

## **ABSTRACT**

Intimidation in the great dictionary of Indonesian Language means the Act of scaring, bullying, threats. Also mentioned, that the key of understanding is located on sitematis abuse of power imbalance. Intimidation can happen anywhere, one of them in the virtual world. Acts of intimidation in cyberspace called cyberbullying. Nowadays almost every city or community members learned leveraging social networking to establish relations and friendship with other Countries, including Indonesia. However, many people also use it to attack or drop the other party. Of course it is not easy to identify the culprit because the identity of the perpetrator is usually hidden behind an email address, which is easily made freely even with false identities. A video installation can be the right choice to represent the phenomenon to the maximum, because the video contains the visual and audio elements. Which will prove optimal for can convey what impact that could result from such phenomena.