

Profiling Public Figure Selebriti sebagai Korban Cyberbullying di Meida Sosial = Profiling Celebrity Public Figure as Cyberbullying Victim in Social Media

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Abstrak

Karya akhir ini merupakan profiling lima kasus cyberbullying yang dialami oleh figur publik sosial selebritis Indonesia. Fokus studi ini adalah melakukan profiling korban cyberbullying yang dilihat sebagai bentuk kejahatan, menemukannya ciri-ciri selebriti yang rentan menjadi korban serta bentuk-bentuk viktimisasi serta reviktimisasi yang menyertai. Karya akhir ini menggunakan analisis data sekunder, yang bersumber dari data berita media online Indonesia, mengenai cyberbullying yang dialami publik figur. Analisis data dilakukan dengan pengelompokan cyberbullying oleh Willard dan victim profiling. Hasil analisis menunjukkan bahwa terdapat beberapa ciri tertentu yang umumnya dimiliki selebriti korban cyberbullying, jenis cyberbullying yang hampir seragam, respons korban terhadap cyberbullying yang mereka alami, dan adanya revictimization yang dialami korban. Ciri tertentu selebriti korban cyberbullying yaitu korban sebagian besar merupakan perempuan dewasa yang berprofesi sebagai selebriti, dengan media sosial yang paling sering menjadi tempat cyberbullying adalah Instagram. Korban mengalami dampak emosional, finansial, psikologis, dan sosial. Respon korban terhadap cyberbullying yang mereka alami adalah counteraggression.

.....This final work is structured to analyze and profile five cases of cyberbullying experienced by social public figures, namely Indonesian celebrities. The focus in this case is the profiling victims of cyberbullying which is seen as a form of crime, the characteristics of celebrities who are vulnerable to becoming victims and the victimization and re-victimization that occur. The method used is secondary data analysis, sourced from Indonesian online media news data, regarding cyberbullying experienced by public figures. The analysis in this paper focuses on Willard's cyberbullying classification and victim profiles. The results of the analysis show that there are certain characteristics that are generally possessed by celebrity public figures who are victims of cyberbullying, the type of cyberbullying that is almost same, victim response to the cyberbullying that they experience, and the victim revictimization. A particular feature of celebrity victims of cyberbullying is that most of the victims are adult women who work as celebrities, with the social media that is most often used for cyberbullying is Instagram. Victims experience emotional, financial, psychological, and social impacts. The victim's response to the cyberbullying they experience is counteraggression.