

ABSTRACT

Social media has emerged and changed the way people communicate today. It eliminates distance, time, and space restrictions in communication. In fact, social media can overcome differences in social status that are often an obstacle in communication. Based on a survey organized by APJII, Indonesian people when using internet media for entertainment are more likely to lead in the form of online videos with a percentage level of 55.06%. Tiktok is an online video social media, on that platform there are disadvantages, one of which is cyberbullying. Researchers chose the @mayang.lucyana account to examine how netizen cyberbullying behavior is and whether different content receives the same cyberbullying behavior. This research was conducted with a qualitative content analysis approach. This research is supported by documentation and analysis of cyberbullying forms based on those proposed by Willard (2007) as well as the motivation of netizens when cyberbullying. The results found 5 forms of cyberbullying Harassment, Flaming, Denigration, Impersonation, and Exclusion. Then there are 3 motivations for netizens to do cyberbullying Power Hungry, Mean Girls, and Inadverent.

Keywords: *Cyberbullying, Netizen, Social Media, Tiktok*