

The Impact of Social Media Use: A Case Study of Verbal Bullying on Adolescents

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Abstract

Adolescence is a period of transition from children to adults, so at this time the search for identity becomes one of the needs to understand oneself and show oneself to others. In the development of technology, the majority of teenagers use social media. This study aims to determine the impact of using social media in case studies of verbal bullying that occur among adolescents. This type of research is a case study research with a qualitative approach. Respondents in this study were social media users, especially teenagers. Data collection techniques using interviews, observations and documents. The data analysis technique uses research data processing by listening, selecting data, analyzing data, analyzing data and concluding results. The results of this study are that the existence of social media has influenced social life in society, one of which has an impact on verbal bullying behavior. Verbal bullying is bullying/bullying that is conveyed verbally, which can take the form of criticizing, shouting, insulting, nicknames, spreading gossip/slander, dropping criticism, invitations and expressions that lead to sexual harassment, and so on and this bullying is the most common. . Parental and peer support helps adolescents to cope with bullying by focusing on developing adolescent interests.

Keywords

social media; verbal bullying; teenagers



I. Introduction

Adolescence is a period of individual development that connects childhood with adulthood, or it can be said as a period of transition from children to adults. Judging from the age category, adolescence lasts in the range of 10-21 years (Santrock, 2011). Adolescence is a period of development experienced by an individual from childhood and adulthood. The most important need in adolescence is the "need for identity", which is a need to understand oneself and show oneself to others (Elkind, 1976). Various changes, and crises during adolescence, as well as the desire of adolescents to show their identity are challenges that make adolescents vulnerable to various problems. One of the most crucial relational problems is bullying among teenagers (Dewi and Valentina, 2020).

Bullying by a teenager is a form of imitation and rebellion. Bullying can have a negative impact on every individual. Bullied adolescents tend to have difficulty adjusting, experience difficulties, behavioral and emotional problems that can cause individuals to remember their experiences of being victims of bullying better. According to Chan, Myron, & Crawshaw (2005) the forms of bullying are divided into three, namely physical, verbal, and relational bullying. Violence committed can be in the form of physical, verbal, or

psychological violence and can occur directly such as hitting, kicking, berating or indirectly such as alienating and gossiping (Papler & Craig, 2002).

The forms of bullying that often occur among teenagers include verbal bullying such as inappropriate speech, giving nicknames, being ugly, reproaching, and verbal threats; physical bullying such as hitting, strangling, kicking, spitting, breaking and destroying objects; and psychological bullying such as relational isolation, eye glances, sighs, mocking laughter and abusive body language (Aini, 2016; Umamy, Hidayat, and Sitorus, 2019). While the percentage of bullying that is most often done and received based on information from perpetrators and victims is verbal bullying (Hertinjung, 2013; Wedyawati and Makin, 2019; Mundy, et al., 2017; Machimbarrena and Garaigordobil 2018).

Bullying is bullying that is conveyed verbally, which can take the form of criticizing, cheering, insulting, nicknames, spreading gossip/slander, dropping criticism, invitations and expressions that lead to sexual harassment, and so on (Semai Jiwa Amini Foundation, 2008). Factors that can cause bullying include family, school, peers, social environment, television shows and print media (Ariesto, 2009). However, at this time, the development of very modern technology gave birth to the internet which can make it easier to find information. Unfortunately, the available information is not fully filtered and even difficult to control. With these technological advances, social media should be taken into account in the factors that can lead to bullying. The impact of using social media can be positive, but it is possible to be negative.

According to research from Hamidah (2021) found a relationship between peer factors and social media with bullying behavior at school. Teenagers are the age group that uses social media the most but are also an age group that is still unstable and has not been able to control themselves so they are still very vulnerable to doing negative actions such as cyber bullying. Bullying that is often done through the use of social media is cyber bullying which is carried out through sarcasm, insulting and even threatening (Wirmando, et al., 2021). Therefore, more attention should be paid to supervision, especially among teenagers, in the use of social media. Based on the problems above, this research wants to know the impact of using social media in case studies of verbal bullying among adolescents.

II. Review of Literature

2.1 Social Media

Social media is an online medium, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds that support social interaction and turn communication into interactive dialogue. However, the existence of the Internet public sphere tends to be seen as a contestation space where corporate and state forces try with various ways to control and dominate it (Bo'do, 2019). In social media, individuals and groups interact with each other online through the internet network (Indriyani, 2020). With the internet, citizen media is able to disseminate information in the form of text, audio, video, photos, comments and analysis (Saragih, 2020). If traditional media uses print media and broadcast media, then social media uses the internet. Social media invites anyone who is interested to participate by contributing and giving feedback openly, giving comments, and sharing information in a fast and unlimited time (Cahyono, 2016).

The positive impact of social media is that it makes it easier for us to interact with many people, expand relationships, distance and time are no longer a problem, easier to express ourselves, information dissemination can take place quickly, costs are cheaper. While the negative impact of social media is to keep people who are close and vice versa, face-to-

face interactions tend to decrease, making people addicted to the internet, causing conflicts, privacy problems, vulnerable to bad influences from others. The existence of social media has influenced social life in society (Rafiq, 2020).

2.2 Verbal Bullying

Bullying is defined as an act of abusing physical or mental strength by an individual or group of individuals to other individuals who are weaker and unable to defend themselves (Semai Jiwa Amini Foundation, 2008). insults, nicknames, spreading gossip/slander, criticism that drops, invitations and expressions that lead to sexual harassment, and so on (Semai Jiwa Amini Foundation, 2008).

Verbal abuse is the most common form of bullying used by both girls and boys. Verbal abuse is easy to perpetrate and can be whispered in front of adults and peers, without being detected. Verbal bullying can be shouted at the playground mixed with the frenzy heard by supervisors, dismissed as simply being seen as stupid and unsympathetic dialogue between peers. Verbal bullying can take the form of nicknames, censure, slander, cruel criticism, insults, and statements with the nuances of sexual solicitation or sexual harassment. In addition, verbal bullying can take the form of confiscation of pocket money or goods, abusive telephone calls, intimidating e-mails, anonymous letters containing threats of violence, untrue accusations, vile gossip, and gossip. Zakiyah, Humaedi and Santoso, 2017).

III. Research Methods

This type of research is a case study research with a qualitative approach. A qualitative approach was used to seek deeper information about the impact of using social media. Respondents in this study were social media users, especially teenagers. Data sources are divided into 2, namely primary data sources and secondary data sources. Primary data sources were obtained through interviews and observations with respondents. Meanwhile, secondary data sources are obtained through documentation from the literature/library review related to existing problems or constraints. Data collection techniques using interviews, observations and documents. The data analysis technique uses research data processing by listening, selecting data, analyzing data, analyzing data and concluding results.

IV. Discussion

Adolescence is a period of transition from children to adults, so at this time the search for identity becomes one of the needs to understand oneself and show oneself to others. In the development of technology, the majority of teenagers use social media. Social media invites anyone who is interested to participate by contributing and giving feedback openly, giving comments, and sharing information in a fast and unlimited time (Cahyono, 2016).

The development of very modern technology gave birth to the internet which can make it easier to find information. Unfortunately, the available information is not fully filtered and even difficult to control. According to Rafiq (2020), social media has a positive impact such as making it easier for us to interact with many people, expanding relationships, distance and time are no longer a problem, it is easier to express ourselves, information dissemination can take place quickly, costs are cheaper. While the negative impact of social media is to keep people who are close and vice versa, face-to-face interactions tend to decrease, making people addicted to the internet, causing conflicts, privacy problems, vulnerable to bad influences from others.

The existence of social media has influenced social life in society, one of which has

an impact on verbal bullying behavior. This is because teenagers can access any information they need from social media, both from a positive to a negative perspective. Adolescents are still vulnerable to the influence of the good and bad social environment, even still easily influenced by the information obtained even though the information obtained still needs to be checked for truth so that it can cause conflicts such as bullying. In line with the results of research from Wirmando, et.al. (2021) that there is a significant relationship between the use of social media on bullying behavior in adolescents. In line with Hamidah (2021) found a relationship between peer factors and social media with bullying behavior at school.

Factors that influence the occurrence of bullying can come from individuals, families, play groups, to the perpetrator's community environment (Zakiyah, Humaedi and Santoso, 2017). Furthermore, according to Ariesto (2009) the factors that can cause bullying include family, school, peers, social environment, television shows and print media. If traditional media uses print media and broadcast media, then social media uses the internet (Cahyono, 2016).

According to Chan, Myron, & Crawshaw (2005) the forms of bullying are divided into three, namely physical, verbal, and relational bullying. Based on the findings in the field, among teenagers, verbal bullying is the action most often done by perpetrators and most often accepted by victims. Verbal bullying is bullying/bullying that is conveyed verbally, which can take the form of criticizing, cheering, insulting, nicknames, spreading gossip/slander, dropping criticism, invitations and expressions that lead to sexual harassment, and so on (Semai Jiwa Amini Foundation, 2008)).

Whereas bullying behavior has a negative impact on both the perpetrator and the victim. The impact of this action is also very broad in scope. Teenagers who are victims of bullying are more at risk of experiencing various health problems, both physically and mentally. Adolescents who are bullied are at risk of becoming quiet, insecure because they are not confident in their personality, affecting achievement and even more extreme ones doing the unexpected. In line with the research of Zakiyah, Humaedi and Santoso (2017), the problems that are more likely to be suffered by children who are victims of bullying include the emergence of various mental problems such as depression, anxiety and sleep problems that may carry over into adulthood, physical health complaints, such as headaches, abdominal pain and muscle tension, insecurity in the school environment, and decreased enthusiasm for learning and academic achievement.

Overcoming this impact, parental attachment and support for adolescents plays an important role in reducing depression levels and improving the psychological impact experienced by adolescents due to bullying (Kim and Yun, 2016). Perceptions of social support make adolescent bullying survivors feel cared for, feel valuable, feel part of a social network, so that this condition can reduce the negative impact of bullying felt by adolescents (Panayiotou and Karekla, 2013). Yin et al.'s research. (2017) also shows that social support obtained from close friends is significantly negatively related to the level of depression experienced by adolescent bullying survivors, meaning that the higher the support from close friends, the lower the level of depression experienced. The high level of social support from friends and family also contributes to the ability of adolescents to overcome the bullying they face and continue to strive to do things they enjoy or are interested in (Risner, 2014). The findings of the research presented show that parental and peer support helps adolescents to overcome bullying by focusing on developing adolescent interests.

Based on the relationship between social media and bullying, especially verbal bullying, it is necessary to have education and proactive actions for teenagers in the use of social media. In addition, it is necessary to instill in adolescents about internet ethics and

the role of people in supervising adolescents so that they can use social media positively without cyberbullying (Wirmando, et.al, 2021). Users, especially teenagers, are expected to be wiser in using social media. Make the most of social media and avoid information that can influence bullying.

V. Conclusion

Adolescence is a period of transition from children to adults, so at this time the search for identity becomes one of the needs to understand oneself and show oneself to others. In the development of technology, the majority of teenagers use social media. The development of very modern technology gave birth to the internet which can make it easier to find information. Unfortunately, the available information is not fully filtered and even difficult to control. The existence of social media has influenced social life in society, one of which has an impact on verbal bullying behavior. Verbal bullying is bullying/bullying that is conveyed verbally, which can take the form of criticizing, shouting, insulting, nicknames, spreading gossip/slander, dropping criticism, invitations and expressions that lead to sexual harassment, and so on and this bullying is the most common. . Parental and peer support helps adolescents to cope with bullying by focusing on developing adolescent interests. Users, especially teenagers, are expected to be wiser in using social media. Make the most of social media and avoid information that can influence bullying.

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