

## The Use of Social Media in Adolescents as a Trigger for Bullying Behavior: A Study on High School Students in Bogor

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### ABSTRACT :

Bullying that occurs at the high school level is very urgent to get an immediate solution. This is considering that high school students are potential successors to development. Indonesia will enter the golden period, in 2045. Adolescents who are free from bullying will be ready to participate in development. Internet media is one of the triggers for bullying. Therefore, it is very important to know the use of adolescent internet media in relation to bullying. This study analyzes the relationship between adolescent social media use and bullying behavior among high school students in Bogor City. Data was collected from 100 respondents with an age range of 17-19 years, consisting of 57% women and 43% men. The analysis showed a significant relationship between adolescent characteristics and communication with peers ( $\beta = 3.225$ ), as well as a relationship between adolescent characteristics and social media use ( $\beta = 1.835$ ). In addition, a relationship was also found between adolescent characteristics and bullying behavior ( $\beta = 0.780$ ). These results underscore the importance of paying attention to factors such as adolescent characteristics and interaction with social media in understanding bullying behavior among adolescents. These findings highlight the need for a holistic approach to the prevention and management of bullying behaviors that includes parental supervision as well as a better understanding of adolescents' social media use. Social media has a significant role in shaping adolescents' attitudes regarding bullying, family communication contributes to the occurrence of bullying behavior in adolescents.

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## INTRODUCTION

The phenomenon of bullying has become one of the very serious challenges for adolescents around the world, with its detrimental impact not only felt by the victim, but also by the perpetrator and the surrounding environment (Abdullah, 2013). Data released by KPAI, February 13, 2023, stated that the increase in the number of bullying cases by 1,138 cases included physical, verbal, and psychological. Bullying is repetitive violence that occurs in many school environments with students as perpetrators and victims. Bullying is currently rife in Indonesia, with the highest number occurring in schools. In this rapidly growing digital era, the use of social media by adolescents has become a crucial factor that influences the dynamics of bullying. Social media platforms provide ease of access and anonymity for bullies, which in turn increases the complexity and pervasiveness of the bullying phenomenon. Research by Suciartini & Sumartini found that bullying through social media can have a serious psychological impact on victims, such as decreased self-esteem and depression (Suciartini & Sumartini, 2018). The use of social media is one of the most common activities carried out in adolescents today. The use of the internet and the possession of sophisticated gadgets have also influenced Indonesian adolescents. Based on the Report Digital 2020 explained that around 175.4 million Indonesians have used the internet, and 160 million are active social media users. As many as 210.3 million of them aged 13-17 years are ranked first as internet users and ranked third in using social media. This needs to be a concern because adolescence is the age of vulnerability to the formation of a behavior. The presence of the internet including social media seems to be an opening gate between countries around the world, making everything easier because the article with the internet in relation here is social media all information and communication can very quickly spread widely (Saiful, 2019). Social media in its use presents more risks for adolescents than most adults realize. The risks of social media use in adolescents, among others, are a lack of understanding about online privacy, peer to peer, influence from third parties such as advertising, and a variety of inappropriate content that is scattered (O'Keeffe et al., 2011). Bullying is one of the risks arising from negative social media use.

Indonesia, including Bogor City, is also not spared from the problem of bullying. The results of a study by the Junior Chamber International (JCI) said that almost 40% of students in Bogor City were victims of bullying. Most of these victims are high school (SMA) students around 30% to 40%. Data from the Bogor City Women's Empowerment and Child Protection Office (DP3A) stated that as many as 129 cases of violence occurred against women and children throughout 2022. Where 40% of them are cases of violence against children, including dominating sexual harassment, bullying, and violence occurring at school (Nugraha, 2023).

Various cases of bullying have occurred in the school environment and community, raising concerns about its impact on the psychosocial well-being of adolescents (Syah & Hermawati, 2018). Research by Craig et al shows that excessive use of social media can reinforce adolescent bullying behavior, along with the desensitizing effect on the negative impact of bullying. This points to the need for a deep understanding of the interaction between

social media use and the phenomenon of bullying in local cultural and environmental contexts (Craig et al., 2020).

To understand and address the phenomenon of bullying, it is not only important to understand the role of social media, but it is also important to consider other social and environmental factors, including the role of family. Social theories such as social influence theory and social identity theory can provide valuable insights in understanding group dynamics and adolescent behavior (Craig et al., 2020). In addition, the role of family communication is also very important in shaping the attitudes and behaviors of their children (Adi & Solihin, 2022). According to Olson et al, families that provide an open and supportive communication environment can help reduce the risk of bullying behavior in adolescents (Olson et al., 2012). Therefore, further research on the relationship between social media use, bullying behavior, and family roles is critical to understanding and overcoming this phenomenon.

Previous studies have shown that the role of family communication, as suggested by Olson's family theory, can play an important role in reducing bullying rates among adolescents. Open and healthy communication between parents and children can help prevent bullying behavior and create a safe and supportive environment for adolescents.

Although there has been a lot of research on the relationship between social media use and bullying behavior, there is still a need to explore the specific context in Bogor City, as well as the role of family communication in managing this phenomenon.

## RESEARCH METHOD

This study uses a quantitative approach by using surveys as the main instrument of data collection. The sample will be randomly selected from high school students in Bogor City, considering the gender distribution and relevant age range. Data will be analyzed using quantitative statistical methods, such as regression, to evaluate the relationship between the independent variable (social media utilization) and the dependent variable (bullying behavior), as well as the role of the control variable (family communication). The population in this study is all SMA X students in Bogor which totals 1390 students. The researcher used the Slovin formula to determine the number of samples from the population in this study. The sample technique using the sample random sampling method was obtained with a sample of 100 respondents. The determination of respondents was carried out randomly per class XI by taking 5 students in each class.

The quantitative research method in this study involved detailed steps to explore the relationship between adolescent social media use and bullying behavior. First, in sampling, researchers use a simple random sample method by paying attention to several factors. First, researchers looked at the sex proportions of respondents, namely 57% women and 43% men, to reflect the gender distribution in the population of high school students in Bogor City.

Second, researchers looked at the age range of respondents, namely 17-19 years, which is the age range relevant to the adolescent phase. However, the number of respondents at a given age may not be balanced, as seen from the smaller number at 17 years old (4 people)

compared to 18- and 19-year-olds. The survey instruments used have been designed to measure variables of social media utilization and bullying behavior. The questions in this survey are designed to explore relevant information and represent the concepts to be researched.

Third, the data collected were analyzed using quantitative statistical methods using the PLS 0.3 smart application to find out how significant the relationship between adolescent social media use and bullying behavior. This analysis will help answer the formulation of research problems that explore the relationship between the two variables. The limitations of this study lie in the generalization of results only to high school students in Bogor City and the possibility of bias in data collection that can affect the validity of research results.

The purpose of this study is the relationship between adolescent social media use and bullying behavior among high school students in Bogor City which in detail consists of the relationship of adolescent characteristic variability (X1) on adolescent communication with peers (Y2) The influence of adolescent characteristic variability (X1) on adolescent communication with social media access (Y3) Adolescent characteristic variability (X1) on adolescent bullying behavior (Y4) Influence of parental characteristics (X2) on adolescent communication with parents (Y1) Effect of social media access variable (Y3) on adolescent bullying behavior (Y4) Effect of adolescent communication variable with parents (Y1) on adolescent bullying behavior (Y4).

## RESULTS AND DISCUSSION

The results of this study are expected to provide a better understanding of the dynamics between adolescent social media use and bullying behavior in Bogor City, as well as its implications for the development of more effective policies and interventions in preventing and overcoming bullying among adolescents. In addition, this research is also expected to contribute to the scientific literature on the issue of bullying, particularly in the Indonesian context, as well as provide a basis for further research in this field.

The characteristics of respondents have an important role in shaping the research framework and understanding the results obtained. Respondents in the study consisted of 100 respondents, with details of 57% women and 43% men. This proportion indicates gender diversity in the sample, even though the majority are women. In addition, the age of respondents ranged from 17 to 19 years, which indicates that this sample consists of high school adolescents relevant to the research topic. There were 4 respondents aged 17 years, 41 respondents aged 18 years, and 55 respondents aged 19 years. This confirms that most respondents are aged 18 and 19, with slightly more in the 19-year-old age group.

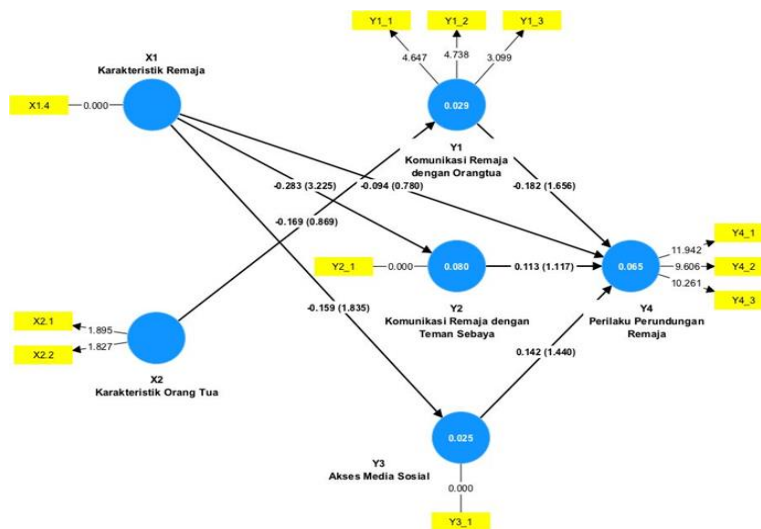
The importance of understanding the characteristics of respondents lies in an accurate representation of the population under study. With most women in the sample, study results may tend to reflect specific perspectives or experiences of this group. However, gender diversity also provides an opportunity to explore gender differences in the context of research topics, such as bullying experiences that may differ between adolescent girls and boys. In addition, the age range relevant to the adolescent phase of high school provides a

comprehensive understanding of the dynamics of adolescent behavior and experiences in social media use and social interaction.

An understanding of respondents' characteristics is an important step in designing and analyzing research. Diverse gender and age data make it possible to produce more holistic and representative findings. The overall characteristics of respondents form an important basis in the interpretation of research results and their application in a broader context. The results of statistical processing related to variables X and Y that have been collected in this study (Figure 1). The statistical data to be analyzed includes the relationship between adolescent characteristic variables (X) and various aspects of adolescent communication and behavior (Y).

First, researchers will analyze statistical results related to the relationship between adolescent characteristic variables (X) and adolescent communication with peers (Y2). The results of the analysis will help in understanding how strong and significant this relationship is in the context of the study. Next, researchers will analyze the relationship between adolescent characteristic variables (X) and adolescent communication through social media access (Y3). This analysis will provide insight into the influence of social media on adolescent social interactions and how much adolescent characteristic variables influence it.

In addition, researchers will also analyze the relationship between adolescent characteristic variables (X) and adolescent bullying behavior (Y4). This analysis will help in exploring how many adolescent characteristic variables contribute to bullying behavior, as well as the extent to which this can be explained by constructed models. All the results of this statistical processing will help researchers to describe and understand the relationship between X and Y variables in this study in more detail. Thus, the conclusions drawn from this study will be based on solid analysis and based on valid statistical data.



Source: (Research Results, 2023)

Figure 1 Loading measurement factors between variables

The relationship between adolescent characteristics (X1) and adolescent communication with peers (Y2) of 3.225 showed a strong relationship between adolescent characteristic variables and communication with peers. These findings are consistent with previous research showing that adolescent characteristics influence their interactions with peers. A strong association between adolescent characteristics (X1) and adolescent communication with peers (Y2) of 3,225 indicates a significant influence of adolescent characteristics on their interactions with peers.

Theories in developmental psychology emphasize the importance of adolescent characteristics in shaping their social interaction patterns. One relevant theory is Erikson's identity theory, which states that adolescents are searching for their identity through interactions with peers. In this context, adolescent characteristics such as personality, interests, and personal values can influence how they communicate and interact with peers.

The importance of communication with peers in adolescent identity development is also reinforced by socialization theory. This theory emphasizes that peers have an important role in introducing adolescents to certain social norms, values, and behaviors in their social environment. Therefore, adolescent characteristics that affect communication with peers can also affect their socialization process.

From a theoretical perspective of the influence of social media, research has shown that adolescent characteristics also play a role in their use and interaction with social media. The Uses and Gratifications theory states that adolescents use social media to meet their personal and social needs, such as information retrieval, social interaction, and entertainment. In this context, adolescent characteristics that influence the way they communicate and interact with peers can also influence the way they use social media (Ashari et al., 2020); (Tanrikulu, 2015).

The strong relationship between adolescent characteristics and adolescent communication with peers demonstrates the importance of the influence of adolescent characteristics in shaping their social interactions. In the context of social media influence, adolescent characteristics can also influence how they use and interact with social media. Therefore, it is important for researchers and policymakers to pay attention to these factors to understand and support the social and emotional development of adolescents in this digital age.

The relationship between adolescent characteristics (X1) and adolescent communication with social media access (Y3) of 1,835 shows that social media use is also influenced by adolescent characteristics. The findings are in line with previous research showing that adolescent characteristics can influence how they interact through social media. In this data analysis, we see that there is a positive relationship between adolescent characteristics and adolescent communication with social media access. A coefficient of 1.835 indicates that the higher the characteristics of adolescents, the more likely they are to use social media to communicate.

Theoretically, these findings can be explained by several psychological and sociological concepts related to adolescent use of social media. First, adolescent characteristics such as their personality, interests, and social needs can influence their preferences and

communication styles. Teens who are more extroverted may be more likely to use social media to interact and seek attention, while more introverted teens may use social media as a tool to express themselves and build social relationships (Mahendra, 2017).

Second, social pressure from peer environments can also influence adolescent use of social media. Adolescents tend to adapt their behavior to the norms that exist in their social group. If social media becomes the main platform for social interaction among peers, then the characteristics of adolescents will play an important role in determining how active they are in using social media (Ema, 2021).

In addition, family roles can also affect the way adolescents use social media. Open and supportive family communication can help teens develop healthy social skills and gain a better understanding of responsible use of social media. On the other hand, lack of communication or support from parents can increase the risk of negative behaviors associated with social media use, such as involvement in cyberbullying behaviors or unhealthy social media use (Novyarni et al., 2021).

The relationship between adolescent characteristics (X1) and adolescent bullying behavior (Y4) of 0.780 suggests that adolescent characteristics also play a role in influencing bullying behavior. The findings support previous research showing that certain factors in adolescent characteristics may influence their likelihood of engaging in bullying behavior. Social theory indicates that an individual's behavior is influenced by social factors, including the family environment and the influence of social media. In this context, the role of family communication and the use of social media by adolescents are two important factors that may influence their bullying behavior (Ema, 2021).

Studies have shown that open, positive, and supportive communication between parents and teens can reduce the risk of bullying behavior. Effective family communication allows adolescents to feel heard, understood, and supported by their parents, thus improving psychological well-being and reducing the tendency to engage in bullying behavior. Adolescents' use of social media has been a major concern in research on bullying behavior. Social media provides a platform that allows for social interaction, but it can also be a place where bullying and harassment occur. Adolescents who are active on social media tend to be more vulnerable to bullying experiences, both as perpetrators and victims (Dwipayanti & Indrawati, 2014).

Therefore, these findings are important to pay attention to the role of positive family communication and healthy management of social media use as an effort to prevent adolescent bullying behavior. Open communication and family support can be a strong bulwark for teens in the face of social pressures in their environment, while responsible use of social media can reduce the risk of engaging in bullying behavior. The relationship between parental characteristics (X2) and adolescent communication with parents (Y1) of 0.869 indicates that the relationship between parental characteristics and adolescent communication with parents has also been found in previous studies. This indicates that parental characteristics can affect the quality of communication between parents and adolescents.

The influence of social media according to some research explained that there are heavy relations between the content and bullying behavior. Previous research has shown that adolescent use of social media can affect family communication dynamics. With easy and constant access to various social media platforms, teens tend to spend more time online than interacting directly with their parents. This can reduce the quality of family communication due to lack of time spent together and distractions from social media devices. Family communication can improve the quality of the relationship between parents and children. Open, empathetic, and supportive communication between parents and teens can help in building trust, understanding, and a strong connection between the two. This provides a solid foundation for adolescents to feel comfortable in sharing experiences, feelings, and problems with their parents (Olson et al., 2012).

From the data analysis and theoretical discussion above, it can be concluded that the characteristics of parents have a significant influence on adolescent communication with parents. While adolescent use of social media can be a disruptive factor in family communication, good family communication, according to family communication theory, can be an important factor in forming positive relationships between parents and adolescents. Therefore, it is important for parents to pay attention to the quality of family communication and ensure that the relationship with their adolescents is based on mutual understanding, support, and open communication (Sujadi et al., 2021).

Communication in the family can create, share and manage the meaning of messages in interactions between family members as a continuous, sometimes complex communication process, and changes in past activities and facts of family members into the future (Tambunan et al., 2024). Parental care in adolescents who are free from control and responsive to the needs of adolescents, will be able to create harmonious two-way communication. In this parenting pattern, parents are not demanding on children, and they give trust to adolescents to be able to manage their lives as they want and be able to be responsible (Primadini & Setianoto, 2024). The relation between social media access variables (Y3) and adolescent bullying behavior (Y4) of 1,440 showed a relationship between social media use and bullying behavior, which has been known in previous studies. This suggests that the more actively teens use social media, the more likely they are to engage in bullying behavior. Social theory states that social media has a significant role in shaping adolescent social behavior. With the easy access and anonymity offered by social media, adolescents tend to be freer in interacting and expressing themselves online. However, this unsupervised environment also provides space for negative behaviors, such as bullying (Berryman et al., 2018).

Previous studies have shown that excessive or uncontrolled use of social media can increase the risk of engaging in bullying behavior. This may be due to social pressure, online bullying, and exposure to aggressive or harmful content on social media platforms (Naslund et al., 2020). In addition, the role of family communication can also influence adolescents' responses to social media use. According to Olson's theory of family communication, open communication, support emotional, and positive relationships between parents and teens can



help protect teens from the risk of negative behaviors, including online bullying (Olson et al., 2012).

These findings point to the importance of a deeper understanding of the relationship between social media use, family communication roles, and adolescent bullying behavior. This can provide the basis for the development of effective interventions in preventing and addressing bullying behavior in today's digital age. One of respondent explained, he is not used to telling my parents about problems that occur at school. When a friend bullied me with harsh words and gave me a bad nickname, I just kept it to myself. I once asked my parents for help, but they instead said I had to be brave, don't whine. I felt like my parents didn't care when I was in trouble. Parents are usually more concerned with grades in school. To understand that the influence of social media and the role of family communication are interrelated in shaping adolescent behavior. A combination of parental supervision and guidance and an understanding of wise social media use can help reduce the risk of engaging in teen bullying behavior.

The relationship between adolescent communication variables with parents (Y1) and adolescent bullying behavior (Y4) of 1.656 shows that the quality of adolescent communication with parents can also influence adolescent bullying behavior. This is consistent with previous research showing that positive interactions with parents can reduce the likelihood of engaging in bullying behavior. The influence of social media in this context can be seen as an additional factor influencing adolescent bullying behavior. Social media has become an essential part of modern adolescents' lives, providing a platform to interact, share information, and form social relationships. However, social media also has the potential to be a place for bullying behavior to spread.

In this context, excessive use of social media or negative interactions on social media can increase the risk of engaging in bullying behavior. Teens who habitually use social media to humiliate or pressure others may experience an increase in bullying behavior (Solihin & Abdullah, 2023). The role of family communication is also important in reducing the negative impact of social media. The openness, warm, and supportive communication between adolescents and parents can protect them from the bad influence of social media. Parents who are actively involved in their children's lives, guide them in using social media wisely, and provide emotional support, can help protect teens from engaging in bullying behavior (Deepa & Priya, 2020).

The frequency and duration of adolescent's communication with parents are very important. Communicating more often will have implications for the openness of communication. Openness of communication does not always create harmonious conversations. Open communication between adolescents and parents is not defined as communication without differences of opinion. When teens and parents have different thoughts about something, it's common for differences to occur. In this phase, the relationship will usually be strained. However, when it is possible to pass this stage, and each party apologizes, the relationship will return to normal.

One 17-year-old female respondent explained that differences of opinion between adolescents and parents sometimes make communication a little hampered. Between the adolescents and the elderly, there will be a state of silence for a few hours, and after that it will be good again. Adolescents when they feel guilty will apologize publicly. Parents are also open to apologizing when they understand their mistakes. After that, try to find a solution. However, every day, there are still cases where parents and adolescents are unable to communicate in both directions. There are parents who impose opinions on their children, and eventually children choose to follow their parents' wishes or ignore them, and some continue relationships that are no longer harmonious. Disagreements are common in my family. We will apologize to each other when we make mistakes and hurt our feelings.

However, there are parents who still implement one-way communication in the family. Everything that parents convey must be obeyed. Adolescents do not have the freedom to express their thoughts. Adolescents in such families refuse to obey, some obey by force. The reason for choosing to obey is usually because they are afraid of the punishment given by their parents, lazy to argue with their parents. Adolescents who choose to reject will usually continue an increasingly disharmonious relationship. Another consequence is that adolescents will commit acts such as bullying or as victims of bullying or become self-closing adolescents, more often locking themselves up because they feel that the environment rejects their presence. One of the respondents, a 17-year-old boy, explained that since childhood he was not used to discussing with his parents. Everything that parents convey must be obeyed. If you violate it, you will be punished.

One of the respondents in an in-depth interview explained, parents will be very angry and forbidden to leave the house, not allowed to communicate with friends and mobile phones will be confiscated for a certain time. When he was in elementary school, he still obeyed my parents' message. When he was in junior high school, he started to refuse, he often has conflicts with my parents until now. He was not used to telling my parents about problems that occur at school. When a friend bullied him with harsh words and gave him a bad nickname, he just kept it to me. When he asked parents for help, they instead said he had to be brave, don't whine. He felt his parents didn't care when he was in trouble. Parents are usually more concerned with grades in school. To understand that the influence of social media and the role of family communication are interrelated in shaping adolescent behavior. A combination of parental supervision and guidance and an understanding of wise social media use can help reduce the risk of engaging in teen bullying behavior.

## CONCLUSION

Adolescent characteristics are strongly associated with their communication with peers, suggesting the importance of adolescent characteristics in shaping social interactions. Adolescent characteristics also influence social media use, highlighting the important role adolescent characteristics play in online interactions. Adolescent characteristics have an influence on bullying behavior, emphasizing the importance of paying attention to these factors in preventing negative behavior. The characteristics of parents relate to the

communication of adolescents with parents, indicating the importance of a good relationship between parent and child. Social media use is associated with teen bullying behavior, emphasizing the importance of monitoring teens' online interactions. Adolescent communication with parents is related to adolescent bullying behavior, highlighting the importance of positive interactions between parents and children in preventing negative behavior.

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