THE INFLUENCE OF USING INSTAGRAM ON CYBERBULLYING BEHAVIOR IN ADOLESCENTS AT SMK NEGRI 18 JAKARTA SCHOOL

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Abstract

With the increasing popularity of social media platforms like Instagram, it is crucial to understand the relationship between platform usage and cyberbullying behavior in order to promote a safe online environment for adolescents. This study aims to investigate the impact of using Instagram online media on cyberbullying behavior among teenagers at SMK 18 Jakarta. A quantitative approach is employed, utilizing a correlational method to examine the relationship between at least two factors. The study population consists of all students attending SMKN 18 Jakarta in grades 10, 11, and 12 in 2020, with a total of 210 students. The sample size of 100 students is determined using purposive sampling techniques. Data collection techniques include questionnaire deployment, field observation, interviews, and literature review. Validity and reliability testing are conducted using the Person Product moment correlation technique, and the data are analyzed using SPSS version 23. The study findings reveal that Instagram usage significantly influences cyberbullying behavior. The coefficient of determination analysis reveals that the Instagram variable explains 53.8% of the variance in cyberbullying behavior, while the remaining 46.2% can be attributed to other factors not examined in this study. This research highlights the need to address cyberbullying on Instagram and promote responsible social media usage among teenagers. Strategies should be developed to increase awareness of the impact of cyberbullying and foster empathy among users. Educational initiatives and support systems can help mitigate the negative effects of cyberbullying and create a safer online environment for adolescents.

Keywords: Adolescents, Cyberbullying, Instagram

1. INTRODUCTION

Undeniably, humans are currently benefiting from the presence of technology, specifically mobile communication tools with various internet-connected features. The rapid development of social media among teenagers as an easily accessible communication tool has brought about a significant phenomenon in the flow of information. Moreover, the growth of social media has introduced a new trend in society known as cyberbullying, which refers to acts of bullying conducted online (Utami & Baiti, 2018).

The advancement of technology is continuously transforming people's lives, particularly in terms of information access. Easy internet access facilitates the exchange of information without the need for face-to-face interaction, making it challenging to control. This rapid technological progress has given rise to new phenomena related to online interactions, including cyberbullying. One platform where cyberbullying is frequently observed is Instagram, a person-to-person communication site created by Burbn Inc. Instagram allows users to take photos, apply digital filters, and share them on various social media platforms. Presently, Instagram is expanding its features to include

short video uploads and live broadcasting (Maisarah et al., 2018).

The Instagram application offers various activities for its users. Unfortunately, many users fail to utilize social media responsibly. This includes making arbitrary comments, engaging in mockery or harsh speech, and sharing photos or videos that should not be made public or involve acts of violence, all of which constitute cyberbullying. Cyberbullying is a misuse of technology whereby individuals send messages or upload pictures or videos targeting a specific person with the intention to humiliate, torment, mock, or belittle them. Cyberbullying is predominantly carried out by young people, particularly those who use social media without parental supervision. This has psychological impacts on the victims, including a 37% decrease in self-confidence, a 30% decline in academic and overall achievement, a 28% increase in pressure leading to depression, and a disturbance in sleep patterns for 25% of victims (Fitransyah & Waliyanti, 2018).

A survey conducted by Hootsuite in Indonesia in 2021 revealed the following results: out of a total population of 274.9 million, 202.6 million people (73.7% of the total population) use the internet, while 170 million (61.8% of the total population) are active social media users. In terms of social media platform ranking, YouTube has 93.8% of the Indonesian population as users, WhatsApp has 87.7%, and Instagram is in third place with 86.6% (Andi Dwi Riyanto, "Indonesian Digital Report 2021," accessed on March 10, 2022, at 18:54).

The prevalence of cyberbullying among teenagers has heightened public concern regarding this behavior. This is further supported by public complaints filed with the Indonesian Child Protection Commission. They have recorded 37,381 reports of bullying against children over a nine-year period from 2011 to 2019. Reports of harassment in both educational and online settings have exceeded 2,473 and continue to rise.

Youth represents a significant phase of human development, bridging the gap between adolescence and adulthood, characterized by physical, energetic, and mental changes. This period, ranging from 10 to 19 years of age, is when individuals undergo the development of reproductive organs, commonly referred to as puberty. During this time, young people often experience an identity crisis, making it a challenging period, particularly with regards to bullying (Fitransyah & Waliyanti, 2018).

SMK Negeri 18 is one of the State Vocational High Schools (SMK) located in South Jakarta. Like students in general, the students at SMK Negeri 18 Jakarta also have social media accounts, particularly Instagram accounts. Within the student community, cyberbullying behavior occurs, where actions often involve uploading photos or videos of individuals without their permission and humiliating them.

Previous research conducted by Syafitri and Yulianto (2021) demonstrated the influence of Instagram advertising on consumer response, indicating that Instagram ad impressions have an effect on consumer response. In another study by Ramdan et al. (2019), it was found that the information provided by the @dependability Instagram account contributed to increased knowledge among its followers. The content was described as short, clear, and interesting. Additionally, Syah and Hermawati (2018) make the following recommendations: 1) Parents should spend ample time with their children, supervise their social interactions on social media, recognize and support the development of their interests and talents, and instill moral values by setting a good example within the family. 2) The Directorate General of Child Social Rehabilitation, Ministry of Social Affairs of the Republic of Indonesia, should provide counseling for parents and teachers

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on how to address cyberbullying, enhance the role and capacity of social workers in assisting cyberbullying victims, develop specific guidelines for parents on how to prevent cyberbullying, and collaborate with relevant agencies to create legal instruments or legislation related to cyberbullying prevention. 3) Teachers should provide guidance to students on how to use the internet positively, optimize environment-based activities, and enhance the performance of counseling guidance teachers through monitoring and self-assessment of students. Primasti and Dewi (2018) found a significant relationship between Facebook use and cyberbullying among adolescents in Malang City.

Based on the aforementioned phenomenon, this study aims to analyze the influence of Instagram usage on cyberbullying behavior among adolescents at SMK Negeri 18 Jakarta. This exploration is expected to contribute to the field of communication science research, specifically in understanding cyberbullying practices involving the use of Instagram among young people. The findings of this study are believed to be beneficial in various ways, including informing the development of a comprehensive mass communication guidance program that serves as a valuable resource for students studying cyberbullying behavior in the context of social media use by adolescents.

2. LITERATURE REVIEW
2.1. The Hypodermic Needle Theory

The hypodermic needle theory is a one-way communication that relies on the understanding that extensive communication has a direct, rapid and very decisive impact on the communicator (audience). This model is also called the "bullet theory" because the communicator is considered to be inactive in getting many communication messages.
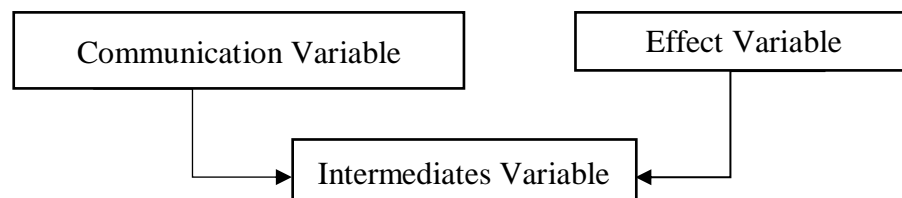

Figure 1. The model of hypodermic needle theory
Source: (Jalaludin, 1986)

Indicator hypodermic needle theory :
1. Credibility, consisting of two elements, namely expertise and honesty.
2. Attractiveness, measured by similarity, familiarity, and favorability.
3. Power, operationalized by the communicant's response about the communicator's ability to punish or reward.

2.2. Communication

Communication is the method involved with modifying the behavior of others (CommunicationIs The Process To Modify The Behavior Of Other Individuals) humanist and correspondence master from the United States, Carl I. Hovland said more than that, making changes is the most significant standard of correspondence exercise in a single point of view. The lower level objectives are attitude adjustment and viewpoint adjustment. Age can occur if there is a person who conveys a message to another person

for a specific reason, which implies that correspondence can occur if there are components of correspondence, namely :

1. Source, all correspondence that occurs contains a source as the creator or sender of the data.
2. Message is something that the sender sends to the receiver.
3. Media is the tool used to transfer news from the source to the media.
4. The recipient is the party who is the target of the message sent by the source.
5. Influence is the difference between what the recipient thinks, feels, and does before and after receiving the message.
6. Feedback, some people consider feedback to be really a kind of influence from the beneficiary. In fact, feedback can also come from various components such as news and media, even though the message has not yet reached the recipient.
7. Environment is a factor that can affect the smoothness of communication.

According to Munandar & Suherman (2016) communication is an exchange, a representative cycle that expects individuals to direct their current state by building relationships between people, through data trading, to strengthen the perspectives and behaviors of others, and trying to change these mentalities and behaviors. With that, it can be concluded that communication is the process by which a person or group uses information for connection and mutual use, that is, responses to messages. Communication can take place when there is a message, who delivers the message, who receives the message, and what means are used.

2.3. Instagram

Instagram is an online media that is utilized to share an image, and then take a picture and can utilize filters to change the existence of the image's impact. Then later, offer it with various web-based media administrations, including Instagram itself. Instagram has five basic menus that are all at the bottom of the page (Kurnia et al., 2018), which are as follows :

a. The home page is a page that displays (a timeline of the latest photos from one user and others who have been followed)
b. Comment is a feature on Instagram, photos on Instagram can be commented on in the comments column.
c. Explore is a page of popular photos that are most liked by Instagram users.
d. User profile, can find hated information about user data.
e. News feed is a page that displays notifications about various activities that are currently taking place.

2.4. Cyberbullying

According to Fitransyah & Waliyanti (2018) cyberbullying is deliberate and repeated treatment, often carried out through electronic text media or the internet. The misuse of technology by individuals can be in the form of messages or transmission of images or recordings that can humiliate, torment, or ridicule the person. Furthermore, Rastati (2016) added that spreading small rumors about someone who follows him or who can harm him through various electronic means can be called cyberbullying (Riyanto, 2021).

According to Rachmatan & Ayunizar (2017) the aspects of Cyberbullying have

seven parts, namely:

1.   Anger (Flaming), which is frontal treatment with harsh words sent via online media messages, even in group conversations aimed at offensive target
2.   Harassment, which is the follow-up treatment of annoying flames by various interpersonal organizations.
3.   Impersonation, which is claiming to be another person determined to send unpleasant messages or circumstances.
4.   Trickery (Outing and Trickey), Outing is the behavior of spreading other people's data whether photos, notes, or anything that is confidential to someone. Meanwhile, Trickey is the act of convincing someone who is determined to take action to obtain various kinds of specialized knowledge, such as photos or mysteries of each individual.u.

2.5. Adolescents

The World Health Organization (WHO) argues that adolescence starts from 10-19 years. Meanwhile, according to the Population and Family Planning Agency (BKKBN) adolescence is 10-24 years old and unmarried. Adolescence is a period of progress from childhood to adulthood, and has included every progress experienced in anticipating entering adulthood. Youth has qualities, especially rapid development and improvement both physically, mentally, and intellectually. According to (Syah & Hermawati, 2018) adolescence reflects a way that adolescents believe is still in a substantial line of reasoning, this condition is due to the current developmental process in adolescents. This period continues from the age of 12-21 years, with the following divisions:

1. Early adolescence age 12-15 years, at this stage a teenager will experience changes that occur in his body. children begin to tertark on the opposite sex, easily excited suggestively by being touched on the shoulder by the opposite sex, they can already fantasize about sensuality.
2. Middle adolescence (15-18 years old), at this time adolescents need a lot of friends, especially those who are the same. Tend to value themselves, preferring friends who are like them.
3. Late adolescence (18-21 years old), at this stage is where the time frame of the union to adulthood.

2.6. Research Framework

The framework is the center of the hypotheses that have been made that underlie the speculation plan. The framework is a reasonable model of how the hypothesis identifies with different variables that have been distinguished as significant issues (Muryadi, 2017).
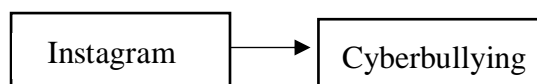
Instagram → Cyberbullying

Figure 2. Research Framework

3. RESEARCH METHODS

In this study, the methodology used is a quantitative approach, researchers must be objective by first testing the concept boundaries and measuring instruments to meet the principles of reliability and validity. Quantitative uses quantitative considering the need to know the impact of using Instagram online media on cyberbullying and the form of cyberbullying behavior in using Instagram social networking media for teenagers at SMK 18 Jakarta. By using numbers and the help of descriptive or interverential statistical science through the perspective of students of SMKN 18 Jakarta with research results in the form of a description or combination of variables. This research uses a correlational method. This research talks about the disperse shown in the relationship between at least two factors. Correlational techniques aim to examine the extent to which varieties in one factor are identified with different components (Kurnia et al., 2018). If we only connect two variables, the correlation is called a simple correlation. This strategy also plans to determine the strength or direction of the relationship between two factors and the extent of the impact that one variable has on another (Rakhmat, 2017). This technique is used to:

a. Measuring the relationship between variables.
b. Forecasting the independent variable and our knowledge of the independent variable.
c. To pave the way for experimental research design.

3.1. Defintion of Variable

a. Independent Variable (X).
  According to (Muzdalifah & Zanirah, 2018) independent variables are variables that are often referred to as repair variables, indicators, precursors. In Indonesian, it is often alluded to as an independent variable. Independent variables are variables that affect or cause changes or occurrences of a dependent variable (bound). In this study, there are two independent variables, namely Instagram (X) Instagram social media. The dependent variable in this study is measured by a Likert scale.

b. Dependent Variable (Y).
  According to (Muzdalifah & Zanirah, 2018) dependent variables (bound) are variables that are influenced or which are the result of the existence of independent variables.

Tabel 1. Operational of Variable

Variable	Dimension	Sub Variable	Statement	Measurement Scale	Total
	Credibility	Transparancy	• Every content posted on Instagram is transparent, which opens up opportunities for others to commit acts of cyberbullying. • Transparent posts make it easier for others to commit acts of cyberbullying	Likert	2

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Instagram Attractiveness		Dialogue and communication	• On Instagram we can communicate with anyone, making it easy for others to send cyberbullying texts. • In Instagram there is a DM (Direct Message) feature, it can result in others sending hate speech against its users	Likert 2
		Sosial network	• Instagram is a broad media, which means that we can send or receive actions. cyberbullying dari siapapun. • Instagram is a medium to socialize with people from various countries, it opens up opportunities for others to commit acts of cyberbullying.	2 Likert
	Power	Popularity	• The more followers we have, the more opportunities we have for haters. • When a person's popularity increases, the more opportunities for other people to become haters of that person we have.	Likert 2
Cyberbullying		Flaming	• Instagram has a comment section, where anyone can leave a comment, good or bad. • On Instagram, I once commented on someone with harsh words.	Likert 2
		Harassment	• When I see other people's content that is not good enough, it makes me want to send threatening messages so that I don't create content like that again. • On Instagram, I once sent a threatening message.	Likert 2
		Impersonation	• I have received posts on behalf of others or using fake accounts.	Likert 2

	• I have sent posts on behalf of others or using fake accounts.		
Outing and trickery	• I once received a picture that embarrassed someone else. • I once sent a picture that embarrassed someone else.	Likert	2

3.2. Population

This study uses the entire population of students attending SMKN 18 Jakarta grades 10, 11, and 12 in 2020 which totals 210. Researchers chose SMKN 18 Jakarta because the school provides an internet network for students, then bullying has occurred at SMKN 18 Jakarta. Then, the subject of this research has the following criteria :

a. Respondents are students of SMKN 18 Jakarta Class of 2020.
b. Respondents understand or understand the phenomenon of cyberbullying that occurs on Instagram.
c. Respondents have committed at least one act of cyberbullying (either intentionally or unintentionally) such as sending abusive words, hijacking other people's or their friends' smartphones, and or sending pictures belonging to other people or themselves and embarrassing others..

3.3. Sample

The sample is part of the number and characteristics possessed by the population. Sample testing in this study uses non-probability sampling procedures with purposive sampling techniques, where not all populations have the same opportunity to be selected as samples. Therefore, the sample determination uses a type of purpose sampling where only selected people are sampled. To decide on the total sample, use the Slovin formula, by applying a tolerable error limit of 5-10%.

$$n = \frac{N}{1 + Ne^2}$$

With information:
n : Number of Samples
N : Total Population
e : Limit of Error Tolerance

3.4. Sampling Technique

This study uses a non-probability sampling technique. Techniques that do not provide opportunities for members of the population who are selected as samples. The technique consists of systematic sampling, quota sampling, incidental sampling, purposive sampling, saturated sampling, and snowball sampling. This kind of sampling is usually an alternative that considers cost, time energy and minimizes the subjective constraints of researchers (Yusup, 2018).

$$n = \frac{N}{1 + Ne^2} = \frac{4.3115}{1 + 4.3115(10\%)} = \frac{4.3115}{1 + 431.15} = \frac{4.3115}{432.15} = 99{,}76$$

N = 99.76 multiplied to 100 so, from the results of calculating with the Slovin formula, we found the number of samples with an error rate of 10%, namely 100 students of SMKN 18 Jakarta who will be the sample for this research.

3.5. Collecting Data Technique

1. Questionnaire Deployment

In this study using associative research methods with a quantitative approach. Quantitative data is taken from a questionnaire, namely distributing questionnaires in the form of statements to respondents to be filled in by respondents. Questionnaire (questionnaire) is a data collection technique that is carried out by compiling a list of statements for respondents, the questionnaire statement uses a Likert scale, which provides a code for the respondent's answers. Thus, the respondent only chooses the appropriate answer that he believes is in accordance with the truth he has encountered.

2. Observation of the Field

Observation is a complex information-gathering strategy as it includes different variables in its execution. Observational information gathering techniques measure respondents' perspectives, yet can likewise be utilized to record different wonders that happen. The observational information assortment strategy makes sense for research that expects to concentrate on human behavior, work cycles, and regular wonders.

3. Interviews

Interviews are information selection procedures that are conducted face to face and direct inquiry and replies between specialists and asset individuals. Along with the advancement of innovation, meeting strategies should likewise be possible through certain media, for example, telephone, e-mail, etc.

4. Literature

Library research is the right way to produce scientific work. Library research is a study of theories, references and other scientific literature related to the culture, values and norms that develop in the social situation under study (Yusup, 2018).

3.6. Hypothesis Testing (t test)

According to (Muryadi, 2017) the t test is used to examine how far the influence of the independent factors used in this concentration separately in explaining the dependent variable to a certain level. The dynamic premise used in the t test is as follows :

1. If the significant probability value> 0.05 then the hypothesis is rejected. The rejected hypothesis means that the independent variable has no significant effect on the dependent variable.
2. If the significant probability value <0.05, the hypothesis is accepted. The hypothesis cannot be rejected, meaning that the independent variable has a significant effect on the dependent variable.

Determining the Hypothesis

1. H0: there is no influence of Instagram use on cyberbullying behavior among adolescents at SMK 18 Jakarta.
2. H1: the influence of Instagram use on cyberbullying behavior among adolescents at SMK 18 Jakarta.

3.7. Validity and Reliability Testing

The strategy used is associative testing, which is testing the relationship between at least two factors present in the sample to be applied to the whole community from which the sample is drawn. The validity test is conducted to determine whether a questionnaire is valid or not, while the reliability test is conducted to determine the consistency of an estimating instrument in estimating similar manifestations for each affirmation item in the survey. All data tests used SPSS version 23 calculations.

1. Validity Test

If the instrument is valid then the test can be used to measure what should be measured. According to (Yusup, 2018) validity is to show the extent to which a measurement tool is able to measure what you want to measure. The correlation technique used is Person Product moment correlation:

$$r = \frac{N \sum xy - (\sum x)(\sum y)}{\sqrt{\{N \sum x^2 - (\sum x)^2\}\{N \sum y - (\sum y)^2\}}}$$

Description:
r = Correlation Coefficient
N = Number of subjects
$\sum X$ = Number of item scores
$\sum y$ = Total score

The instrument is said to be valid with a correlation coefficient exceeding 0.195 with a significance level of 5% if the value of r statistic > r table, and if the value of r statistic < r table, then the statement can be said to be invalid.

2. Reliability test

Reliability is to decide the extent to which the measurement results remain stable, if measurements are made twice or more on the same symptoms using the same measuring instrument (Yusup, 2018). To measure reliability in this study using the Cronchbacht Alpha Technique.

3.8. Data Analysis Technique

The data analysis technique is to collect factor-dependent information from all respondents, providing information on each factor to be selected. Quantitative research techniques that use two kinds of statistics, namely descriptive statistics and inferential statistics. (Yusup, 2018). This study uses descriptive statistics where statistics are used in recognizing data by describing the data that has been collected without any intention to conclude that applies to general. The function of descriptive statistics is to classify a variable data based on its classification and descriptive statistics also function to provide information so that the research data can be utilized by others.

3.9. Research Location

The location of the research data source at SMKN 18 Jakarta which is located at: Komplek Mandiri No. 6 Jl.Ciputat Raya RT.8/RW.1, Pd. Pinang, Kec. Kby. Lama, Jakarta, Special Capital Region of Jakarta 12310.

4. RESULTS AND DISCUSSION

4.1. Result

1) Validity Test

Table 2. Result of Validity Test

Variabel	Items	$r_{statistic}$	r_{table}	Information
Instagram	1	0,565	0,195	Valid
	2	0,551	0,195	Valid
	3	0,746	0,195	Valid
	4	0,663	0,195	Valid
	5	0,526	0,195	Valid
	6	0,667	0,195	Valid
	7	0,634	0,195	Valid
	8	0,544	0,195	Valid
Cyberbullying	1	0,614	0,195	Valid
	2	0,753	0,195	Valid
	3	0,505	0,195	Valid
	4	0,870	0,195	Valid
	5	0,736	0,195	Valid
	6	0,621	0,195	Valid
	7	0,713	0,195	Valid
	8	0,526	0,195	Valid

Table 2 shows the correlation coefficient ($r_{statistic}$)> rtable 0.195. The test results prove that all question items from the Instagram variable (X) can be used for measuring instruments and research analysis. All question items from the Cyberbullying variable (Y) can be used for measuring tools and research analysis.

2) Reliability test

From table 3, it can be seen that the reliability value of the question items in the questionnaire for each variable studied shows a value greater than 0.6. These results indicate that the questions above are reliable for measuring their variables.

Table 3. Result of Reliability Test

Variable	Reliability Coefficient	Critic Value	Explanation
Instagram	0,753	0,6	Reliable
Cyberbullying	0,823	0,6	Reliable

3) Simple Linear Regression Coefficient

Table 4. Hypothesis test (t test)

Model	Unstandardized Coefficients		Stabdardized Coefficients	t	Sig
	B	**Std. Error**	**Beta**		
1 (Constant)	3.259	2.307		1.413	0.161
Total X	0.851	0.080	0.734	10.687	0.000

a. Dependent Variable: Total Y

It is known that the sig. value for the effect of X on Y is 0.000 <0.05 and the t statistic value is 10.687> t table 1.660 on Y. The above statement concludes that the hypothesis is accepted, which means that the Instagram variable (X) affects the Cyberbullying variable (Y).

4) Analysis of Coefficient Determination

After obtaining the R (correlation) value of 0.734, the coefficient of determination can be calculated using the following formula :

Table 5. Result of Coefficient Determination (R^2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.734[a]	0.538	0.534	4.762

KD $= R^2 \text{ X } 100\%$
$= (0,734)^2 \text{ X } 100\%$
$= 53,8\%$

Thus, the KD value of 53.8% is obtained, which means that the Instagram variable (X) has an influence of 53.8% on Cyberbullying (Y), while the remaining 46.2% is influenced by other factors that are not included in this regression model.

4.2. Discussion

The prevalence of social media usage among Indonesian teenagers has brought about a significant phenomenon in the flow of information and communication patterns. Unfortunately, the misuse of social media platforms, particularly Instagram, has given rise to cyberbullying, which is a pressing concern in society. Cyberbullying involves various behaviors such as making derogatory comments, sharing inappropriate content, and uploading humiliating photos or videos. These actions have detrimental effects on the victims, including decreased self-confidence and academic performance.

The findings of this study align with previous research that highlights the negative impacts of cyberbullying on the well-being of teenagers. Fitransyah and Waliyanti (2018) conducted research on cyberbullying and found that victims experience a significant decline in self-confidence, academic achievement, and overall well-being. These findings emphasize the urgent need to address cyberbullying and develop strategies to mitigate its negative consequences on adolescents.

The influence of Instagram usage on cyberbullying behavior among teenagers has

been a subject of investigation in previous studies as well. Ramdan et al. (2019) explored the impact of Instagram advertising on consumer response and found a significant relationship between Instagram ad impressions and consumer behavior. This suggests that Instagram usage can have an influence on individuals' attitudes and actions. Similarly, Primasti and Dewi (2018) discovered a significant relationship between Facebook use and cyberbullying among adolescents in Malang City, indicating that social media usage can contribute to the occurrence of cyberbullying behaviors.

The statistics on social media usage in Indonesia, particularly the high number of active Instagram users, further support the significance of understanding the relationship between Instagram usage and cyberbullying behavior. The survey conducted by Hootsuite in 2021 reveals the popularity of Instagram among the Indonesian population. This widespread usage of Instagram underscores the importance of addressing cyberbullying on this particular platform and implementing effective measures to promote responsible social media use among teenagers.

To address the issue of cyberbullying, previous research has provided recommendations for various stakeholders. Syah and Hermawati (2018) suggest that parents should actively engage with their children, supervise their social interactions on social media, and instill moral values through setting a good example within the family. The involvement of parents in educating their children about responsible social media usage is crucial in preventing cyberbullying incidents. The role of teachers is also essential in providing guidance to students on how to use the internet positively and optimizing environment-based activities to promote a healthy online environment.

This study contributes to the existing body of knowledge by specifically examining the influence of Instagram usage on cyberbullying behavior among adolescents at SMK Negeri 18 Jakarta. By focusing on a specific educational institution, the findings of this research can provide valuable insights into the prevalence and factors associated with cyberbullying within this context. The results can inform the development of comprehensive mass communication guidance programs and interventions that address cyberbullying behavior in the context of social media usage by adolescents.

In conclusion, the findings of this study highlight the need for proactive measures to address cyberbullying on Instagram and promote responsible social media usage among teenagers. The negative impacts of cyberbullying on the well-being of victims necessitate the development of comprehensive strategies involving parents, teachers, and educational institutions. By understanding the influence of Instagram usage on cyberbullying behavior, stakeholders can work together to create a safer and more positive online environment for adolescents, ultimately fostering their well-being and academic success.

5. CONCLUSION

In conclusion, the findings of this research confirm that there is a significant influence of Instagram usage on cyberbullying behavior among adolescents. The results of hypothesis testing using the t-test demonstrate that the Instagram variable (X) has a significant influence on the cyberbullying variable (Y). Additionally, the coefficient of determination analysis reveals that approximately 53.8% of the variability in cyberbullying behavior can be attributed to Instagram usage.

In future studies, it is important to investigate the specific mechanisms by which Instagram usage influences cyberbullying behavior. Additionally, exploring the impact of other social media platforms on cyberbullying and conducting longitudinal studies to assess long-term effects are recommended. Furthermore, evaluating the effectiveness of interventions and strategies aimed at preventing and mitigating cyberbullying on Instagram is crucial. By addressing these research suggestions, we can advance our understanding and develop effective measures to combat cyberbullying among adolescents.

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