

CHAPTER 2

OVERVIEW OF CYBERBULLYING IN TIKTOK

Cyberbullying is prevalent. It is repeated mean online behaviour intended to injure or disturb others (Smith et al., 2008). Because internet platforms are ubiquitous and anonymous, this sort of bullying uses them to harass individuals without being discovered (Kowalski et al., 2014). Social internet offers new methods to interact and be cruel, which has increased cyberbullying, particularly among youths (Tokunaga, 2010). Cyberbullying may induce anxiety, depression, and even suicide (Patchin & Hinduja, 2010). Cyberbullying occurs on TikTok, Instagram, and Snapchat because they are popular with teens and make sharing simple (Hinduja & Patchin, 2013). Cyberbullying is harder to escape than conventional bullying since it may come anytime (Slonje & Smith, 2008). Online negative material may reach many individuals in seconds, worsening the situation (Li, 2007).

2.1 History of Cyberbullying

Cyberbullying is a type of abuse that happens online. It comes from the idea of bullying, which has been around for hundreds of years (Olweus, 1993). Naturally, when the internet came along in the late 20th century, it created a new place for bullying to happen: online settings (Willard, 2007). The word "cyberbullying" first came into use in the early 2000s, when more people started using the internet and more cases of online abuse were reported, mostly by younger people (Hinduja & Patchin, 2009). In the mid-2000s, the rise of instant messaging and social networking sites like AOL Instant Messenger, MySpace, and early versions of Facebook made it easy for cyberbullying to spread (Kowalski et al., 2008). Cyberbullying is different from regular bullying because the bullies can hide behind screen names, making it harder for the victims to find out who they are (Dooley et al., 2009). Cyberbullying was different from face-to-face bullying in both how it was done and how it affected people because it was anonymous and could reach a lot of people quickly (Slonje & Smith, 2008).

As the number of people using social networks grew, so did cyberbullying. This caused a lot of media attention and worries about how it would affect kids. Megan Meier's sad suicide in 2006, after being bullied on MySpace, brought a lot of attention to the risks

of cyberbullying and the need for law and social changes (Hoff & Mitchell, 2009). People talked about whether current rules against bullying were strong enough to handle the complicated nature of cyberbullying after this case (Willard, 2007).

Cyberbullying had become such a big problem by the late 2000s that experts started to look into how it affected sufferers' mental health. Researchers in the past found that cyberbullying was linked to many bad things, like sadness, anxiety, and suicidal thoughts (Ybarra & Mitchell, 2004). Researchers also said that cyberbullying might be worse than regular bullying because the victims might not be able to get away from the abuse 24 hours a day, 7 days a week (Smith et al., 2008). Also, because online content lasts forever, damaging posts, videos, or messages could be shared over and over, making the victim's grief even worse (Patchin & Hinduja, 2006).

As cell phones improved and more people, especially teens and young adults, got computers, harassment changed too. Because Instagram, Twitter, and Snapchat let people share and talk to each other in real-time, they also became new places for cyberbullying (O'Keeffe & Clarke-Pearson, 2011). These apps were different from older social media sites because they let users share digital material like pictures and videos, which could be used to hurt or bother other people (Bauman, 2010). This change showed how complicated cyberbullying is getting and how hard it is to keep damaging material off of these sites (Marwick & Boyd, 2011).

By the 2010s, governments and schools were starting to see how serious the problem was. In the U.S., many states have passed laws against cyberbullying and internet abuse, and schools have made rules to deal with and stop cyberbullying (Hinduja & Patchin, 2013). However, some people said that these rules didn't always keep up with how quickly technology changed and how creatively bullies used computers to hurt their victims (Sticca & Perren, 2013).

In response, many social media sites added tools to stop cyberbullying, such as reporting tools, content filters, and algorithms that can spot bad behavior (Gahagan et al., 2016). Even with all of these attempts, harassment was still a big problem. Cases like the death of 18-year-old Tyler Clementi in 2010 after being cyberbullied by his college friend and the case of Amanda Todd in 2012 brought attention to how terrible the effects of online

abuse can be (Hinduja & Patchin, 2015). People all over the world started talking about what individuals and organizations can do to stop harassment after these events.

Platforms like TikTok have become new places for cyberbullying to happen in the 2020s, especially among people from Generation Z who use the app a lot (Anderson & Jiang, 2018). Cyberbullying can happen in new ways on TikTok because of its short videos, comment sections, and popular challenges. This has led to a new wave of studies that tries to figure out how abuse works on this platform (Baldry et al., 2018).

Lastly, the past of cyberbullying shows how digital communication is always changing and how it affects how people connect. Cyberbullying has changed with the times, from its early days in chat rooms to the present day on social media. It continues to be a problem for academics, educators, lawmakers, and platform creators. To successfully stop this complicated and damaging behavior in the future, cyberbullying avoidance will probably need a mix of technology answers, teaching efforts, and changes to the law.

2.2 TikTok

TikTok, a social media platform, was established in 2016 by the Chinese company ByteDance (Statista, 2023). It serves as a central location for bite-sized content, enabling users to generate and distribute brief videos that typically last between 15 seconds and 3 minutes (Influencer Marketing Hub, 2023). In 2018, TikTok was rebranded for international markets after being initially introduced in China under the name "Douyin" (Forbes, 2023). The unique algorithm that personalizes content to users' preferences is the reason for its accelerated rise in popularity (Sensor Tower, 2023).

In August 2018, TikTok merged with Musical.ly, which resulted in its global availability (Reuters, 2023). TikTok was able to acquire millions of users almost immediately as a result of this merger, as Musical.ly had already established a substantial user base (The Verge, 2023). TikTok's primary audience is comprised of youthful individuals, particularly Generation Z, with 60% of its users falling within the age range of 16 to 24 (Business of Apps, 2023). This demographic is drawn to TikTok due to its blend of social interaction, music, and entertainment (Pew Research Center, 2023).

The platform's popularity is primarily attributable to its user-friendly video creation tools and the seamless incorporation of audio, which render it alluring to amateur creators

(Statista, 2023). The algorithm of TikTok facilitates the viralization of videos, regardless of the creator's limited following, by promoting content based on user engagement (Business Insider, 2023). TikTok is distinguished from other platforms by this democratization of content creation (TechCrunch, 2023).

TikTok's "For You Page" (FYP) is a personalized feed that is constantly updated based on user activity, including time spent viewing videos, shares, and likes (Wired, 2023). The Wall Street Journal (2023) reports that this feature has made a substantial contribution to user retention and engagement, with the average user spending approximately 95 minutes per day on the app. TikTok's interface also promotes interaction by utilizing challenges, duets, and collaborations, thereby cultivating a participatory culture (The New York Times, 2023).

TikTok's ascent has not been without controversy. The platform's data privacy practices have been the subject of scrutiny, particularly in light of its Chinese origins (BBC News, 2023). Several governments have expressed apprehensions regarding how TikTok manages user data, and some have even implemented prohibitions or are contemplating regulatory measures (The Guardian, 2023). Furthermore, TikTok has been criticized for its content moderation practices, which have been accused of censorship and bias in managing specific content (NBC News, 2023).

TikTok's impact on digital culture is undeniable, despite these obstacles. It has generated many viral content, parodies, and trends that have infiltrated other social media platforms (Mashable, 2023). TikTok has also emerged as a substantial participant in the music industry, as songs that become viral on the app frequently ascend the listings (Billboard, 2023). The platform's cultural relevance has been further solidified by its role in initiating the careers of numerous musicians and influencers (Rolling Stone, 2023).

In addition, the potential of TikTok has been acknowledged by brands and marketers, resulting in a significant increase in advertising and influencer partnerships on the platform (AdAge, 2023). TikTok's allure is derived from its capacity to generate relatable, authentic content that resonates more with younger audiences than conventional advertising methods (The Drum, 2023). TikTok's status as a social media titan was further solidified in 2021, when it generated \$4 billion in ad revenue (Business Insider, 2023).

It is anticipated that TikTok's influence on digital marketing, media consumption, and popular culture will continue to expand as it continues to develop. Its success is indicative of the transition to more participatory, decentralized, and dynamic forms of content creation and consumption (TechCrunch, 2023). Forbes (2023) asserts that the platform is a defining force in the current social media landscape due to its combination of algorithm-driven engagement, creativity, and entertainment.

TikTok is very famous with Generation Z in Indonesia. A poll done by Statista in 2023 showed that 52.9% of Indonesian Gen Z regularly use TikTok (Statista, 2023). That so many people have downloaded TikTok shows that Gen Z likes short videos and being creative, which are two things that the app has a lot of. Indonesians who are young and have access to technology have made TikTok very famous since it came out (DataReportal, 2023) thanks to this.

Also, most of TikTok's users in Indonesia are under 24 years old (We Are Social & Hootsuite, 2023) making the app's user group disproportionately young. For Gen Z, TikTok is not only a place to have fun, but also to learn, follow trends, and get involved in social issues. A report from 2023 says that over 92 million people in Indonesia use TikTok, making it one of the countries with the most users in the world.

2.3 Generation Z in Indonesia

Generation Z, or "Gen Z," is the group of people born between 1997 and 2012. They are the first generation to have grown up with easy access to the internet and other digital technologies. This group is a big one in Indonesia; as of 2020, they will make up 27.94% of the population, or about 75.49 million people (Badan Pusat Statistik). Because of this, they will have a big impact on the country's future social, economic, and political life.

Gen Z people in Indonesia are known for being very interested in digital tools. As of 2022, a study from the Indonesian Internet Service Providers Association (APJII) said that 99% of Gen Z in Indonesia use the internet. Most people use social media sites like Instagram, TikTok, and YouTube, which are not only fun to use but also allow people to express themselves and connect with others (We Are Social & Hootsuite, 2023). Over 92

million people in Indonesia used TikTok in 2022, and a lot of them were in the Gen Z age group (DataReportal, 2023) and the app has become very famous.

One important area where Gen Z in Indonesia is making big steps forward is education. Higher participation rates in secondary and higher education mean that this group is better educated than the ones that came before them (UNESCO, 2022). But even with these changes, there are still problems, especially when it comes to schooling quality and knowing how to use technology. In 2021, the World Bank said that Indonesian students, even Gen Z students, continue to do poorly on foreign tests like the Programme for foreign Student Assessment (PISA) (World Bank, 2021).

Gen Z in Indonesia is also very business-minded. In 2023, Visa did a poll and found that 58% of Indonesian Gen Z want to be businesses, while only 42% of Gen Z around the world did (Visa, 2023). A lot of people are taking advantage of the digital economy by selling goods and services on sites like Shopee and Tokopedia. E-commerce is growing quickly. In 2022, it grew by 35% in Indonesia, making it the biggest digital economy in Southeast Asia (Google, Temasek, & Bain & Company, 2023) and encouraging plenty of people to start their own businesses.

Indonesian Gen Z is more open-minded than older groups when it comes to social issues. Deloitte (2023) says that they are more likely to support equal rights for women, protecting the environment, and raising understanding about mental health. Progressive ideas, on the other hand, often clash with traditional cultural values, creating a gap between generations, especially in rural areas where conservatism still rules (Pew Research Center, 2022). For instance, while many Gen Z people fight for LGBTQ+ rights, they often face resistance in a place where strict Islamic values rule (The Jakarta Post, 2023).

Gen Z is becoming a moving force in political and social activities in Indonesia, even with these problems. A lot of Gen Z people took part in the 2019 student-led protests against the government's controversial rule on the Corruption Eradication Commission (BBC News, 2019). Anxiety about fraud, climate change, and human rights often drives them to be activists (Reuters, 2021).

2.4 Generation Z's Cyberbullying in Indonesia

The Indonesian Generation Z, which was born between 1997 and 2012, is the first generation to have grown up with common access to digital technology, such as smartphones and social media (Pew Research Center, 2023). Indonesia's Gen Z population is deeply ingrained in digital culture, as 98.2% of them are actively using the internet (We Are Social, 2023). Their online presence is dominated by platforms such as WhatsApp, Instagram, and TikTok, which have become an essential component of their daily existence (Statista, 2023).

Nevertheless, the heightened utilization of digital platforms also exposes Generation Z in Indonesia to the dangers of cyberbullying (UNICEF, 2023). Cyberbullying, which is the utilization of electronic communication to antagonize, intimidate, or torment an individual, has emerged as an increasingly prevalent issue among Indonesian youth (Kompas, 2023). Bullies can attack others without confronting imminent consequences due to the anonymity afforded by social media platforms (Jakarta Post, 2023).

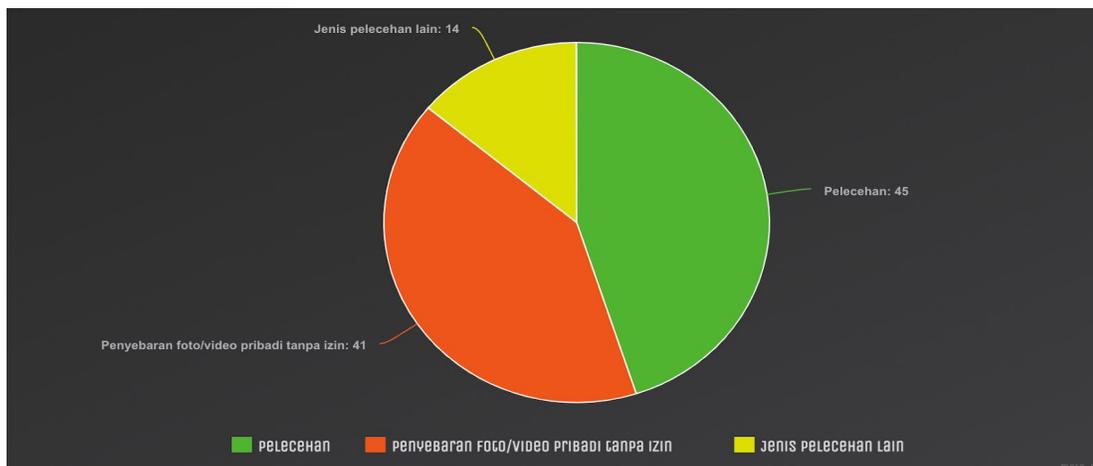


Figure 3. U-Report Grafik of Generation Z's Cyberbullying in Indonesia

According to a study conducted by UNICEF Indonesia, cyberbullying was experienced by one in three children and adolescents, with a particular emphasis on Generation Z (UNICEF, 2023). The research emphasized that messaging applications and social media platforms are the most frequently employed instruments for cyberbullying in

Indonesia (UNICEF, 2023). Spreading falsehoods, sending abusive messages, or publishing spiteful remarks are among the most prevalent strategies (Kominfo, 2023).

Indonesian Gen Z experiences severe consequences as a consequence of cyberbullying. Many victims experience mental health issues, including anxiety, melancholy, and low self-esteem (Jakarta Post, 2023). Research suggests that Indonesian adolescents may experience academic difficulties, withdrawal from social activities, and even suicidal ideation as a result of protracted exposure to cyberbullying (CNN Indonesia, 2023). The constant presence of social media also results in victims of cyberbullying feeling as though there is no escape from their tormentors, which further exacerbates their stress (UNICEF, 2023).

Indonesia's government has acknowledged the severity of cyberbullying and has implemented a variety of measures to address it (Kominfo, 2023). Initiatives were initiated by the Ministry of Communication and Information Technology (Kominfo) to encourage responsible social media usage and digital literacy among the younger demographic (Kominfo, 2023). One such initiative is the "Internet Sehat" campaign, which is designed to inform students, parents, and educators about the hazards of cyberbullying and online safety (Kompas, 2023).

In addition to government initiatives, numerous educational institutions and NGOs in Indonesia are working to increase awareness of cyberbullying (The Jakarta Globe, 2023). Organizations like the Indonesia Child Protection Commission (KPAI) offer counseling services and resources to victims of cyberbullying, assisting them in coping with the emotional impact of the behavior (KPAI, 2023). Schools in Indonesia have also initiated anti-bullying initiatives that encompass both physical and digital forms of abuse, thereby creating a secure environment for students (Detik, 2023).

Indonesia's rapid expansion of internet utilization and the changing nature of digital platforms continue to pose a challenge in the fight against cyberbullying, despite these endeavors (Jakarta Post, 2023). Many young Indonesians continue to be hesitant to disclose instances of cyberbullying, either because of apprehension regarding retribution or a lack of confidence in the system (UNICEF, 2023). This underreporting complicates the evaluation of the complete scope of the issue and the implementation of effective preventive measures (KPAI, 2023).

How cyberbullying is perceived and addressed is also influenced by the cultural context of Indonesia. The value placed on family reputation, respect for authority, and social hierarchy can make it difficult for young people to speak out about being tormented online (Kompas, 2023). Indonesian adolescents are frequently apprehensive about engaging in conversations with their parents regarding cyberbullying, as they are concerned that they may be held accountable or have their internet access restricted as a consequence (Jakarta Post, 2023).

Experts contend that a more comprehensive strategy to address cyberbullying is required as Indonesia continues to undergo accelerated digital transformation (CNN Indonesia, 2023). This encompasses the implementation of more stringent regulations for social media platforms, the enhancement of reporting mechanisms, and the ongoing pursuit of digital literacy enhancements for both adults and children (Kominfo, 2023). Indonesia can safeguard its Generation Z from the detrimental consequences of cyberbullying only by cultivating a more responsible online culture (UNICEF, 2023).

2.5 Cyberbullying in Other Social Media Platforms

Cyberbullying happens on a lot of different social media sites and affects people of all ages, but mostly younger people. Besides TikTok, Instagram, Facebook, Twitter (now X), and Snapchat are also well-known sites where cyberbullying happens. Cyberbullying happens a lot on Instagram, which is one of the most famous sites among teens and young adults. A study from 2021 by the UK-based anti-bullying charity Ditch the Label found that 42% of young people who had been cyberbullied said the harassment happened on Instagram (Ditch the Label, 2021). Because Instagram is visual, it's easy for users to attack others' looks, habits, and social standing. This can lead to harassment in the form of mean comments, being left out, and sharing lies.

Even though the number of young people using Facebook is going down, it is still a major site for stalking. A study from the Pew Research Center in 2021 said that 15% of teens said they were bullied on Facebook. The popularity of Facebook groups and the privacy that fake accounts offer can make bullying worse, since people are more likely to bother others when they think their real identity is hidden. Cyberbullying on Facebook

usually takes the form of mean posts, messages, and tagging people in inappropriate pictures or jokes.

Cyberbullying is also common on Twitter, which has changed its name to X. Bullying can spread quickly on the platform because it is public, fast-paced, and mostly private. The Anti-Bullying Alliance did a poll and found that 29% of people who answered had been bullied on Twitter. This happened mostly through public mocking, trolling, and doxxing, which is when personal information is shared without permission (Anti-Bullying Alliance, 2022). Unfortunately, because tweets can go popular so quickly, people who are being bullied online on Twitter are often harassed by a lot of people all at once.

Snapchat, which is also popular with teens and young adults, has its own problems with stalking. Because Snapchat texts and posts only last for a short time, users may feel less pressure to send cruel or unsuitable content without worrying about what will happen in the long run. A 2021 study from Common Sense Media found that 24% of teens who had been bullied online had been picked on on Snapchat (Common Sense Media, 2021). Harassment on Snapchat usually involves sharing hurtful photos or messages or using "Snap Maps" to follow someone around or see where they are without their permission.