

## ABSTRAK

**Aisyah Aulia Rahim, 111411131066, Motif Balas Dendam (*Revenge Motive*) dan Anonimitas Sebagai Prediktor Perilaku Perundungan Dunia Maya (*Cyberbullying*) pada Mahasiswa Di Kota Surabaya, Skripsi, Fakultas Psikologi Universitas Airlangga, 2018.**

**xviii + 77 halaman, 11 lampiran**

Penelitian ini bertujuan untuk mengetahui pengaruh antara *revenge motive*, dan anonimitas terhadap perilaku perundungan dunia maya (*cyberbullying*) pada mahasiswa di Surabaya. Menurut Schumann & Ross (2010), terdapat empat aspek yang mendorong terjadinya balas dendam diantaranya adalah *the persistence of anger*, *perception of the cost of revenge*, *cultural and religious values regarding revenge* dan *external system that can restore justice on behalf of victims*. Anonimitas dapat didefinisikan secara singkat sebagai tanpa nama atau keadaan tidak dikenal. Anonimitas dan *revenge motive* dapat memprediksi perilaku *cyberbullying*.

Penelitian dilakukan pada 81 orang mahasiswa perguruan tinggi di Surabaya yang aktif menggunakan *instant messenger* dan media sosial. Teknik pengumpulan data penelitian adalah survei dengan menggunakan kuesioner. Skala yang digunakan untuk mengukur perilaku *cyberbullying* disusun sendiri oleh peneliti berdasarkan teori Willard (2007), kemudian untuk mengukur *revenge motive* disusun berdasarkan empat aspek pendorong balas dendam menurut Schumann & Ross (2010), sedangkan anonimitas menggunakan alat ukur yang disusun oleh Sari & Suryanto (2016).

Analisis data dilakukan dengan uji regresi linear menggunakan *IBM SPSS Statistics 22.0 for Windows*. Berdasarkan hasil analisis data penelitian, diketahui bahwa *revenge motive* berpengaruh signifikan terhadap perilaku *cyberbullying* dengan signifikansi sebesar 0,000 dan koefisien regresi sebesar 0,160, sehingga arah pengaruhnya positif. Hal ini berarti ketika *revenge motive* meningkat, maka perilaku *cyberbullying* juga meningkat. Sedangkan anonimitas tidak dapat diketahui pengaruhnya karena tidak memiliki hubungan dengan perilaku *cyberbullying*. Saran untuk penelitian selanjutnya agar benar-benar mempelajari variabel yang akan diteliti.

**Kata Kunci:** *Revenge Motive, Anonimitas, Perilaku Cyberbullying*

Daftar Pustaka, 49 (1978-2018)

**ABSTRACT**

***Aisyah Aulia Rahim, 111411131066, Revenge Motive and Anonimity as Predictor of Cyberbullying Behavior in College Student in Surabaya, 2018. xviii + 77 pages, 11 appendices***

*The aim of this study was to find out the effect between revenge motive and anonymity to cyberbullying behavior in college student in Surabaya. According to Schumann & Ross (2010), there are four things that encourage the occurrence of revenge such as the persistence of anger, the perception of the cost of revenge, cultural and religious values regarding revenge and external system that can restore justice on behalf of victims. Anonymity can be defined briefly as anonymous or unknown. The state of anonymity and revenge motive can predict cyberbullying behavior.*

*The study was conducted on 81 college students in Surabaya that actively use instant messenger and social media. The measuring instrument used to measure cyberbullying behavior in this research was cyberbullying behavior scale organized by researcher based on Willard (2007), to measure revenge motive was revenge motive scale organized by researcher based on four aspect of revenge motive by Schumann & Ross (2010). Whereas, anonimity scale was developed by Sari & Suryanto (2016).*

*The data was analyzed by linear regression test using IBM SPSS Statistics 22.0 for Windows. Based on the analysis of research data, it is known that revenge motive significantly influence the behavior of cyberbullying with a significance of 0.000 and regression coefficient of 0.160, so that the direction of influence is positive. This means that when the revenge motive increases, the cyberbullying behavior also increases. While anonymity can not be known effect because it has no correlation with cyberbullying behavior. Suggestions for further research, hopefully the next researchers are expected deeper in the variables to be studied.*

**Keywords:** *Revenge Motive, Anonimity, Cyberbullying Behavior*

*References, 49 (1978-2018)*