

PERILAKU *CYBERBULLYING* DITINJAU DARI *SELF DISCLOSURE* PADA KARYAWAN PENGGUNA MEDIA SOSIAL

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INTISARI

Penelitian ini bertujuan untuk mengetahui *cyberbullying* yang dialami oleh karyawan pengguna sosial media pada salah satu sekolah di Kecamatan Medan Sunggal. Sampel penelitian ini adalah sebanyak 84 karyawan yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan menggunakan skala *cyberbullying* dan *self disclosure* untuk mengukur *cyberbullying* dan *self disclosure* pada responden penelitian. Data dianalisis menggunakan teknik *Pearson Product Moment*. Hasil analisis menunjukkan terdapat korelasi positif sebesar 0.466 ($p < 0.05$) sehingga disimpulkan bahwasanya terdapat korelasi antara *self disclosure* dengan *cyberbullying* yang dialami oleh karyawan pengguna sosial media, di mana semakin tinggi *self disclosure* maka semakin tinggi pula *cyberbullying* yang dialami oleh karyawan pengguna sosial media dan sebaliknya, semakin rendah *self disclosure* maka semakin rendah pula *cyberbullying* yang dialami oleh karyawan pengguna sosial media.

Kata kunci: *cyberbullying, self disclosure, karyawan*

***CYBERBULLYING EXAMINED FROM THE PERSPECTIVE OF
SELF DISCLOSURE AMONG SOCIAL MEDIA USER EMPLOYEES***

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ABSTRACT

This study aims to examine cyberbullying experienced by employees who use social media at a school in Medan Sunggal District. The research sample consisted of 84 employees selected using purposive sampling techniques. Data were collected using cyberbullying and self-disclosure scales to measure these variables among the study respondents. The data were analyzed using the Pearson Product Moment technique. The analysis results showed a positive correlation of 0.466 ($p < 0.05$), leading to the conclusion that there is a correlation between self-disclosure and cyberbullying experienced by social media-using employees. The findings indicate that the higher the level of self-disclosure, the higher the cyberbullying experienced by these employees, and conversely, the lower the level of self-disclosure, the lower the cyberbullying they experience.

Keywords: cyberbullying, self disclosure, employees