

INTISARI

Latar belakang: *Cyberbullying* merupakan bentuk perundungan digital yang semakin meningkat seiring dengan tingginya penggunaan media sosial di kalangan remaja. Perilaku ini berisiko menimbulkan dampak psikososial serius dan dipengaruhi oleh berbagai faktor, termasuk adiksi media sosial. Remaja usia 13-15 tahun berada pada fase rentan karena kontrol diri yang belum matang dan sensitif terhadap penerimaan sosial. Situasi ini menimbulkan kekhawatiran akan keterkaitan antara adiksi media sosial dengan perilaku *cyberbullying*.

Tujuan penelitian: Mengetahui hubungan antara adiksi media sosial dengan *cyberbullying*, serta konformitas teman sebaya sebagai variabel luar dengan *cyberbullying* pada remaja usia 13-15 tahun.

Metode: Penelitian *cross-sectional* dengan melibatkan 203 responden yang berasal dari dua SMP di Kota Yogyakarta, menggunakan teknik *multistage cluster random* dan *proportionate stratified random sampling* serta dilaksanakan pada bulan Juni 2025. Pengambilan data dilakukan menggunakan kuesioner yang mencakup *Bergen Social Media Addiction Scale (BSMAS)*, *Revised Cyber-Bullying Inventory II (RCBI II)*, dan Skala Konformitas Teman Sebaya (SKTS). Data yang diperoleh diuji menggunakan *Chi-Square*.

Hasil: Sebanyak 51,2% siswa mengalami adiksi media sosial, responden yang pernah menjadi pelaku sebesar 118 siswa dan korban sebesar 165 siswa. Sebagian besar siswa memiliki konformitas teman sebaya sedang dengan persentase 65,5%. Uji bivariat yang dilakukan antara adiksi media sosial dan perilaku *cyberbullying* menghasilkan *p-value* sebesar 0,004 ($p < 0,05$), sedangkan *p-value* antara konformitas dan perilaku *cyberbullying* sebesar 0,158 ($p > 0,05$).

Kesimpulan: Sebagian besar siswa mengalami adiksi media sosial dan pernah terlibat sebagai pelaku maupun korban *cyberbullying*. Terdapat hubungan yang signifikan antara adiksi media sosial dengan kejadian *cyberbullying*, sedangkan tidak terdapat hubungan antara konformitas dengan *cyberbullying* pada remaja usia 13-15 tahun.

Kata kunci: adiksi media sosial, *cyberbullying*, remaja

ABSTRACT

Background: Cyberbullying is a form of digital harassment that has increased alongside the growing use of social media among adolescents. This behavior poses serious psychosocial risks and is influenced by various factors, including social media addiction. Adolescents aged 13-15 are particularly vulnerable due to underdeveloped self-regulation and heightened sensitivity to social acceptance. This situation raises concerns about the potential relationship between social media addiction and cyberbullying behavior.

Objective: This study aimed to determine the relationship between social media addiction and involvement in cyberbullying, as well as the influence of peer conformity as an external variable on cyberbullying among adolescents aged 13-15 years.

Method: A cross-sectional study was conducted involving 203 students from two junior high schools in Yogyakarta, selected using multistage cluster random and proportionate stratified random sampling technique. Data collection took place in June 2025 using validated instruments: the Bergen Social Media Addiction Scale (BSMAS), Revised Cyber-Bullying Inventory II (RCBI II), and Peer Conformity Scale (SKTS). Data were analyzed using the Chi-Square test.

Result: The findings showed that 51,2% of students experienced social media addiction. A total of 118 students had engaged in cyberbullying as perpetrators, while 165 students had been victims. Most students demonstrated a moderate level of peer conformity (65,5%). Bivariate analysis revealed a significant association between social media addiction and involvement in cyberbullying ($p=0,004$; $p<0,05$), whereas no significant relationship was found between peer conformity and cyberbullying ($p=0,158$; $p>0,05$).

Conclusion: The majority of students experienced social media addiction and were involved in cyberbullying, either as perpetrators or victims. There was a significant relationship between social media addiction and the incidence of cyberbullying, while peer conformity showed no significant association with cyberbullying among adolescents aged 13-15 years.

Keywords: social media addiction, cyberbullying, adolescents