

CYBERBULLYING IN DUFF FILM

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ABSTRACT

Cyberbullying Is Any Cyber-Communication Or Publication Posted or sent by a minor online, by Information Technology devices that is intended to frighten, embarrass, harass, hurt, set up, cause harm to, extort, or otherwise target another minor. In other countries there are many cases of Cyberbullying that ended with very serious event such as the suicide of the victims. This study was conducted to gain insight into how this phenomenon occur in Indonesia. We used questionnaires as a mean to get the informations about Cyberbullying among Indonesian teenagers. We distributed these questionnaires to secondary and high school students in Magelang, Yogyakarta and Semarang. The result shows that Cyberbullying has already happened with a big enough number (28%) but the impact was not very serious. From the answers we can conclude that many teens haven't understand what Cyberbullying is and what its potential dangerous impacts may follow. We also explored the roles, responsibilities, and things that can be done by teens, parents, schools, law enforcements, and communities in order to prevent and stop Cyberbullying.

Keywords: Cyberbullying, Film, Psychology Impact

INTRODUCTION

Human being communicates with other using language. Language expresses their feeling about everything around them. There are many ways used by them to gain good relationship with other people, for example using good manner in having conversation with other. Sometimes, the statment acted may crate miscommunication and misunderstanding which often breack relationship among them. To mantain a good relationship when such miscommunication happens,one needs to ask for an apology (Parraningtyas, 2009: 1).

In the modern era is currently almost all people have smartphones and the internet, the speed of access to information is also much faster in the past 5 years, we can see the incident without seeing the news on TV we can also access your Facebook account, Instagram or youtube.

Camera in the phone quality is also better now the presence of journalists and residents erupted in uploaded by accounts that provide information in specific areas such as instagram account @pekalonganinfo. all the information from residents, agencies, and government accounts.with the speed of information in

this current era of habit in the world of education has also changed, all pupils have permission bringing mobile.

Language is as a systematic way of combining smaller units into large units for the purpose of communication (Singh et al, 2004:6). Language is always used by people for communication.

Cyberbullying is now becoming a trend because all the students mostly in Indonesia already have social media, according to my own cyberbullying if used in the right thing might be more beneficial for example video record students who skip work, smoking etc so the perpetrators will feel ashamed and will probably not repeat it again if his parents knew it.

Case of JUNIOR HIGH SCHOOL Students Bullying 273 Jakarta, This case occurred in July 2017 in the area of the City, Thamrin, Central Jakarta. This event became a viral video action because hazing is distributed in medsos. Junior High schoolgirl look is surrounded by a number of his friends in a hallway. These students then pulled her hair, beaten, and asked to kiss the hands and feet of one of his friend.

High School Students Bullying case 3 Java, Jakarta Selatan. Acts of bullying was carried out by six students of class XII to some students of class X. This incident started because the senior heard the news that some of the younger classes went to a cafe and watch the appearance of DJ which according to them is still not worth witnessed. In the viral video, visible head of the victims made the ashtray smoking and thrown a drink. The perpetrators also

told the victim to smoke while wearing a bra outside the uniform. The school finally issued the sixth principals of the school.

Previous Study

Information Technology can bring positive and negative impacts to our lives. One of the negative impact that emerge with this technology development is Cyberbullying. Cyberbullying is any cyber communication or publication posted or sent by a minor online, by Information Technology devices that is intended to frighten, embarrass, harass, hurt, set up, cause harm to, extort, or otherwise target another minor. In other countries there are many cases of Cyberbullying that ended with very serious event such as the suicide of the victims. This study was conducted to gain insight into how this phenomenon occur in Indonesia. We used questionnaires as a mean to get the informations about Cyberbullying among Indonesian teenagers. We distributed these questionnaires to secondary and high school students in Magelang, Yogyakarta and Semarang. The result shows that Cyberbullying has already happened with a big enough number (28%) but the impact was not very serious. From the answers we can conclude that many teens haven't understand what Cyberbullying is and what its potential dangerous impacts may follow. We also explored the roles, responsibilities, and things that can be done by teens, parents, schools, law

enforcements, and communities in order to prevent and stop Cyberbullying.

Maslow's hierarchy of needs is a motivational theory in psychology comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid.

Needs lower down in the hierarchy must be satisfied before individuals can attend to needs higher up. From the bottom of the hierarchy upwards, the needs are: physiological, safety, love and belonging, esteem, and self-actualization.

Based on the explanation above, Cyberbullying is becoming crucial for researched and looking for solutions. Cyberbullying become headlines in this research. In this research, the researcher carries out a research entitled "CYBERBULLING IN DUFF FILM" approach is qualitative research procedures produce descriptive data in the form of the written word/spoken of people and behavior is observed. The approach used in this study is a qualitative approach. The approach is a tool for capturing reality or phenomena prior to activity analysis of a masterpiece.

In this research, the data collected are in form of word and sentences that consist of cyberbullying that are used in school. Second, this study uses human instrument: the researcher herself as the primary instrument for data collection and data analysis. Third, the purpose of this study is to get understanding and deep information on how cyberbullying in Duff movies. The

researcher would like to describe what kind of cyberbullying in school.

To obtain a complete, accurate data and can be accountable truth, researchers using data collection as follows:

1. The documentation

Documentation as activity, meant by the researchers find, watch and listen to a series of stories that are packaged in the film Duff.

2. Analysis (Observation)

Researcher will be observing and researching the film, especially in the focus of research. It is intended for the desired data won in research based on the analysis of the model used, as for the stages in the observation of the research are:

- a. Determine the purpose of the observation is carried out. The purpose of the observation on this research is a form of cyber bullying in the Duff movie
- b. Find the time or duration that describe the scene that became the focus of research in the film Duff.
- c. Locate and determine the form of cyber bullying in the Duff movie.

FINDINGS AND DISCUSSION

Form of Cyberbullying in DUFF FILM

Cyberbullying in duff is an educationally related film but in a teen comedy. Duff itself means (Designated Ugly Fat Friends) literally. As in every 1 group there is always something ugly either in appearance or skill that he has.

Many of the messages implied in the film such as the impact of social media are like a two-way knife can be useful but if not used wisely will bring negative influences such as cyberbullying.

In the film *Duff* the visible effects of cyberbullying are scorn and gossip material in one school and this action can affect the psychology of the victim can even get to depression.

1. Send a painful message or use the images/video

Cyberbullying can be devastating for victims and their families. The psychological harm inflicted by cyberbullying, just like bullying, is reflected in low self-esteem, school failure, anger, anxiety, depression, school avoidance, school violence, and suicide. It is even possible that the damage from cyberbullying would be greater than bullying because there is no escape for the victims; harmful material could be easily preserved as well as quickly and widely spread. Further, many people who would not harass others face-to-face might cyberbully peers because they believe that they could hide or it would be acceptable to engage in such behavior virtually

Cyberbullying can be briefly defined as “sending or posting harmful or cruel text or images using the Internet or other digital communication devices” . This section starts with a definition of the term and an exploration of various forms of cyberbullying. Then, findings from some empirical studies are

discussed to provide background information for this study.

CONCLUSION

Students are bullied for lots of reasons. Sometimes they are bullied because they are different, or because they are clever or popular. It can be caused by differences in race, sexuality, religion, disabilities and abilities, weight, height or anything that creates a difference between one child and another. At other times they are simply in the wrong place at the wrong time.

Students who bully sometimes have problems and are unhappy. They may be trying to make up for a lack of attention, power or love in their own lives; by bullying, they try to get these in their own lives. These students need to feel powerful and seem to enjoy harming others. They often do not understand the feelings of the person they bully.

Those who persistently bully often do so in order to dominate others and improve their own social status. Bullying often comes from a belief that it's okay to act that way. Sometimes they don't even know that what they are doing is bullying behaviour, or they don't understand how much hurt and anxiety they cost.

I hope in the future is that we must understand that indeed we can't eliminate cyberbullying or bullying thoroughly but the triggering things we can reduce by multiplying the study of cyberbullying especially with the present era that almost all students / students have a mobile phone

is very easy for someone to bully especially with anonymous accounts that we do not know who wrote.

Cyberbullying or bullying can be reduced if all parties help such as teachers, students/ students, counseling guidance teachers, guardian teachers, parents of students and all parties involved in the school to complete it.

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