

Surabaya Students Reception of Cyberbullying on 'One Word For Safno' in @Jagunrebus8's Tiktok Account

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ABSTRACT

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The purpose of this study is to analyze Surabaya students' responses to cyberbullying based on the "One Word for Safno" upload found on the TikTok account @Jagunrebus8. This research involved seven informants who were purposively selected from various universities in Surabaya. This qualitative approach uses Stuart Hall's reception theory. Data were collected through in-depth interviews and analyzed using thematic analysis to determine reception patterns based on three positions: dominant, negotiation, and opposition. The results showed that the dominant position was most prominent; students from psychology and law consistently believed that the content of "One Word for Safno" was a type of cyberbullying. Informants in this situation not only encountered systematic forms of cyberbullying but also experienced emotional effects such as discomfort, anger, and concern about the possibility of bullying becoming normalized on social media. They showed changes in their behavior, such as reporting harmful content more frequently and avoiding digital content. According to this study, Surabaya students showed high awareness of cyberbullying issues. In addition, the fact that female students are the most frequently experiencing online harassment, gives hope that the younger generation has the ability to be the change and build a more moral internet environment. The results have a significant impact on the process of building digital literacy programs that involve various disciplines, as well as regulations for moderation of social media platforms that are more responsive to cyberbullying issues.

INTRODUCTION

TikTok, as a social media platform popular among teenagers, is not only often a place for expression, but also causes negative behaviors such as cyberbullying, which consists of demeaning comments and even harassment. TikTok also faces the problem of cyberbullying, especially in the comment section, behind its popularity. Research by Dwipayana et al. (2020) found that TikTok was the main platform where 62% of Indonesian teenagers had experienced cyberbullying on social media.

Cyberbullying on TikTok is characterized by the platform's emphasis on short visual content and rapid interaction, which facilitates the rapid spread of negative comments. On the other hand, its users are also very vulnerable to the negative effects of cyberbullying. Prasanti & Indriani (2019) explain that exposure to cyberbullying can lead to serious mental health problems among adolescents, including depression and anxiety.

From observations made on the Tiktok social media platform, researchers identified cyberbullying behavior through negative posts as mentioned earlier.

In that content, an influencer known as Safnoviar's wife spread negative information about the infidelity of the individual who was the victim of cyberbullying. This situation sparked a debate between women and men on Tiktok social media. Dilan revealed that he had worked hard all this time, but Safnoviar still claimed the right to a large share of the joint property.

Previous research has never addressed specific viral cases such as “One word for Safno”. Research on Surabaya university students' responses to the viral phenomenon “One word for Safno” fills a void in the literature by providing a new perspective on how Surabaya university students interpret cyberbullying in the Indonesian context, particularly on the TikTok platform and in the context of viral content that contains elements of humor. This void is all the more urgent to address, given TikTok's rapid development and its potential as a new terrain where cyberbullying behavior needs to be understood and addressed.

The introduction contains problem statement, research object, state of the art, research gap, contribution, and novelty. Every statement and selection of something (data, methods, parameters, etc.) must be supported by current references (within the last 10 years) that are relevant, valid (80% of the references based on primary sources published in reputable international scientific journals, preferably from well-known publishers). The citation style used is APA 7th edition in Mendeley. The typeface used in the body of the article is Time New Roman 11 with a space of 1.15. Quotations are written with indirect quotations (paraphrasing).

LITERATURE REVIEW

Cyberbullying

Cyberbullying is a deliberately aggressive act repeatedly committed through digital platforms, encompassing a wide range of negative behaviors influenced by the local social and cultural environment. This phenomenon has become a growing concern in the digital age, especially with the increasing use of social media and communication technology. A number of researchers in Indonesia have offered definitions and characteristics of cyberbullying in relevant contexts. Camodeca and Goosens in Satalina (2014) state that cyberbullying has a different nature compared to conventional bullying, for example: Higher anonymity of the

perpetrator, Tend to be temperamental and show little empathy, Impulsive, and Has a dominant personality and is fond of committing violent acts.

Bad behavior by users through the comment feature, such as harassment, ridicule, and spreading hatred towards content or other users by using electronic media as a way to attack certain individuals. Cyberbullying through comments on TikTok can have a serious impact on the mental health of its users, especially for teenagers who can experience decreased self-confidence, anxiety, and lead to depression. The act of cyberbullying can be considered more brutal because the perpetrator has the freedom to carry out his actions without being detected by the victim. Emilia and Leonardi (2013) suggest that bullying behavior that occurs in the digital world often takes advantage of the anonymity offered by the internet to hurt, threaten, or harass others without direct confrontation.

Types of Cyberbullying

1. Flaming is the activity of sending text messages with insulting or direct words to someone.
2. Harassment is sending repeated annoying messages via email, SMS, or on social media.
3. Demigration is the act of sharing gossip or speculation about someone with the intention of damaging their good name or relationship.
4. Impersonation is pretending to be someone else and sending messages to get that person into trouble or a dangerous situation.
5. Outing and Trickery can be explained as the act of revealing one's secrets or personal information, or tricking others into revealing their personal information which is then disseminated.
6. Exclusion is the process of deliberately excluding individuals from an online community.
7. Cyberstalking refers to the act of excessively monitoring or terrorizing someone so as to cause fear.

Reception Analysis

Reception analysis theory has a strong historical background in cultural and communication studies. It

emerged as a critical response to the dominance of the prevailing media effects paradigm in the 1970s, offering a new way of looking at the relationship between audiences and media content.

Stuart Hall, through the concept of “Encoding/Decoding” introduced in 1973, provided the theoretical basis for reception analysis. Research conducted by Danesi in Sari and Abdullah (2022) states that Reception is a theory that emphasizes more on how audiences receive media messages rather than focusing on the sender of the message itself.

This approach comes from the cultural studies tradition and sees audiences as proactive producers of meaning, not just passive recipients of media information. Hadi (2021) explains reception analysis as a study of the audience's meaning, making, and experience when interacting with media texts. He emphasized that reception analysis pays attention to the social and cultural context of the audience in the process of interpreting media messages.

Lestari & Rahardjo's research (2017) explains three positions of meaning in reception analysis based on Stuart Hall's encoding/decoding model:

- a). Dominant reading: Audiences accept and reproduce the meaning intended by the text producer.
- b). Negotiated reading: Audiences partially accept the producer's intended meaning, but also adapt it to their own context.
- c). Oppositional reading: Audiences reject the producer's intended meaning and create alternative, conflicting interpretations.

Explanation of the influence between variables which is complemented by previous research and the underlying theory. from the explanation of the influence between these variables is formulated in the hypothesis.

METHOD

This research uses a descriptive qualitative approach by conducting a reception analysis. The choice of this method was based on the intention to thoroughly explore how Generation Z interpreted and responded to the cyberbullying that occurred in the TikTok comment section. Descriptive qualitative approach is a type of research that serves to describe and interpret objects as they are. In this research there

is no manipulation or special treatment of the object under study; all activities or events take place as they should. In accordance with (Moleong in Hidayati & Fauziah, 2023), qualitative research aims to understand various phenomena experienced by the subject being explored, such as behavior, point of view, motivation, action, and so on.

In addition, this study also applies an interpretive paradigm. The interpretive paradigm is a philosophical point of view in research that emphasizes a deep understanding of the meaning of social reality through subjective interpretation. This view assumes that social reality is the result of human construction and interpretation, not something that is objective or separate from individuals. The subjects studied in this research are students from universities in Surabaya who come from various semester levels and have watched or know the TikTok content “One word for Safno” on the @Jagungrebus8 account and are active users of the TikTok application. With several considerations such as readiness to share personal views about the content, following local content trends on TikTok Indonesia, and being in the age range of 17-25 years (a common age range for university students).

To research Surabaya students' receptions of cyberbullying on TikTok content, purposive sampling was applied with the following explanation:

1. Active students aged 17 - 25 years old studying at universities in Surabaya.
2. Are active TikTok users (accessing at least 3x a week),
3. Have seen/known the content "One word for Safno" from the @Jagungrebus8 account, and have an understanding of the concept of cyberbullying.

RESULT

The TikTok account @Jagungrebus8 is one such profile that generates content by engaging large participation from TikTok users in Indonesia. The account is known for its ability to shape trends that go viral, inviting the attention of millions of users to participate in or respond to the posted content. The content strategy employed by @Jagungrebus8 often includes direct interaction with the audience through questions, challenges, or requests to comment.

The “One Word for Safno” post on @Jagungrebus8's TikTok account is one type of

content that has attracted the attention of many users and developed into a cyberbullying issue.

Dominant Hegemonic Position

The main positions represented by 3 informan show a deep understanding of cyber bullying and its consequences. They can recognize important elements in cyber bullying such as public humiliation, power imbalance and lack of consent, which are often overlooked by the general public. Their views have support from Safaria and Tentama's (2016) research which proves that cyber bullying has a serious psychological impact on victims, including anxiety, depression, and decreased self-esteem.

Negotiating Position:

The bargaining positions shown by Sari Indrawati and Soffiyah Wardah reflect a deep understanding of moral ambiguity in digital materials. They feel a psychological tension between appreciation of content innovation and ethical concerns, which shows the moral complexity of this digital era. According to research conducted by Nasrullah in 2017 on social media ethics, this bargaining position signifies a higher level of digital literacy skills as it involves critical thinking about the content they consume. The content was designed in a way that encouraged users to respond to a figure called “Safno”. While the format seemed simple and innocuous, the reality triggered a series of comments, the majority of which were negative and demeaning.

Opposition Position

The counter position represented by Dina Maharani and Fikri Hakim shows acceptance of potentially harmful material as a form of entertainment. This reflects a phenomenon described by Kowalski and Limber (2013) in their study on cyberbullying, which shows that often harmful behavior that occurs online is not considered a form of aggression because it is influenced by technology and presented as entertainment. This acceptance is also supported by a social media culture that emphasizes viral content and engagement without regard to the impact on the individual who is the subject of the content

Department	Informan	Position
Psychology	Rina Safitri	Dominant

Law	Ahmad Rizky	Dominant
Sociology	Maya	Dominant
Communication Sciences	Sari Indrawati	Negotiated
Informatics Engineering	Soffiyah Wardah	Negotiated
Economics	Fikri Hakim	Opposition
Business Administration	Carisa Amalia	Opposition

DISCUSSION

Dominant Hegemonic Positions

Strong Rejection of Cyber Bullying Cyber bullying is a criminal activity that occurs in the digital world and is now increasingly widespread. This phenomenon is growing along with the emergence of various social media platforms, one of which is Tiktok. This research reveals variations in the understanding of university students in Surabaya towards the content of “One Word for Safno,” which reflects the complexity of views on cyberbullying in the current digital context. This difference in perspective is in line with Stuart Hall's theory of encoding-decoding which explains that audiences do not only receive media messages passively but are also actively involved in interpreting messages based on their social background, culture, and personal experiences.

Negotiated Positions

Balance between Entertainment and Ethics: The group of respondents with a position in negotiation indicated that they faced complexities in understanding the content, where they recognized the entertainment element but also questioned the ethical

aspects. The tension felt by respondents in the negotiation position reflects the changes in moral values in the digital age. They realize that the content may not technically meet the strict criteria for cyberbullying, but still has problematic consequences from a psychological and social perspective. This is in line with Boyd's (2014) assertion that the digital environment creates new moral and ethical gray areas that require more complex evaluation frameworks.

Opposition Position: Defense of Creative Freedom: The group of informants who held the oppositional position showed resistance to the more common interpretation and held on to the belief that the content was a legitimate form of entertainment. This normalization process is also driven by a social media culture that favors viral content and engagement levels without thinking about the consequences for the individuals featured in the content. Oppositional informants tend to ignore the consent factor and power dynamics that are an important part of Hinduja and Patchin's (2015) definition of cyberbullying. They see the fame achieved by the victim as mere entertainment without considering that fame gained through exploitation can have a negative impact on mental health in the long run. This view reflects an individualistic culture that prioritizes personal gain over wider social effects.

CONCLUSION

Dominance of Prominent Position in Understanding Cyberbullying Findings from this study indicate that a striking position has the clearest and most consistent characteristics when interpreting the content of "One Word for Safno" as a form of cyberbullying. Students in this category, represented by three informants with varied backgrounds, showed a strong and systematic understanding of the negative effects of the content. They not only see the content as cyberbullying, but also feel a great emotional impact in the form of discomfort, anger, and concern about the normalization of bullying behavior on social media platforms. The strength of the dominant position lies in their ability to analyze the elements of cyberbullying in a comprehensive manner, recognize the severe psychological impact on victims, and show a high awareness of social responsibility in interacting on social media. Informants in this position also show real changes in their behavior, such as becoming more

active in reporting toxic content and being more selective in accessing digital content.

Advice for Students

Based on the research findings, students are advised to develop a more comprehensive digital literacy by not only focusing on the technical aspects of using social media, but also understanding the ethical and psychological dimensions of digital interaction. Students need to improve their critical thinking skills in consuming social media content, by considering the potential impact of each content consumed or shared.

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