

## Analisis strategi pemasaran sosial di media sosial sebagai upaya mengurangi perundungan siber di kalangan remaja Indonesia = Social marketing strategic analysis in social media as an act to reduce cyber bullying on Indonesia adolescence

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### Abstrak

Penelitian ini membahas mengenai kondisi perundungan siber di Indonesia dan bagaimana strategi pemasaran sosial di media sosial dapat mengurangi hal tersebut di konteks Indonesia. Metode penelitian yang digunakan adalah tinjauan pustaka, dimana peneliti meninjau berbagai literatur seperti jurnal, buku, dan laporan terkait isu terkait. Peneliti melakukan analisis mengenai kondisi perundungan siber di Indonesia. Selanjutnya, peneliti menganalisis strategi pemasaran sosial di media sosial yang berfokus pada perundungan siber yang telah dilakukan di Amerika Serikat dan Indonesia. Melihat konteks kalangan remaja yang menjadi pengguna internet dan media sosial tertinggi di Indonesia, peneliti melihat potensi media sosial sebagai platform implementasi pemasaran sosial. Hasil penelitian ini menunjukkan bahwa angka perundungan siber di kalangan remaja Indonesia terbilang sangat tinggi. Salah satu faktor penyebab tingginya angka perundungan siber ini adalah kurangnya edukasi mengenai tindakan perundungan siber di masyarakat. Peneliti kemudian fokus membahas strategi pemasaran sosial di media sosial berdasarkan contoh pemasaran sosial di media sosial yang sudah pernah dilakukan di konteks negara Amerika Serikat dan Indonesia. Temuan lainnya adalah belum terdapat pemasaran sosial di media sosial mengenai perundungan siber yang dilaksanakan oleh pemerintah di Indonesia. Disarankan bahwa pemerintah Indonesia perlu melakukan strategi pemasaran sosial mengacu pada P.O.S.T model dalam upaya menanggulangi tindak perundungan siber di kalangan remaja Indonesia.

.....This research focuses on the issue of cyber bullying in Indonesia and analysis how social marketing on social media can reduce this issue in Indonesia. The research method used is literature review, where the writer analyzes various literatures such as journals, books, and related reports to form a conclusion. Researcher analyses the condition of cyber bullying on Indonesian adolescence. Furthermore, the writer analyses social marketing strategy on social media that focuses on cyber bullying and has been carried out in both Indonesia and America. Based on the context that adolescence is the highest internet and social media user in Indonesia, the researcher saw the potency of social marketing to be implemented on social media. The result of the research shows that the case numbers of cyber bullying on Indonesian adolescence are high. One of the factors of it is lack of education about cyber bullying in the community. Finally, the researcher focuses on social marketing strategy on social media based on example of social marketing on social media that has been succesfully executed in America and Indonesia. Another finding is that there is no social marketing on social media regarding cyber bullying carried out by the government in Indonesia. It is suggested that the Indonesian government needs to carry out a social marketing strategy on social media based of P.O.S.T Model as an effort to tackle acts of cyber bullying among Indonesian youth.