

## **ABSTRACT**

*Bandung City is one of the cities in Indonesia that has a fairly worrying level of bullying cases. The page from the FOKUSJabar.id site quotes from the Head of the DP3A service about Bandung City being the city with the highest bullying cases in West Java in 2023. As one of the places where communication occurs, the family is the most important environment because it is the initial place for communication activities by someone, which can be called Family Communication. In this study, family communication patterns are independent variables with sub-variables of conversation ( $X_1$ ) and conformity ( $X_2$ ), and the dependent variable is bullying behavior ( $Y$ ) with indicators of negative behavior, repetitive behavior, and power imbalance. This study uses a quantitative method with descriptive analysis. The sampling technique used in this study is non-probability sampling using purposive sampling, with a sample of 400 respondents. The results of the study showed that conversation ( $X_1$ ) and conformity ( $X_2$ ) have a significant influence on bullying behavior ( $Y$ ). Simultaneous hypothesis testing produces a simultaneous  $F$  significance value of  $0.000 < 0.05$  so that it can be stated that there is a simultaneous influence of conversation ( $X_1$ ) and conformity ( $X_2$ ) on bullying behavior ( $Y$ ). Partial hypothesis testing produces the same significance value of the conversation ( $X_1$ ) and conformity ( $X_2$ ) variables, both obtaining a significance value of  $0.000 < 0.05$  so that it can be stated that both variables each have a significant influence on bullying behavior. The results of the Determination Coefficient Test show that the influence of family communication patterns on bullying behavior in adolescents in Bandung City in 2024 is 29.2%, the remaining 70.8% are external factors or factors that are not examined in this study. It can be concluded that conversation and conformity in communication patterns that take place in the family have a significant influence on bullying behavior.*

**Keywords:** *Family Communication, Family Communication Patterns, Bullying Behavior, Conversation, Conformity*