REPRESENTASI SOSIAL CYBERBULLYING DALAM FILM "CYBERBULLY" KARYA TEENA BOOTH

Oleh:
Michelle Hartanto [1)]
Deavvy Johassan M.R.Y [2)]

ABSTRACT

Cyberbullying is a form of intimidation or harassment through digital devices. Cyberbullying can occur through social media, forums, and online games where people can see and participate. Cyberbullying behavior can include sending, posting, or sharing negative, harmful, false, or malicious content about others. The case of bullying through social media is a problem that is difficult for parents and teachers to control. Prolonged cyberbullying can kill a person's self-confidence. Makes him moody, worried, anxious and always feels guilty or failed for not being able to cope with the disturbances that befall him. Some even think about ending their life. Victims of cyberbullying will experience stress that can trigger them to take vulnerable actions. The communication process plays a full role in humans, and in social life. Communication comes from ideas or thoughts that come from someone's thoughts. Mass communication is a communication process carried out through mass media with the purpose of communication to convey information to the public. The results of the study state that social representation consists of several elements, namely information, beliefs, opinions, and attitudes about an object. These elements are organized and structured and then form a person's social-cognitive system.

***Keywords:** Cyberbullying, Social Representation, Mass Communication, Mass Media*

ABSTRAK

Cyberbullying merupakan bentuk intimidasi atau pelecehan melalui perangkat digital. Cyberbullying dapat terjadi melalui media sosial, forum, dan game online di mana orang dapat melihat dan berpartisipasi. Perilaku cyberbullying dapat mencangkup mengirim, memposting, atau berbagi konten negatif, berbahaya, palsu, atau jahat tentang orang lain. Proses komunikasi sangat berperan penuh terhadap manusia, dan dalam kehidupan bermasyarakat. Komunikasi berasal dari gagasan atau pemikiran yang berasal dari pemikiran seseorang. Melalui penelitian ini, peneliti berusaha untuk mengungkapkan representasi sosial cyberbullying yang ada pada film Cyberbully. Dalam penelitian ini peneliti menggunakan teori representasi sosial dan konsep dari film sebagai Komunikasi Massa. Media massa adalah jenis komunikasi yang ditunjukan kepada sejumlah khalayak besar ataupun banyak yang tersebar, heterogen dari anonim melewati media cetak atau media elektronik, sehingga pesan informasi yang sama dapat diterima secara serentak dan sesaat.

***Kata kunci** : Cyberbullying, Representasi Sosial, Komunikasi Massa, Media Massa*

[1)] Mahasiswa Ilmu Komunikasi, Institut Bisnis dan Informatika Kwik Kian Gie Jalan Yos Sudarso Kav. 87, Jakarta Utara, DKI Jakarta 13210 Email: 68170372@student.kwikkiangie.ac.id

[2)] Ilmu Komunikasi, Institut Bisnis dan Informatika Kwik Kian Gie Jalan Yos Sudarso Kav. 87, Jakarta Utara, DKI Jakarta 13210. *Email:* deavvy.johassan@kwikkiangie.ac.id

PRELIMINARY

Bullying behavior from time to time continues to haunt and is experienced by many children and adolescents. Bullying is suppression or violence that is carried out intentionally by one person or group of people who are more powerful against another person with the aim of hurting, showing strength or demonstrating to others which is carried out continuously. Usually, bullying is carried out directly, either physically, such as hitting and pushing or verbally using bad words which will disturb other people's psychology.

According to Field Bullying, bullying can be divided into several types of actions, namely, teasing, exclusion, physical and harassment. Examples of teasing are mocking, insulting, harassing, shouting and disturbing the victim through communication tools. Exclusion is related to socially isolating the victim such as removing the victim from the peer group, not including the victim in conversation and not including the victim in the conversation. game. Examples of physical (physical) such as hitting, kicking, grabbing, pushing, disturbing and damaging the victim's property. Harassment is related to disturbing and offensive statements about sexual issues, gender, race, religion and nationality (Field, 2007).

Prolonged cyberbullying can kill a person's self-confidence. Makes him moody, worried, anxious and always feels guilty or failed for not being able to cope with the disturbances that befall him. Some even think about ending their life. Victims of cyberbullying will experience stress that can trigger them to take vulnerable actions. Film is one of the media that can be used as a delivery of messages and information to the public or as a propaganda medium. A film can represent the reality of society where the film is remade in the form of community reality based on film ideology

This Cyberbully film tells the story of a teenager named Taylor who becomes a victim of cyber bullying at his school. The film was broadcast on ABC Family TV station on July 17, 2011. This film tells the story of a teenage girl named Taylor who gets a laptop as a birthday present. He who just had a laptop decided to register himself with a media website called Cliquesters. After that, she began to experience cyberbullying when her account was hacked by her brother, who was jealous that Taylor had gotten a laptop. The brother named Eric sent negative and obscene messages and was published to the public that's when cyberbullying began to occur. The person who bullied Taylor began to abuse him with inappropriate language.

In America, according to the American Centers for Disease Control and Prevention (CDC), suicide is the third leading cause of death for adolescents in America after accidents and homicides. Voa Indonesia, which was published on May 25, 2018, reported that adolescent suicide attempts in America had increased dramatically in the last 10 years.

Researchers who studied 31 hospitals across the United States found that between 2008-2011 there were 31,000 cases of children hospitalized for suicide. Meanwhile in 2012-2015 the number of children who attempted suicide doubled to 80,000 cases. According to the Pew Research Center, the majority of American teens say they have been bullied or harassed online and that girls are more likely to be targeted.

According to the Commissioner of the Indonesian Child Protection Commission (KPAI) recorded data on cyberbullying in the last 9 years from 2011 to 2019 there were 39,381 cases of complaints of violence against children. And for cases of bullying increased to 2,473 cases. According to researchers, the existence of Cyberbullying in cyberspace is the first lack of work in their daily lives which results in them finally looking for an activity. Then there is a sense of satisfaction that is felt by the perpetrator which eventually becomes an addiction because of that sense of satisfaction.

This research is a type of qualitative narrative research method with an analytical model using Social Representation theory. Social Representation Theory is a system of values, ideas and actions, which has a dual function. The intended function is to build a system of rules for each individual to adapt and understand and master his physical or social environment (Moscovici, in Bergman, 1998).

THEORETICAL FOUNDATION

Everyone interacts and communicates with other people every day. Everyone cannot be separated from the communication process. The communication process plays a full role in humans, and in social life. Communication comes from ideas or thoughts that come from someone's thinking. The idea is processed and sent

through certain media to other people as recipients. The recipient receives the message, and after knowing the essence of the message the recipient responds and conveys his response to the sender of the message. With a response from the recipient of the message the sender of the message knows the extent to which the message conveyed can be understood and accepted by the recipient of the message

According to Bittner (in Romli, 2016: 1), communication has various forms, one of which is mass communication. There are various definitions of mass communication put forward by experts. Mass communication is a message that is communicated through the mass media to a large number of people.

According to Defleur and Dennis McQuail (2009: 103), mass communication is a process in which communicators use the media to spread messages widely, and continuously create meanings that are expected to influence large and diverse audiences with different audiences. through various means.

Mass communication is a communication process carried out through mass media with the purpose of communication to convey information to the public. Mass communication means talking about print media, electronic media. The development of mass media is getting faster from year to year. This makes the mass media is growing with the internet today. Internet media is very developed, even everything can be accessed via the internet.

Then the mass media is divided into 3 types, each type has distinctive characteristics, namely first, the print mass media (Printed Media). Using sheets of paper, for example: newspapers, magazines, tabloids, books, newsletters and bulletins. Second, electronic mass media. This type of mass media is disseminated through sound such as through TV, Film, Radio. Third, online mass media. Types of mass media that can be found on the Internet/websites.

According to Warner (2005:14), mass media is the most appropriate and quick way to get information conveyed to the public. Mass media is everywhere in various forms and can be accessed at any time. The characteristics of mass media are directed mass communication which is relatively large, heterogeneous and anonymous.

Mass media is a type of communication that is shown to a large number of audiences or many who are scattered, heterogeneous from anonymous through print or electronic media, so that the same information message can be received simultaneously and momentarily. As a medium of communication, the mass media must still carry out their general functions, such as to inform, to educate, to entertain and to influence.

According to Effendi (1986:239), the film itself is the result of a work of art that has the completeness of several elements of art to complement its spiritual needs. It can be said that film is a cultural product and a means of artistic expression. Its role in mass communication is a combination of various technologies such as photography and sound recording, the arts both fine arts and literary theater arts, and architecture and music arts.

According to Effendi (1993:209), film is a powerful mass communication medium, not only for entertainment, but also for information and education. In educational or educational lectures, films are now widely used as an auxiliary tool to provide explanations Based on the exposure and understanding of mass communication, researchers can review how film can be viewed as a form of mass communication. Film is one of the products of mass communication which is also an order of communication. Its role as a medium of mass communication is not only used as a medium that reflects reality but also shapes reality.

Representation comes from English "representation", which means representation, image or depiction. In simple terms, representation can be concluded as a picture of something that is contained in life through a medium. Another meaning of representation is as a process of reinterpreting a phenomenon or reality whose meaning will depend on how an individual expresses it through language. Representation is also very dependent on how knowledge is owned by someone who does the representation.

Representation is a process or a situation that is placed as a representative of an attitude or action of a certain group of people in an environment. In addition, representation is also said to be a social process related to the life and culture of a particular society that allows a change in ideological concepts in a concrete form. In another sense, representation is also a process or a practice that will later give birth to a culture. This will happen because it is a natural process that will be passed by us repeatedly and give a reciprocal effect on its implementation.

Social Representation Theory was proposed by Serge Moscovici in 1973 who is a researcher in Social Psychology. According to Putra et al, states that social representation is a system of values, ideas, and practices with the function of building a sequence that allows individuals to adapt themselves to their material and social world in order to master their environment. According to Jodelet explains that the term social representation basically refers to the results and processes that explain common sense. General thinking which means how to think rationally through social relations by using their own style and logic which will later be distributed to other group members through the communication process. This process of always forming and being shaped by interaction activities then gave birth to the idea of knowledge that the entire social world, regardless of its shape and type and size scale, is actually a socially represented world because in this world it is only created by the process of forming and sharing knowledge together.

According to Moscovici's view through social representation theory, it has changed three main views in social science, namely the first is that reality is not only singular and objective, because reality is a representation of what has been thought and processed together socially. Second, social in society is not just a collection of individuals but is a dynamic world, patterned and will always move to be able to influence each of its members. Finally, the third, it is said that the location of the individual who was previously an absolute entity that is able to determine direction and goals for himself becomes an individual who will always be attached to society and his group.

According to Moscovici (1973, accessed on August 20, 2021), states that social representation has two functions at once, including:

1. Social representation functions as a set of rules for individuals to adapt and understand (and master the situation in their physical or social environment.

2. In addition, social representation can also enable their social exchange activities, and as a code for naming and clearly classifying various aspects of the environment, individual welfare and group history.

A Pew Research Center survey of 10,093 American adults in 2020 found that about four in ten American adults have experienced cyberbullying or cyberbullying. Bullying in the form of insults to names is the most common, as much as 54%. Other forms of harassment, namely deliberately trying to embarrass (39%), giving physical threats (14%), and sexual harassment (14%). Physical threats, sexual harassment, stalking, and continuous harassment are categorized as severe harassment. Sexual harassment in cyberspace mostly occurs on social media (75%). In addition, sexual harassment also occurred in online discussion forums (25%), messaging applications (24%), online games (16%), personal email accounts (11%), and online dating sites (10%). By gender, women were more likely to experience harassment on social media than men (81% versus 68%). Men were more likely to experience harassment while playing online games (22%) and in online discussion forums (32%).

Cyberbullying cases that occur on social media are actually caused by many factors. However, one of the most common is about appearance, with a total percentage of 61 percent. The other factors include academic achievement (25 percent), race (17 percent), gender issues (15 percent), financial status (15 percent), religion (11 percent), and the other 20 percent are caused by certain reasons. The impact of cyberbullying can make the victim feel like he is being attacked from anywhere, the impact can last a long time and can affect a person in many ways, for example withdrawing from the social environment, the psychological condition of the victim tends to experience anxiety and fear. Then the feeling of being ostracized by the environment, this makes people around also attack the victim in real life. Finally, victims of cyberbullying are ostracized by the public and receive less favorable treatment. Physical and mental health is disturbed, bullying that is carried out continuously will bring stress which in turn will cause feelings of anxiety, depression and loss of self-confidence called Post Traumatic Stress Disorder (PTSD). In extreme cases, if this condition occurs repeatedly, it will cause a feeling of wanting to end his life.
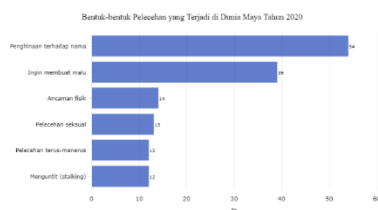

Figure 1 Graphics on Cyberbullying data

Based on the above framework, the film is a visual medium that is able to convey messages to the audience carried out by a particular organization, which has the aim of communicating an existing message. The elements in a film start from the moral message, storyline and audio-visual that are interconnected to create an interesting film. This study aims to analyze the impact or influence of cyberbullying films through social representation theory which consists of four elements, namely information, beliefs, opinions and attitudes about an object.

RESEARCH METODS

The subject of this research is Cyberbully Film. In this study, researchers describe the phenomenon of cyberbullying in the Cyberbully Film, which this film can explain, describe the behavior and impact of cyberbullying. In this increasingly modern era, especially increasingly sophisticated technology, it provides opportunities for bullies to carry out bullying actions. Cyberbullying comes from the United States and premiered on the ABC Family tv station. ABC Family collaborated with Seventeen magazine to make the film with the aim of eradicating digital drama. This cyberbully movie is played by Emily Osment and won best tv show in 2012.

According to Moleong (2012:6), in conducting this research, researchers used qualitative research methods. Qualitative is a type of approach that intends to understand the phenomenon of what is experienced by research subjects (behavior, perception, action, etc.), by describing it in the form of words and language. According to the menu (2009:147). The qualitative approach does not use statistical analysis procedures or other means of quantification. This approach provides a great opportunity for the creation of alternative interpretations.

The research approach used is qualitative research with narrative analysis method. According to Sugiyono (2013:9), qualitative research methods are research methods used to examine the condition of natural objects, where researchers act as key instruments, data collection techniques are carried out by triangulation, data analysis is inductive and research results emphasize meaning rather than generalizations. This study uses a qualitative approach because in terms of the purpose of this study was conducted to describe the social representation of Cyberbullying in the Cyberbully film. In this study is a description and forms of cyberbullying violence against teenage girls in the film "Cyberbully".

According to Pawito, the data in qualitative research can basically be in the form of text, photos, stories, pictures, and artifacts and not in the form of numbers that can be calculated. Thus, the primary data in this study is the film "Cyberbully". While secondary data is data obtained indirectly from the field, but through other parties that have been published officially and are relevant to be used as sources of data and information. Secondary data in this study are books that are in accordance with research, journals, various articles, internet and so on.

Data collection in this study was carried out by means of observation. Observation is a human daily activity using the senses as the main tool. According to Morissan (2017:143), observation is a person's ability to use his observations through the work of the senses. In this case the senses are used to capture the observed symptoms. What was captured earlier, recorded and then the records are analyzed.

Researchers will make observations by watching and observing scenes and dialogues in the 120-minute film "Cyberbullying". Then divide the scene to see in more detail and analyze according to the research model. Data collection is also done by breaking down the scene by scene to get the object of research related to Social Representation.

According to Sugiyono (2017: 243), data analysis techniques can be obtained through various sources with various data collection techniques carried out until the data obtained are saturated. According to Bodgan, data analysis is a process of systematically searching and compiling data obtained from interviews, field notes, and other materials so that they can be easily understood in research and the findings can be informed to others. Data analysis is done by organizing the data, breaking it down into units, synthesizing it, arranging it into a pattern, choosing what is important and what will be studied and making conclusions that can be told to others. Qualitative data analysis is inductive, ie the analysis obtained is based on the data obtained and will be developed into a hypothesis. The research technique used by the researcher is data analysis of the Miles and Huberman models to analyze the plot, structure and character of the Cyberbully film. According to Miles and Huberman (2017: 246), activities in qualitative data

analysis will be carried out interactively and carried out continuously until complete, so that the data obtained is saturated. Researchers will conduct data analysis by reducing data, presenting data and drawing conclusions and verification.

RESULT AND DISCUSSION

Cyberbully is a teen drama television film that premiered on ABC Family on July 17, 2011. ABC Family teamed up with Seventeen magazine to make the film, in the hope that it would "wipe out digital drama". This film tells the story of a teenage girl who is bullied online. This film tells the story of a teenage girl named Taylor who gets a laptop as a birthday present. He who just had a laptop decided to register with social media similar to Facebook. She began to experience cyber bullying when her account was hacked by her brother, who was jealous that Taylor had a laptop. Taylor's brother sent negative and obscene messages, that's when cyberbullying began. As a result of cyber bullying, Taylor was depressed and tried to commit suicide. This film also tells how Taylor struggles in the face of cyber bullying that she experiences.

Arriving Taylor and his two friends in the school yard as they were on their way to the entrance of the school, they met Lindsay and her friends. Lindsay is a girl who likes to bully Taylor. When they met, Lindsay immediately mocked Taylor's appearance. Lindsay mocks Taylor verbally by mocking Taylor's appearance so that Taylor feels a little hurt by Lindsay's words. He said that Taylor's appearance was like a 10-year-old child where in fact Taylor was dressed like a teenager in general. When Lindsay said these words, her friends also laughed at Taylor's appearance. But Taylor responded casually and tried to ignore what Lindsay and her friends said.

After getting a laptop from his mother, Taylor immediately uploaded and created his first social account called Cliquesters with his two friends Samantha and Cheyanne. At Cliquesters he befriended his schoolmates including Scott. In the dissemination of information carried out on the Cliquesters application, they spread it verbally and interact through social media intermediaries. At that time Scott sent him a message saying "hey! I'm glad you've finally decided to join Cliquesters!

Scott xxx". After talking to Scott, Taylor tried to join the school chat group to mingle but Lindsay immediately mocked Taylor by saying he was a loser for his taste in music. This group chat conversation does contain things that are indecent like the discussion of teenagers in general.

Samantha and Taylor argue verbally, the words that are uttered by Taylor make Samantha feel offended. Prior to the argument, Samantha was annoyed by Taylor's behavior. Which eventually made Samantha utter words that offended Taylor, she told Taylor directly that she was like a cheap woman because she kept expecting a boy named Scott. He also told Taylor that she was a very sad woman. Taylor did not accept the words that were said by Samantha and replied to Samantha by saying according to her whether someone could only be said to love her partner if they slept together at that time Taylor was offending Samantha.

Taylor uploads on her account page saying that she is a bad girl and someone should spank her ass. Because of Taylor's uploads, many of his school friends received responses, especially boys. The response also contains negative and impolite words, even though it may be in the context of joking, but it can still offend the intended person, especially Taylor.

Cyberbullying experienced by Taylor is an act of teasing (alone) with the intermediary of social media. In this scene it is also seen that his school friends verbally throw inappropriate words such as "bad girl" and "bitch" to Taylor on his comment page. This can happen because Taylor posted on his page saying that he was a bad woman. So it provoked his school friends to bully him. These negative words can be categorized as bullying because his friends label Taylor with "bad girls" and "bitches".

Taylor and Lindsay cross paths in the school parking lot. Lindsay then taunted Taylor which ended in them verbally bullying each other. Lindsay said to her friend while quipping Taylor "oh look, it turns out Taylor goes to school later I will give you 5 dollars for our bet." It could be said to be bullying because Lindsay made a bet with her friends on Taylor. In addition to making a bet, he also said that with a look that looked down on Taylor while laughing together. Then Samantha's response was to defend Taylor by telling Lindsay "what's your problem?" Taylor replied "I have no problem, maybe you have a two-faced daughter problem. How many men have you been with 10 or 20?" After that Taylor and his friends immediately left and left Lindsay.

Cyberbullying doesn't stop there, the problem gets worse when Taylor can't contain himself and attacks Lindsay back. Then Linday and her friends uploaded a comment as if making fun of Taylor's upload. The crux of this scene is Lindsay verbally bullying Taylor by saying that Taylor smells like vomit and smells weird. The words that were uttered included insulting words. Taylor's response was not good, he felt sad and annoyed at the accusations leveled at him. But Taylor is still trying to ignore and try to think positively, because he knows that Lindsay and his friends deliberately want to provoke and make Taylor feel embarrassed.

James deliberately made a hoax that said that Taylor was a bitch and gave himself a venereal disease. James deliberately wrote it down on his page with the aim that all his school friends knew what Taylor was doing. The effect of James' post made Taylor even more bullied by his friends at school. The words "bitch" include bullying because he labeled Taylor as a "bitch" and there Taylor was disappointed by James' actions.

Helen responds to James' upload by saying that she is not surprised by Taylor's treatment because she is a disgusting woman. Helen uploaded on the page it can be said as an insult to Taylor because it can offend Taylor. Taylor's response was annoyed at the accusations leveled at him. He felt that the news about him and the words that were said to him were not true because everything was slander so that more people would bully him. But his school friends, especially the gang from Lindsay, don't care about Taylor's feelings and are increasingly doing it.

After school Samantha and Cheyenne visit Taylor's house and tell Taylor to open a Cliquesters account and see James' uploads. James has evil intentions by spreading hoaxes on social media with the aim of getting Taylor to be bullied again by his school friends. James posted a verbal message saying that Taylor gave James a venereal disease after they slept together. The message caused a stir among the school community and then followed by uploading comments from several school friends and also Lindsay who bullied Taylor.

At the school bathroom scene, Taylor, Samantha and Cheyenne cross paths with Lindsay and their gang. Again Lindsay bullied Taylor directly verbally by saying "oh I should have brought disinfectant so I didn't catch the disease after you lewd gangs touched the sink". These words include insults that can offend Taylor. From the look on Lindsay's face it was clear that she was doing this on purpose. He took pleasure in Taylor's plight and found what he was doing was funny.

Jim and Lindsay again mock Taylor by saying that Taylor is a "disgusting bitch". These words were said verbally, this included bullying because he said insulting words. In the sense that if he wants to see a naked woman, he doesn't want to see Taylor because she is such a disgusting bitch. And Lindsay also responded by agreeing with James and adding that Taylor made him sick. This of course can offend Taylor because she does not feel that she is a woman like James and Lindsay say. James' upload also received a lot of responses by his school friends and made Taylor even more bullied.

Every day Taylor has to face endless bullying, One of Lindsay's uploads that started to make Taylor nervous and stressed was a post containing "he lied, James told me he took off all his clothes and was paid 5 dollars." The post contains false and insulting words, the words in the post can be offensive and can be interpreted as negative but Lindsay deliberately spreads the information so that Taylor feels even more devastated and embarrassed. Taylor experienced verbal bullying both directly at school and indirectly with the mediation of social media continuously which resulted in him being depressed and feeling insecure so that he began to feel anxious and afraid.

In this scene, you can see the contents of the Cliquesters group chat message containing the school's students. They continued to talk about Taylor. It can be said that bullying is caused by his friends gossiping about Taylor and questioning the father of Taylor's child, where Taylor doesn't sleep with him and he doesn't go to school because of the bullying he continues to experience. The discussion in the group chat seemed to mock Taylor for Taylor's actions, mocking was also an act of bullying because there were parties who felt offended by these words.

In this scene Taylor accidentally meets Linday and her friends in the bathroom and starts flirting with Taylor again. Lindsay verbally bullied Taylor and immediately told herself "oh she's crying, maybe she's seen the video, everyone has seen it the last time I saw 500 people watching". From the words that were thrown, it was explained that it was like belittling and offending Taylor with facial expressions as if feeling happy about the suffering of others. But Taylor's response was

confusing and she said "what video?" because Taylor had no idea what Lindsay meant. The video referred to in this is a video made by Lindsay intentionally to hurt Taylor. He made a video and uploaded it on social media about a parody of Taylor and James' news that they slept together at the time.

In this scene explains the contents of the video uploaded by Lindsay. In the video it contains a parody of Taylor performed by two people, in the video it says that "I'm Taylor Hillridge will you have fun with me it's only 5 dollars only". Then the man in the video replied "you smell a little sour, have you taken a shower?". Then the answer back "okay 2 dollars? 1 dollar? 50 cents? Or I just pay you and you show me what it means to have fun." The man replied "ew, disgusting". The woman in the video again answered "I am the most bullied person in one school, but I am a bitch".

After Taylor saw the video uploaded by Lindsay, then he made a video entitled "the real Taylor Hillridge". In the video Taylor says "I'm the real Taylor Hillridge, and I don't know why everyone hates me so much. But I get it, now I hate myself too. For now I no longer want to do anything, to try, to talk or even to move on with life. It's enough for me to say goodbye." This video was made by Taylor because of the cyberbullying that he continues to get from his friends, both directly and through social media.

This scene shows and describes the impact of cyberbullying. Taylor suffered from severe depression due to cyberbullying that he experienced. He felt himself insecure and also worried. Taylor couldn't do anything but express himself by crying and feeling like he was no longer useful, feeling short of breath and wanting to end his life by taking various drugs. The impact of cyberbullying is real and very dangerous, so in certain cases there are those who want to end their lives just like Taylor.

This scene explains the description of the comments page in the video uploaded by Taylor. Unexpectedly cyberbullying still hasn't just stopped. Lindsay and her friends are still talking about Taylor including Scott, the boy Taylor likes. In essence, his friends are still making fun of Taylor for uploading Taylor's video where the content of the video is Taylor is depressed and wants to end his life. His friends said "not pathetic, he did it because of Scott",

"if he kills himself, I don't cry", "want to kill himself just because of a stupid man?".

This scene contains a group chat of school friends who turned against Samantha, because Samantha admitted that she was the owner of the account from James who initially spread slander about Taylor's news. Lindsay and her friends are happy because there is a new target to bully besides Taylor. The group chat contains the words "he is like a man", "fat man", "psycho fat man". These words were insulting words addressed to Samantha that could offend her.

The insults did not just stop, Lindsay and her friends continued to say negative words to Samantha with the aim of making Samantha feel hurt. According to Lindsay her actions with her friends are funny and fun things without thinking about the impact of her actions. In the scene it is seen that Lindsay says that Samantha is an insane person just like Taylor, as well as JDhottie responds by asking if Samantha has a strange disease which JDhottie means by treating her to Taylor it indicates Samantha is like a strange person. Lindsay and Terra also agreed with JDhottie's response by saying Taylor had a zombie disease. The response when Samantha read it she was annoyed but she couldn't do anything but her position at that time was wrong because she had made Taylor bullied by one school, especially Lindsay and her friends.

This scene also explains that Samantha is upset over the actions of Lindsay and her friends who always insult and say negative words to herself and Taylor. However, unlike Taylor, even though Samantha is upset and sad because she is constantly being bullied on social media, she has the courage to fight back for what Lindsay did to her by saying that Lindsay is a loser because she has nothing more interesting to do than insult and hurl words. -said negative to himself and Taylor. Then Babicakes insulted her by saying that ew she is alive which means that Samantha is a disgusting person and she is alive, as well as Lindsay she still thinks that Samantha has the same behavior as Taylor.

In this scene coincided in the school cafeteria, Lindsay clearly made a deliberate insult and said publicly "look, there are two psychos coming". And all of his friends laughed at Taylor and Samantha too so that the situation became even worse and painful for Taylor and Samantha. Seen from his face Lindsay he was very happy and enjoy the deeds he did. He really likes to bully and feels he has a high position in school so that people at school bow down to him.

CONCLUSION

This study discusses the Social Representation in the Cyberbully film which is broadcast on the ABC family television station. The purpose of this study is to reveal and describe the phenomenon of cyberbullying that occurs among teenagers. In this study, researchers used Social Representation Theory by looking for four elements related to the elements of Social Representation. This theory is social knowledge, both social construction, transformation and distribution as well as its description of the function of experience and knowledge in social practice.

There are four elements in the first social representation theory, namely information which means all information known by members of a community about a particular object. The second element is belief, which is everything that is believed and believed by individuals about something. Then there is the opinion element, which is the result of individual thoughts about certain things and finally there is the attitude element which is the tendency to like or dislike responses, judgments, influences or rejections, and positivity or negativity towards a particular object.

In the Cyberbully film, the researcher explored this film by looking for which elements included information, beliefs, opinions, and attitudes. The researcher's information element received uploads of negative messages addressed to Taylor by his sister, James, and Lindsay because the incorrect messages resulted in Taylor being bullied by his school friends.

Dissemination of information can be said to be a message received by a member or community which can still be questioned about the validity of the information depending on the source that provided it. On the element of belief, the researcher found a picture of cyberbullying in the use of words that were thrown at Taylor, these words were impolite and indecent words. The act of cyberbullying can be identified with harassment (distraction) related to statements that are offensive and can attack the victim.

In the opinion element, a fictional man named James creates and spreads an opinion that refers to the slander directed at Taylor so that with the post that James made, he provoked his friends in his neighborhood to make fun of Taylor.

This fictitious account was deliberately created by Samantha with the thought that she could protect Taylor from Scott.

However, Taylor's behavior is increasingly making Samantha feel uncomfortable which causes Samantha to feel angry, jealous, and annoyed so that she spreads false information about Taylor using James's account. On the attitude element, the researcher found that in the film Taylor showed himself experiencing depression and was very depressed by what he was experiencing and wanted to end his life by taking a lot of drugs to make himself overdose due to the cyberbullying he experienced.

His school friends constantly mocked and ridiculed Taylor with negative words so that even Taylor could not bear to face it.

The film "Cyberbully" in relation to the phenomenon that occurs in society seems to want to show a picture that the bad effects of cyberbullying can cause mental health problems or even cause the victim to want to end his life in certain cases. The topic of cyberbullying which is made into a film seems to have high values and morality to make people aware, especially teenagers, about the problem of cyberbullying.

REFERENCES

A.M, Morissan (2010), Periklanan komunikasi pemasaran terpadu, Jakarta, Penerbit : Kencana.

A.M, Morissan (2017), Metode Penelitian Survei. Jakarta, Penerbit : Kencana

Littlejohn, Stephen W., Karen A. Foss (2014), Teori Komunikasi. Edisi 9. Jakarta, Penerbit : Salemba Humanika.

Mcquail, Dennis (2009), Teori Komunikasi Massa McQuail, Jakarta, Penerbit : Salemba empat.

Miles, Matthew B. & A. Michael Huberman(2009), Analisis Data Kualitatif. Jakarta, Penerbit : UI-Press

Moleong, Lexy J (2012), Metodologi Penelitian Kualitatif. Bandung, Penerbit : PT Remaja.

Rakhmat, J (2011), Psikologi Komunikasi. Bandung, Penerbit : Rosdakarya

Romli, Khomsahrial (2016), Komunikasi Masa. Jakarta, Penerbit : PT Grasindo.

Sugiyono (2011), Metode Penelinitian kuantitatif kualitatif dan R&D. Jakarta, Penerbit : Alfabeta

Institut Bisnis dan Informatika Kwik Kian

Institut Bisnis dan Informatika Kwik Kian Gie