

# Understanding The Perpetrators And Victims of Cyberbullying Through Facebook in The City of Palu

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**Abstract :** Communication Technology is growing rapidly, it reflects the social behavior of people in this digital era. Harassment is common in real world, thus it is also often in virtual life which leads to cyber harassment or cyberbullying. This research focuses on the Facebook users in reaction to the electing stimulus they got. The behavior of cyberbullying communication is an adverse behavior not only for the object (victim) but also the subject (actor) of cyberbullying itself. The purpose of this research is to identify the respondent behavior and as operant behavior. This research utilize a descriptive-qualitative approach using case study method. The electing stimulations found in the form of online (online interaction through Facebook) or offline (based on real world interaction, not via Facebook) stimuli. Based on the observation and interview with respondent, it can be concluded that there are three forms of cyberbullying communication behavior by young-adults in Palu City that occurred on Facebook, namely impersonation, denunciation, and flame war.

**Keywords :** *Cyberbullying, Social Media, Internet, Interaction*

## Introduction

Communication media in the present era is one of the important and influential sources of information. In general, the pattern of individual life in society is influenced by the media which becomes a source of information that educates, entertains, and gives enlightenment in the individual's social interaction, where the media provides an idea of an individual to assess his behavior (Kurt, 2015). It can be said that mass media is still used as a source of knowledge and wisdom, as well as being an intermediary and infor-

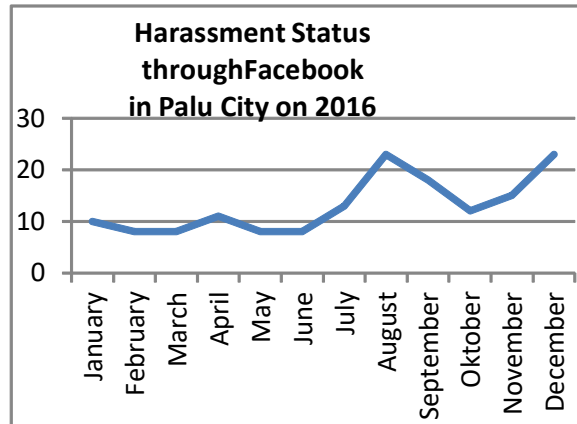
mation provider, so that sometimes the mass media side with a group and or focus on reporting by giving stereotypes to certain groups (Ndiayea & Ndiayea, 2014).

The internet, as part of the new media of communication, is now at a higher and more varied usage level (Web 2.0) compared to before (Web 1.0). The mode of communication using the internet makes the world information flow as if without limits, one of them is through social media (W. M. Al-Rahmi & Zeki, 2017). It is estimated that of the 7.39 billion earth population there are 3.4 billion people who have internet access and 2.3 billion people use social media regularly, and 2 billion people access social media through their mobile devices (Nicolas Alarcón, Urrutia Sepúlveda, Valenzuela-Fernández, & Gil-Lafuente, 2018). Social media is one example of the use of internet features for social interaction and can have a positive impact on its users (W. Al-Rahmi, Othman, & Musa, 2014).

Margono et. al (2014) mentioned that more than 40 million Indonesians access the Internet per year in 2011 and it grows to 70% per year by 2014. It is also mentioned that more than 63.1 million people use the Internet to interact, especially using social media Facebook and Twitter. 43.6 million of them recorded using Facebook while 19.5 million others use Twitter as communication media. It indicates that Indonesia has great potential for the use of social media as communication media to share information.

As per the author initial observations, cyberbullying become one form of communication behavior used by the Facebook users. There is a process of exchanging message in cyberbullying actions, even if the message itself is negative. In addition, social media like Facebook allows the users to send public messages addressed to one or two specific people as well as harsh words which are often used for the purpose of harming the cyberbullying objects.

Donegan (2012) points out that the clinical repercussions that bullying and cyberbullying have on today's youth present the most troubling issue at hand. This issue's importance leans in the possibility of permanent mental effects which are to be eliminated or at least lessen by both the law and prevention programs.



*Figure 1. Graphic of Harassment Post in Facebook* (Source: processed data)

The Graphic data above shows an increase in the number of disapprobation statuses on Facebook in 2016. The disapprobation words that are often mentioned in cyberbullying behavior are anjing (litterally means dog), PHO (Perusak Hubungan Orang, litterally translated to relationships destroyer), and tai (litterally means shit). Here is an example of cyberbullying communication behavior conducted by young-adults in Palu City on Facebook.



Figure 2. Example of Facebook Status of cyberbullying subject.

The behavior of cyberbullying communication by sending disapprobation status as a public submission is analogous as abusing or attacking someone in a public place where many people who recognize them can see it. As seen from Hemphill & Heerde's (2014) study, they found that 5.1% young-adults reported as cyberbullying perpetration only, 5.0% young-adults reported as cyberbullying victims only, and 9.5% young-adults reported as both cyberbullying perpetrator and victims. Between those who were only traditionally bullied, cyberbullying victims were more likely to have externalizing (odds ratio  $\frac{1}{4}$  1.44) and internalizing symptoms (odds ratio  $\frac{1}{4}$  1.25). Additional analyses examined detailed characteristics of the cyberbullying experiences, indicating a relatively high level of overlap between cyber and traditional bullying (Waasdorp & Bradshaw, 2015).

### **Communication Behaviour on Computer Mediated Communication (CMC)**

Budiargo (2015) gives an understanding that the mass media follows the *one to many* pattern. In this model, one source sends messages to many audiences via television, radio, magazines, newspapers, and so on. While Computer Mediated Communication (CMC) is often used as a form of *one to many* and *many to one* communication. The *many to one* model is a combination of interpersonal communication and mass communication. Because the computer is a place to store data from various sources that can be opened by individuals randomly according to what they want.

Herring (Thurlow et. al., 2005) defines CMC as a process of communication that occurs between humans through different computer intermediaries. This is not how two machines or more can interact, but how two or more people can communicate with each other using computer aids through application programs on the computer.

CMC is in the limits of the interpersonal communication model (one to one), mass communication (one to many), and computerization (many to one). Another model or fourth form is many to many, namely that everyone can be a sender or receiver, everyone can send or receive messages that are personal or mass. Information can be provided by many people and accessed by many people or stored to be opened or re-elected individually (Budiargo, 2015).

Gould and Kolb (Suranto, 2011: 79) defines that communication behavior is every activities aimed at seeking and obtaining information of

various sources to spread it to those who need it. Communication behavior essentially is a goal-oriented action in the sense that one's behavior is motivated by a desire to gain certain purpose. Burhan Bungin (2014: 39) explained that the media is affecting on the consequences of social processes, both individuals, groups, communities and the world, as well as damaging aspects such as violence, harassment, humiliation, even to criminal matters.s

Human behavior is very complex, thus it cannot easily be understood by the law of causality. Behavior, which is a response or a person's reaction to stimulus, distinguished into two types of behavior (Jaenudin, 2015: 46):

1. *Respondent behavior*, is the response generates by organism to respond a stimulus that is specifically related to the response.

2. *Operant behavior*, is the response that raises by an organism without a specific stimulus that directly compels the response. The increase of a new stimulus occurs within a new response.

Respondent behavior is an automatic or reflex behavior. Meanwhile, the operant behavior may never owned by individuals, but when people do so the person gets a reward. The operand's response gets reinforcement, thus the chance to happen is more often (Hambali & U., 2013: 145-146).

## **Cyberbullying**

Cyberbullying behavior or action is categorized as an aggressive behavior. Cyberbullying is included as a misconduct that causes physical and mental harm indirectly trough the use of the digital media (Aini, 2012). Nasrullah (2016: 188), in his recent study of social media, defines cyberbullying or cyber-harassment as an act of humiliation, psychic violence, or intimidation. This act can be conducted by a person, group or institution through digital media against other people, groups or institutions.

Kurt Lewin, who embraces psychology of gestalt which is self and outside world is a wholeness, mentions that teenagers and young adults are usually shy and or sensitive, but also aggressive, thus in these periods the contradiction between bahvior, values, ideology, and lifestyle will cause conflict. This is reinforced by the very nature of the transition called a marginal human (between a child and adult phase) that sometimes put themselves in the very extreme situations (Budiargo, 2015: 10).

Myers (Sarwono, 2002: 297) established that aggressive behavior is a misconduct with the intention to harm others physically or mentally.

Meanwhile, Bandura (Jaenudin, 2015: 91) implied that aggressive behavior is formed by observation to others' act, experience, training or instruction, and misplaced confidence.

Rudi (2010: 67) mentions some common conception of Cyberbullying, namely: (1) *flame war*, which is a non-essential debate or strong baseless refutation by using abusive and insulting language; (2) *harassment*, which is repeatedly posting or sending inappropriate messages; (3) *disapprobation*, which is spreading gossip about a person in order to criticize and to damage a person's reputation; (4) *impersonation*, pretending to be someone else and sending a message that aims to get the other person in trouble or damage his friendship and reputation; (5) *guile*, pretending to be a friend to dig up information and disseminate the information with the intends to damage a person's reputation; (6) *social exclusion*, deliberately boycott, disregard, alienate or excommunicate someone from an online group.

Cyberbullying causes by the perpretrators' unstable emotion, especially teenagers and young-adults. This can be seen from Kowalski & Limber's (2013) study that showed the very high level of anxiety and depression among high school students. Notar et. al. (2013) studies shows that cyberbullying is also often become an extension of real-world bullying with bully-victims being especially at risk.

Morissan (2014: 121) cites four rules that bind the emotions according to Averill, they are:

1. The rules of appraisal, the rule that will essentially determine what is emotion, to whom the emotion is directed and whether the emotion is positive or negative.
2. The rules of behavior (rules of behavior), the rules that determine whether the emotion is worth showing or must be hidden.
3. The rules of opinion (rules of prognosis), the rules that determine the progress and direction of emotion related to how long the emotion must be maintained, how to start and end it, how the stages and so on.
4. The rules of attribution, the rule that determines how an emotion should be explained or justified.

## Research Methodology

This research use descriptive-qualitative approach of case study. The research object is the communication behavior of cyberbullying of young-adults in Palu City through Facebook. Subject of this research consisted of

six young-adults lived in Palu City. These young-adults are selected based on their activities on Facebook, are the subject of cyberbullying (both as victims and perpetrators). Data were collected through observation and documentation of their status message on Facebook, the comments on their status message, and in-depth interview with the subjects. The data which are the screenshots of the status messages, comments, and the subjects' explanation and testimonies were categorized and qualitatively analyzed.

## Research Results and Discussion

Based on the findings, for the area of Palu City with the key word *anjing* (literally means dog) is used, throughout 2016 is found 157 posts which can be categorized as cyberbullying behavior because it contains censure or scorn to others. The status post is public, so it can be accessed by everyone using a Facebook account. Communication behavior of cyberbullying by sending denunciation status sent as public submission if it is analogous to social life, so it is the same as berating or attacking someone or more in a public place where many people witness both known and unknown people.

Communication behavior of cyberbullying on Facebook social media occurs as respondent behavior when there are electing stimulations that precede it. In other words this behavior arises in response to the stimulus received by the perpetrators of cyberbullying. These stimuli are called electing stimulations.

Electing stimulations can be in the form of stimuli that occur online (via Facebook) or offline (not via Facebook). The results of the electing stimulation cause respondent behavior in the form of cyberbullying communication behavior. Researchers found three forms of cyberbullying communication behavior by teenagers in Palu City that occurred on Facebook, namely impersonation, denunciation, and flame war, which will be further explained.

Impersonation, which is pretending to be someone else so that it can damage a person's reputation. We are more familiar with *account hijacking* terms. This behavior is carried out by taking over someone's account as a whole for a while, then the perpetrator uses the account to damage the account owner's reputation by making status in the form of denunciation, inappropriate words, or even things that are considered embarrassing. So

that in the end it can damage the reputation of the account owner who has experienced *account hijacking*.

Saya sering bajak Facebook teman. Saya bikin status alay, kadang juga bicara kotor. Sebenarnya hanya iseng supaya ada yang bisa ditertawakan. Cyberbullying apasih? Yang maki-maki orang itu? Saya tidak maki-maki kok, Cuma bajak saja, kayaknya itu bukan cyberbullying deh.

(I often hijack my friends' Facebook. I make weird statuses, sometimes I also talk dirty. Actually, it's just a fad so that something can be laughed at. Cyberbullying? The one that insulted a person? I don't say anything, just hijack the account, I think it's not cyberbullying.)

(interview with NV, 1<sup>st</sup> November 2016)

Sending weird post or inappropriate words through Facebook using someone else's account can damage the person's reputation. NV hijacked her friends' account for fun reasons, but it can have a bad impact on other people, especially account holders, people who are objects of cyberbullying. It is interesting that informants do not really understand what and how cyberbullying occurs. This means that knowledge of informants related to cyberbullying is still fairly superficial, limited to verbal abuse behavior.

Bagaimana ya, saya sudah terbiasa melakukan itu kalau kebetulan ada akun teman belum sempat logout. Jadi, sebenarnya gampang saja kalau tidak mau dibajak, jangan lupa logout. Tapi sebenarnya saya senang sekali, dan menikmati sekali kalau mereka lupa logout dari akun mereka. Itu kan artinya saya ada kesempatan babajak.

(I'm used to doing that if I happen to have a friend's account that haven't been logged out. So, it's actually easy if you don't want to be hijacked, don't forget to log out. But actually I am very happy, and enjoy it very much if they forget to log out of their account. That means I have a chance.)

(interview with NV, 1<sup>st</sup> November 2016)

Impersonation behavior carried out by informants occurs due to the opportunity to do this. This means that this behavior is not a behavior planned beforehand. This behavior is carried out only when there is an opportunity, namely when there are other people's accounts left by the account owner in a state that has not logged out, or in other words still in the login state. Based on the findings of the researchers, cyberbullying



behavior in the form of impersonation as practiced by NV occurred due to social learning. This happens due to the observation process, then imitation of what is observed.

Awalnya saya lihat teman sih. Bagaimana serunya babajak akunya teman sendiri. Kayaknya lucu, jadi saya coba pas ada akun teman yang lupa di logout. Ternyata betul, seru. Apa lagi pas teman-teman yang lain sudah lihat hasil satus yang saya buat, mereka tertawa. Nah sejak saat itulah, saya jadi terbiasa.

(At first I saw friends do it. I like the thrill of account hijacking. It seems funny, so I tried when there was a friend's account who forgot to log out. It was fun. What's more when the other friends have seen the results of the satus I made, they laughed. Now since then, I became used to it.)

(interview with NV, 1<sup>st</sup> November 2016)

Cyberbullying behavior in the form of impersonation carried out by NV experienced learning through observation as the how behavior is formed which one way is through modeling. This is related to the observation process carried out by informants before committing cyberbullying behavior.

Behavior formation by self-modeling includes adding or subtracting an observed behavior and generalizing the results of observations from one observation to another. At first, the informant observed other people impersonating, and getting pleasure through the behavior. Furthermore, the informant waited for another opportunity to practice this, and after practicing the behavior of the impersonation the informant really gained pleasure. This caused NV to decide to take the behavior and apply it in her daily life to get the pleasure she got from her friend. In the end this behavior is the result of imitation.

The communication behavior of cyberbullying through modeling includes cognitive processes and more than just imitating. Modeling is more than just matching the behavior of others, but rather symbolically representing information and storing it for future use.

Based on the results of interviews, informants acknowledged the learning process from the environment. Cyberbullying is in the form of impersonation carried out by informants as well as social learning theory. Cyberbullying through social learning is based on three things, namely

cyberbullying occurs due to the concept of mutual determination (reciprocal determinism), without reinforcement, and self-regulation / cognition.

According to NV, hijacking Facebook accounts is a pleasure, namely by posting strange or embarrassing things but on behalf of someone else's account. NV considered this to be a joke, but if you pay close attention to this behavior it also has a bad impact on the reputation of the object of cyberbullying. When it has become a habit, then the behavior finally forms cyberbullying communication behavior as a respondent behavior. Reflex behavior that arises because of the stimulus that precedes it, and forms the same behavior every time a similar stimulus comes.

In addition to impersonation, there is also a denunciation, which based on this research, this behavior is the behavior of cyberbullying that is the most often carried out by young-adults in Palu City. Denunciation is done by posting status containing insults directed at the object of cyberbullying. However, the informant sent the message generally as a public status post so that it could be read by everyone who did not even have anything to do with the problem between the perpetrator and the object of cyberbullying.

For example it the IP's status, which is a response to the stimulus received earlier. Electing stimulations received by informants were in the form of accusations from a woman who called her relationship destroyer. This caused a reaction in the form of cyberbullying communication behavior by informants in the form of denunciation via Facebook.

Itu rajal juga munafik memang. Awalnya dia bacurhat sama saya dia bilang sama saya kalo ceweknya piala bergilir. Dia jelek-jelekkan sendiri ceweknya. Sampai akhirnya saya kasihan sama dia, saya akui juga saya ada rasa sedikit, jadi kita baku chat sudah. Tidak lama habis itu, ceweknya hubungi saya marah-marah, dia bilang saya PHO-lah, pokoknya dia hina-hina saya. Disitu saya jengkel, tapi lebih jengkel lagi pas saya tahu itu cowok bilang dengan ceweknya kalau saya yang batembak dia. Padahal dia yang memohon-mohon saya untuk jadi pacarnya, itu pun saya belum terima, karena masih mau pikir-pikir dulu.

(That boy is hypocritical indeed. At first he was lying to me he told me that his girlfriend is just like a trophy. He is badmouthing his own girlfriend. Until finally I feel sorry for him, I admit that I took a liking to him a little, so we have a chat. It wasn't long after that, the girl contacted me in anger, she said I was PHO, basically she was insulting me. There I was annoyed, but even more annoyed when I found out that the guy said to his girlfriend that I was the one who

approach him. Even though he is begging me to be his girlfriend, I have not agreed to it, because I still want to think about it first.)  
(Interview with IP, 2<sup>nd</sup> November 2016)

IP is one of the informants who made denunciation status on Facebook. the informant made a status addressed to two people at once. The two people are dating couples. This was done because the informant was accused of being a PHO (Destroying People's Relationship). the informant is angry to be considered as PHO, so the informant tried to vent her emotions by making an denunciation status on Facebook.

Based on previous cases, it appears that young-adults often conduct cyberbullying behavior, especially if it is related to romance issues. But romance is not the only situation found, researchers also found another case that happened to NR. NR, the informant who did cyberbullying behavior because she did not accept the rumors circulating about her. NR is rumored as drug addict by people who have been quite familiar with her. Not accepting the gossip that circulated about her, NR post a status on Facebook. NR does not specify who she is referring to, but attacks broadly using the words *taii kamu semua* (fuck you all). This shows that NR vents her anger to a wide audience.

Based on the interview with NR, it was found that the status was an aggressive reaction due to one person. But in the end the reaction of the offender seemed to be aimed at the crowd, as an aggressive form of fear. As a result of fear if the rumor will continue to expand and damage her reputation.

Radyt namanya. Dia sebar ke teman-teman lain kalau saya pake narkoba. Saya tidak paham juga kenapa dorang pikir saya pake narkoba. Tapi mungkin karena badanku kecil. Tapi siapa sih yang bisa terima kalo dibilang bapake, padahal tidak. Itukan sama saja dengan fitnah. Fitnah lebih kejam dari pembunuhan.

(Radyt's name. He is spreading rumours to other friends that I use drugs. I don't understand why people think I'm using drugs. But maybe because my body is small. But who is not angry being accused like that, even though it's not the truth. It is tantamount to slander. Slander is more cruel than murder.)

(Interview with NR, 20<sup>th</sup> November 2016)

In addition to making denunciation status post, NR also did a flame war. Almost the same as what happened to GT. The object of cyberbullying commenting on the status of informants so that the flame war cannot be avoided. Even involving other people.

Essential debates or flame war, occur in the comment column triggered by the status that preceded it. The informant tried to find support by dropping the name of another person. Some people finally commented on the status of informants, gave support, and showed sympathy for the informants. This is evidenced when the object of cyberbullying, the informants also commented on the status, and it was precisely the informant's friends who responded to the comment, leading to a flame war.

Dia juga bakomen batantang saya tes urine. Dia kira saya takut. Barang kali dia sto yang bappake. Orang dia bilang-bilang. Lempar batu sembunyi tangan memang itu orang. Saya sudah tahu memang sifatnya begitu, makanya saya tidak mau baku bawa lagi sama dia. Bukan Cuma dia juga temanku, masih banyak yang lain, itu teman-temanku semua itu yang babalas komentarnya di statusku.

(He commented and challenged me to an urine test. He thought that I was afraid. I believe that he was the one who do drugs, but he won't admit it. I know how he does things, so I stopped being friends with him. It's not as if he was my only friend, and my other friends are the one who are replying his comments.)

(Interview with NR, 20<sup>th</sup> November 2016)

As a respondent behavior, cyberbullying communication behavior occurs due to certain stimuli called electing stimulation because it causes relative responses. Electing stimulation in cyberbullying communication behavior based on this research is different in each case.

The cyberbullying cases of the subjects can be simplified as : only by finding an open or logged in Facebook account, *NV impersonate*, because IP was accused of being a relationship destroyer (PHO), *IP made a denunciation status on Facebook*, accused of being a drug user, then *NR made a denunciation status on Facebook* but by getting bad comments on her Facebook status, then *NR did a flame war*.

The response of each perpetrator of cyberbullying can be the same despite getting different electing stimulation. Cyberbullying in this case is

seen as a response, which can also be said as feedback. Feedback as a response is a message sent back from the recipient to the source, the goal is to inform the source about the recipient's reaction and provide a basis for the source to determine the next behavior.

Cyberbullying as a communication behavior carried out by young-adults was triggered by the existence of electing stimulations received previously. Electing stimulations are based on research results obtained by researchers divided into electing stimulations that occur in the real world (offline) and electing stimulations that occur in cyberspace (online).

## Conclusion

Based on the results of the study it can be concluded that cyberbullying as communication behaviour on Facebook is indeed a thing to be considered of. The research results show that most of the subjects are victims that also perpretrators of cyberbullying. Most cyberbullying cases are just the way the subjects vent their emotion, especially frustation and anger, toward others. The subjects that previously become victims of cyberbullying are attacking others, mainly those who are bullying the subjects, as an act of retaliation. In other words this behavior arises in response to the stimulus received by the perpetrators of cyberbullying. Electing stimulations can be in the form of stimuli that occur online (online interaction through Facebook) or offline (based on real world interaction, not via Facebook). The author concluded the three forms of cyberbullying communication behavior by young-adults in Palu City that occurred on Facebook, namely impersonation, denunciation, and flame war. But the response of each perpetrator of cyberbullying can be the same despite getting different electing stimulation.

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