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 (includingTikTok).

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 onducted directly by distributing questionnaires to students in each class. The questionnaire was filled out anony-mously 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. Demoraphic 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 :

a. If significance value > 0,025 means that the residual value is normally distributed
b. If significance value < 0,025 means that the residual value is not normally distributed
c. 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[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
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 count > t table, then Ho is rejected and Ha is accepted , with the conclusion there is an impact of Tik Tok on Bullying.
2) If t count < t table, ten Ho is accepted and Ha is rejected , with the conclusion there is not any impact of Tik Tok on Bullying.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14.453	3.891		3.714	.000
	Impact of TikTok	.682	.070	.701	9.730	.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 H0 is rejected and H1 is accepted, because the calculated t is 9.730> t table 2.001.

Determination Coefficient (R2 Test). In this research a coefficient determination test was conducted (R^2 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[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.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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SOCIAL INTERACTION OF THE VISUALLY DISABLED THROUGH FACEBOOK SOCIAL MEDIA AT THE ISS REFLEXOLOGY CLINIC KEBON JERUK WEST JAKARTA

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Abstract. Social media has brought many changes in people's communication and interactions. This condition also occurs in the disabled community, especially the blind. This research aims to determine the social interactions via social media Facebook of people with visual disabilities at ISS Reflexology Kebon Jeruk, West Jakarta. According to Gillin and Gillin, two types of social processes arise as a result of social interaction, namely associative and disassociative. This study used a descriptive qualitative method. Blind people use the social media Facebook to increase their number of friends, self-expression, existence, and entertainment. Facebook media also allows them to work together to provide each other with the information they need. Most of them provide positive comments so that associative interactions occur. Meanwhile, there are also negative comments that give rise to dispositive interactions.

Keywords: Keywords; Social interaction; Social media; Facebook; Visual Disabilities

INTRODUCTION

Communication plays an important role in interacting with others in everyday life. Communication can also be a link for interaction activities, both personal and group, moreover, in today's era where communication is a trend in modern society in exploring each other's potential, as we often see directly in various information technology media or social media or social media/Social Media. Interaction for people in general or people who can see is an easy thing to do, but it will be different if experienced by limited vision or people with visual impairments. Based on the results of pre-research interviews conducted by researchers with 5 people with visual impairments at ISS Refelsiologi Kebon Jeruk, West Jakarta, it is fact that all of them use social media, one of which is Facebook. This phenomenon further illustrates that the use of Facebook among people with visual impairments is common. Public participation in using social media is currently quite high because the function of social media can help human life from various backgrounds including people with disabilities, they have the need to communicate, socialize, find, or share the information they want through social media amidst the limitations they have. On average, they have a profession as a massage therapist or reflexology therapist.

Based on a study titled How Blind People Interact with Visual Content on Social Networking Services in 2016, it was found that one hundred percent of respondents who were visually impaired used social media. Although they cannot see photos, their social networks include most of their non-disabled peers, they also want to take photos that look good, want to look good in photos taken of them, and want to interact with others through visual content on Social Networking Services. This study also revealed that one of the Social Networking Services widely used by respondents is Facebook. (Voykinska, Azenkot, Wu, & Leshed, 2016). Visually impaired people who join the ISS Reflexology Clinic in West Jakarta also use Facebook social media to interact. The Symbolic Interaction Theory according to George Herbert Mead (Herbert, 2020): This theory emphasizes the role of symbols and meaning in interaction. Individuals use symbols (words, images, emojis, etc.) to communicate and form shared meaning in interactions on social media. For example, the use of emojis in messages can change the meaning of a statement. In using Facebook, blind people often upload their photos taking selfies or wefies with their friends almost every day. This causes blind people to be dependent on smartphone use, especially when using their cellphones they can be online on Facebook for more than 2 hours doing activities such as chatting, updating statuses, uploading photos or videos, or just reading the timelines of other friends they want to know. For them, expressing themselves through Facebook is a need to communicate and interact intensely and they also consider the responses from their friends, either in the form of like symbols short or long comments, or emoticons available on the Facebook platform.

The pattern of communication of users on social media is part of the construction of their presentation in front of other users. This study aims to determine the form of interaction through social media Facebook by identifying the interaction activities of blind people with disabilities. The problem that arises from this study is that there has been no study on the concept of the involvement of blind people with disabilities in social interactions using Facebook. Many interactions on Facebook do not always have a positive impact on self-esteem and social adjustment. Excessive use of Facebook can cause feelings of envy, jealousy, and

dissatisfaction with one's own life. In addition, interactions on Facebook are prone to conflict for the blind, especially if there is disinformation or differences of opinion between them. Changes in the use of Facebook media can have an impact on familiarity, togetherness, and a sense of belonging to the blind community.

Social Interaction. Social interaction is a dynamic social relationship, which concerns the relationship between individuals, between groups of people, and between individuals and groups of people. The social process is essentially a reciprocal influence between various areas of life together (Soerjono Soekanto 2017). Social interaction process Relationships between humans or social relations, relationships between citizens of a society, both in the form of individuals or individuals and with groups and between groups of people themselves, embody the dynamic aspects of change and development of society.

Gillin and Gillin (Soekanto and Sulistyowati, 2017) put forward two conditions that must be met for social interaction to occur, namely:

1. The existence of social contact
2. The existence of communication.

Thus, contact is the first stage of social interaction. It can be said that for contact to occur, it does not have to occur physically as in the original meaning of the word contact itself which literally means "touching together". Humans as individuals can make contact without touching it but as sensory creatures can do it by communicating. Social communication or "face-to-face" communication, interpersonal communication, and also through the media. Moreover, the progress of communication technology has been so rapid.

Communication technology has been so rapid. According to Gillin and Gillin, there are two types of social processes that arise as a result of social interaction, namely associative and disassociative, namely:The Associative Social Interaction Process includes;

Cooperation. Cooperation is a joint effort between individuals or groups to achieve one or more common goals. The process of cooperation is born when certain individuals or groups realize that there are the same interests and threats. The same goals will create cooperation between individuals and groups that aim to achieve their goals. Likewise, if individuals or groups feel that there are threats and dangers from outside, the cooperation process will grow stronger between them. There are several forms of cooperation:

a) Mutual cooperation and community service
b) Bargaining
c) Co-optation
d) Coalition
e) Joint venture

Accommodation. Accommodation is a form of effort to reduce conflict between individuals or between groups in society due to differences in understanding or views. Preventing the emergence of conflict temporarily.

Assimilation. Assimilation is a social process in a continuing stage, which is characterized by efforts to reduce differences between individuals or groups and also includes efforts to increase unity of action, attitude, and mental processes by considering common interests and goals. In this context, the assimilation process must be supported by the existence of tolerance of the actors, but sometimes the assimilation process itself is hampered by the isolated life factor of

society, which tends to have relatively low knowledge.

Meanwhile, the dissociative process also called the oppositional process consists of:

a. Competition
b) Contravention
c) Conflict

Mead's very important work in his book takes three critical concepts that influence each other to form a theory of symbolic interaction, namely mind, self, and society. (Ardianto, 2017).

a. Mind
b. Self
c. Society

Social Media. Social media is a medium on the internet that allows users to represent themselves or interact, collaborate, share, communicate with other users, and form social bonds virtually. One of the social media is Facebook. Facebook is a social networking site that is used by humans to interact with other humans remotely. Facebook has various additional applications such as games, chatting, video chat, communal pages, and others. Therefore, Facebook is considered a social media with features that are considered the most familiar to various groups, both old and young (Alyusi 2016).

In 2021, Facebook announced a rebranding and changed its name to "Meta", focusing on virtual reality and virtual technology. On Facebook, everyone can be friends and interact with each other. Social media as a representation of the virtual world, the partitions of privacy space and personal secrets of each individual, become open and transparent, and everything is done consciously. Personal data such as full name, gender, place, date, month and year of birth, education level, occupation, education level, hobbies, even relationship status, and photos from birth, toddlers, to adulthood, and to grandparents (Sumadiria, 2014).

METHOD

Research on the social interaction of blind people ISS Refelsiplogy Kebon Jeruk on Facebook media using qualitative descriptive method. Descriptive only describes situations or events. According to John W. Creswell in the book Research Design, qualitative research is: "Qualitative research method is one type of method to describe, explore and understand the meaning that a number of individuals or groups of people consider to come from social or humanitarian problems. (Creswell 2015). To obtain data, researchers interviewed 5 blind informants who had Facebook accounts.

The stages in this study as conveyed by Moleong, namely the pre-field stage, field stage, fieldwork stage, and data analysis stage. The data collection technique in this study was through participatory observation, semi-structured interviews, and documentation. In participatory observation, researchers participate in subject activities that are in accordance with the focus of the problem. The data analysis technique in this study will use the Miles and Huberman model, the steps are carried out by reducing data, displaying data, drawing conclusions, and then verifying them (Bungin, 2018).

RESULTS AND DISCUSSION

Social interaction can occur not only in direct face-to-face contact but also through social media such as Facebook. This phenomenon occurs in the blind community at ISS Refleksiologi Kebon Jeruk, West Jakarta.

Social Interaction on Facebook Social Media. When blind people meet other blind people, they always greet them by name. This is to ensure that the person they are

communicating with is really the name they mean. In their interactions, they can greet each other, shake hands, talk to each other, or even disagree. Such activities are forms of social interaction that commonly occur among the blind. Currently, in addition to direct interaction, they also communicate through Facebook social media. The existence of the internet has changed the pattern of social interaction in society. Facebook has become a social media that is embedded in society, including blind people with disabilities. Facebook social media is one platform where users can share ideas and concepts, videos, or photos. The pattern of interaction is carried out without having to be in the same space and time. The presence of Facebook has dissolved the boundaries that prevent someone from interacting. Communication can not only be done physically but can also be done through social media such as Facebook.

The rapid development of new media has had an impact on communication sites, from just email and chatting to even exchanging information, images, and videos. In symbolic interaction, the concept of humans acting on something based on the meaning understood about the object whose meaning comes from a person's social interaction with others. Then refined when the social interaction process takes place which is categorized into mind, self, and society. Where in this study the object is a blind masseuse who is a member of the ISS Reflexology Clinic Kebon Jeruk who uses Facebook social media as a medium for virtual interaction. On average, blind people with disabilities have used Facebook as a social media for more than 5 years. This is as conveyed by Eka, one of the masseurs at ISS Reflexology. "I have been using Facebook for more than 6 years," said Eka. Eka explained that Facebook users from the blind community gain access to Facebook with the help of the Google Talkback feature on their devices. Google Talkback reads all text messages and describes images for its users. The ease of accessing information on social media with this feature encourages an increase in active Facebook users from the blind community. The meaning of social media Facebook for the blind can be used to communicate and interact with other blind people and sighted people. Saidah, a blind person, uses Facebook to communicate with her friends in Bandung and other cities through Facebook. "I often look at my friends' Facebook pages to find out how they are," said Dini Berseri. This was also confirmed by Ipit Rosadi, a blind person who also often uses Facebook to find out how his friends are in other cities because they rarely meet in person. "I like using Facebook because I can communicate with friends who are far away, for example in Bandung or even in Semarang," said Ipit. Through the process of interaction with oneself, individuals choose which of the stimuli directed at them they will respond to well. "Facebook is not only a means of communication and interaction but also a means of self-development, sharing feelings, promotion and of course as a means of maintaining friendship," said Dini Berseri.



Figure 1. Facebook Ipi Rosadi

Blind people upload photos that have been edited using special applications such as Camera 360 and Lemocam which can capture selfie images with much better results even though they are very different from their original faces. So that it attracts more attention on their Facebook page. "Before

uploading photos, I often edit them first so that the images are better than the original," said Bahrudin. Ipit Rosadi also did the same. Bahrudin admitted that if he wanted to send photos on Facebook, he asked his friends to edit them first so that the results were better.

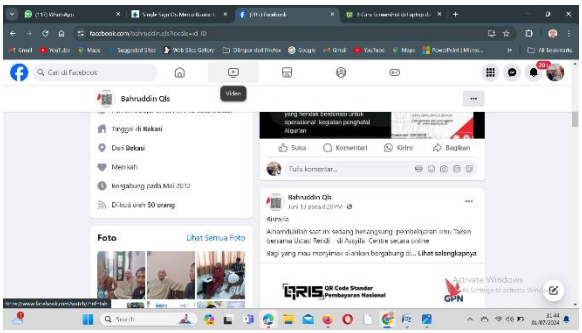


Figure 2. Facebook Bahrudin

The blind people at the ISS Reflexology Clinic use Facebook as a medium for communication and interaction. Some of the reasons they use Facebook are: Blind people use Facebook to increase their friends, express themselves, exist, and as a medium for entertainment. The form of interaction is not only in the form of comments but also in the form of symbols (emotions), images, videos, and others. In responding to or responding to uploads from friends, there are positive and negative comments. However, most of the comments are positive where the blind people carry out an associative interaction process. The social interaction that occurs at the ISS Reflexology Clinic in Kebon Jeruk occurs because there is social contact and communication. This is in accordance with what Gillin and Gillin stated in (Soekanto and Sulistyowati, 2017). There are two conditions that must be met for social interaction to occur, namely: There is social contact and there is communication. Likewise, for the interaction process, there are two types of social processes that arise as a result of social interaction, namely associative and disassociative.

CONCLUSION

The blind people who are members of the ISS Refleksiology Clinic in Kebon Jeruk use Facebook social media to increase their friends, self-expression, existence, and entertainment. The Facebook media used allows them to work together to provide each other with the information they need and as a forum for friendship between them. The interaction between the members is quite intensive. Most of them give positive comments so that associative interactions occur. There are also negative comments that cause disassociative interactions that are relatively few and can be resolved well between them.

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