

Self-esteem and the Tendency of Cyberbullying Behaviour

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Abstract. Everyone is born weak (inferior) and tries to achieve personal or group superiority, which can be positive or harmful behaviour. This study aims to determine the relationship between self-esteem and the tendency of cyberbullying behaviour. This type of research is quantitative research with a correlational approach. The research participants are students in Kupang City. How to take samples using cluster sampling. Data collection used the Rossenberg Self-esteem Scale (Cronbach'=0.848) and the cyberbullying scale (Cronbach'=0.816), which were compiled based on cyberbullying aspects by Topcu Baker and Willard – data analysis using Rank Spearman. The results of the analysis show that there is a significant relationship between self-esteem and the tendency of cyberbullying behaviour in a negative direction.

Keywords: *cyberbullying, inferior, self-esteem, superiority*

Abstrak. Setiap orang terlahir lemah (inferior) dan berusaha mencapai superioritas pribadi atau kelompok yang dapat berupa perilaku yang positif ataupun negatif. Penelitian ini bertujuan untuk mengetahui hubungan *self-esteem* dengan kecenderungan perilaku *cyberbullying*. Jenis penelitian ini adalah penelitian kuantitatif dengan pendekatan korelasional. Partisipan penelitian adalah mahasiswa di Kota Kupang. Cara pengambilan sampel menggunakan *cluster sampling*. Pengumpulan data menggunakan *Rossenberg Self-esteem Scale* (Cronbach'=0,848) dan Skala cyberbullying (Cronbach'=0,816) yang disusun berdasarkan aspek-aspek cyberbullying oleh Topcu Baker dan Willard. Analisis data menggunakan Rank Spearman. Hasil analisis menunjukkan adanya hubungan yang signifikan antara self-esteem dengan kecenderungan perilaku cyberbullying dengan arah negatif.

Kata kunci: *cyberbullying, inferior, self-esteem, superiority*

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Introduction

Self-esteem is how individuals assess or judge themselves as a whole. According to Rosenberg (Srisayekti & Setiady, 2015), self-esteem is a positive or negative evaluation of oneself. Self-esteem is an essential aspect of an individual's life. For example, an individual with low self-esteem who does not respect himself will find it difficult to respect others, impacting his attitude and behaviour. Individuals will also always try to fulfil their needs regarding appreciation and recognition. In this case, if individuals do not get recognition and appreciation from society, they will feel their needs are not being met, so forms appear manifested in other behaviours that seem to make them feel more valuable. This compensation can be in the form of behaviour that is contrary to social values and is considered wrong by society, such as illegal drugs, fights, brawls, settlements, and bullying. They did these things to get recognition in society.

According to Willard (in Malihah, 2018), cyberbullying is the activity of sending or uploading harmful material or carrying out social aggression using the internet and other technologies. Patchin and Hinduja (in Malihah, 2018) explain cyberbullying occurs when someone repeatedly harasses, insults, or mocks other people using internet media via cell phones or other electronic devices. Advances in science and technology have made it possible for someone to carry out acts of bullying using fake accounts, easily obtaining personal information that has the potential to embarrass someone. Forms of intimidation by perpetrators to harass their victims through technological devices (Rifauddin in Malihah, 2018). There are various ways someone can do cyberbullying, such as sending messages that are intimidating, ridiculing, threatening and endangering the perpetrator, spreading other people's private messages/images/videos, creating fake accounts on behalf of other people, slandering other people or deliberately excluding someone from in groups or chats. In addition, forms of neglect and ridicule that are usually carried out directly can be found in acts of cyberbullying, such as continuously ignoring other people's messages

even though the perpetrator knows that it is important, and sending frontal and harsh words.

Some things or factors result in acts of bullying, namely family factors, school factors or places of study, peer groups, environmental factors, television, and media (Zakiyah, 2017). Children who witness their parents fighting will imitate their experience and do it to others. Apart from that, the peer factor or social circle in which individuals are required to prove themselves to be accepted in a social group so that it is not uncommon for individuals to oppress weaker people to prove their existence. Individuals who live below the poverty line also have the opportunity to commit acts of bullying or forcibly take other people's belongings.

Based on research conducted by the Ministry of Communication and Informatics in collaboration with UNICEF from 2011 to 2013, which was released in February 2014, it was stated that most teenagers in Indonesia have become victims of cyberbullying. The study involved 400 children and adolescents aged 10 to 19 years. From this, it was also revealed that 9 out of 10 students or 89% of respondents, communicate online with their friends, 56% communicate online with family, and 35% communicate online with their teachers. As many as 13% of respondents claimed to be victims of cyberbullying in the form of insults and threats.

Ipsos carried out an estimate of the number of adolescents experiencing cyberbullying in Indonesia on 18,687 parents from 24 countries including Indonesia. They found that 12% of parents stated that their children had experienced cyberbullying, and 60% of them stated that these children had experienced cyberbullying on social networks like Facebook. In Indonesia, 14% of parents who were respondents to this survey stated that their child had experienced cyberbullying, and 53% said they knew that children in their community had experienced cyberbullying.

According to data released by the Association of Indonesian Internet Service Providers (APJII) (in Kompas, 2019), 49% of internet users have experienced bullying

(bullying). The response of internet users to bullying varies. As many as 31.6% of people who were bullied allowed this action. Meanwhile, internet users who responded by replying were 7.9%. Some users deleted the ridicule as much as 5.2%. Meanwhile, only 3.6% of internet users reported this action to the authorities.

Research conducted by Priyatna found that boys tend to commit acts of bullying compared to girls (Mulachela, 2017). In addition, there is also a significant relationship with the inverse relationship, namely, the higher a person's self-esteem, the lower the tendency for bullying behaviour (Mulachela, 2017). Boyle revealed that personality, temperament, low self-control, indifference, low self-esteem and lack of assertion can be factors that can lead to bullying behaviour (Mulachela, 2017). Students who have experienced bullying behaviour, either as perpetrators, victims, or both, have a significant correlation with low self-esteem, where the higher the bullying behaviour, the more low self-esteem is found.

The purpose of this research is to know the relationship between self-esteem and the tendency of cyberbullying behaviour based on the description above. This research can explain how to understand cyberbullying behaviour seen from the doers' self-esteem. This research can provide a new perspective on cyberbullying behaviour from the doers' side. Also, it can be one of the references to the following researchers, who are still related to the variables in this study.

Method

This research is a quantitative research with a correlational approach. The purpose of this study is to determine the relationship between self-esteem and the tendency of cyberbullying behaviour. The participants in this study were students in the city of Kupang, with a total of 62,896 people. They determined the number of samples using the Issac & Michael table (in Sugiyono, 2017) with an error rate of 5%, so the required sample was 348 respondents. The research sample was determined using cluster sampling at several universities in Kupang City consisting of Nusa

Cendana University (169 respondents), Artha Wacana Christian University (44 respondents), Kupang State Polytechnic (41 respondents), Widya Mandira University (47 respondents), Muhammadiyah University Kupang (27 respondents), Citra Bangsa University (11 respondents) and Kupang State Christian Institute (9 respondents). Data collection was carried out using the Rossenberg self-esteem scale and the cyberbullying scale, which was compiled based on aspects of cyberbullying by Topcu Baker and Willard which had been tested for validity using the Aiken V method and reliability testing using the SPSS application with the Cronbach Alpha score for each variable being 0.848 and 0.816.

Result

Description of the Research Location

The city of Kupang is the capital of the province of East Nusa Tenggara, which is located on the island of Timor. It has a population of 402,286 people, consisting of 206,129 male and 196,157 female residents. The population density in Kota Kupang reaches 2,231 people/km² with the most densely populated sub-district, namely the Kota Lama sub-district with a density of 10,632 people/km² and the sub-district with the lowest density, Alak sub-district, with 714 people/km². The population growth rate of Kupang City in 2015-2016 was 2.92%. Kupang City is a study destination city for students in East Nusa Tenggara because, in Kupang City, there are 29 universities out of a total of 60 universities spread across East Nusa Tenggara. In addition, a survey conducted by UniRank 4 International College and Universities (4ICU) university rating agency in October 2021 obtained the result that University of Nusa Cendana is in the top ranking of the best universities in NTT and of the top 10 universities in NTT 4 of them are in Kupang City, namely University of Nusa Cendana (ranked 1st), University of Widya Mandira (ranked 2nd), University of Muhammadiyah Kupang (ranked 5th), University of Kristen Artha Wacana Kupang (ranked 6th) dan University of Persatuan Guru 1945 Kupang (ranked 10th).

Description of Respondents by Age

Table 1.
Description of Respondents by Age

Age	Frequent	Percentage
18-20	117	33,6%
21-23	200	57,4%
24-26	31	9%
Total	348	100%

Most of the respondents in this study were in the age range of 21-23 years (57.4%), or as many as 200 respondents and the least were in the age range of 24-26 years (9%) or as many as 31 respondents.

Description of Respondents by Gender

Table 2.
Description of Respondents by Gender

Gender	Frequent	Percentage
Laki-laki	160	46%
Perempuan	188	54%
Total	348	100%

In this study, the number of female respondents (54%) or 188 respondents and the number of male respondents (46%) or 160 respondents.

Description of Self-esteem

Table 3.
Description of Self-esteem

Category	Formula	Interval	Frequent	Percentage
Very Low	$X \leq M - 2SD$	10-15	1	0,29%
Low	$M - 2SD < X < M - 1SD$	16-19	13	3,74%
Medium	$M - 1SD \leq X \leq M + 1SD$	20-30	195	56,04%

Category	Formula	Interval	Frequent	Percentage
High	$M+1SD < X < M+2SD$	31-34	106	30,45%
Very High	$X \geq M+2SD$	35-40	33	9,48%
Total			348	100%

The self-esteem variable interval consists of 1 very low category (10-15) (0.29%), low category (16-19) 13 respondents (3.74%), medium category (20-30) 195 respondents (56.04%), high category (31-34) as many as 106 respondents (30.45%) and very high category (35-40) as many as 33 respondents (9.48%).

Description of Cyberbullying

Table 4.

Description of Cyberbullying

Kategori	Rumus	Interval	Frekuensi	Persentase
SangatRendah	$X \leq M-2SD$	21-33	279	80,17%
Rendah	$M-2SD < X < M-1SD$	34-42	45	12,93%
Sedang	$M-1SD \leq X \leq M+1SD$	43-63	0	0%
Tinggi	$M+1SD < X < M+2SD$	64-72	23	6,61%
Sangat Tinggi	$X \geq M+2SD$	73-84	1	0,29
Total			348	100%

The cyberbullying variable interval consists of very low category (21-33) with 279 respondents (80.17%), low category (34-42) with 45 respondents (12.93%), medium category (43-63) with 0 respondents (0%), high category as many as 23 respondents (6.61%) and very high category as many as one respondent (0.29%).

Hypothesis Testing

Hypothesis testing on the self-esteem variable with the cyberbullying behaviour tendency variable on students in Kupang City was carried out using the SPSS program using the Rank Spearman correlational method. The results of hypothesis testing can be seen in the following table:

Table 5.
Hypothesis Testing

			SETOTAL	CBTOTAL
Spearman's rho	SETOTAL	Correlation Coefficient	1.000	-.355**
		Sig. (2-tailed)	.	.000
		N	348	348
	CBTOTAL	Correlation Coefficient	-.355**	1.000
		Sig. (2-tailed)	.000	.
		N	348	348

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the hypothesis testing, it obtained a significance result of $0.000 < 0.05$, so it can be concluded that there is a correlation between the self-esteem variable and the tendency for cyberbullying behaviour which is negative with a sufficient degree of relationship by looking at the Spearman's rho value of -0.355. The results of this hypothesis test show that the higher the self-esteem, the lower the tendency to cyberbullying behaviour. Conversely, the lower the self-esteem, the higher the tendency to cyberbullying behaviour. Based on the results of hypothesis testing, it can be said that the hypothesis in this study, namely "There is a relationship between self-esteem and the tendency of cyberbullying behaviour", is accepted.

Discussion

Moris Rosenberg (in Mruk, 2006) explains that self-esteem can be assessed as a particular attitude based on perceived feelings, feelings of "worth", or individual values, while cyberbullying is intentional, aggressive, and repetitive behaviour, in which a person or group uses electronic devices. (especially the internet and smartphones) to oppress people who cannot defend themselves (Buelga, 2020). Self-esteem is a self-assessment that is influenced by the appreciation and acceptance of others towards him. Individuals with high self-esteem are characterized by full confidence and competence, and they even overcome their problems.

Conversely, individuals with low self-esteem are characterized by less active behaviour, a lack of confidence, and an inability to express themselves (Rachmatan & Rayyan, 2017). Mayasari and Hadjan (in Rachmatan & Rayyan, 2017) stated that self-esteem in adolescents tends to be low. Teenagers who have low self-esteem can make teenagers experience problems in their lives. For example, it can lead to depression, suicide, and juvenile delinquency. Juvenile delinquency has several forms, one of which is criminal acts in the form of threats and acts of intimidation to others.

Research data also shows that the female group has higher self-esteem (40.95%) when compared to men (38.75%), and the male group has a tendency to do cyberbullying (14.37%), which is greater than women (0.53%). The comparison of delinquent behaviour between boys and girls is estimated at 50:1. Adolescent boys generally carry out delinquent behaviour utilizing violence, fighting, assault, destruction, disorder, appropriation, and aggressiveness. According to Zahra (in Riskinayasari, 2015), Boys have a greater risk of developing destructive behaviour than girls. Apart from that, Priyatna also stated (in Mulachela, 2017) that boys tend to do acts of bullying more than girls. Boys tend to bully in forms of physical aggression. It is also said that boys have more freedom to express their aggressive behaviour while girls are expected to be less aggressive to fit their stereotype that girls tend to be friendly and gentle. Those can support the invention of this research.

Based on the results of the hypothesis analysis using the correlational analysis method, it shows that the correlation coefficient between self-esteem variables and cyberbullying behaviour tendencies is -0.355 with a significance value of $0.000 < 0.05$ so it can be said that “there is a negative relationship between self-esteem variables and cyberbullying behaviour tendencies to students in Kupang City”. The results of the hypothesis test show that the higher the self-esteem, the lower the tendency for cyberbullying behaviour. Conversely, the lower the self-esteem, the higher the tendency for cyberbullying behaviour. These findings are the same as said by Rosenberg and McCord, who states that the higher the adolescent's self-esteem, the lower the juvenile delinquency, which means someone with high self-esteem has a low tendency to juvenile delinquency (cyberbullying behaviour). Besides that, Kaplan's theory explains that self-esteem has a vital role in delinquency. Adolescents who have damaged self-esteem will look for ways to improve self-respect by involving themselves with deviant groups that have a commitment to be rejected by the whole society. In addition, research conducted by Mayangsari (2015) also obtained the result that self-esteem has a significant effect in a negative direction towards cyberbullying perpetrators, which explains that the higher a person's self-esteem, the lower they will become cyberbullying perpetrators. Mayangsari's statement is also the same as the hypothesis in this research.

Conclusion

The results of this study indicate that there is a negative relationship between self-esteem and the tendency of cyberbullying behaviour among students in Kupang City. Individuals with feelings of inferiority and powerlessness will try to maintain their feelings of inferiority by being superior. As a basic need, individuals will also try to fulfil the need for appreciation (self-respect and being respected by others) through compensatory actions, which can be damaging. Individuals who have self-esteem problems tend to spend a lot of time using the internet, which is at risk of

experiencing problematic internet use that is correlated or related to cyberbullying. So that, the lower a person's self-esteem, the higher the tendency of cyberbullying behaviour.

Suggestion

There needs to be several independent variables as predictors of cyberbullying behaviour, there needs to be an assessment of the motivation of the bully, and there needs to be research on compensatory behaviour carried out by people who have feelings of inferiority apart from bullying.

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