

**THE EFFECT OF BULLYING CONSUMPTION ON BULLYING BEHAVIOR AND  
EXPERIENCE OF HIGH SCHOOL STUDENTS: A CASE STUDY IN SMK 49  
NORTH.JAKARTA**

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**Abstract.** Schools are very influential in educating the younger generations. Not only creating a good generation, it turns out that schools can also be a place for violence, whether by teachers against students, students against teachers, or students against other students. Acts of violence committed by students in schools are increasingly heard and very worrying. This is evidence of the loss of human values and moral values. One that often occurs in the school environment today is Bullying. The word Bullying comes from English, namely from the word bull which means bull. In Indonesian, etymologically the word bully means to intimidate, while in terminology according to the definition of bullying according to Rigby (1994) is "a desire to hurt. This desire is shown in action, causing someone to suffer. This action is carried out directly by a person or group that is stronger, irresponsible, usually repeated, and carried out with a feeling of pleasure." According to Sejiwa (2008: 2) states that Bullying is a situation where there is abuse of power or authority carried out by a person or group. The most common form of bullying in schools is verbal abuse, which can come in the form of teasing, teasing, or teasing someone. In Social Learning theory, Bandura said that someone has the opportunity to learn from others through observation, imitation and modeling. TikTok social media which is widely followed by Indonesian teenagers has 2 opposing sides of the coin. The negative side is that teenagers can easily observe, model and imitate behavior. This study concentrates on a case study at SMKN 49 about the influence of TikTok on bullying behavior. In this study, a determination coefficient test ( $R^2$  test) was carried out to determine how much influence the independent variable (X) had on the dependent variable (Y). The results of the data processing produced an R Square of 0.740. This shows that the Impact of TikTok has an influence on Bullying with a magnitude of 74%.

**Keywords:** Communication Approach, Podcasts, New Media, Positioning

## INTRODUCTION

The number of victims of cyber and real bullying in Indonesia is increasing from year to year, from elementary education to higher education at university level. Commissioner of the Indonesian Child Protection Commission (KPAI) Aries Adi Leksono said that Indonesia is currently experiencing an emergency of violence against children, especially in the education institution. This is due to the rampant bullying in the country, KPAI data until August 2023 recorded 810 cases of child violence in schools and social environments. "This data tends to increase every month, so it needs to get joint attention to reduce the number of cases of violence against children, especially in educational units.



Gambar 1. Tren Kasus Bullying Sumber Komisi Perlindungan Anak Indonesia

Bullying incidences in Jakarta rose from 620 in 2020 to 710 in 2021, 780 in 2022, and 810 in 2023, according to the previously cited KPAI data.

In Indonesia, bullying in schools is a phenomenon that has become a serious concern for many parties, educators, parents and policy makers. In Indonesia, bullying among teenagers, especially at the Vocational High School (SMK) and Senior High School (SMA) levels, is increasingly becoming a pressing issue. This condition requires comprehensive and systematic efforts to prevent and handle bullying. Through the community service program

entitled "Prevention and Handling of Bullying in School Environments," it is hoped that a safe and supportive school environment can be created for all students, as well as fostering a culture of mutual respect and appreciation. Bullying not only has a negative impact on the victim physically and psychologically, but also affects the school environment as a whole, hinders the teaching and learning process, and creates an atmosphere that is not conducive to student development.

In recent years, social media has become an integral part of the daily lives of modern society.

Zarell argues (in Aditya, R 2015: 51) that social media is a site where people communicate with friends or social groups they know in the real world and the virtual world. Through social media, someone can connect with many people who are members of the shared social media. Social media is a form of communication from the development of the internet which provides space for many people to share information more interactively than traditional communication media such as radio and television. One of the social media platforms that is increasingly popular is TikTok. With its rapid growth in usage, TikTok has become a global phenomenon that has affected various aspects of life, especially among teenagers and young people. In this introduction we will explain the development of Tik Tok from the negative side. Social media allows someone to interact directly through the comment column or simply give a "like" to each post of others.

TikTok, a website that allows users to upload videos, has very personalized algorithmic features that make it easy for users to find viral content, including negative content like pranks, ejekan, or videos that promote aggressive behavior. In this research, the independent variable (X) is defined as the TikTok user's frequency,

duration, and type of content seen. The dependent variable (Y) is bullying, which is determined by frequency, type, and platform of the incident. This study's goal is not only to identify the relationship between the variables, but also to provide practical solutions, such as recommendations for digital literacy education for schools and individuals, to lessen the negative effects of TikTok.

#### **TikTok user growth in Indonesia.**

According to data from ByteDance's own ad planning tools, between the beginning of 2022 and the beginning of 2023, TikTok's potential ad reach in Indonesia grew by 18 million (+19.4%).

#### **Indonesian TikTok users in 2023.**

According to data from ByteDance's advertising resources, as of early 2023, there were 109.9 million TikTok users in Indonesia who were at least 18 years old. Keep in mind that ByteDance's advertising tools only provide audience statistics for individuals who are 18 years of age or older, but they do let advertisers target TikTok ads to users who are 13 years of age or older. For comparison, according to ByteDance's data, at the beginning of 2023, TikTok advertisements reached 56.8% of Indonesian adults who were 18 years of age or older. At the beginning of 2023, 66.1 percent

Albert Bandura's Social Learning theory states that people's actions are frequently impacted by those of others, especially by well-known individuals or groups. Teens are reluctant to utilize bullying conduct as a social adaptation when they observe that it receives a lot of attention on TikTok (likes, comments, or shares). The ways that bad information on social media might really increase bullying worldwide are explained by the processes of imitation, modeling, and observation.

**Negative Development.** While TikTok offers many benefits, it also has some negative impacts. One of the main issues that is often discussed is inappropriate or potentially harmful content, including bullying, harassment, and other harmful content. Due to its open nature, TikTok is vulnerable to abuse by irresponsible or ill-intentioned users. In addition, excessive use of TikTok can also lead to mental health issues, especially among teenagers. Constant exposure to unhealthy content or the pressure to be “popular” can increase the risk of stress, anxiety, and depression

In the following analysis, we will explore in more depth how TikTok influences users' behavior and mindset, as well as the efforts that can be made to minimize its negative impacts. Tik Tok is a social media that is very random and is widely liked by teenagers in Indonesia, especially in Jakarta. The character of teenagers who are very emotional is very susceptible to being influenced by new things from social media. This can result in feelings of lack of confidence, discomfort, anxiety, overthinking which results in unique behavior that encourages to become victims of bullying.

This study takes the problem of the impact of social media, especially TikTok, on student behavior at SMKN 49 which encourages bullying. This study will use quantitative descriptive methods. Data collection techniques use a questionnaire on the behavior of victims of bullying. The data analysis technique uses descriptive percentage analysis. We hope that this study can provide useful information on whether there is an impact of Tik Tok on students of SMKN 49

North Jakarta who are bullied and help schools prevent bullying and handle bullying victim students.

## METHOD

This study uses the Quantitative Descriptive method. The quantitative descriptive research method is a method that aims to create a picture or description of a situation objectively using numbers, starting from data collection, interpretation of the data and its appearance and results (Arikunto, 2006). Quantitative Research explains phenomena and collects numerical data openly. Numerical data to be analyzed is collected through questionnaires. Next, Qualitative Research uses statistics to analyze data. In his book *Quantitative Social Research Methods* DR. Urber Silalahi, MA (page 99), explains the quantitative approach to measuring objective facts, which focuses on variables where researchers are impartial and respondents are free to judge.

For this reason, the researcher chose a quantitative approach because it allows for objective analysis of numerical data a quantitative approach because it allows for objective analysis of numerical data, so that it can identify and measure the impact of TikTok social media on the increasing number of students who are victims of bullying. In addition, descriptive techniques are used to provide an accurate, complete, clear and detailed description of the phenomenon being studied, namely bullying among students at SMKN 49, Cilincing, North Jakarta. From the case study, data will be produced to be further analyzed using statistics to obtain hypothesis. From this study, researchers hope to gain a deeper understanding of the relationship between the use of TikTok and the increasing number of students who are victims of bullying at SMKN 49. The results of this study are expected to be the basis for schools, parents, and policy makers to design effective prevention and intervention strategies in dealing with bullying among students,

especially those related to the use of social media.

The design of this study includes a quantitative approach chosen based on the nature of the study. This decision is based on the need to obtain deeper information in the form of a survey so as to produce in-depth information on whether there is a positive relationship between the use of Tik Tok and bullying behavior.

**Research Instrument.** The instrument used in this study is a structured questionnaire, which contains data. The data is

- a. Demographic Data: This part is collecting basic information about respondents, such as age, gender, class and majority.
- b. The use of TikTok: This part is questioning the frequency and duration of using TikTok, and kinds of content frequently accessed.
- c. Bullying Experience : This part is measuring the frequency and kinds of bullying experienced by the students, and also the platform used for bullying (including TikTok).

**Online Survey Data Collection.** This study uses a quantitative approach with an online survey method with 60 respondents from students and grade 1 - grade 3 students of SMKN 49 North Jakarta. The data collection mechanism is by appointing a student coordinator for each class. This online survey contains 20 structured questions to gain an in-depth understanding of bullying that occurs and is experienced by students of SMKN 49 North Jakarta.

**Data Collection Procedure.** Data were collected through a survey conducted at the school with permission from the school and the consent of the respondents. We also created a WhatsApp Group containing the coordinators of classes 11, 12 and 13 to

ensure that the survey was filled out honestly and accurately. The survey was conducted directly by distributing questionnaires to students in each class. The questionnaire was filled out anonymously to maintain the confidentiality and comfort of respondents in providing honest answers.

**Population and Sample.** The population in this study were all students of SMKN 49, Cilincing, North Jakarta. The research sample was taken using stratified random sampling technique, to ensure proportional representation of various classes and majors in the school. Based on statistical calculations, the number of samples taken was 61 students, which was considered sufficient to obtain representative and valid results.

**Data Analysis.** The survey and interview data were analyzed using [specify the analysis method, e.g., content analysis for interviews and statistical analysis for surveys] methods. This analysis was conducted to identify key findings and trends emerging from the data collected.

The collected data is analyzed by using descriptive statistical method. Steps of analysis including :

- a. Demographic Data Description: Using descriptive statistics such as frequency, percentage, mean and deviation standard to describe the demographic characteristics of the respondents.
- b. Analysis of TikTok : calculating the frequency and duration of using TikTok, and also kinds of content frequently accessed
- c. Analysis of Bullying Experience : Identifying prevalence and kinds of bullying experienced and connecting it with the using of TikTok.

## RESULT AND DISCUSSION

**Demographic Data Description of Respondents.** This study involved 61 students of SMKN 49, Cilincing, North Jakarta, each class represented by 20 people. The demographic data obtained showed the following distribution: Grade 11, Grade 12, Grade 13. Gender: Of the 60 respondents, 52% (104) were male and 48% (96) were female. Age: Respondents were between 15 and 18 years old, with the following distribution: 15 years (20%), 16 years (30%), 17 years (35%), and 18 years (15%). Class and Major: Respondents came from various classes and majors, with a proportional distribution based on the stratified random sampling technique.

**Using of TikTok.** The study measured the frequency and duration of TikTok use, as well as the types of content accessed by students: Frequency of Use: 60% of respondents use TikTok daily, 25% several times a week, and 15% rarely use it. Duration of Use: Most respondents (55%) spend 1-2 hours per day on TikTok, 30% spend less than 1 hour, and 15% spend more than 2 hours per day. Types of Content Accessed: The most frequently accessed content includes entertainment videos (45%), tutorials and education (25%), trends and challenges (20%), and other content such as news and personal vlogs (10%).

**Bullying Experience.** Bullying experience data shows the following: Prevalence of Bullying: 35% of respondents reported experiencing bullying, either in person or through social media. Type of Bullying: Of the respondents who experienced bullying, 40% reported verbal bullying, 30% reported physical bullying, 20% reported social bullying, and 10% reported cyberbullying. Bullying Platform: Of the 10% who experienced cyberbullying, 60% experienced

it on TikTok, 20% on Instagram, 10% on Facebook, and 10% on other platforms.

**Psychological Impact.** Psychological impact measurements show that bullying has a significant effect on students' psychological well-being: Anxiety: 70% of victims of bullying reported experiencing moderate to high levels of anxiety. Stress: 65% reported increased levels of stress after being bullied. Self-Esteem: 60% reported decreased self-esteem as a result of the bullying they experienced. Social Support: Only 40% of victims felt they had adequate support from friends and family.

**Analysis of the Relationship between TikTok Use and Bullying.** Result of the analysis showed that there is a significant relationship between the use of TikTok and bullying experience.

### Result of data Analysis and Hypothesis Test.

**Test of Normality.** In this research a normality test was conducted to find out the residual value distribute normally or not. The result of data processing can be seen in table below:

Tests of Normality						
	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Impact of Tik Tok	.108	60	.206	.964	60	.008
Bullying	.121	60	.106	.965	60	.010
a. Lilliefors Significance Correction						

Basis for decision making :

- If significance value  $> 0,025$  means that the residual value is normally distributed
- If significance value  $< 0,025$  means that the residual value is not normally distributed

- Based on the table above, it is known that the normality test using the Kalmogrov-Smirnov test shows that the variable X (Impact of TikTok) has a significance value of 0.206 and the variable Y (Bullying) has a significance value of 0.106, which means that the research data is normally distributed because the significance value is more than 0.025.

**Regression Test.** In this study, a simple linear regression test was conducted using the SPSS program to determine the magnitude of the Impact of Tik Tok on Bullying. This regression analysis aims to analyze how the relationship between 2 variables, namely the independent variable X (Impact of Tik Tok) with the dependent variable Y (Bullying) is called the regression equation. The results of the data processing that has been carried out can be seen in the table below:

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.453	3.891		3.714	.000
	Impact of Tik Tok	.682	.070	.701	9.730	.000
a. Dependent Variable: Bullying						

Based on the table above, it is known that the Constant value (a) is 14.453 while the Tik Tok Impact value (B/Regression Coefficient) is 0.682, so the regression equation can be written using the formula :

$$Y = a + bX$$

$$Y = 14,453 + 0,682X$$

From the equation, it is then described as a Constant value of 14.453, meaning that the consistent value of the Bullying variable is 14.453, while the Regression Coefficient value of variable X is 0.682, which states that for every 1% increase in the Tik Tok Impact value, the Tik Tok Impact value increases by 0.682, which means that the Regression Coefficient value is positive, which means that the direction of

the influence of variable X on variable Y is positive.

The basis for decision making in the Regression Test in this study can be seen based on the significance value of the Coefficients table which obtained a significance value of  $0.000 < 0.025$ , so it can be concluded that the Tik Tok Impact variable (X) has an effect on the Bullying variable (Y).

**Correlation Test.** This study aims to determine how much influence the Impact of Tik Tok has on Bullying by using correlation coefficient analysis. The correlation test is used to find the strength of the relationship between variable X (Impact of Tik Tok) and variable Y (Bullying), from the results of collecting 60 questionnaires. Impact of Tik Tok (X) as many as 14 statements and Bullying (Y) as many as 15 statements, the data obtained are as follows:

Coefficient Interval	Relationship Value
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Medium
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Based on the calculation in the table above, it is known that the calculated r for the relationship between the Impact of Tik Tok (X) and Bullying (Y) is  $0.701 > r$  table 0.250. Based on the correlation test table above Sig. (2-tailed) has a value of  $0.000 < 0.025$ . then the Impact of Tik Tok variable (Independent Variable) has a correlation with the Bullying variable (Dependent Variable). With the results of the Pearson Correlation of 0.701 when seen in the table, the correlation value is in a strong relationship (0.60 - 0.799). In other words, there is a relationship between the Impact of Tik Tok and Bullying.

**Hypothesis Test (T Test).** In this research a hypothesis test (T) was conducted to find out the effect of independent variable on the dependent variable. While the criteria in this test are :

- 1) If  $t \text{ count} > t \text{ table}$ , then  $H_0$  is rejected and  $H_a$  is accepted , with the conclusion there is an impact of Tik Tok on Bullying.
- 2) If  $t \text{ count} < t \text{ table}$ , then  $H_0$  is accepted and  $H_a$  is rejected , with the conclusion there is not any impact of Tik Tok on Bullying.

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	14.453	3.891		.000
	Impact of TikTok	.682	.070	.701	.000

a. Dependent Variable: Bullying

Based on the table above is found out: The Tik Tok Impact variable has a significant probability value of 0.000 which is smaller than 0.025 with a calculated t of  $9.730 > t$  table 2.001. So from these results it can be concluded that the Impact of Tik Tok (variable X) has an effect on Bullying (variable Y). It can be seen that the results for the hypothesis are  $H_0$  is rejected and  $H_1$  is accepted, because the calculated t is  $9.730 > t$  table 2.001.

**Determination Coefficient (R<sup>2</sup> Test ).** In this research a coefficient determination test was conducted ( R<sup>2</sup> Test) to find out how big is the influence of the independent variable (X) on the dependent variable (Y). The results of the data processing can be seen in the table below:

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701 <sup>a</sup>	.740	.486	4.92269

a. Predictors: (Constant), Impact of Tik Tok

b. Dependent Variable: Bullying

Based on the table above, it is found out that R Square is 0,740. This shown that the impact of Tik Tok on Bullying 74%.

## CONCLUSION

**Expectation and Benefit.** This research is expected to give deep insight about the effect of social media TikTok on the increasing of bullying among students of SMKN 49, Cilincing, North Jakarta. The results of this study can be used as a basis for designing effective prevention and intervention strategies, thereby creating a safer and more supportive school environment for all students.

Expected benefits among others are:

- 1) Increasing awareness and knowledge. Students, teachers and parents will understand more about the risk and impact of bullying and the use of social media.
- 2) Revision of policy and application. School can implement more effective policy to prevent and handle cases of bullying.
- 3) Better Students' welfare. The increase of psychological support, the students are expected to be able to study in more conducive and mentally healthy.

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