HUBUNGAN ANTARA KECENDERUNGAN NARSITIK DENGAN PERILAKU CYBERBULLYING PADA MAHASISWA

THE RELATIONSHIP BETWEEN THE NARCISSISTIC TENDENCIES AND CYBERBULLYING BEHAVIOR AMONG UNIVERSITY STUDENTS

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Abstrak

Era globalisasi menjanjikan kemudahan bagi manusia, dengan kehadiran teknologi informasi ini cenderung berpengaruh pada peradaban manusia. Dengan adanya media elektronik dapat mengarahkan individu ke arah perilaku proposial ataupun antisosial. Penelitian ini bertujuan untuk mengetahui hubungan antara kecenderungan narsistik dengan perilaku *cyberbullying* pada mahasiswa. Subjek penelitian berjumlah 228 mahasiswa yang berusia 17 – 21 tahun. Pengumpulan data penelitian menggunakan alat ukur berupa Skala *Cyberbullying* dan Skala Kecenderungan Narsistik. Metode analisis data yang digunakan adalah Product *Moment*. Hasil analisis data diperoleh nilai korelasi sebesar r= 0.286 dan p= 0.000 (p<0.001). Hasil penelitian menunjukkan terdapat hubungan yang positif antara kecenderungan narsistik dengan perilaku *cyberbullying* pada mahasiswa. Penelitian ini diharapkan dapat membantu mengetahui dan menjadi bahan pertimbangan antisipatif mengenai perilaku *cyberbullying* pada mahasiswa serta bermanfaat bagi para pembaca khususnya remaja agar lebih bijak menggunakan media sosial.

Kata Kunci: kecenderungan narsistik, perilaku *cyberbullying*, mahasiswa

Abstract

The era of globalization promises convenience for humans, with the presence of this information technology tends to affect human civilization. With the existence of electronic media, it can lead individuals towards proposal or anti-social behavior. This study aims to determine the relationship between narcissistic tendencies and cyberbullying behavior among students. The research subjects were 228 students aged 17-21 years. Collecting research data using measuring instruments in the form of the Cyberbullying Scale and Narcissistic Tendency Scale. The data analysis method used is Product Moment. The results of data analysis obtained a correlation value of r = 0.286 and p = 0.000 (p <0.001). The results showed that there was a positive relationship between narcissistic tendencies and cyberbullying behavior among students. This research is expected to help identify and become material for anticipatory considerations regarding cyberbullying behavior in students and be useful for readers, especially adolescents, to be wiser in using social media.

Keywords: narcissistic tendencies, cyberbullying behavior, students

INTRODUCTION

The era of globalization promises convenience for humans and the information technology tends to affect human civilization. The rapid development of information technology causes quick changes. Gradually, social media can engage the community in a new cultural pattern and can determine the mindset, culture, and behavior of the society (Mira, 2016).

The young generation think of themselves as the first generation who inevitably have to grow and develop in an environment where the development of information and communication

technology is an inseparable part of everyday life (Mawardah, 2014). In recent years, bullying through electronic tools, particularly cell phones or the internet is identified as "cyberbullying" (Smith, 2008).

Putri (2012) argues that university students are a group of the younger generation who have a strategic role in national development because students are a source of moral strength for the Indonesian nation. Therefore, students should be able to use the internet by taking advantage of the positive impact, using it to help communication such as exchanging news, seeking information, increasing knowledge, and expanding friends' networks (Hakim, 2017).

According to Priyatna (2012), teenagers who commit cyberbullying may believe that the virtual world is the right place to vent impersonal hatred because they consider that cyberbullying is not as dangerous as direct bullying. In fact, cyberbullying is just as destructive as traditional bullying. Meanwhile, based on literature review, it is known that adolescents are still emotionally unstable and easily influenced, so that they can easily commit cyberbullying (Hidajat, 2015).

Cyberbullying is an aggressive act deliberately carried out by groups or individuals using electronic media repeated and indefinitely against a victim who cannot defend himself (Smith, 2008). According to Willard (2007) some types of cyberbullying are flaming, harassment, denigration, impersonation, outing, trickery, exclusion, and cyberstalking. Flaming or burning is online fighting using electronic messages with abusive language and vulgar swearing, gossip or ridiculous language. Harassment is sending messages containing insults repeatedly. Denigration or defamation is done through spreading hoax or false information or insulting others through online media. Impersonation is a situation where the perpetrator pretends to be someone else then communicates in a harmful, cruel and inappropriate manner or threatens just like the target itself to express his thoughts on social media. Outing is spreading someone's secret, embarrassing information or pictures online. Trickery is talking to someone to reveal embarrassing secrets or information and then distributing it online. Exclusion is deliberately removing someone from an online group cruelly. Cyberstalking is harassing and slandering someone intensely and repeatedly that may cause fear.

According to Priyatna (2012), there are several worrying facts about cyberbullying. The study found that 22% of boys and 12% of girls admit that he or she has done cyberbullying. In addition, half of the perpetrators of cyberbullying claim to have used electronic devices to harass others, at least three times or more. While the results of a study by intervention expert on bullying, dr. Amy Huneck revealed that 10% to 60% of Indonesian adolescents reported being ridiculed, ostracized, beaten, kicked, or pushed at least once a week (Fithria, 2016).

Based on the results of observations made by researchers from July 2019 to October 2019 through social media such as Instagram and Twitter, some teenagers have done cyberbullying on social media. From the results of observations, several accounts have given negative comments on celebrity and celebrity accounts. Usually, teenagers insult someone in each of their posts, which is

related to forms of cyberbullying, namely flaming and harassment. Besides, many also create fake accounts on social media to do cyberbullying to disguise themselves to scold or ridicule others. This is related to cyberbullying, namely impersonation. Some make and distribute videos that embarrass someone until they go viral, which is related to a form of cyberbullying, namely outing. Some make status or tweets on social media that insult others, which is related to the condition of cyberbullying i.e. trickery. Some deliberately indulge in badness and spread hate speech to celebrities through social media, resulting in deformation due to the spread of false or insulting information. This is related to the form of cyberbullying, namely denigration. From the results of these observations, it can be concluded that adolescents have committed the behavior of cyberbullying because the nature of cyberbullying is "anonymous," and technology is one of the most interesting things for adolescents that may cause them to do cyberbullying.

Cyberbullying among students often occurs and some of the perpetrators are university students (Anwarsyah, 2017). The perpetrators of cyberbullying will repeatedly show harassing, insulting, humiliating, threatening, or endangering behavior using the internet media (Narpaduhita, 2014). According to Anwarsyah and Gazi (2017), it can be considered inappropriate for university students to become actors of cyberbullying because students are defined as people who have good knowledge, where at this level university students are considered to have physical maturity and overall development of thought. With these added values, university students can have the awareness to determine their attitude and they must be able to be responsible.

Based on the literature review, the factors that influence cyberbullying are gender, environment, personality, and peer groups (Rachmatan, 2017; Lee and Shin, 2017; Mira and Ivan, 2016; Satalina, 2014; Germanikus, 2018; Ageng and Maya, 2016; Mawardah and Adiyanti, 2014). Meanwhile, according to Sticca et al. (in Ageng, 2016) the risk factors that cause someone to do cyberbullying are the frequency of using internet. Internet use will provide risky potential to get engaged in cyberbullying. Besides, the perpetrator spends far more time online than playing with his friends. Another factor is decreased morale and low empathy. Those who have a poor sense of compassion, both affective and cognitive, tend to bully others they consider weaker. From several factors that influence cyberbullying, researchers choose personality factors.

According to Hall and Lindzey (in Ageng, 2016), personality is the part of an individual that best reflects or represents a person, not only what distinguishes the individual from other people, but more importantly, personality includes the most unique aspect from a person. Individuals' tendency to show an ideal version of life through photography or video on social media is related to the individual's narcissistic tendency (Kembaren, 2017). According to Bryne (2003) narcissism is a personality disposition where individuals have high self-esteem and feel superior than other people and seeking for praise. They are also sensitive to criticism, less able to empathize with others, and exploitative.

There are some characteristics of narcissistic tendencies based on the guidelines of *Diagnostic and Static Manual of Mental Disorders Fourth Edition* (IV, 2005). The first is people who feel that they are the greatest but often the claim does not match their potential or competencies. Second, they like to show off what they have, including titles, achievements, and possessions. They are also filled with fantasies of success, power, intelligence, true beauty or love. In addition, they have an excessive need to be admired. They also feel worthy to get special treatment. They are lacking of empathy. They like to exploit interpersonal relationships and often envy others or perceive that others envy them. Finally, they have pride and look down on others because they believe that they are special and unique.

According to Feist (2008) healthy humans manifest a gentler form of narcissism, namely attraction to their bodies. However, in its sadistic form, narcissism blocks the perception of reality. Everything attached to the narcissistic person is highly valued, and everything linked to other people is considered very low. This is in line with Engkus (2017) who states that individuals who have narcissistic tendencies are more interested in things that only concern personal pleasure. The narcissistic people usually do not care about others' feelings. Narcissistic people are also unable to display empathy. Even if they show empathy or sympathy, they typically have specific goals for their interests (Fausiah, 2006).

According to Fausiah (2006), individuals with narcissistic personality disorder feel that they are important and unique individuals. They think that they are special and they hope to get special treatment too. Therefore, they find it very difficult or they are unable to accept criticism from others. They always want to do things the way they have determined and are often ambitious and seeking fame. According to Kring (2007) individuals with narcissistic personalities need almost constant attention and excessive admiration because they are susceptible to criticism and may become angry when others do not admire them. Based on this discussion, in this study, the researcher wanted to find out "is there a relationship between narcissistic tendencies and behavior of cyberbullying among university students?"

METHODS

This study aims to determine the relationship between narcissistic tendencies and the behavior of cyberbullying among university students. This research uses quantitative research methods. According to the characteristics of the research subject, the number of subjects used in this study is 228 people. The research subjects in this study were adolescents who fit the characteristics of the research subject. The subject selected for this study are students aged 17-21. According to Ekowarni (in Mawardah, 2014), adolescence period is a transitional period that can cause deviant behavior at certain times that may become disruptive behavior.

The data in this study is collected using scale distribution. The form of the scale used is the Likert scale. The scale used is the scale of cyberbullying, which is arranged based on the conditions

from Willard (2007), and the narcissistic tendency scale set based on the characteristics from DSM – IV (2005). The scale of cyberbullying consists of 21 items with a reliability of 0.930. Whereas, the narcissistic tendency scale consists of 25 items with reliability of 0.930.

RESULTS AND DISCUSSION

Afterward, the researcher conducted a prerequisite test to determine the data's feasibility for further analysis using statistical techniques. There are two prerequisite tests, namely the normality test and the linearity test.

Normality Test

Based on the normality test results on the cyberbullying behavior variable, this study got the KS-Z = 0.197 with p = 0.000, and the narcissistic tendency variable obtained the KS-Z = 0.059 with p = 0.054. These data indicate that the cyberbullying variable behavior score is not normally distributed because of the significance (<0.050). This means that it is not following the normality test guidelines. This can also be seen from the histogram showing the data tabulation that has extreme gaps and the plot does not follow a standard line.

According to Hadi (2015) the normality of the data in this study does not affects the final result. Furthermore, when the number of subjects is large or N ≥30, it can be said that the data is normally distributed. Therefore, it has no correlation with linearity and correlation tests because they have different functions. The linearity test is to determine whether the two variables have a linear relationship or not. Meanwhile, the correlation test is to determine whether the two variables are interrelated. Thus, the behavior variable of cyberbullying can be used in the next step, namely the linearity test and hypothesis testing. Besides, the number of subjects in this study was N = 228 (N ≥30).

Linearity Test

Based on the linearity test results, this study obtained F = 18.607 and p = 0.000, which indicates that the relationship between cyberbullying behavior and narcissistic tendencies is linear. Based on the product-moment correlation analysis results, the correlation coefficient (rxy) = 0.286 with p = 0.000. This shows that there is a relationship between narcissistic tendencies and cyberbullying behavior among university students. Therefore, the hypothesis proposed in this study is accepted.

Narcissistic tendencies are personality dispositions where individuals have high self-esteem and feel superior than other people, seek for praise, are sensitive to criticism, are less able to empathize with others, and are exploitative (Bryne, 2003). According to Fausiah (2006) narcissistic people are also unable to display empathy. Even if they show empathy or sympathy, they usually have specific goals for their interests. Narcissism is seen from a lifestyle and financial perspective and in terms of power, achievement, physique, and appearance. Individuals who have narcissistic

tendencies are more interested in matters related to personal pleasure. This also has a considerable influence on daily interactions and usually the narcissistic person does not care about others' feelings (Engkus, 2017).

The first characteristic of narcissistic tendencies is the feeling of a person that he or she is the most fabulous but his or her claim often does not match his or her potential or competence. The narcissistic people are happy to show off what they have, including titles, achievements, and assets (DSM - IV, 2005). According to Willard (2007), individuals who commit defamation by spreading false information or insulting others through media online are categorized as cyberbullying. Meanwhile, the parts of individuals who experience narcissistic tendencies are manipulative and like to outsmart, selfish, do not have feelings of guilt, and do not recognize feelings of regret after harming others (Supratiknya, 1955). Based on the findings of this research, 87 subjects feel that they are the greatest and they like to show off what they have, including titles, achievements, and possessions. It is indicated in the statement "there is a pride in buying things that other people can't afford."

The people with the characteristics of narcissistic tendencies are filled with fantasies about success, power, intelligence, beauty, or true love. They exploit interpersonal relationships and often feel jealous of others and think that other people envy them (DSM - IV, 2005). According to Olewus (in Rachmatan, 2017), actors of cyberbullying are individuals who carry out negative behaviors that are done deliberately and repeatedly. In addition, the perpetrator's power is greater than the individual who become the target of bullying. Teens who do cyberbully may believe that cyberspace is the right place to vent impersonal hatred with the consideration that cyberbullying is not as dangerous as direct bullying (Priyatna, 2012). In cyberspace, cyberbullying can be done with anonymous identities. For example, the people who commit bullying can create fake social media accounts because the anonymity factor makes it difficult for victims to identify the perpetrators of cyberbullying. The use of fake account also aims to avoid revenge and responsibility (Sartana & Afriyeni, 2017). Based on the finding of this research, 53 subjects stated that they had committed bullying, as indicated in the statement "I used a fake account to harass people with threatening words".

Individuals who have an excessive need to be admired and feel they deserve to be treated in a particular way are one of the characteristics of narcissistic tendencies (DSM-IV, 2005). According to Kembaren (2017), individuals are narcissistic when they tend to show off their strengths by displaying things about themselves on their social media accounts. This makes someone do various things or efforts to look as perfect as possible or feeling to be the most beautiful or the most handsome to get praise from others (Esa, 2018). Social media as a tool designed for communication purposes is misused for cyberbullying that may harm others (Hidajat, 2015). This matched the findings of this research confirmed by 50 subjects as indicated in the

statement, "When attending an event, I will dress up as good as possible to be the center of attention."

The next characteristic of narcissistic behavior is a lack of empathy. According to Durrand and Barlow (in Kristanto, 2012), individuals who have narcissistic tendencies take advantage of other individuals for their interests and have little empathy for others. According to Setyaningsih (2014), cyberbullying can be done through comment that contain insults or verbal violence on someone's status or uploaded photo. Social media allows users to comment on an uploaded status, pictures, or videos from other users. The findings of this research indicated that 32 subjects who have narcissistic tendencies are less empathetic to other people as indicated in the statement "do not care about people other, tired of listening to complaints from friends, and ignore the feelings of others."

The people with the characteristics of narcissistic tendencies are arrogant individuals who look down on others and believe that they are special and unique (DSM-IV, 2005). They have the tendency to tell others about their success, intelligence, and beauty and considers themselves more than other people (Rahmanita, 2017). Meanwhile, individuals who deliberately and violently exclude someone from groups online are included as the people with the characteristics of exclusion in cyberbullying (Willard, 2007). According to Mawardah (2014), the practice of cyberbullying, which is a form of aggression, has decreased sense of empathy and the ability to understand other people's feelings. Based on research that has been carried out, 102 subjects stated they have committed cyberbullying through exclusion as indicated in the statement "I have removed other people in the group chat."

Based on the results of this study, it is found that that the research subjects have various level of cyberbullying behavior such as very high (12% or 27 subjects), high (14% or 31 subjects), moderate (53% or 121 subjects), low (21% or 49 subjects).), and very low (0% or 0 subjects). Furthermore, the narcissistic tendencies are categorized as very high (7% or 16 subjects), high (21% or 48 subjects), moderate (46% or 105 subjects), low (19% or 44 subjects), and very low (7. % or 15 subjects). Therefore, it can be concluded that most of the subjects who have cyberbullying behavior and narcissistic tendencies are included in the moderate category.

The results of preliminary data or problems that occur before the study show that the subject has high cyberbullying behavior and narcissistic tendencies. Thus, the data is different from the result of this research, which show that the subject has moderate cyberbullying behavior and narcissistic tendencies. This can happen because it is influenced by other factors that were not examined in this study. In line with the study results of Mira (2016), family and personal factors have a strong influence on actors of cyberbullying in carrying out their actions. However, environmental factors are strong factors affecting the perpetrators in committing cyberbullying.

CONCLUSION

The results of this study indicate that there is a significant positive relationship between narcissistic tendencies and cyberbullying behavior among university students. This means that the higher the narcissistic tendency, the more frequent cyberbullying among university students will occur. Conversely, the lower the narcissistic tendency, the less behavior cyberbullying among university students will be.

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