

## **ABSTRACT**

*Living in a social environment intersects with various problems between individuals in it and bullying is one of them. This bullying phenomenon is getting more and more worrying, especially with the aftermath of bullying. Moreover, this phenomenon can also happen to anyone, even teenagers, which can affect development in the process of forming self-concept. In addition, the perceived impact makes it difficult for the victim to do something freely, especially socializing, because the interpersonal communication that is established is not good. This study aims to see how interpersonal communication about the formation of self-concept of adolescent victims of bullying. This qualitative research uses a phenomenological approach and constructivism paradigm. The theory used is interpersonal communication that focuses on effectiveness such as openness, empathy, support, positiveness, and equality and self-concept theory, with interviews as a data collection technique, researchers get the results that interpersonal communication between adolescent victims of bullying and their closest individual becomes one of the determining factors in the formation of self-concept, but interpersonal communication does not have a major influence because there are other factors that determine self-concept. The self-concept is divided into two, positive and negative, with most of the self-concepts of victims of bullying being positive.*

**Keywords:** *bullying, interpersonal communication, adolescent, self concept*