

ABSTRACT

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Cyberbullying Representation on Instagram Social Media in Webtoon Online Comics Killstagram

Keywords: Cyberbullying, Representation, Instagram Social Media, Comics Killstagram

(xi + 95)

This research is about cyberbullying representations on Instagram social media in Killstagram comics. Cyberbullying is one of the most unresolved problems. One of the highest levels of cyberbullying trigger social media is Instagram. Killstagram comics depict the act of cyberbullying on Instagram. The study used qualitative methods of interpretive approaches because researchers intended to define, understand, explain, and obtain an in-depth picture of the signs of images and text to show cyberbullying on Instagram social media represented by Killstagram comics. Using Charles Sanders Peirce's semiotics theory. Peirce's theory presents the triangle theory with the markings highlighted in Killstagram comics, namely representation, objects, and interpretants. From the results of research that can be from secondary data through cyberbullying analysis on Instagram social media in Killstagram, it can be concluded that in this comic describes the existence of cyberbullying in social media based on the findings in the form of images and text amounting to six types of cyberbullying.

Bibliography (1994-2021)