

The Phenomenon of Cyberbullying on Social-Media: Cyberbullying on the Instagram Account @tissabiani

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Abstract

Cyberbullying has become a significant issue in the world of social media, particularly on the Instagram platform. The study looked at the phenomenon of cyberbullying involving @tissabiani accounts with Fuji fans. Through online observation using qualitative approaches and content analysis methods, interactions in comments and direct messages are analyzed to understand the patterns of interactions and reactions that occur to explore the phenomenon of cyberbullying on social media. The findings showed a pattern of verbal attacks and direct attacks that caused tension between the two sides. Anonymity and fanaticism are what trigger cyberbullying in computer-mediated interactions and communications. The response from social media platforms and communities highlights the complexities and challenges of dealing with cyberbullying. User protection, educational approaches, and policies that are responsive to online verbal abuse are important in resolving these kinds of conflicts. Collaborative efforts from various parties are expected to reduce incidents and raise awareness of the negative impact of cyberbullying.

Keywords: CMC; Cyberbullying; Instagram; Social Media.



A. INTRODUCTION

In Indonesia, the phenomenon of cyberbullying frequently comes to the forefront. According to data from APJII (Indonesian Internet Service Providers Association) in 2019, nearly half, or around 49%, of internet users in Indonesia have experienced cyberbullying. This highlights the need for further research into the phenomenon of cyberbullying that occurs on social media platforms. Cyberbullying can be seen as an uneven phenomenon, where aggressive behavior may be linked to various individual characteristics such as gender and personality (Guldi Stefano, 2022). Microsoft released a DCI (Digital Civility Index) report indicating that the level of civility among Indonesian netizens is very low, even ranking as the lowest in Southeast Asia.

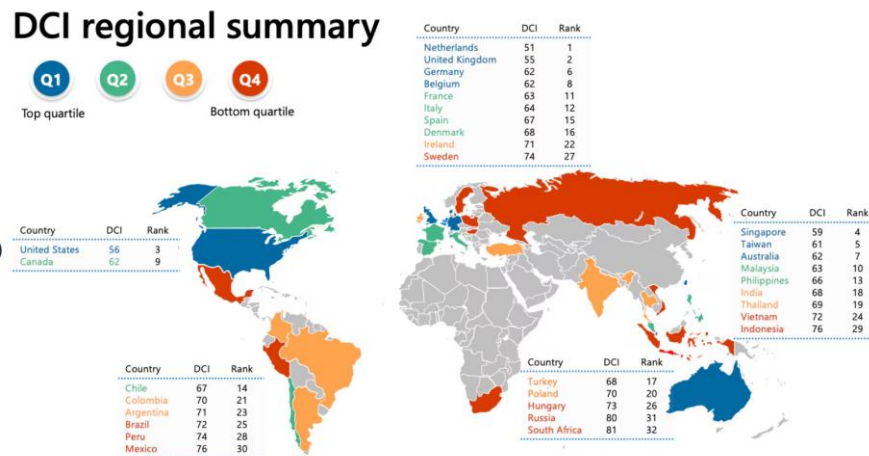


Figure 1. DCI Regional Summary

Source: Infographic DCI Microsoft

A 2018 survey by Ipsos revealed that parents across various countries, including Indonesia, expressed concerns regarding their children's experiences with cyberbullying. In Indonesia, 37% of parents believed their children had experienced cyberbullying. Social-media has become the primary channel of interaction in the current era. Alongside its popularity, the incidence of cyberbullying has also grown. Hertz (2008) defines cyberbullying as a form of harassment or violence that includes behaviors such as mocking, spreading false information, using offensive language, spreading rumors, threats, or aggressive comments carried out through platforms such as email, chat rooms, instant messaging, websites (including blogs), or SMS. Computer-Mediated Communication (CMC) marks the advancement of computer technology in human daily life. CMC encompasses various forms of communication, including interpersonal interaction, group communication, organizational communication, and mass communication. The growth of internet-based technologies like CMC has significantly contributed across various sectors, expanding communication networks among users. This innovation underlies the emergence of virtual communities, social media, online games, and other applications that have become integral to daily life (Smith, 2022). In communication involving computer technology, empathy becomes a key factor. Empathy plays a significant role in facilitating positive social interactions, conveyed through socio-emotional verbal and nonverbal cues. Although CMC allows individuals to connect quickly over distances, some nonverbal cues can be filtered out (Grondin Faderic, 2019). In today's information era, social reality is often understood through media, which in fact constructs a version of reality (Hall, 1997).

One phenomenon that has surfaced on social media platforms is cyberbullying, especially on Instagram, where celebrities' lives are frequently under public scrutiny. Public involvement in the lives of celebrities often triggers varied responses ranging from support to hatred, even to cyberbullying. One example of cyberbullying on social media is the case involving the Instagram account @tissabiani. On October 29, 2023, Tissa Biani responded to a comment from a netizen saying "mirip Fuji" (looks like Fuji) with the phrase "fuja fuji mulu." On October 30, Tissa Biani shared a screenshot

of a direct message she received from a netizen, along with comments directed at her on her account @tissabiani via Instagram Stories. This action revealed that Tissa Biani was subjected to cyberbullying, as the screenshot showed physical insults and the use of offensive language. According to Kapanlagi.com, Tissa Biani shared the screenshot of her interaction with the netizen because she felt disturbed by the cyberbullying she experienced. In her response, she encouraged netizens to stop engaging in behavior that could be classified as cyberbullying. The cyberbullying she faced included hate speech in the form of harsh language, as well as the spread of false information or hoaxes aimed at her. Several netizens circulated negative views about Tissa Biani, labeling her as arrogant, seeking attention by leveraging others' popularity, and behaving proudly within celebrity circles. This study focuses on content analysis of cyberbullying present on the Instagram account @tissabiani, both through direct messages (DMs) and comments on the account. Within this research framework, two key concepts are highlighted: Cyberbullying and Social Media.

Various studies and definitions of cyberbullying from multiple sources present a consistent picture. Patchin and Hinduja (2015) define cyberbullying as deliberate and repeated actions conducted through electronic text or the internet. Willard (2005) describes cyberbullying as intentional cruel behavior, displaying harmful content toward others using digital technology to express social aggression. Kowalski et al. (2014) add that cyberbullying occurs in electronic contexts such as email, blogs, instant messaging, and text messages, targeting individuals who may find it difficult to defend themselves. According to UNICEF (2020), cyberbullying involves the use of digital technology for the purpose of bullying, including via social media, gaming platforms, chat rooms, or mobile phones. Think Before Text emphasizes that cyberbullying is repeated aggressive behavior by a group or individual toward someone perceived as weaker, using electronic media. O'Dea & Campbell (2012) note that cyberbullying often involves insulting individuals who are not personally known. Willard (2007) views cyberbullying as a form of social aggression using the internet to spread harmful or negative material.

Cyberbullying actions are often difficult to control, as victims frequently hesitate or choose not to report them to authorities. This presents a significant challenge in addressing the phenomenon. Generally, victims of cyberbullying tend to be reluctant to report the incidents because they believe they can handle the situation on their own and are concerned about losing internet access (Aune, 2009). Cyberbullying can take many forms, such as spreading false information, posting inappropriate photos or images on social media, sending threatening messages through chat platforms, using offensive language in comment sections, impersonating or using fake accounts, sending threatening messages through social media, chat applications, or online games, creating anonymous or fake accounts, identity theft online, and other various actions (Unicef, 2021).

Willard (2007) categorized cyberbullying into 8 forms:

1. Flaming: Sending messages full of anger and hostility.
2. Harassment: Sending continuous disruptive messages via email, SMS, or social media.
3. Denigration: Spreading false information online to damage someone's reputation.
4. Cyberstalking: Creating intense disturbances and tarnishing someone's reputation with the goal of making them fearful.
5. Impersonation: Pretending to be someone else and sending inappropriate messages.
6. Trickery: Deceiving others to obtain secrets, such as personal photos, for certain purposes.
7. Outing: Spreading personal secrets or photos with malicious intent.
8. Exclusion: Cruelly and intentionally excluding someone from an online group.

The General Affective Aggression Model (GAAM) by Baron & Byrne (2013) explains the emergence of aggressive behavior, including bullying, driven by both situational and individual variables. Situational variables relate to the context at the time of the event, such as frustration, the type of attack, or the discomfort that arises. Individual variables involve characteristics of individuals who tend to be aggressive or irritable, beliefs that violence is acceptable, pride in aggressive behavior, and knowledge of how to carry out violence. Bullying through social media often targets celebrities. This can occur because celebrities are public figures who are always under the public's scrutiny, both from their fans and haters. The origin of the word "celebrity" comes from the Latin word "celebrem," which means famous or the center of attention. In French, "celebre" also refers to being famous among the public (Rojek, 2001). According to the Indonesian Dictionary (KBBI), a celebrity is someone who is famous, usually associated with the world of art or entertainment. Any action or event involving a celebrity is always under the spotlight of the media, whether it's their achievements or controversies in their personal lives. A successful career in various fields, including politics, is also often linked to their celebrity status, not only limited to art or entertainment (Brokes, 2010; Vancouver, 2012).

Rojek (2001) describes the characteristics of celebrities in the modern era as including fame, glamour, public recognition, separation as public property, and becoming objects of public consumption. What makes a celebrity famous can vary, from intelligence, beauty, bravery, and skill to achievements they have attained. Social media has become a common platform for bullying, especially considering that engagement on social media has become an inseparable part of everyday life. Data from We Are Social and Hootsuite show that around 61.8% of the population in Indonesia actively uses social media (We Are Social, 2021). The increasing number of new features on social media platforms also supports the growth of this phenomenon. Social media has become an online tool that empowers interactions among users. It allows self-representation, interaction, communication, collaboration, and the

formation of social relationships virtually. However, like a double-edged sword, social media has both positive and negative aspects.

The negative side includes bullying, which often happens to both the general public and celebrities. Instagram, as the third-largest social media platform in Indonesia, has 85 million users (We Are Social, 2021). Like other platforms, Instagram is used for communication, sharing information, photos, and forming one's identity (Zakirah, 2018). According to Sheldon & Bryant (in Zakirah, 2018), the motivation for using Instagram includes wanting to know about other people's activities and documenting their lives. Pittman & Reich further state that Instagram, as an image-based platform, helps address feelings of loneliness. Yurieff (in Arifuddin & Irwansyah, 2019) also highlights Instagram's role as an online shopping platform. Social media, as described by Sandel & Ju (2019), includes web-based programs and user-generated content, facilitating collaboration and communication through technologies like mobile devices and computers. This phenomenon brings tools, ideologies, and activities that support connections and collaboration across spatial, temporal, and cultural boundaries, both synchronously and asynchronously (Sandel & Ju, 2019). For example, YouTube, as a form of social media, has lower levels of self-disclosure in its community content compared to platforms like Facebook (Ammoura & Ertemel, 2021). The relevant theory in researching the phenomenon of cyberbullying on social media, particularly in the analysis of cyberbullying on the Instagram account @tissabiani, is the Computer-Mediated Communication (CMC) Theory. This theory emphasizes the hyperpersonal communication model introduced by Walther (1996) to explain how individuals use limited communication channels, such as through computer media, to form relationships that can surpass face-to-face interactions.

The hyperpersonal model introduced by Walther (in Griffin, 2012:143) describes how communication through computer media can have more intense effects. This is evident from the four main elements of communication: the sender, the receiver, the channel, and feedback. This model highlights that in CMC, individuals can form deeper impressions even though the interaction is online. This theory explains how CMC can facilitate a stronger interpersonal impression than face-to-face interactions.

However, there is a contradiction between the hyperpersonal model and the Social Presence Theory (Short, 1976). The Social Presence Theory suggests that the fewer channels or cues available in a medium, the less attention users will pay to the presence of other participants in an interaction. Sproull and Kiesler (1986) emphasize that CMC reduces the presence of social or environmental cues, which can hinder interpersonal impressions. Without nonverbal cues, the sender cannot easily convey emotions or nuances in a message. In this context, the hyperpersonal model of Computer-Mediated Communication Theory states that individuals can enhance their impressions of others when interacting through communication media due to several factors. These include selective self-presentation by the sender, idealization of the receiver, mediated channel constraints, and feedback loops that reinforce idealization (Caleb T. Carr, 2021).

B. METHOD

This study employs a qualitative approach and content analysis method to explore the phenomenon of cyberbullying on social media. The content analyzed includes posts and Instagram Stories (Snapgrams) from Tissa Biani's account. Content analysis is a scientific technique used to interpret texts or content. Krippendorff (2004) defines content analysis as a research technique for making replicable and valid inferences from texts (or other meaningful materials) to the contexts of their use. Krippendorff emphasizes that "texts" are not limited to written materials but also include other forms of meaningful matter such as paintings, images, maps, sounds, or symbols.

There are three main perspectives on the definition of content analysis, based on how content and text are viewed:

1. Definitions that consider content to be inherent in the text – content is seen as naturally embedded within the text itself.
2. Definitions that view content as a property of the source of the text – content is attributed to the intent or context of the text's creator.
3. Definitions that see content as emerging through the analytical process – content is constructed through the researcher's interpretive engagement with the text in a particular context.

In this study, the researcher does not treat text as isolated from its context but emphasizes the importance of contextual analysis. To interpret the content, the researcher analyzes the interrelation between texts, identifies significant meanings, categorizes them, and interprets these categories to form a comprehensive understanding of the textual data. Generally, content analysis has three main approaches: descriptive, explanatory, and predictive. This research adopts a descriptive approach, aiming to provide a detailed picture of the various aspects and characteristics of messages or texts. While Eryanto (2011) discusses this approach in the context of tax amnesty keywords, the same logic applies here this study does not test relationships or hypotheses but rather seeks to describe the aspects, context, and characteristics of the cyberbullying content found in Tissa Biani's Instagram posts.

This research applies qualitative methods in its analysis. Krippendorff criticized Berelson's (1952) focus on quantitative content analysis, which emphasized manifest content (what is explicitly stated). In contrast, qualitative content analysis recognizes that interpretation is essential researchers must examine not only visible content but also the underlying meanings and context of the words used. Qualitative content analysis differs from quantitative approaches, which rely more heavily on statistical testing. Instead, the qualitative approach is oriented toward developing data that can be interpreted theoretically, allowing researchers to uncover deeper significance and meaning (Fields, 1988). Elo & Kyngas (2008) emphasize that qualitative text analysis allows researchers to categorize similar meanings into groups, which can then be developed into conceptual models or frameworks. The paradigm that underpins this research is constructivism. The research location is focused on the

analysis of the Instagram Stories posted on the @tissabiani account on October 29, 2023.

C. RESULT AND DISCUSSION

After the process of observation, analysis, data collection, and integration of all the data in this study, the conclusion reached is that Instagram, in the current technological development, is an important aspect of human life that facilitates communication. Instagram plays a role as a platform that allows significant online interaction, enabled by various features such as the like function, comments, Instastories, and direct messages. However, alongside the benefits of Instagram as a tool for online interaction, there are also negative impacts that should be addressed, one of which is the phenomenon of cyberbullying. In the research process that utilized the Instagram application through direct messaging and observed interactions in comments leading to cyberbullying, posted by the account @tissabiani on her Instastory on October 29, 2023, a recurring pattern of cyberbullying phenomena was evident. Through online observation, the researcher identified instances of cyberbullying that were received and responded to by the account @tissabiani. This phenomenon shows a repeated occurrence, with many Instagram users involved as perpetrators of cyberbullying. Tissa's response quickly attracted attention from Fuji's fanatical followers who did not accept this response, and they directly attacked Tissa on social media platforms. Some even claimed that Tissa was attempting social climbing (pansos).

On October 28, Tissa shared a screenshot on her Instagram story showing the insults from Fuji's fans that she had received. Several comments included in the screenshot demonstrated the intensity of the attacks:

"Fuji also doesn't know this person.. far away, damn.. want to insult an orphan.. just forget it, say y.. bay," said @dr.fadli38.

"Fuja Fuji Fuja Fuji muluuu... I heard Fuji's fortune is better," from @eniantarini, a Fuji fan in the Instagram comment section.

The harsh reaction from Fuji's fans seemed to trigger Tissa Biani's anger. She responded firmly, stating that Fuji's fans were part of a fan club in Indonesia that lacked morals and ethics.

"They are part of a fan club in Indonesia that lacks moral and principle. This is it. Hurting people's hearts while worshipping their idol as if they are the highest," Tissa said via Instastory, while sharing the screenshots of the comments from Fuji's fanatic fans that she considered intolerable. This statement was posted on @tissabiani's Instagram account on October 29, 2023.

The tension escalated as Fuji's fans heatedly directed their attacks toward Tissa Biani, both through comment sections and direct messages. The insults thrown included:

"Exactly, red flag for this girl.. why is she so upset about being compared? Is she afraid of losing her fame?" said @gusti_rahmasiregar. "Rotten," said @shinta_mh825.

As the number of comments and insults from Fuji's fans increased, Tissa finally issued a clarification, stating that her previous post on Instagram, which displayed the hateful comments, had become unbearable for her. Tissa explained that she had no personal issues with Fuji. However, Tissa felt very uncomfortable with Fuji's fans constantly linking every one of her posts to Fuji. As a result, Tissa made an educational comment to Fuji's fanatical followers, explaining that their comments could damage the relationship between Tissa and Fuji, who actually had no personal problems. As an apology,

Tissa clarified that her post was not meant to provoke hatred and was shared in a healthy state of mind, aiming to prevent the situation from worsening (with Fuji's fans becoming more heated). On the other hand, Fuji's camp has yet to respond to the incident. While Tissa tried to show a response that distanced herself from Fuji, she became the target of attacks from Fuji's fanatical followers. This research highlights the significant role of Instagram as a communication platform in the technological development of today, facilitating online interactions through its various features. However, behind its benefits, the phenomenon of cyberbullying emerges as a negative consequence. Through research utilizing the Instagram application's observation, particularly through direct messaging and comments leading to cyberbullying in the Instastory on @tissabiani's account on October 29, 2023, this phenomenon became more apparent. This observation reveals a recurring pattern of cyberbullying behavior, involving many Instagram users as perpetrators. For instance, a netizen's comment comparing Tissa Biani's style to Fuji's on TikTok and Tissa Biani's direct response that showed her discomfort with the comparison. This response became a trigger for Fuji's fanatical fans to attack Tissa on social media. Some even claimed Tissa was engaging in social climbing (pansos).

Tissa's firm reaction to the attacks from Fuji's fans revealed the escalation of the conflict. Tissa criticized Fuji's fans for lacking ethics and morals, and for hurting others while excessively idolizing their figure.

Tensions rose further as Fuji's fans heatedly attacked Tissa both in comment sections and direct messages. The insults thrown showed the intensity of the growing conflict. Tissa eventually clarified that her previous post on Instagram, showing hateful comments, had made it unbearable for her. She explained that she had no personal issues with Fuji but felt very uncomfortable with Fuji's fans linking every one of her posts to Fuji. Tissa offered an educational comment to Fuji's fanatical followers, explaining that their comments could ruin the relationship between Tissa and Fuji, who had no personal issues. Tissa's apology clarified that her post was not intended to provoke hatred and was shared in a healthy state of mind to prevent the situation from worsening. Meanwhile, Fuji's side has yet to respond to the incident. The lack of response from Fuji's camp indicates that the conflict remains unresolved and has the potential to escalate further.

1. Content Analysis:

From the comments made by Fuji's fans towards Tissa, it can be seen that the cyberbullying carried out by Fuji's fans towards Tissa consists of negative comments and insults aimed at belittling her as an individual. They compare Tissa to their idol, Fuji, to such an extent that they want to bring Tissa down. Tissa Biani responded to these comments, stating via her Instastory on @tissabiani that she was dealing with "one of the toxic fan clubs, praising their idol while putting others down." Tissa Biani also commented that she felt uncomfortable with the comments made by netizens about her.

2. Psychological Impact:

From Tissa's post on @tissabiani, it can be observed that Tissa feels very uncomfortable with netizens constantly linking her life to Fuji. Regarding the insults she has received, Tissa feels disgusted and disturbed by the ongoing bullying from Fuji's fanatical fans. However, Tissa currently still feels mentally and emotionally healthy.

3. Interaction Dynamics:

It all began when netizens compared Tissa to Fuji, comparing all of Tissa's activities to Fuji's, which made Tissa uncomfortable and speak out. She then described Fuji's fans as a group that lacks ethics and morals, which further heated up the situation and led Fuji's fans to attack Tissa.

4. Persistent Cyberbullying Phenomenon:

Cyberbullying is a persistent issue on social media, especially when left unchecked, and can result in escalating conflicts.

5. Responses and Protection:

Currently, social media platforms like Instagram are serious about addressing the issue of cyberbullying. Several responses and protective policies have been implemented to tackle this problem:

- a. Algorithms and Filters: Platforms use technology and algorithms to detect and filter content that could potentially be cyberbullying. This may include the automatic removal of comments or messages containing harsh or aggressive language.
- b. Reports and Blocking: Instagram has a reporting feature that allows users to report content or behavior considered as cyberbullying. Users can also block others who engage in harassment or spread harmful messages.
- c. Behavior Patterns: Platforms tend to use behavioral patterns to identify situations that may lead to cyberbullying. This could include detecting mass actions such as large-scale attacks on a single account.
- d. Education and Awareness: In addition to protective policies, platforms also focus on educating users about cyberbullying. Educational campaigns and guidelines on safe online behavior can help users better understand the consequences of cyberbullying.
- e. Content Moderation Teams: Platforms have dedicated teams that monitor content, respond to reports, and take action in line with protection policies.

Despite many steps taken, cyberbullying remains a complex challenge on social media platforms. These protection efforts continue to evolve over time to address the issue and ensure a safer online environment for users.

6. Mitigation Strategies:

Reducing or preventing cyberbullying requires a collective effort from various parties, including social media platforms, users, and online communities. Some strategies that can be implemented include:

- a. **Strict Platform Policies:** Social media platforms should have clear and firm policies regarding cyberbullying. This includes rules that prohibit bullying, inappropriate behavior, or harassment in any form.
- b. **Education and Awareness:** Educational campaigns on positive and ethical online behavior need to be spread. This can be done through school programs, social campaigns, or community initiatives to help users understand the negative impacts of cyberbullying.
- c. **User Awareness Training:** Training and guidelines for users on how to report cyberbullying, limit access to accounts engaging in harassment, or better manage their privacy on social media platforms.
- d. **Detection Algorithms and Prompt Action:** The development and application of algorithms that can automatically detect cyberbullying will help social media platforms take faster action against harmful behavior.
- e. **Responsive Action:** Quick and effective responses from social media platforms when reports of cyberbullying arise are essential. Addressing reports promptly can provide a sense of security to the victims and prevent the further spread of violence or harassment.
- f. **Strengthening Online Ethics:** Encouraging a culture that respects and promotes positive online ethics through campaigns, programs, or educational activities.
- g. **Parental Role and Supervision:** Parents need to play a role in educating their children about healthy online behavior, as well as actively supervising their activities on social media.

A holistic and collaborative approach involving social media platforms, the government, educators, families, and the general public is crucial to reducing and preventing cyberbullying. There is no single solution that can resolve this issue; however, sustained collective efforts can bring about positive change in addressing the phenomenon of cyberbullying. The freedom to express opinions on social media can lead to cyberbullying. With this freedom, and Instagram being one of the platforms to express thoughts, many users voice their opinions on social media even when lacking solid evidence. The opinions shared are often irrational (Stepanus, 2023). The phenomenon of bullying on social media, or what is also known as cyberbullying, takes various forms. Tissa Biani, through her Instagram account, has experienced hate speech, belittlement, and accusations without evidence. According to the theory of Computer-Mediated Communication (CMC), users can easily express what they feel,

including through the use of emoticons (Sproull and Kiesler, 1986). Emoticons used to degrade others also fall under the category of cyberbullying.

Computer-Mediated Communication refers to interactions facilitated through computers, making it easier for people to communicate online. Instagram, as a social media platform, provides features that facilitate online interactions (Walther, 2011). In CMC theory, people can interact through computers, which allows for intimate communication even without face-to-face contact. However, the convenience brought by technology today also has both positive and negative aspects. Cyberbullying can be identified through the messages delivered in text, audio, video, or even emoticon form. Emoticons are assumed to be features that represent user emotions. CMC theory assumes that communication mediated by computers makes use of technology and the internet. Due to the distance between users, the social context in this theory is interpreted through written messages (Walther, 2011).

In CMC, the term hyperpersonal communication is used to describe intimate online interactions that occur without physical presence, made possible by various features. The key elements in computer-mediated communication include the message sender, the receiver, the media used, and feedback (Walther, 2011). Further observations revealed that many of the Instagram accounts interacting with @tissabiani's profile were anonymous, displaying no identity. This anonymity in cyber media gives users greater freedom to express themselves. This aligns with the assumptions in CMC theory, where communication mediated by computers allows users to freely express their thoughts (Walther, 2011).

One of the assumptions of CMC is that communication can occur anonymously (Walther, 2011). In cases of cyberbullying, users may not even realize they are bullying others due to this anonymity. This allows them to act consciously or unconsciously in ways that amount to cyberbullying.

Observations revealed that many Instagram profiles were anonymous no photo, one follower, and set to private demonstrating a lack of identity. This lack of oversight on anonymous accounts by Instagram illustrates the platform's limited supervision in handling anonymous users. CMC-based interactions on Instagram allow for communication delays, which affect how users send and receive responses. This increases the likelihood of miscommunication (Walther, 2011). Instagram users who engage in cyberbullying do not witness the direct emotional impact of their messages, contributing to a lack of empathy and accountability.

Delays in seeing reactions can reduce a cyberbully's awareness of the emotional and psychological effects on the victim. The distance between bully and victim further diminishes the sense of guilt, especially with features like message unsending and comment deletion, which enable bullies to erase traces of their actions. While CMC can encourage users to communicate more cautiously, especially in direct messages and public comments, the effects of the communication are not always visible, and this detachment can lead to irresponsible behavior. The ease and features provided by Instagram do not just bring positive impacts, but also negative ones. Features such as direct messages and comment sections can facilitate cyberbullying rather than just

positive interaction. The freedom to use social media, combined with fanaticism that fosters intolerance, becomes hard to control. Anonymity in online interactions also makes Instagram users feel distant from their victims, which weakens empathy and responsibility. CMC theory does not provide specific strategies to counteract the negative consequences that arise from interactions and communication mediated by computers.

D. CONCLUSION

Cyberbullying on social media platforms like Instagram continues to occur frequently. Anonymity and fanaticism are key factors triggering cyberbullying in interactions and communication mediated by computers. Features on Instagram, if not used wisely, can provide a platform for cyberbullies to engage in bullying, either intentionally or unintentionally. The researcher recommends that future studies gather data using interview methods to explore how cyberbullying represents a negative form of computer-mediated communication. The focus should be on specific findings, rather than general normative descriptions.

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