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Deindividuasi dan Kontrol Diri Terhadap Perilaku Perundungan
Perundungan di Media Sosial Instagram Pada Remaja

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ABSTRACT

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This research is aimed to examine empirically the presence or absence of deindividuation and self-control on job insecurity in Instagram. This research used quantitative approach. The subject of this research was teenagers, with a total of 86 people. The sample technique used was purposive sampling, with the characteristics of respondents aged 18-18 years, tend to cyberbullying, have an account on social media Instagram, and frequently use social media Instagram. The measurement instruments used in this research were cyberbullying scale, deindividuation scale, and self-control scale. The scale was arranged with Likert scale design. The technique of data analysis used was multiple regression test. The result of this research showed that the existence of regression of deindividuation and self-control on job insecurity in Instagram $F = 3.10$, $p = 0.039$, $R^2 = 0.217$. On deindividuation toward cyberbullying there was regression with the value of coefficient beta (B) = 0.461, t count value = 4.743 $> t$ table = 1.989 and p value = 0.000. On readiness for change toward job insecurity there was regression with the value of coefficient beta (B) = 0.052, t count value = 0.534 $< t$ table = 1.989 and p value = 0.595.

ABSTRAK

Penelitian ini bertujuan untuk menguji empirik adanya tindakan pengaruh deindividuasi dan kontrol diri terhadap perilaku perundungan di media sosial Instagram. Penelitian ini menggunakan pendekatan kuantitatif. Subjek penelitian ini adalah remaja sebanyak 86 orang. Teknik sampel yang digunakan adalah sampel purposif dengan karakteristik responden berusia 18-18 tahun, suka cyberbullying, memiliki akun di media sosial Instagram dan aktif menggunakan media sosial Instagram. Alat ukur dalam penelitian ini menggunakan skala terbatas disusun berdasarkan skala model Likert. Teknik analisis data menggunakan analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh deindividuasi dan kontrol diri terhadap perilaku perundungan di media sosial Instagram dengan nilai signifikansi $p = 0.000$, F hitung = 3.109, $R^2 = 0.217$. Pada pengaruh deindividuasi terhadap tindakan cyberbullying dengan nilai koefisien beta (B) = 0.461 nilai t hitung = 4.743 $> t$ tabel = 1.989 dan nilai $p = 0.000$. Pada kontrol diri terhadap perundungan di media sosial tidak terdapat pengaruh dengan nilai koefisien beta (B) = 0.052, nilai t hitung = 0.534 $< t$ tabel = 1.989 dan nilai $p = 0.595$.

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