

ABSTRACT

Cyberbullying, commonly referred to as online bullying, is a form of bullying that occurs in the virtual world, where perpetrators use digital technology and internet access to verbally, socially, or psychologically attack victims. The forms, patterns, and characteristics of cyberbullying vary widely and are generally emotionally damaging; unlike conventional bullying, which often causes physical harm due to its direct nature, cyberbullying can occur anytime and anywhere as long as there is an internet connection, making its impact more widespread and difficult for victims to avoid. The effects of cyberbullying include mental stress, anxiety, and a decline in self-confidence. Video games have the potential to be an effective tool for raising awareness and educating about the dangers and impacts of cyberbullying through interactive and narrative experiences. This study employs methods such as literature review, structured interviews, surveys, and analysis of similar works, with data analyzed using data analysis theory. The research findings emphasize the importance of a deep understanding of the topic and the need for careful message packaging to ensure that the message is conveyed accurately and clearly to the target audience.

Keywords: Media, Educational, Cyberbullying, Internet, Game