

ABSTRACT

The phenomenon of cyberbullying has become increasingly prevalent alongside the growing use of social media, particularly Instagram, which serves as a digital interaction space among university students. Online bullying has serious psychological impacts, such as decreased self-confidence, anxiety, and disruptions to self-concept and intrapersonal communication. This study aims to examine the influence of cyberbullying on media self-awareness among Telkom University students. The research employs a quantitative approach using a survey method. Cyberbullying is analyzed based on elements such as flaming and online harassment, while self-concept is examined through elements including knowledge, expectations, and self-assessment. The sample consists of 395 active Telkom University students who have experienced cyberbullying. Data were collected through questionnaires distributed to these students. The results show a significant influence of cyberbullying on media self-awareness, with a Pearson correlation coefficient of 0.566, a simple linear regression result of $Y = 14.206 + 0.428X$, and an R-Square value of 32.1%. Students who have been victims tend to experience a decline in self-awareness and confidence when using social media. These findings highlight the importance of digital literacy education and media awareness in campus environments, so that students may use social media more wisely and develop a healthier self-concept.

Keywords: Cyberbullying, Social Media, Self-Awareness, Self-Concept, University Students