ABSTRACT

Growing young adolescent is easily influenced by their own environment, particularly by their peers. Those interactions will create conformity. Conformity is defined as social influence that can affect ones behaviour. Cyberbullying can be performed by a teenager as a result of a peer pressure from their group. The purpose of this study is to understand the influence of peer group conformity to the act of cyberbullying. This study used independent variable, conformity with sub variable, private acceptance, and public compliance. Independent variable, cyberbullying, with sub variable, flaming, harrasment, cyberstalking, denigration, masquarde, outing/trickey exclusion. The population of this study are high school students in Jakarta in total of 270 respondents.

This study used causal association method and quantitative analysis. This analysis was descriptive, which the result is score for variable X with two sub-variable. Then private acceptance was 71,55% and public compliance was 69,76%, this two sub-variable was include in high category. Variable Y with seven sub-variable produce the total result was 54,88%, which include in low category.

The influenced between variable X and variable Y used the linear regression test and produce the value of $Y = -0.373 + 0.513 X$. the result show the value of constanta was -0,373 which means it has a negative effect. As if there was a increase one score to variable Y is 0.513, then the increase of variable X will be -0.373. the value of coefficient regression B is 0.513 which mean giving a positive effect. If variable X getting increase one score then variable Y will increase to 0.513. According to the test result - t showed that t-count value 11.768 > t-table 1.968 and with determinant coeffiecient as much as 34.1 %, while the rest are influenced by other factors.

Keywords : Conformity, Cyberbullying, Peer Group