



Cyberbullying Analysis (Study on TikTok Account @Dilanbekasi in 2021)

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ABSTRACT

Especially in this day and age, almost all middle school and even elementary school age children already have social networking accounts. This research discusses the forms of cyberbullying found on the Tiktok @dilanbekasi account. This type of research that the authors do is a type of research using qualitative descriptive methods. The data collection method used is by conducting interviews, observation and documentation. The results of his research found that bullies who are users of the Tiktok account, the Tiktok account, carry out cyberbullying by giving bad comments and insults and blasphemy in the comments column on the Tiktok account @dilanbekasi. They did bullying in the form of cyberbullying flaming, impersonation, harassment and exclusion against the Tiktok account @dilanbekasi.

INTRODUCTION

The advancement of technology today and the role of the internet in daily activities, both in communication and social interactions, has changed. For example, the internet has become a new medium in the digital world. Humans can interact with each other through the use of the internet, which is often referred to as "cybermedia." The space for communication and interaction through the internet is referred to as the "internet space." The trend of social media interaction, which has become a medium for communication, has led to the occurrence of Cyberbullying. Various types of bullying can occur, such as threats, spreading false information, and immoral actions. Cyberbullying that happens in the context of social media or the virtual world is easier to carry out because the bully does not directly face the person being bullied. In this highly advanced and modern era, people from all walks of life, from children to adults, are familiar with the virtual world and have social media accounts. One such social media platform is TikTok. According to a report by Statista in February 2021, the estimated daily active TikTok users worldwide reached 35.28 million users, on both iOS and Android (Yudha, 2021).

Physical bullying involves actions like hitting, slapping, pushing, or kicking. Non-physical or verbal bullying often involves mocking, yelling, and insulting. Relational bullying refers to the systematic undermining of the victim's self-esteem through exclusion, neglect, or avoidance (Hernandika, 2012). Meanwhile, electronic bullying can occur through sending messages over the internet or mobile phones. Bullying actions are closely tied to the personal character of the perpetrator. One bullying case in 2021 involved the TikTok account @dilanbekasi in Indonesia, where two teenage boys became victims of cyberbullying. This led to the account @dilanbekasi being reported and deleted. This teenage content creator had gone viral across social media, and among the many comments from followers, 70% of netizens were hostile towards him.

A similar case also occurred in Indonesia with a teenage boy named Bowo, who became popular for frequently using the TikTok app. The rapidly advancing technology in this modern era has led to bullying not only in the physical world but also in the virtual world. The emergence of the internet has been a valuable discovery, as it allows people to access needed information and communicate across long distances. In this communication era, the development of technology is closely tied to the internet, which greatly affects social life and communication methods. Social media is an online platform that enables users to easily participate, communicate, share, network, and collaborate. Social media platforms like Facebook, Instagram, and Twitter are some of the most common forms used globally. TikTok is a social networking site that allows users to create videos, apply digital filters, and share them across various social media platforms, including TikTok itself. This type of bullying, known as cyberbullying, occurs on social media platforms, where the perpetrator and victim may not know each other, but the perpetrator can easily access the victim's account and comment as they please. Cyberbullying is a crime that is much easier to carry out than traditional bullying, as the perpetrator does not need to meet the victim face to face. Anyone with internet access can become either a perpetrator or a victim

of cyberbullying, and victims often do not report these incidents due to the anonymity of social media accounts. The problem in this research is to identify the forms of cyberbullying that occurred on the TikTok account @dilanbekasi in 2021. The objective of this study is to understand the forms of cyberbullying that took place on the TikTok account @dilanbekasi in 2021.

LITERATURE REVIEW

Cyberbullying is an arrogant and aggressive action carried out by an individual or group against another person, either physically or mentally (Alam Akbar, 2015). Cyberbullying usually occurs among students, from elementary school to university. It happens mainly among teenagers because they are in a stage of growth toward adulthood, which can lead to emotional instability and a period of self-discovery that is difficult to manage (Choria Utami, 2014). Cyberbullying is a form of bullying that happens on social media through acts of oppression, violence in the form of mockery, insults, harsh and frontal comments, the spreading of defamatory photos or videos, lies, and threats made by the perpetrator against the victim through various forms of new media available to the victim, such as social networks like Facebook, Instagram, and Twitter. Cyberbullying can also occur through personal or group messaging accounts like Line, WhatsApp, and Telegram.

Social networks are a prime target for cyberbullying, as it is easy for perpetrators to continuously bully, insult, and even curse at victims with harsh words. Perpetrators often use fake accounts, so their true identity remains hidden. Cyberbullying has become a serious crime with negative impacts and must be addressed, especially since most of the perpetrators are teenagers who are still emotionally unstable and prone to making poor decisions. During this period, children may engage in cyberbullying through social networks, chat rooms, and email (Marilyn, 2005).

There are several forms of cyberbullying that commonly occur:

Flaming: This involves sending text messages containing angry and aggressive language.

- a. Harassment: This involves repeatedly sending unwanted messages via email, SMS, or social media.
- b. Denigration: This refers to the spreading of negative and damaging information about someone on the internet to damage their reputation.
- c. Impersonation: This involves pretending to be someone else and sending messages to make others believe it is the victim.
- d. Outing: This is the act of sharing someone's private information or secrets to expose them publicly.
- e. Trickery: This involves deceiving someone to obtain personal secrets or photos, which are then used for blackmail or threats.
- f. Exclusion: This refers to deliberately and cruelly excluding someone from an online group.

Social media is a combination of the words 'media' and 'social.' Media is a tool for communication that connects people across distances, while social refers to the relationships between individuals and emphasizes mutual interests. From a linguistic perspective, social media is also understood as a tool for communication and information.

Here are some definitions of social media from various research sources (Nasrullah, 2017):

- a. According to Mandiberg, social media is a platform for collaboration among users to create and produce content.
- b. According to Shirky, social media and social software are tools to enhance users' ability to share, collaborate, and take collective actions, all outside of institutional or organizational frameworks.
- c. Body defines social media as a collection of software that enables individuals or communities to gather, share, communicate, and sometimes collaborate or play.
- d. According to Van Dijk, social media is a media platform focusing on users' existence, facilitating them to engage in activities and collaborations. Thus, social media can be seen as an online medium that strengthens relationships between users and forms a social bond.
- e. Meike and Young describe social media as a convergence of personal communication that involves sharing with anyone, without individual restrictions.

TikTok is an app that provides a unique and interesting experience for its users to easily create short, creative videos that can attract the attention of many viewers. TikTok is a Chinese music video and social networking platform launched in September 2016. TikTok offers entertaining content, and many users claim that the app can entertain them. On TikTok, users can explore various creative videos shared by others on their feeds. TikTok can help users become known or famous due to the videos they create. Some become famous for their creativity, others for the humor in their videos, or even for the uniqueness of the content they produce. Fame on TikTok depends on how viewers or other users perceive the videos.

METHODOLOGY

The type of research conducted in this study is qualitative descriptive research. In this study, the researcher observed cyberbullying incidents that occurred on the TikTok account @dilanbekasi in 2021. Data analysis in this study was carried out in three stages: data reduction, data presentation, and conclusion drawing.

RESEARCH RESULT AND DISCUSSION

The results presented above show that data obtained from the TikTok account @dilanbekasi reveal that many people commented in the comment section with inappropriate and offensive language. Cyberbullying is now frequently encountered on various social media platforms. The first finding in this study is that TikTok now provides a comment section, and TikTok account owners can disable comments if they contain bullying language. Some TikTok users left insulting and offensive comments, while others responded to those comments as if to indicate their agreement with the act of cyberbullying. This led to a cycle of negative comments, often without filtering. Even though these users did not personally know Dilan Bekasi, they targeted him with bullying behavior due to a personal dislike, directed at his creative videos on TikTok.

The second finding is that cyberbullying in TikTok comment sections usually takes the form of flaming, harassment, exclusion, and impersonation. The data collected helped the researcher carry out the study with confidence in what had been observed. The researcher concluded that the perpetrators of the cyberbullying were mostly teenagers, who used inappropriate comments or language to bully @dilanbekasi. The motive behind the bullying of the TikTok account @dilanbekasi was that the users involved used offensive language, concealed their identities, and, in some cases, attempted to deactivate the TikTok account @dilanbekasi. The third finding is that TikTok can easily encourage users to make insulting and sarcastic comments. This is because Dilan Bekasi himself manages the TikTok account, leading users to feel free to leave inappropriate comments. Behind all of Dilan Bekasi's content, however, are the ideas and contributions of his team.

On the TikTok platform, users can freely leave harsh comments without any filter. The viral content from Dilan Bekasi, which mainly showcases his voice imitating the character Dilan from the movie Dilan 1990, and a video where he nods or shakes his head as a sign of respect while holding a cup of coffee, is often misinterpreted. This content simply offered an invitation to have coffee together. However, despite the viral success, the comment sections on @dilanbekasi's TikTok are still filled with insulting remarks. Cyberbullying is prevalent both in the real world and online, particularly on social media. This bullying can have a psychological impact on the victims. Many instances of cyberbullying occur on social media platforms like TikTok. Below, the author outlines several forms of cyberbullying:

Flaming

Flaming refers to an unfavorable situation in which someone engages in offensive or vulgar language toward others. With the large number of social media users, especially on TikTok in Indonesia, various types of netizens emerge. For example, there are TikTok users who frequently use inappropriate or offensive words towards the TikTok account @dilanbekasi. According to Willard's theory, cyberbullying involves defamation, harassment, disruption, or discrimination, the spread of personal information, or vulgar comments that insult the victim.

More specifically, Willard mentions that flaming is a short-term argument or conflict between two or more people using harsh or obscene language. Based on the data obtained, the author states that the TikTok account @dilanbekasi contains inappropriate comments, as made by several TikTok accounts. In this cyberbullying case, the perpetrators with the account names @08JULI2002, @user198532744293, @kaaaaaaaaa, @lalana, @mass.dimass, @ajikurniawan, and @firansyah72592 were found to have used the flaming form of cyberbullying against the TikTok account @dilanbekasi.

Harassment

The development of technology also brings negative consequences, as Pandie states, such as cyber harassment. Murphy (2009) describes bullying as intentional harm, where threats are made to hurt the victim emotionally or physically. The power of interactive technology, such as mobile phones and the internet, plays a significant role in this. Harassment may involve sending threatening text messages, gaining control over threatening emails, or creating websites with humiliating content, whether true or false. In this case of cyberbullying, accounts such as @08JULI2002 and @lalana engaged in harassment by repeatedly leaving malicious comments, which fall under the category of harassment. Based on interviews with three informants, none of them reported using harassment in their bullying behaviors.

Denigration

Denigration is the process of spreading someone's negative traits on the internet with the intention of damaging that person's reputation and good name (Pandie, 2016). Denigration refers to defamation, which involves harmful, false, or cruel discussions about the target. A specific subcategory of defamation is public posts or sending digitally altered images to present a false picture, such as placing explicit sexual images of the target's body obtained from elsewhere. Denigration also raises issues related to freedom of speech protection. The results of the research, conducted through observations on the comment section of the TikTok account @dilanbekasi, found that none of the bullying perpetrators used the form of cyberbullying known as denigration.

Impersonation

Willard explains impersonation as when someone pretends to be another person to send harmful messages or statuses. This is evident in cases where individuals pretend to be someone else to harm them, including followers of the @dilanbekasi TikTok account. Based on observations in the comment section, two accounts @K7Ygaming and @yujin9875 were identified as using impersonation to bully others.

Outing and Trickery

According to Kowalski, outing and trickery refer to the spreading of personal secrets and deception (Kowalski, 2008). Outing and trickery involve sharing embarrassing personal information with others. The results of the author's research found that among all the bullying perpetrators, none used the form of cyberbullying known as outing and trickery.

Exclusion

Cyberbullying can manifest physically through direct attacks such as insults or verbal threats, or non-verbally, for instance, through obscene images or illustrations. Socially, it can take forms such as excluding someone from online groups, among other actions. The results of a study conducted through direct observation of the TikTok account @dilanbekasi revealed one bullying perpetrator's account, @K7Ygaming, employing a form of cyberbullying known as exclusion. This was evidenced by the perpetrator's actions of reporting the TikTok account @dilanbekasi, which was supported by other TikTok users. Such actions can lead to the removal of a person's social media account.

CONCLUSIONS AND RECOMMENDATIONS

The findings from this study on cyberbullying analysis of the TikTok account @dilanbekasi reveal various forms of cyberbullying carried out by TikTok users. The study observed that nine TikTok users engaged in cyberbullying through flaming, using harsh and frontal language, while others engaged in harassment, impersonation, and exclusion. The comment section of TikTok allows anyone to leave comments freely, often using harsh or offensive language. Typically, users leave these comments under fake accounts, not their real identities. This was also observed in the cases of the informants who engaged in cyberbullying against @dilanbekasi.

ADVANCED RESEARCH

This bullying seems to be motivated by personal dislike for Dilan Bekasi's style, which some perceive as mimicking the character Dilan from Dilan 1990.

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