

***ROLE OF ONLINE DISINHIBITION EFFECT AND SELF-CONTROL
TOWARDS CYBERBULLYING ON INSTAGRAM USERS***

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ABSTRACT

Survey showed that the majority of people use the internet and social media in their daily activities. Instagram has become a trend among social media users. The large number of social media users presents an opportunities for cyberbullying on social media, including online disinhibition effects and self-control. This study aims to determine the role of online disinhibition effects and self-control on cyberbullying on Instagram social media users. Research subjects were 102 active Instagram users and had written cyberbullying comments in the Instagram comments section. Research uses the aggression scale, online disinhibition scale, and self-control scale. Multiple regression analysis showed that online disinhibition effect and self-control had a role of 33.4% on cyberbullying. Partially, online disinhibition effect has a role of 28,1%, while self-control has a role of 5.3%.

Keyword: cyberbullying, Instagram, self-control, online disinhibition effect.

PERAN *ONLINE DISINHIBITION EFFECT* DAN KONTROL DIRI TERHADAP *CYBERBULLYING* PADA PENGGUNA INSTAGRAM

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INTISARI

Survei menunjukkan bahwa mayoritas orang menggunakan internet dan media sosial dalam aktivitas kesehariannya. Instagram telah menjadi tren di kalangan pengguna media sosial. Banyaknya jumlah pengguna media sosial memunculkan peluang untuk melakukan *cyberbullying* di media sosial, di antaranya adalah *online disinhibition effect* dan kontrol diri. Penelitian ini bertujuan untuk mengetahui peran *online disinhibition effect* dan kontrol diri terhadap *cyberbullying* pada pengguna media sosial Instagram. Subjek penelitian adalah 102 pengguna aktif Instagram dan pernah menulis komentar *cyberbullying* di kolom komentar instagram. Penelitian menggunakan skala agresi, skala *online disinhibition*, dan skala kontrol diri. Hasil analisis regresi ganda menunjukkan bahwa *online disinhibition effect* dan kontrol diri memiliki peran sebesar 33,4% terhadap *cyberbullying*. Secara parsial, *online disinhibition effect* memiliki peran sebesar 28,1%, sedangkan kontrol diri memiliki peran sebesar 5,3%.

Kata kunci: *cyberbullying*, Instagram, kontrol diri, *online disinhibition effect*