

ABSTRAC

Indonesia is a contributor to 38% of cases of cyber bullying in the world, as reported by liputan6.com. It got viral some time ago about the 2020 floods that hit DKI Jakarta and netizens attacked Governor Anies Baswedan on twitter. With the hashtag #AniesGabenerBodong, meaning Anies gabener (the governor's ambiguous word or not true), stupid and lying. Many of them blamed Anies' performance and attacked him, causing cyber bullying and subjective insults to him. This study aims to determine the forms of cyber bullying and to know the signifier and signified with the semiotic research approach of Ferdinand De Saussure. The method used in this research is descriptive qualitative with a constructivism paradigm. Based on the results of this study, there are many bullies who flaming or cyber bully by using language that contains anger, vulgarity, threatens and condescends. The second largest number of cyber bullying is impersonating or using a photo and / or a pseudonym to damage Anies Baswedan's reputation.