



Representation of cyberbullying in John Denver trending movie

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ABSTRACT

Keywords

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The movie "John Denver Trending" explores the presence of social phenomena, specifically cyberbullying, in the context of school-aged children. The movie is interesting because it explores the subject of cyberbullying that is prevalent in cyberspace. Cyberbullying is a manifestation of bullying that arises from the inappropriate utilization of social networks. The detrimental effects of cyberbullying can go beyond the effects of traditional face-to-face bullying. The provision of opportunities to a wide range of individuals and the inherent challenges associated with regulating responsible parties contribute to the importance of this phenomenon. The purpose of this study is to determine the depiction of cyberbullying in the movie John Denver Trending. This research utilizes John Fiske's semiotic analysis theory as a theoretical framework. This theory can be used to examine the depiction of cyberbullying in the movie "John Denver Trending" by looking at television codes, namely the levels of reality, representation, and ideology. This study uses descriptive qualitative methodology to provide an overview of the phenomenon of cyberbullying depicted in the movie "John Denver's Trending." The findings of the study reveal the existence of several forms of cyberbullying in the movie. The research findings reveal the existence of several forms of cyberbullying, namely harassment, denigration, outing and trickery in the context of the movie "John Denver's Trending."

1. Introduction

UNICEF released data in 2022, as many as 45% of 2,777 Indonesian child respondents. According to data issued by UNICEF in 2022, a significant proportion of 2,777 Indonesian child respondents, namely 45%, reported experiencing instances of cyberbullying. According to a U-Report survey conducted among a sample of 2,777 individuals in Indonesia, aged between 14 and 24, it was shown that almost 45% of respondents reported instances of online bullying. The reporting rate among boys exhibits a modest superiority over that of girls, with a percentage of 49% in contrast to 41% (Setyawati, 2022). Based on the available data, it is evident that the incidence of cyberbullying instances in Indonesia is significantly elevated. The ease of creating a social network account has resulted in a considerable number of individuals purposefully or inadvertently attempting to register as users, hence contributing to the proliferation of this type of breach. The phenomenon of cyberbullying facilitates the perpetration of attacks on victims, irrespective of their physical responses.

Cyberbullying refers to the deliberate and repeated use of digital media and online platforms to degrade, insult, threaten, or harass others. Cyberbullying is a manifestation of bullying that leverages technological tools such as computers, mobile phones, or the Internet to inflict harm or distress onto someone. Cyberbullying frequently occurs inside the realm of social media platforms such as Instagram, Twitter, and Facebook. According to Rao, Bansal and Chandran (Sathyanarayana Rao et

al., 2018) define cyberbullying as the deliberate use of the Internet or technology by adolescents to engage in behaviors such as harassment, threats, humiliation, or targeting of individuals.

The occurrence of cyberbullying is a prevalent phenomena in contemporary society, primarily attributed to advancements in technology. The issue of cyberbullying has emerged as a challenging phenomenon to effectively manage. The ramifications of cyberbullying can be more pronounced compared to traditional face-to-face bullying. The provision of chances to a wide range of individuals and the inherent challenges associated with effectively regulating the responsible party contribute to the significance of this issue. Cyberbullying incidents are prevalent in Indonesia, while their prevalence remains relatively obscure due to the reluctance of victims to confide in their educators, peers, or guardians. Cyberbullying engenders deleterious consequences not only for the victim, but also for the perpetrator. The proliferation of information technology has been identified as a contributing factor to the prevalence of cyberbullying incidents.

KPAI documented a total of 53 incidents of bullying inside school settings and 168 incidents of cyberbullying in the year 2021 (Fitri, 2023). In the virtual realm, age and background limits are nonexistent, as interactions within cyberspace transcend such demographic boundaries. This phenomenon enhances the probability of adults, adolescents, and children being subjected to adverse treatment, regardless of whether they actually deserve it. The lack of familiarity among individuals with technology and various forms of cyberbullying, along with a limited understanding of effective coping strategies, contributes to the inadvertent engagement of many individuals in cyberbullying activities, without fully comprehending the detrimental consequences it entails.

Prolonged cyberbullying can destroy a person's confidence. As a result, the abuser can become moody, worried, anxious, and restless. to deal with the chaos that occurs. Some even thought about ending their lives. Cyberbullying is similar to in-person bullying, but it is done through the internet or Cyberbullying shares similarities with traditional face-to-face bullying, although it is distinguished by its occurrence in the online realm or cyberspace. While cyberbullying may not have a direct impact, it can nonetheless have detrimental effects on an individual's psychological well-being as a result of the offensive behavior they encounter (Baranandita A & Nur Amin Barokah Asfari, 2023).

Film is a constituent element of mass media, serving as a vehicle for communicating messages to the general public by means of narrative storytelling. (Klarer, 2013) film is seen as a form of contemporary literature due to its incorporation of textual components akin to those found in literary works. Film, being a prominent means of mass communication, encompasses both auditory and visual elements. Consequently, it serves as a valuable source of information, aiding in the comprehension of the genesis of life from adversities. The incorporation of audiovisual components in the film enhances its efficacy as a medium for communicating messages that depict the societal realities. Films exploring themes of multiculturalism, culture, and social issues, such as cyberbullying, often serve as a platform for the portrayal and examination of various social realities.

John Denver Trending is a Filipino independent drama film released in 2019, helmed and scripted by Arden Rod Condez. This film addresses prevalent societal concerns, notably the subject of cyberbullying. The narrative of John Denver Trending revolves around the experiences of a young male protagonist named John Denver, who finds himself subjected to cyberbullying perpetrated by those within his social circle. The incident commenced when John Denver was implicated in the alleged confiscation of his acquaintance Makoy's cellular device. The legal proceedings persist as an acquaintance of Makoy captured an altercation between the two individuals and thereafter shared the video on the social media platform Facebook, with the intention of undermining John Denver and subjecting him to the harmful effects of cyberbullying.

The movie "John Denver Trending" also underscores society's tendency to be responsive rather than contemplative. Many people criticized John Denver without thoroughly investigating the truth. This shows the tendency of our society to often rely on superficial information and exhibit emotional decision-making rather than logical and reasonable ones.

The film "John Denver Trending" seeks to communicate a significant message amidst its various depictions, specifically emphasizing the pressing need to enhance digital literacy across society. In

the contemporary era characterized by the proliferation of information, the capacity to effectively categorize and discern information, alongside the possession of digital empathy, assumes significant importance. The absence of adequate digital literacy skills perpetuates a detrimental cycle inside the realm of cyberspace, resulting in adverse consequences for both individuals and the broader community.

To that end, the film "John Denver Trending" is not only an entertaining work of art, but also an educational medium that invites us all to reflect on our behavior online and raise awareness about the real impact of cyberbullying. In closing, we should all understand that our every action in cyberspace has real-world consequences, and therefore, it is our responsibility to use social media wisely and empathetically. Based on the above problems, cyberbullying needs serious attention and handling because it has a negative impact caused by misuse of social networks. so researchers want to raise the issue of cyberbullying through the representation of cyberbullying in the film John Denver Trending.

2. Literature Review

Ardi Nasrullah Farikhi, a student at Surabaya State University, did a study on cyberbullying in 2023. In this study, an examination is conducted on John Fiske's semiotic analysis of cyberbullying among teenagers as portrayed in the film "Unfriended." (Farikhi, 2023). It demonstrates the existence of cyberbullying as a genuine societal issue that significantly affects the adolescent population. Cyberbullying constitutes a pressing societal issue that warrants significant attention due to its potential to inflict harm upon its victims. The etiology of cyberbullying can be attributed to various contributing variables. In 2021, Nuryanti Raihanah and Anisa Arianingsih were enrolled as students at the Indonesian Computer University. The present inquiry concerns the phenomenon of cyberbullying as depicted in the film "Shirayuki Hime Satsujin Jiken." The analysis demonstrates that Miki Hirono's character undergoes three distinct manifestations of cyberbullying, including defamation, information leaking, fraud, and harassment. According to Raihanah and Arianingsih (2021), cyberbullying can be attributed to two primary factors: excessive internet usage and the availability of online forum systems that facilitate anonymous communication. (Raihanah, N., & Arianingsih, 2021).

The research conducted by Astuti Rana and Basti Tetteng in 2023, who are students of Makassar State University, sheds light on the rationale behind cyberbullying among teenagers on social media. An investigation into the motivations of adolescents engaging in cyberbullying on social media platforms. The findings of the data analysis indicate the presence of motivational tendencies among adolescents to engage in cyberbullying on social media. This motivation may be categorized into two distinct types: internal motivation, originating from within the individual, and external motivation, originating from external sources. Internal motivation can be categorized into five distinct types, namely, the tendency to engage in bullying behavior both offline and online, with the latter being particularly prevalent due to the ease and accessibility of social media platforms. 2. An asymmetry of power exists, wherein the actions of the cyberbully exert a greater psychological and sociological impact. 3. Experiencing a sense of complete control, leading to a willingness to perpetrate any action movie against the victim. 4. Induce psychological distress in the individual, leading to a diminished motivation to continue attending educational institutions, potentially resulting in a desire to transfer to an alternative school. The anonymity of the offender facilitates the perpetration of cyberbullying, as the victim remains unaware of the identity of the individual responsible. Extrinsic motivation can be categorized into two distinct components: the inherent qualities and attributes of individuals that make them susceptible to oppression. According to Rana and Tetteng, individuals may be motivated to engage in cyberbullying as a result of being influenced by a film that presents a challenging perspective. (Rana, A., & Tetteng, 2023).

Misuse of social networks is a major contributing factor to cyberbullying that impacts an individual's personality. Behavioral factors themselves can be seen from external and internal factors. This is in line with what was done by Novita Maulidya Jalal, Miftah Idris and Muliana Makassar State University students in 2020. With the title of factors of cyberbullying in adolescents. Shows

that factors of adolescent cyberbullying behavior can be influenced by internal and external factors. Internal factors relate to the personality traits of the perpetrator and victim, the usual behavior of the perpetrator and victim when using social media, and the intensity of interaction between the perpetrator and victim on social networks. External factors are caused by the rapid development of technology and the easier way technology provides open social media to teenagers (Jalal, N. M., Idris, M., & Muliana, 2021).

This is in line with what was stated by Laila Fazry and Nurliana Cipta Apsari in 2021, Padjadjaran University. With the title *The Influence of Social Media on Cyberbullying Behavior Among Adolescents*. Showing that social networks have a significant influence on cyberbullying among adolescents, this is not determined by gender and age, but the role of parents and loved ones is expected to guide adolescents to reduce problematic social media use and ultimately influence cyberbullying behavior (Fazry, L., & Apsari, 2021).

3. Method

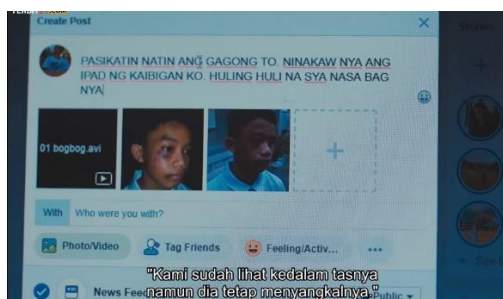
The methodology employed in this research entails the utilization of the semiotic analysis method. Semiotic analysis is a methodology employed to examine signs. Signs are important tools employed in our endeavor to navigate the course of existence within this realm. This study employs John Fiske's semiotic analysis method to examine television codes, specifically focusing on the level of reality expressed through various elements such as expression and environment, as well as the level of representation conveyed through techniques like as camera work, music, and ideology.

This study focused on the film titled "John Denver Trending," examining its subject matter as well as its portrayal of cyberbullying. This research uses qualitative methods. This methodology enables researchers to do comprehensive observation and analysis of the subject under investigation. The present study employed descriptive analysis as a methodological approach to offer a comprehensive review and elucidation of the phenomenon of cyberbullying within the context of the popular film by John Denver. In this study, the researchers employed a methodology involving the collection of data in the form of screenshots. These screenshots were then utilized to categorize each scene in the John Denver Trending film based on the presence of signals indicative of cyberbullying. The data collected will undergo analysis employing John Fiske's semiotic analysis framework, specifically focusing on the examination of television codes. This research draws the conclusion that the film "John Denver Trending" depicts examples of cyberbullying.

4. Result and Discussion

1. Cyberbullying Denigration

Picture



Dialogue

We looked inside her bag but she was still evasive

Source

John Denver Trending film

Minute

12:28

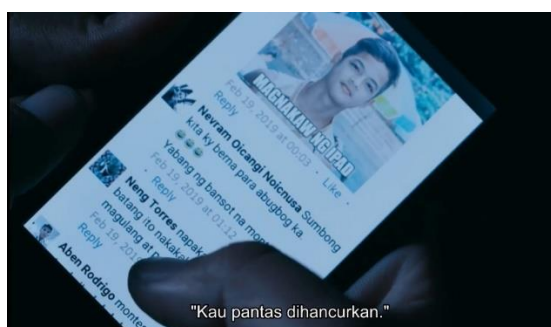
In this scene, Carlos, a friend of Makoy, used the social media platform Facebook to relay that he had seen Makoy's IPAD in John Denver's bag. Carlos then shared a video depicting Makoy's involvement in a physical altercation with John Denver, which resulted in significant injuries. The incident in question relates to the alleged non-appropriation of Makoy's IPAD by John Denver, with the altercation that ensued between the two men being categorized as an act of self-defense. It should be noted that this altercation resulted in injuries sustained by John Denver. John Denver found himself in a difficult situation as a result of the events that transpired, which ultimately made him the target of cyberbullying on the charge of iPad theft. In this case, Denigration-type cyberbullying was used with the aim of tarnishing John Denver's reputation. Cyberbullying, also referred to as online bullying, includes behaviors similar to those observed in traditional forms of bullying that occur in a physical environment. The main purpose of bullying is to hurt, harass, issue threats, and instill fear in a person. (Hill, J. B., & Marion, 2016).

John Fiske's theory of television codes, the level of reality, specifically focuses on the aspect of expression. The initial sequence features a piercing gaze fixed on the subject, evoking a sense of displeasure within the individual. (Prasetyowati & Linardi, 1858) describe the physical manifestations exhibited by individuals experiencing anger. These manifestations include a furrowed forehead, an intense gaze fixed on the anger-inducing stimulus, flared nostrils, chattering teeth with lips pulled back, flushed skin, and a sense of alarm. Carlos experienced resentment towards John Denver for harming Makoy. Based on these reasons, Carlos deliberately makes accusations against John Denver, without supporting facts, claiming his involvement as the perpetrator of the iPad theft. The purpose of this activity is to demean, instill fear, spread negativity, and foster hostility on online platforms, targeting specific individuals and using methods that are widely recognized by the public (Nasrullah, 2015).

In the television code, the representation is camera capture, which is a medium shot. The utilization of a medium shot enables the spectator to effectively discern the facial expressions and emotional states of the participants. The facial expression and emotional demeanor displayed by John Denver, appearing to go from a state of happiness to one of sadness, serves as a manifestation of the psychological distress he endured subsequent to encountering Carlos's Facebook post. This post, which included numerous comments from online users, further accentuated the portrayal of the burdensome influence emanating from the digital realm. In this particular scenario, the viewers are able to discern a heightened sense of emotional weight experienced by John Denver, as the number of individuals becoming aware of the occurrence progressively grows.

2. Cyberbullying Harassment

Picture



Dialogue You deserve to be destroyed

Source John Denver Trending film

Minute 1:11:10

The shown situation illustrates the progression of the issue around the individual in question, resulting in the emergence of several adverse messages directed towards John Denver, such as "you deserve to be destroyed." The present case pertains to a form of cyberbullying known as harassment, when the perpetrator engages in persistent actions such as sending distressing messages via email, SMS, and social media platforms. Harassment in the realm of social media sometimes involves collaborative efforts, with multiple individuals or accounts participating in the act. While harassment is considered a form of communication, it is important to note that it is a distinct type of speech. The prevention of this form of bullying is inherently intertwined with the specific circumstances surrounding interactions between individuals engaged in verbal communication, both in physical environments and online platforms. (Sukma, B. P., Puspitasari, D. A., Afni, S., Khatimah, H., & Prayoga, 2021).

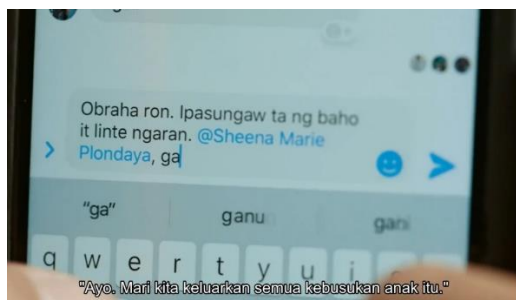
Based on John Fiske's television codes, the level of reality is, environment. Based on John Fiske's television codes, the level of reality is, environment. This research examined the responses of the community around John Denver to various events, focusing on the prevalence of negative messages. The impact of being labeled online can be observed through the responses of friends, and the local community revealed how the label affected their perceptions of the person in question. In other words, the consequences of cyberbullying extend beyond the digital world and seep into the physical world, thus affecting the victim's interpersonal relationships with individuals around them. (Zulfika, 2020) emotions can be described as intricate evaluative responses, encompassing both positive and negative reactions, that arise inside an individual's neurological system in response to external or internal stimuli. This concept elucidates that emotions arise from a stimulus, encompassing both external factors such as things, individuals, circumstances, and weather, as well as internal factors like blood pressure, sugar levels, drowsiness, and vitality, which impact our sensory perception. This portrayal encompasses various features associated with cyberbullying, including the presence of repetitive behaviors (such as the act of repeatedly posting remarks), the presence of bystanders, the utilization of punitive dread, the existence of power imbalances, and the presence of intention. (Langos, 2012).

Within the realm of television coding, the aspect of representation is often manifested through the utilization of music or background sound. In the shown scene, the accompanying auditory element is a melancholic background sound that symbolizes John Denver's profound emotional distress resulting from the regular reception of adverse signals. Through the utilization of a melancholic soundtrack, the spectators are able to empathize with John Denver's emotional state in relation to his experience with cyberbullying.

It can be seen how other characters in the film play a role in the phenomenon of cyberbullying. For example, the character of John Denver's classmates who were originally sympathetic to him, but later easily influenced by public opinion and turned into his enemies. This shows how easy it is for a person to change perceptions based solely on information received from social media. It also reflects the reality of our current society which is often easily influenced by public opinion without finding out the truth from the source of that information.

3. Cyberbullying Outing and Trickery

Picture



Dialogue	Come on. Let's take out all the rottenness of the child
Source	John Denver Trending film
Minute	42:59

The scene above depicts when John Denver's friends instigated with the phrase "Come on, let's bring out all the rottenness of the child" to others to spread the secrets of the evil that John Denver had done. The ugliness exposed by John Denver's friends was a photo of a fight with Mark Francis with a wounded face, and Sheena Marie Plodaya who had stolen her lunch. In this case, outing and trickery cyberbullying is incitement to spread ugliness on social networks with the aim of causing shame. occurs when the perpetrator exposes embarrassing or sensitive personal information and posts it for others to see (Syah, R., & Hermawati, 2018).

Based on John Fiske's television codes, the level of reality, specifically the realm of expression, by seeing the cheerful countenances exhibited by John Denver's peers while they enthusiastically disseminate unflattering content about him on the social media platform, Facebook. Due to individual grievances with John Denver, each of them experienced personal difficulties. Individuals may experience a sense of satisfaction or amusement when engaging in acts of bullying or intentionally delivering derogatory remarks to vulnerable individuals, including friends or other individuals, using social media platforms. (Husna, F., & Assagaf, 2023). A considerable number of individuals criticized John Denver without conducting a comprehensive investigation into the veracity of the entire narrative. This exemplifies the tendency of individuals to frequently make decisions influenced by superficial and emotional factors, rather than use logical and rational reasoning.

According to John Fiske's analysis of television codes, the level of representation can be observed through the utilization of specific filming techniques, such as the close-up shot. The objective of this study is to provide a comprehensive depiction of the various expressions and emotions exhibited by John Denver and his acquaintances. The facial expressions and emotional responses exhibited by his acquaintances, manifested through grins, serve as an indication that his companions derive satisfaction from witnessing John Denver's distress. The manifestations of John Denver's emotional state, characterized by sentiments of despair, wrath, and disappointment, are seen alongside the actions of his acquaintances who unknowingly perpetuate his negative image without being fully aware of the underlying circumstances. Facial expressions vary among individuals, exhibiting a range of emotions such as sadness, joy, fear, and anger. (Synnott, 2007).

The film "John Denver Trending" effectively illustrates the phenomenon of cyberbullying and its consequences. Although cases that occur within educational institutions may seem insignificant at first, it is important to recognize the psychological impact on victimized individuals. The film depicts the transformation of John Denver, who was initially characterized by a cheerful attitude into a sad and withdrawn one. This provides an accurate depiction of the impact cyberbullying can have on an individual's psychological well-being.

4. Cyberbullying Denigration

Picture



Dialogue Maybe that's the reason for stealing IPAD

Source John Denver Trending film

Minute 1:17:56

In the depicted scenario, the character Mando, identified as a resident of the locality, exacerbates the situation by creating and disseminating films on the social media platform Facebook, with the intention of influencing public sentiment towards the veracity of the claim that John Denver has taken an IPAD. According to the video, Mando asserts that John Denver resorted to selling an IPAD in order to settle his outstanding obligations, which subsequently placed him in a difficult situation and led to his public humiliation and derogatory remarks on Facebook. This particular scene portrays the manifestation of cyberbullying through the act of denigration. Denigration refers to the act of engaging in cyberbullying by engaging in the dissemination of slanderous information with the intention of harming the reputation or image of somebody. Denigration, usually referred to as defamation, is a widely recognized term in academic literature (Rahmatullah, A. S., & Azhar, 2023).

According to John Fiske's semiotics, the television codes that are shown can be seen as manifestations of expressions. It appears that Mando is engaging in deception by asserting the notion that John Denver has utilized an IPAD as a means of settling his financial obligations. Upon the video's publication, an analysis of Mando's facial expression revealed indications of deception, characterized by rapid eye movements in both horizontal directions and sustained gaze towards the right (Jalili, 2014). The appearance suggests that the one referred to as "mando" is concealing the truth. In addition to verbal emotions, nonverbal cues such as gestures can also serve as indicators of deception. These cues may manifest in the form of continuous hand movements, pointing, or the deliberate concealment of one's palms (Jalili, 2014).

The character of Mando exhibits a profound aversion towards John Denver, which originated from an incident wherein John Denver ignited firecrackers, resulting in the injury and subsequent demise of Mando's buffalo. The act of Mando disseminating a film containing false information to the general public with the intention of influencing their perceptions by suggesting a possible motive for the theft of an iPad is indicative of philosophical assumptions that underlie post-truth operations. These operations encompass the dissemination of fake news and the circulation of hoaxes, which involve the distortion of factual information (Lusi, 2019).

In the film, social media and netizens are depicted as potent symbols of immense, unbridled influence, capable of swiftly constructing or demolishing an individual's public standing. This observation highlights the prevalence of uncertainty in contemporary society due to the pervasive influence of digital technology, which exposes individuals to the capricious nature of societal perceptions.

Based on the above analysis, it has been found that the depiction of cyberbullying in movie serves as a contributing element to the misuse of social networks. The movie "John Denver Trending" explores the concept of individualism as its central idea. The concept of individualism states that each individual has distinct characteristics and should have the freedom to pursue their own desires and preferences (Myers, 2012). The ideological portrayal of individualism is seen in the creation of post truth such as the scene of Carlos giving false statements regarding John Denver who has taken IPAD makoy. This is called post truth, which is where Carlos is lying so that the lie is disguised as a truth. Carlos does this to protect his friend, Makoy. The creation of post truth is also seen in the scene of Mr. Mando who leads to the opinion that he saw John Denver sell IPAD to pay his debt. Post-truth is concerned with lowering situations where the objectivity of facts is less influential in shaping public opinion than emotions and personal beliefs (Taufik, 2022).

The ideological representation of individualism also exhibits a tendency to encourage people to disseminate all the negative aspects associated with John Denver. The objective of this incitement is to demonstrate the asymmetry of power through the manipulation of others for individual benefit. The concept of power imbalance refers to the presence of individuals who use their power, which may manifest in various forms such as physical strength, possession of compromising information, or social influence, to exert control over or cause harm to others. (stopbullying.gov, 2019).

5. Conclusion

The film "John Denver Trending" serves as a manifestation of societal critique towards the escalating prevalence of cyberbullying in the contemporary internet era. The present film elucidates the intricate nature of the ramifications of harassment in the realm of cyberspace through the application of John Fiske's semiotic theory, with particular emphasis on the television codes employed by the theorist. The analysis of the portrayal of cyberbullying in the film "John Denver Trending" yielded the identification of various forms of cyberbullying, including denigration, harassment, outing, and trickery. The emergence of cyberbullying can be attributed to the proliferation of post-truth phenomena. The concept of post-truth refers to a state in which individuals' thoughts or perspectives are influenced more by emotions, beliefs, or personal biases rather than factual knowledge. The aforementioned phenomenon gives rise to and facilitates the dissemination of misinformation (Wahyudi, 2023).

One prominent aspect of the film centers around the transformative impact experienced by an individual, specifically John Denver, as a consequence of a video attaining viral status on the internet. This observation pertains to the prevalent experiences of several individuals in contemporary society who frequently fall prey to the circulation of unaccountable information or content on various social media platforms. The film employs iconic codes to intricately portray the profound emotional and psychological repercussions experienced by individuals who have been victimized. Various visual cues, such as facial expressions, the surrounding surroundings, and reactions from the community, collectively offer a comprehensive depiction of the manifestations of cyberbullying's impact.

The film explores the consequences of perceptions shaped by social media. In this fast-paced information age, people tend to judge and react based on the superficial information they receive. With so easily information spread and accessed, it is possible for someone to be labeled and labeled based on information that is not necessarily true. John Denver, for example, was quickly labeled by the public based on the video spreading, without considering the context or veracity of the whole situation. It shows how social media has affected the way society perceives and judges things.

Indexical codes place emphasis on how information or events are placed in a broader context. When John Denver's video went viral, people's reactions showed how they preferred to follow a popular narrative rather than find out the truth from a credible source. This created a domino effect that affected almost all aspects of John's life, from his relationships with family and school friends to the wider community's view of him.

Furthermore, the film also highlights the role of the media in magnifying the problem. In many cases, the media do not act as a counterweight or as an objective source of information, but rather tend to muddy the situation by the way they report or present an event. This adds to the burden for victims of cyberbullying, who already feel distressed because of the harassment they experience online.

However, most important of all these representations is how the film "John Denver Trending" invites us to reflect on our behavior as consumers of information in the digital world. In an era where almost everyone has access to social media and can easily disseminate information, individual responsibility is becoming even greater. Awareness of the impact of our actions in cyberspace, as well as the understanding that the digital world and the real world are not two separate worlds, are becoming very important.

In this context, digital literacy is not just about the ability to access and understand information, but also about the ability to think critically, empathize, and act wisely in the digital world. The film "John Denver Trending" reminds us that behind every screen and every comment we write, there are real individuals with their own feelings and lives (Putri, 2021).

Thus, the film is not only a work of art that provides entertainment, but also a reflection of our current society. Through the representation of cyberbullying with John Fiske's semiotic approach, "John Denver Trending" offers an in-depth look at the complexity of relationships between individuals, social media, and society in the digital age. It's a reminder for all of us to always think twice before sharing, commenting, or judging something online, because the impact of our actions can be far greater than we imagine.

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