



The Impact of Social Media Bullying on Mental Health in Adolescents

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ABSTRACT

Social media has become very interesting to use in the current digital era to interact and share information efficiently. However, the use of social media has positive and negative impacts on society, especially teenagers. Misuse of social media has negative impacts, such as the rise of bullying cases in adolescents on social media. This study aims to analyze the impact of bullying on social media on teenagers. The research method used is a descriptive qualitative research method with a literature review approach. Secondary data sources include journals, books, online media, and literature reviews. Data analysis in this study uses data reduction, data presentation, and conclusion drawing. The results stated that bullying on social media affects adolescents' mental health. The harmful perpetrators' negative behavior leads to a lack of understanding and awareness to use social media wisely. In this case, the importance of the role of the environment closest to adolescents provides education on behavior in social media and handling for victims of bullying.

Keyword: Social Media, Bullying, Teenagers, Mental Health

ABSTRAK

Sosial media menjadi sangat menarik digunakan pada era digital saat ini sebagai alat untuk berinteraksi dan berbagi informasi dengan efisien. Namun, dalam penggunaannya sosial media memiliki dampak positif dan negatif bagi masyarakat khususnya remaja. Penyalahgunaan sosial media menjadikan dampak negatif seperti maraknya kasus bullying pada remaja di media sosial. Penelitian ini bertujuan untuk menganalisis dampak bullying di media sosial terhadap remaja. Metode penelitian yang digunakan yaitu metode penelitian kualitatif deskriptif dengan pendekatan literatur review. Sumber data sekunder yang digunakan meliputi jurnal, buku, media online, dan literatur review. Analisis data pada penelitian ini menggunakan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menyatakan bahwa dampak bullying di media sosial mempengaruhi kesehatan mental remaja. Perilaku negatif yang dilakukan oleh pelaku terjadi akibat kurangnya pemahaman dan kesadaran untuk menggunakan media sosial dengan bijak. Dalam hal ini, pentingnya peranan lingkungan terdekat para remaja untuk memberikan edukasi berperilaku dalam media sosial dan penanganan bagi korban perundungan.

Kata Kunci: Media Sosial, Perundungan, Remaja, Kesehatan Mental



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1. Introduction

Social media is a digital platform allowing users to interact, share information, and connect online (Alyasin et al., 2022; Nugraha et al., 2021). Social media is a technology that allows virtual communication and sharing of ideas quickly and efficiently (Andriani & Sulistyorini, 2022). Social media is a source of finding various information, communicating, and relieving boredom (Andriani & Sulistyorini, 2022). The use of social media is increasingly widespread, especially in younger generations such as Generation Y and Generation Z (Khairunnisa & Alfaryuqy, 2022). Social media platforms offer entertainment and communication portals to young people and have grown exponentially in recent years (Rameez, 2015).

The use of social media has both positive and negative impacts on its users. Social media can be used to seek information and knowledge (Madhani et al., 2021). Social media can help individuals to find their identity and interests (Valentina et al., 2022). Social media can also provide disadvantages for its users. Social media is related to the appearance of information sources, so it can be a source of fake news and misinformation (Susanti & Nurmiati, 2022). This shows the importance of using social media wisely. Social media can also increase feelings of isolation, leading to anxiety and low self-esteem (Qureshi-Hurst, 2022). Social media can lead to a hedonistic lifestyle, where individuals prioritise pleasure and instant gratification over long-term goals (Erdiansyah, 2021). The most notable impact of social media is the impact of social media on mental health.

Social media can negatively impact mental health, causing insecurity and low self-esteem (Valentina et al., 2022). High social media use can lead to apathy, low sociability, and low social sensitivity, all indicators of poor mental health (Pratama & Sari, 2020). Social media can be addictive, leading to compulsive use and loss of control over one's social media habits (Arsini et al., 2023). One of the main factors of the negative impact of social media is that social media has become a cyberbullying platform that can cause mental health problems (Sutami, 2022). Cyberbullying is an aggressive activity that is carried out online and occurs repeatedly. It can cause negative impacts on victims, such as depression and anxiety (Damayanti & Santoso, 2018). Bullying on social media can make victims feel mentally and physically depressed (Caroline & Halimah, 2022; Arianto, 2021). Bullying on social media often occurs in adolescents who actively use social media.

Bullying is a specific type of aggression where the behaviour is intended to hurt or annoy, occurs repeatedly over time, and there is an imbalance of power, with a more powerful person or group attacking a less powerful group. Bullying can hurt the mental health of those who experience it, including anxiety and depression (Hannan & Wahyuningsih, 2022). Forms of power in a group can be physical or psychological, and aggressive behavior can be verbal (e.g. insulting, threatening), physical (e.g. hitting), or psychological (e.g. rumors, exclusion). Bullying can potentially pose a more severe threat to the healthy development of adolescents than the usual conflict and harassment in adolescent peer relationships (Nansel et al., 2001).

There are several previous studies related to bullying in social media, so they can strengthen the author's argument in this study. Victims of bullying on social media feel inferior and lose self-confidence due to negative comments or actions on social media (Wirmando et al., 2021). Victims of bullying experience difficulties in social interaction and building healthy interpersonal relationships. The psychological impact victims receive affects their potential to achieve the future (Suciartini & Sumartini, 2019). The impact of bullying on social media can also affect the perpetrator and become a habit for the perpetrator (Arianto, 2021).

Social media can affect adolescent emotional regulation, leading to negative behaviour such as cyberbullying (Samodra et al., 2022). Cyberbullying can cause trauma and affect children's daily activities (Simatupang, 2021). Some victims of bullying can feel hopeless and attempt suicide due to the bullying they experience (Bonnano & Hymel, 2010). Adolescents who are victims of bullying can respond with aggressive behaviour towards others (Yudha et al., 2022). Adolescent bullying can affect learning, behaviour change, and academic achievement (Hidayati et al., 2021). Therefore, it is essential to use social media wisely to prevent the negative impacts of using social media, such as the spread of sensitive content, hate speech, and hoaxes (Pratiwi et al., 2021; Riana et al., 2022).

The phenomenon of bullying in adolescents that occurs in Indonesia has caused anxiety, especially for their respective parents. Based on previous studies above, bullying on social media against adolescents can cause mental damage to adolescents. Mental health is essential for a child because it can affect their future life. Mental health is a state in which a person is free from all mental symptoms and disorders, where the inner condition is in the process of tranquillity (Mardiana et al., 2022). Therefore, the author wants to see how bullying on social media affects mental health in adolescents. This study also wants to emphasise the critical role of the surrounding environment in shaping the character of an adolescent and emphasise the wise and responsible use of social media.

2. Method

This study was conducted to determine the impact of bullying on social media on adolescent mental health. This study uses a descriptive qualitative research method with a literature review approach. Qualitative research is a scientific method that prioritises deep communication relationships between researchers and the topic under study to understand better phenomena in natural social contact (Moleong, 2018). Meanwhile, descriptive research is a technique for investigating the current state of a class of events, a collection of individuals, circumstances, and objects to describe methodically, factually, and accurately the facts, characteristics, and relationships between phenomena that are the focus of research (Nazir, 2009).

In addition, the research method in this study was conducted using a literature review approach. This is done so that the author can compare other phenomena through previous research from other researchers and

use online media, books, and journals as supporting sources. This research uses secondary data sources with a data analysis approach: data reduction, data presentation, and conclusion drawing (Ridder, 2014).

3. Result and Discussion

3.1 The Impact of Social Media Bullying on Teenagers

In the context of cyberbullying, someone who has been both a perpetrator and a victim simultaneously experiences contradictory feelings. They feel relieved to have experiences from both perspectives, but on the other hand, they also feel fear, anxiety, and regret. When they were victims, anxiety arose because they received harassing messages from their perpetrators. When playing the role of the perpetrator, they feel regret because they remember the impact they had felt when they were victimized (Willard, 2007). Cyberbullying impacts individuals, whether they are victims or perpetrators. During adolescence, various changes occur, including biological, psychological, and social changes. If conflicts in the adolescent environment are not handled properly, they will have a negative impact (Setyawati, 2016).

Table 1. Number of Cyberbullying Cases from 2019-2021

No.	Year	Number of Cyberbullying Cases
1	2019	117
2	2020	526
3	2021	1.138

Source: Bidang Data Informasi dan Pengaduan KPAI, 2020 & Databoks.katadata.co.id, 2022

According to KPAI data () described in the table above, cyberbullying cases continue to increase until 2021. Based on the data above, the number of cases shows a significant increase in victims of cyberbullying cases. The increase began in 2020 when Indonesia experienced the impact of the COVID-19 outbreak and made the level of social media users increase. Until 2021, it has increased to 1,138 cyberbullying cases in Indonesia. The data shows that using social media wisely and responsibly is essential. In addition, it is vital to provide understanding, especially for teenagers who use social media to take care of each other. Planting understanding can be done through family and neighbourhood. Family and environment are the main factors shaping a child's character. It seems that we know that bullying on social media affects the mental health of victims and causes depression, anxiety, and disruption of the victim's daily life (Kurniawati, 2017).

Based on the explanation above, the author concludes that victims of cyberbullying experience terrible experiences, such as being insulted online, which can result in a loss of confidence or behavioural changes, such as becoming a perpetrator of cyberbullying or continuing to be a victim. Emotional impacts include crying, embarrassment, social isolation, and sleep disturbances. Therefore, parents, teachers, and individuals around the victim must pay attention to behavioural changes and maintain open communication to anticipate cyberbullying issues.

3.2 The Role of Parents in Character Building in Adolescents

In a child's growth and development, four types of environments can have a significant influence. These environments include several factors that play a role in shaping the child and influencing their development. In this context, each of these four types of environments has the potential to exert a unique and vital influence on a child's development (Yusuf, 2014).

Four different types of environments influence a child's development:

1. The family environment plays a significant role in shaping the child, with family members such as parents, siblings, and grandparents acting as significant role models.
2. The school environment, as the child's second social environment, helps develop interactions with educators and peers.
3. The most extensive community environment has a role in introducing ethical and aesthetic values that shape a child's character.
4. The physical environment, including temperature and air conditions, also impacts a child's development.

These environments uniquely contribute to a child's growth and development (Zahroh & Na'imah, 2020). In connection with the influence of the environment on the formation of adolescent character in using social media, there are also things that a teenager must pay attention to to avoid social media's negative impact. Communication on social media must comply with ethics to promote self-control, maturity, and responsibility in disclosure. Unfortunately, social media often makes it easy to spread information without verification. The importance of checking the veracity of information before sharing is emphasized by referring to various sources. This helps to ascertain the reliability of the information to be shared and the reputation of the source of the information. When sharing other people's content, it is essential to acknowledge the source as a tribute to their work. Avoid copying without citing the source of the information (Muzaki et al., 2023).

In addition to the above, social media users should show a bright attitude when sharing information about their personal lives. It is essential to keep personal details private, especially phone numbers, home addresses, and family information. Such actions allow others, including those with ill intentions, to utilize such information. (Fadhli et al., 2020). In connection with the explanation above, the author concludes that when using social media, it is essential always to pay attention to ethics in communication, maintain self-control, be mature, and be responsible for every word expressed. Unfortunately, the use of digital media, especially social media, is often not accompanied by a sense of responsibility, and this is often used as a means to spread false information in the form of hoaxes, slander, gibah, gossip, distortion of facts, hate speech, hostility, confusion, and false information that can damage social peace. Ethics in the use of social media, especially in responsible communication behavior, plays a vital role in preventing damage to society.

4. Conclusion

In an era of technological advancement, we as humans cannot ignore the fact that negative behaviour on social media exists. Social media has the potential to have a negative impact if used in the wrong way. Therefore, it is essential to have strong self-awareness and make proper arrangements to control the information we should or should not share on social media platforms. This aims to create a safe and welcoming social media environment where there is no place for discriminatory content, harassment, intimidation or threats.

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