Implementation of The EOPACT (Education, Observing, Positive Action) Model Against Cyberbullying in The Digital Era

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ABSTRACT

In this modern era, the Internet and social media are increasingly known by the public without realising that they have positive and negative impacts. Cases of cyber bullying often occur on social media which result in losses for both victims and perpetrators. The importance of morals that must be instilled in everyone. As well as the importance of internet restrictions, especially in using social media and education in using social media properly. This research aimed to reduce and handle cyberbullying with the EOPACT Model (education, observation, positive action). With this model, there were many connections between the parties involved, such as in the family, school and in the community. The analytical method used in this research was the Descriptive-Quantitative Method by looking at and analysing current phenomena on social media. There were still many people who made mistakes when using social media. The results of this research showed that there were many factors that caused cyber bullying, as well as applying the EOPACT Model to prevent and understand cyberbullying.

INTRODUCTION

In the current era, which is an increasingly advanced era, especially in the field of technology, of course we feel the impact such as the use of the internet. Billions of people on this earth almost 80% per cent use the internet. In addition, social media is also increasingly varied in this day and age. Not only young people use social media, even parents also use social media.

With the internet and social media, it can actually have a positive effect that can make it easier for social media users to carry out their activities and can even improve the economy such as for example selling online or online shops. In addition, we also have to think about the negative effects of using this internet, the progress of the times and technological
developments in this field can also have a negative effect if not used incorrectly.

With the internet, there are many applications that depend on the internet, namely social media such as TikTok, WhatsApp, Snapchat, Line, Instagram and many more. People flock to use these applications for communication and entertainment. However, on the other hand, many people use social media badly. Especially many people commit acts of cyber bullying.

Cyber bullying is a behaviour that aims to embarrass someone, anger someone or to frighten those who are targeted. Cyber bullying is now rampant in society which makes victims of bullying at a disadvantage, especially the phenomenon of cyber bullying on social media. (Karyanti & Aminudin, 2019)

According to Patchin Hinduja, cyberbullying is defined as the use of digital media to harm, humiliate, or threaten another person. It is important to note that these actions are deliberate and intended to damage someone mentally or psychologically. (Margareth, 2017)

According to Dr Englander, cyberbullying is an aggressive or purposeful use of digital technology to humiliate another person continuously and over a long period of time. In this case, the repetitive and long-term aspects are important to distinguish cyberbullying from unstructured, one-off acts.

According to Justin W and Dr Patchin, cyberbullying occurs when people use social media, text messaging or electronic messaging, and other digital platforms to attack and harass someone online. Dr Patchin explained that cyberbullying occurs when people use social media, text messages, and other digital platforms to attack and harass someone virtually. This cyberbullying involves indirect interaction through technology. (Margareth, 2017)

Reporting from the We Are Social Report, the number of active social media users in Indonesia was 167 million people in January 2023. This number is equivalent to 60.4% of the population in the country. From this data, social media users refer more to teenagers, as evidenced by our daily lives wherever and wherever we go, we will definitely see teenagers playing social media. Meanwhile, based on the research results of the Centre for Digital Society in 2021, out of 3,077 junior and senior high school students, 45.35% of students have been victims and 38.41% of students have committed cyberbullying. Furthermore, according to UNICEF data in 2022, it was revealed that 45% of 2,777 children in Indonesia admitted to having been victims of cyberbullying.

Some states in the United States have even banned the use of mobile phones in school settings. This is because mobile phones are a major contributor to cyberbullying, poor mental health, and lack of learning. The states of Florida, Ohio, Colorado, Maryland, Connecticut, Pennsylvania, Virginia and California have banned the use of mobile phones and restricted the use of mobile phones during school hours. As reported in the Pew Research Center survey, 46% of teens in the United States have experienced cyber bullying, according to the survey, offensive name-calling is most often reported virtually on social media. And the hoax news that is spread about them also makes them experience mental deterioration.

In Indonesia, there are now also many people who commit acts of bullying, especially on social media. They do bullying virtually. The victims of bullying are mostly
those with disabilities or physical disabilities.

RESEARCH METHODS

Descriptive quantitative method was used in this research. This method provided a description of the current phenomenon, namely the phenomenon of cyber bullying on social media. This research collected information that could be quantified to be used for analysis.

DISCUSSION OF RESEARCHER IDEAS

DISCUSSION

A. Cyber Bullying occurs due to several factors such as:

- Mental disorders
  
  Cyber bullying perpetrators may experience mental disorders that make their mental conditions disturbed. Cyber bullies are aggressive, hyperactive, impulsive, and have a history of drug or alcohol abuse.
  
  And cyber bullying perpetrators have a dark Tetrad personality consisting of narcissism, psychopathy, sadism, and have a manipulative personality. Perpetrators tend to threaten victims and hurt victims to fulfil their desire for superiority and self-esteem.

- The occurrence of a conflict between the victim and the perpetrator
  
  One of the causes of bullying is the conflict between the perpetrator and the victim. Triggered by a dispute that previously both had a close relationship became tenuous. Therefore this form of cyber bullying is called revenge. The desire of the perpetrator to bully the victim because of the dispute that the perpetrator considers detrimental to the perpetrator.

- As a form of release for the perpetrator
  
  What is meant by venting is that when the perpetrator experiences frustration due to many factors such as family, economy, social, a sense of wanting to hurt or vent frustration to others arises so that the perpetrator feels that after the perpetrator commits cyber bullying against the victim, the perpetrator feels satisfied and happy.

- Victims of bullying
  
  The next factor is that the perpetrator has been a victim of bullying. This means that the perpetrator feels traumatised and feels angry so that a sense of revenge arises against others so that others also feel what the perpetrator has felt during being a victim of bullying.
  
  One of the causes of bullying is the conflict between the perpetrator and the victim. Triggered by a dispute that previously both had a close relationship became tenuous. Therefore this form of cyber bullying is called revenge. The desire of the perpetrator to bully the victim because of the dispute that the perpetrator considers detrimental to the perpetrator.

  Cyber bullying has various types. According to experts, there are 9 types of cyber bullying such as:
1. Flamming
   Flamming is cyber bullying that leads to bullying for example in a discussion or chat room, where an individual or group is targeted with disrespectful and vulgar messages. This is intended by the perpetrator to hurt the target.

2. Virtual harassment
   Harassment is defined as the sending of text messages or electronic messages that aim to annoy or hurt someone's feelings. The behaviour is done repeatedly.

3. Identity theft
   This type of cyberbullying occurs because the perpetrator tries to break into the victim's information data or the perpetrator knows the victim's information data and then the perpetrator broadcasts it to social media with the aim of making the victim look bad and spreading slander.

4. Outing
   This type is an action that aims to send or spread the victim's information to social media. This act is done intentionally by the perpetrator.

5. Ostracisation
   This ostracisation occurs when the perpetrator blocks the victim, excludes the victim from a community or club, alienates the victim's messages or does not respond to messages from the victim this aims to hurt the victim.

6. Misinformation/Denigration
   This action leads to the dissemination of information that is very detrimental to the victim. The perpetrator disseminates the information on a website or short message service. This is aimed at hurting the victim, humiliating the victim and with the aim of inviting negative comments against the victim.

7. Cyber stalking
   This behaviour is a form of harassment. It includes threatening, discriminating, spying or stalking the victim repeatedly.

8. Happy slapping
   This is a relatively new type of bullying. This action arises when the perpetrator bullying the victim. The perpetrator then openly records the bullying action and deliberately disseminates it to social media with the aim of showing the bullying action to others.

9. Sexting
   This offence arises when the perpetrator deliberately sends or disseminates indecent photos of the victim to a wider audience. This aims to humiliate the victim.

B. Implementation of the eopact model (education, observing, positive action) against cyber bullying in the era of rapid technological development.

   The eopact model is a model which is an application for understanding and preventing cyberbullying. The eopact model consists of:
   - Education
     Education is very important. From ancient times to today, it is very important to build education, especially education against cyberbullying. In addition, the involvement of surrounding people in cyberbullying is also very influential.
     a. In the family environment
The importance of cyberbullying education in the family environment and the role of parents in how to educate and the concept of educating their children. What we know from year to year cyberbullying is increasing, especially in the era of social media now millions of people use social media. The importance of the role of parents and understanding of cyber bullying.

b. In the school environment

The school environment plays an important role in cyberbullying where teaching in the school environment is not only theoretical learning such as physics, science, language and others, but moral guidance is needed. What we know is that the perpetrators of cyberbullying are mostly young people or teenagers. When viewed in terms of the age of the perpetrator of the crime can be divided into 2, namely:

1) Adult Offenders or Adult Criminals, are offenders who are legally considered adults.

2) Juvenile Delinquent or Juvenile Offenders, is an offender who commits a crime such as anti-social behaviour that is legally categorised from among young people or adolescents. So, most cyberbullying offences are Juvenile Delinquent or Juvenile Offenders, which are offenders among young people or adolescents.

C. In the community
• Observing

The importance of observing the family and people around. Especially those who are parents must be able to recognise the child's condition when experiencing cyberbullying. Usually when someone experiences cyberbullying it will appear like:

a) Restlessness

Often victims of cyberbullying experience anxiety because they are afraid to tell the victim that they are experiencing cyberbullying. Therefore, the role of parents is very important in dealing with cyberbullying.

b) Frequent daydreaming and fear

Daydreaming and fear often haunt victims of bullying. This makes the victim mentally healthy so that in the end the victim can experience depression or other diseases because the fear makes the mind heavy and then brings disease.

c) Doesn't talk much

This is actually a normal thing if the child does not talk much because children are not all talkative. However, we must recognise the child's character whether the child was previously active or inactive, talkative or not talkative. When the child talks a lot at first then now does not talk much, it is necessary to be aware and find out why and why there is a difference in character from the beginning and before. It could be that the child is
experiencing problems, one of which is cyberbullying. This needs an approach between children and parents.

d) No appetite

The lack of appetite was also very influential because the victim was anxious and eventually had a heavy burden on her mind, which caused her to lose her appetite.

• Positive action

Positive Action is one form of effort to deal with and prevent cyberbullying. Cyberbullying can be described as follows:

a) Positive vibes

What is meant is to change oneself to be wiser, positive in carrying out an action. This aims to clear the heart and mind when the victim experiences cyberbullying which makes the victim experience a burden of thought after being a victim of bullying.

b) Surrounding approach

There is a need for a surrounding approach when victims experience cyberbullying. In this method, friends, parents, and family play a very important role. Which means that the approach to the surroundings that we think are comfortable and make our hearts calm is very accurate in solving this problem. That way we can express fear or anxiety due to cyberbullying by playing, telling stories, doing activities together, sharing experiences and others.

CONCLUSION

Cyber bullying is a very harmful act for everyone who experiences it. This is due to a lack of morale and self-awareness of the dangers and negative impacts of cyberbullying. Many factors occur cyberbullying such as mental disorders, revenge, a conflict and others. In handling by applying the EOPACT model is very effective to prevent and handle cyberbullying. Education makes ordinary people know how important knowledge is in handling and knowing cyberbullying. Observing is to carry out regular monitoring and understand the abnormal attitude of someone when experiencing a problem. As well as doing positive vibes to make yourself wise and harmonise your actions when you get a problem.

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