sources.

Triangulation of data collection methods, is the examination of data to the same source with different techniques. Triangulation of time, conducting data checks at different times.

RESULTS AND DISCUSSION.

This research aims to analyze the characteristics of bullying, then analyze the role of social media and analyze the psychological and social impacts of bullying victims. This research is important to build awareness of the dangers of cyberbullying so that all parties can be involved in preventing other cases of bullying. To answer this question, there are three aspects of the research results that will be reviewed in this section. These aspects are the characteristics of cyberbullying, the role of social media and the impact of cyberbullying victims, namely low self esteem.

The ease of social media access in Indonesia is rapidly increasing with the proliferation of smartphones and affordable internet packages. This allows millions of people to stay connected, increasing the likelihood of exposure to both positive and negative social interactions. For many Indonesian users, especially teenagers, social media is a primary tool for communication and expression, which makes them more vulnerable to online harassment (Fatmawati, 2013).

Cyberbullying on social media has a variety of characteristics that affect the way perpetrators behave and the impact felt by victims. These actions are not limited to one form, but evolve according to the features of the digital platform. From verbal abuse, to spreading fake news, to social ostracization, all of these can cause severe psychological distress for victims. Victims often feel isolated, helpless, and experience a decline in self-confidence.

The main characteristics of cyberbullying include repetitive actions, the anonymity of the perpetrator, and a significant emotional impact on the victim, as these attacks occur in cyberspace, which is easily accessible at any time. This is consistent with the statements of informants P2, P6, P10, P12, and P18, who highlighted that the anonymity and relentless nature of online platforms intensify the emotional distress experienced by victims. Consequently, the constant accessibility of digital spaces can amplify the severity of psychological effects, making victims feel perpetually targeted and vulnerable (Paat & Markham, 2021).

“The characteristics of cyberbullying that I experienced at that time were physical humiliation that made me ashamed of myself” (Interview informant P2 19/09/2024).

“The cyberbullying that I experienced was spreading hoax news on social media even though I did not do that at all” (Interview informant P6 19/09/2024).

“The characteristics of cyberbullying that I experienced were harassment and inappropriate words were thrown which made me embarrassed and uncomfortable” (Interview informant P10 19/09/2024).

“When I was in high school, I experienced terror threats on social media that made

me isolate myself and fear communicating with people.” (Interview informant P12 19/09/2024).

“I have experienced cyberbullying about my disproportionate physique and made me lazy to eat because I was afraid of being too fat” (Interview informant P18 19/09/2024).

Bullying is characterized by an imbalance of power, intent to harm, repeated behavior, and serious physical and psychological effects on the victim. Bullying can take many forms (physical, verbal, social, or siberbullying) and occurs in various environments such as schools, campuses, and social media. Table 3 below summarizes the characteristics of bullying that occur in victims of bullying.

Bullying is characterized by an imbalance of power, intent to harm, repetitive behavior, and severe physical and psychological impacts on the victim. It can manifest in various forms, including physical, verbal, social, or cyberbullying, and can occur in different environments such as schools, campuses, and social media platforms. This aligns with the findings of Volk et al., who emphasize that the diversity of bullying forms and settings complicates efforts to address it (Volk et al., 2017). Table 3 below outlines the specific characteristics of bullying experienced by victims, highlighting the variations and severity of these behaviors.

Table 3. Characterstic Cyberbullying

Informant	Characterstic Bullying
P18, P2	Physical Bullying
P6	Hoax Spreading
P12,	Threat
P10	Abuse

Source: Research results, 2024

Based on the results of the interviews, it can be concluded that victims of cyberbullying experience various forms of digital violence that have a significant impact on their mental and physical conditions. The main characteristics of cyberbullying include physical humiliation, spreading fake news, verbal abuse, and threats of terror on social media. These actions not only dehumanize the victim, but also cause psychological impacts such as embarrassment, discomfort, anxiety, and even social isolation. Some victims also report decreased self-esteem, eating disorders, and trust issues with others. In many cases, bullying is used as a tool to assert social dominance. Bullying often occurs among adolescents who are forming their social hierarchy. By putting others down, the perpetrator tries to place himself in a dominant position in the group (Haida, 2018). In addition, terror threats received through digital platforms trigger excessive fear, so victims isolate themselves and feel afraid to communicate with others. In fact, threats related to work pressure from strangers exacerbate the anxiety experienced by victims, making it difficult for them to trust the people around them. These characteristics of cyberbullying have a direct impact on the victim’s psychological state, triggering feelings of anxiety, depression, or even low self-

esteem. Persistent bullying can undermine a victim's self-confidence and make them feel helpless in real life and online situations As stated by informants P14, P15

"Cyberbullying makes me feel insecure about things and even feel that I am not okay" (Interview informant P14 19/09/2024).

"Cyberbullying makes me feel insecure about myself" (Interview informant P15 15 19/09/2024).

"Cyberbullying makes me isolated and trust issues with people around me" (Interview informant P20 19/09/2024).

The psychological impact of bullying can be devastating, particularly if not addressed promptly. Victims may suffer from various mental health issues, including depression, anxiety, and trauma, which may escalate to life-threatening behaviors such as self-harm or suicidal thoughts. According to Marshall, such experiences significantly reduce self-esteem and can have long-term detrimental effects on mental well-being (Marshall et al., 2015). Table 4 below provides a summary of the psychological impact on the self-esteem of cyberbullying victims, illustrating the extent to which these experiences can undermine an individual's sense of self-worth.

Table 4. Psychological Impact of Cyberbullying Victims

Informant	Object
P14,15	Insecure
P20	Trust Issues

Source: Research results, 2024

From what has been explained by some of the sources above, cyberbullying complements the victim's confidence and limits the development of the adolescent's personality. Because self-confidence is an important part of self-concept (Rohmat & Lestari, 2019). A study published in the Journal of Psychology proves that cyberbullying has a significant impact on the confidence of victims who feel incapable and doubt their abilities and self-esteem due to verbal or social attacks they experience online on social media.

This impact is exacerbated by the publicly visible nature of cyberbullying, where victims feel exposed and humiliated in front of many people. As a result, victims are often afraid to participate in social media again due to the psychological trauma they have experienced. They fear repeated attacks and choose to isolate themselves, both from social media and from real-world social interactions (Jain et al., 2021; O'Reilly et al., 2018). This fear often leads to social anxiety, where victims become anxious to interact with others for fear of being criticized or bullied again (Rohmat & Lestari, 2019). Based on Psychological Trauma Theory. Trauma theory states that bullying causes significant psychological trauma to

victims. Victims of bullying can experience emotional trauma due to repeated intimidation, verbal, physical, or social abuse (Rohmat & Lestari, 2019).

Psychological impacts such as low self-esteem in cyberbullying victims often occur due to the role of social media which is so freely and widely accessible to anyone. These digital platforms allow people from different backgrounds to interact without limits, and sometimes this opens up opportunities for negative behavior (Baccarella et al., 2018; Vicens et al., 2018). With easy access and little regulation in monitoring interactions between users, victims are often the target of verbal attacks and threats (Chetty & Alathur, 2018; Dragiewicz et al., 2019). Features such as anonymous accounts also make matters worse, as victims do not know who is attacking them, which in turn increases anxiety and fear. As a result, victims feel more depressed, anxious, and experience a decrease in self-esteem because it is difficult to avoid the threats hidden behind the anonymity of social media (Rohmat & Lestari, 2019). This is in line with the statements of informants P1, P5, P19, P11, and P17

“Social media makes me afraid and more careful about posting things because many people insult with fake accounts which makes me anxious”(Interview informant P1 19/09/2024).

“The role of social media sometimes makes me fearful and insecure at the same time because I’m afraid of people commenting on me.” (Interview informant P5 19/09/2024).

“Social media also often triggers feelings of insecurity or low self-esteem. Seeing posts about other people’s ideal lives, perfect looks, or successes can exacerbate feelings of insecurity” P9 19/09/2024).

“In addition, social media for insecure people often feel afraid of being commented on or judged by others.” (Interview informant P11 19/09/2024).

“Social media makes me more frightening because the fear of criticism, scorn, or negative comments reinforces fear and makes them more cautious, even avoiding social media altogether.” (Interview informant P17 19/09/2024).

The role of media in cyberbullying is dual: one side can be a tool to fight back and the other side can exacerbate bullying behavior. Educating users, raising awareness, and implementing appropriate regulations are essential to minimize the negative impact of cyberbullying and protect individuals from this harmful behavior. Table 5 below summarizes the role of social media in cyberbullying.

Table 5. The Role of Social Media in Cyberbullying

Informant	Object
P1, P5, P11, P17	Frightening
P9	Feeling Inferior

Source: Research results, 2024

Based on the results of the interviews above, it can be concluded that the anonymity feature on social media worsens the condition of victims of cyberbullying. Anonymity makes victims feel constantly threatened because attacks can come without warning, creates helplessness because it is difficult to fight unknown perpetrators, and creates social isolation because they doubt the people around them. This uncertainty prolongs fear, anxiety, and makes victims feel like they are not getting justice, especially when social media platforms fail to provide effective solutions (Epstein & Goodman, 2018; Nikunen, 2018). Anonymity, instead of protecting privacy, exacerbates the psychological impact experienced by victims. Normalization theory states that the media can make behaviors that were previously considered unacceptable become normalized. In the case of bullying, if the media constantly shows bullying, verbal abuse, or body-shaming behaviors, it can make these behaviors appear as normal, even acceptable (Rohmat & Lestari, 2019).

The adverse impact of cyberbullying on social media has several underlying reasons why this phenomenon can be so damaging to victims. First, the open and expansive nature of social media makes interactions between users difficult to control, so perpetrators can easily attack without direct consequences. In addition, these platforms allow for the rapid and widespread dissemination of information, so rumors or attacks can reach a large number of people in a short period of time, worsening the situation for victims. The victim's inability to escape these attacks, coupled with feelings of isolation and helplessness, contributes to profound psychological effects (Worsley et al., 2017). In this context, it is important to understand that cyberbullying is not just a negative behavior, but also creates an environment that is harmful to the mental health of the individuals involved (Eyuboglu et al., 2021; Fossum et al., 2023).

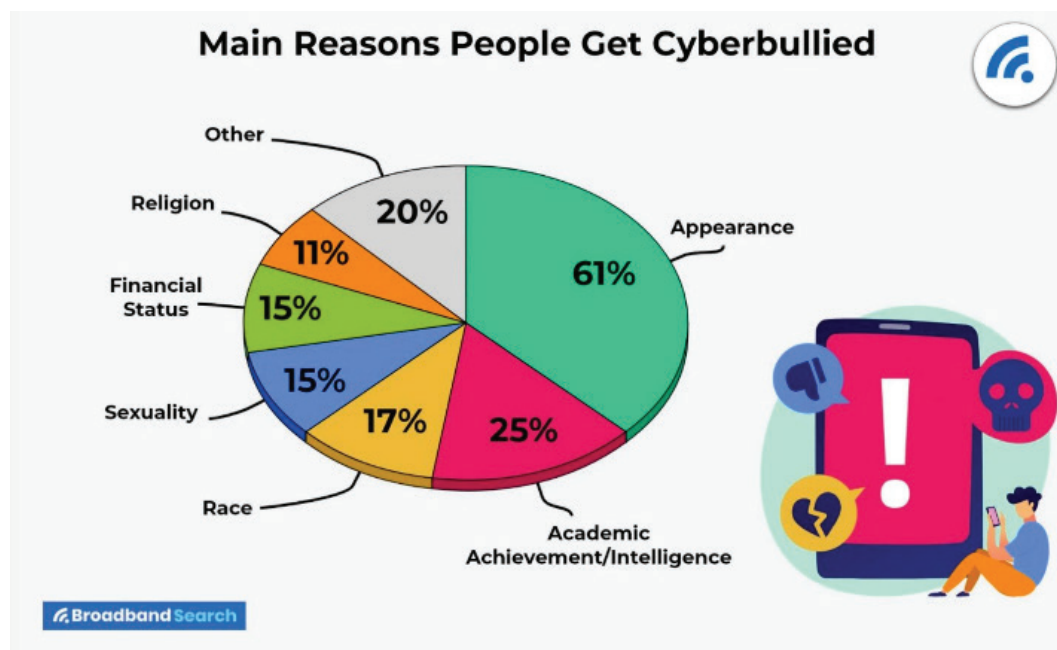


Figure 1. Main Reasons People Get Cyberbullied

Source : (Hidayat et al., 2022)

According to data cited from a Broadband search, the top reasons why someone experiences cyberbullying are 61% because of appearance, and 25% because of academic problems. Cyberbullying in peers often occurs, bullying friendship cycles are prone to cyberbullying, the quality of friendship is also something that must be considered, befriending aggressive friends can increase the risk of cyberbullying participation to be high, especially if there is an imbalance of power and power between friends will be something to watch out. Peers play an important role in adolescent involvement in cyberbullying, adolescents can learn through friends about various things, including adolescent participation in cyberbullying (Masa & Hurlock, 2009). However, no matter what the cause, cyberbullying cannot be justified. The act of cyberbullying has a huge impact on its victim (Imani et al., 2021). In addition to having an impact on psychological aspects, cyberbullying also has an impact on social aspects, namely the victim has a feeling of isolation and loneliness, exclusion, and even social rejection (Aimasari, 2019). Cyberbullying can make someone who was confident and able to get along with others become insecure because they are insulted and feel ostracized (Insani et al., 2022).

Human behavior is not caused by thoughts and feelings, but by past actions. This is in line with victims of cyberbullying. At first the victim may enjoy the sophistication of technology and social media, but if one thing changes it can backfire and suddenly social media, which is an online communication platform and offers various sophistications turns into a platform used to insult someone which greatly results in a decrease in self-esteem and mental health (Dewi et al., 2020).

Physical and mental health are closely interrelated; when one is disturbed, it directly

affects the other. Cyberbullying is one factor that can disrupt this balance, as it has the potential to cause severe depression, which in extreme cases can lead to suicide (Baharuddin, 2022). Depression resulting from such harassment is a serious issue, affecting individuals of all ages—whether children, teenagers, or adults. The psychological pressure and trauma inflicted can result in long-term mental health problems, making early intervention crucial.

According to behaviorism theory, human behavior, especially instinct, is initially the result of learning. How environmental factors drive human behavior is the subject of behaviorism theory (Maghfirah & Maemonah, 2019). Some people become angry and depressed when they are victims of cyberbullying, blamed, slandered and commented on from all sides. And sometimes it is not uncommon to vent anger and depression by hurting yourself. Hurt your head, chest, or whatever. After that, victims must be able to develop and improve themselves because cyberbullying is intimidation or violence in cyberspace that must be avoided and watched out for (Hanafi et al., 2021).

From the review of these aspects, the impact of cyberbullying on the victim's self-esteem characteristics is already in a serious stage, therefore action is needed to prevent the problem. Prevention that we can do in accordance with the aspects of overcoming self esteem bullying in adolescents is by controlling ourselves in behavior, especially using social media wisely, considering before posting something on social media, choosing associations that have positive values and positive teachings, avoiding providing invalid information so that no self esteem bullying occurs in cyberbullying victims (Juliano & Suyasa, 2020) and (Espelage & Hong, 2017). In line with these results, research conducted by Baulmeister et al shows that high self-esteem in each individual is an indicator of one's overall happiness in life (Mustofa, 2018). High self-esteem is not only associated with individual mental health and happiness, but also with a sense of security and closeness within the family, which in turn enables a sense of security and closeness within the family, which in turn enables good mental health and mental health (Wulansari, 2021).

There are two aspects that can hinder the development of self-esteem: fear and guilt. Feelings of anxiety arise when a person is unable to face the existing reality bravely (Putra, 2018). This reality is a negative self-reaction that causes a person to be crushed in inferiority due to cyberbullying behavior on social media (Cross et al., 2016). Another aspect that inhibits self-esteem is guilt, which includes feeling guilty for violating moral values or feeling unworthy of being loved by anyone because they have experienced bullying due to negative comments on social media. Victims will feel like failures for violating the life values instilled by the people who commented on them, i.e., what is valued and feared. Controlling heightened negative emotions is one aspect of developing self-esteem (Dzikril, 2022) and (Baharuddin, 2022). Little by little victims must learn what makes them angry, guilty, upset, or sad, and how others react when they express these emotions, and how they adjust their behavior to reflect these emotions (Rusfiana & Sugiasih, 2021). Survivors should also learn the difference between emotions and how to express them. Victims must have positive emotions to avoid loss of self-esteem due to cyberbullying behavior on social media.

CONCLUSION.

This study shows that the characteristics of cyberbullying victims in Indonesia vary, with age, gender and social environment having a significant influence on their experiences. Characteristics of cyberbullying, such as the anonymity of the perpetrator and the rapid spread of information, should be avoided to reduce its negative impact. Social media plays a dual role; while it is an important communication tool, its use needs to be limited to reduce the risk of bullying. The easy and rapid spread of negative content can make the situation worse for the victims.

Victims self-esteem is often negatively affected by bullying, leading to serious psychological impacts such as depression and anxiety. Therefore, maintaining self-esteem is crucial to helping victims overcome such adverse experiences. Victims should be empowered to increase their self-confidence and understand that they are not alone in facing this problem.

Education and intervention measures should be focused not only on victims but also on perpetrators, to create a safer and more supportive environment online. Further research is needed to explore deeper mechanisms regarding the interaction between social media, individual characteristics, and the impact on victims' self-esteem. Tackling cyberbullying on social media can be done with various approaches, including education and awareness as well as support from various parties such as families, schools and the government. Previous research on this subject explains that social skills training, awareness campaigns, rules-based school approaches, and training programs for parents and teachers have shown that some programs have a positive effect in reducing the incidence of cyberbullying and raising awareness about the issue.

In addition, using social media wisely, considering before posting something on social media, choosing associations that have positive values, and positive teachings, avoiding providing invalid information so that there is no transmission of self-esteem to victims of cyberbullying are factors that cannot be forgotten. More in-depth research on theories related to the concept of cyberbullying, self-esteem, and its effect on adolescents needs to be added to provide a stronger foundation for this research. While this study provides valuable insights and experience, it is worth acknowledging that the relatively small sample size and short duration of the study may limit the order of our results, but of course it is hoped that this research can make a valuable contribution despite its limitations, so that it can provide a more comprehensive view of self-esteem and cyberbullying. Further research can strengthen the theoretical framework used, by integrating relevant theories related to cyberbullying and self-esteem can help in better explaining the phenomenon.

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