



Content analysis of the Wizardliz “Life lesson from a people pleaser” in improving self esteem

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ABSTRACT

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Based on bullying or toxic relationship that happen around us which can hit women or men, child or adult and mostly teenagers makes researcher realize that the victims are need something to protect their self, which is self esteem. Related to this background, a youtuber named Liz with her channel “The Wizard liz” made a video titled “Life Lesson from a People Pleaser” that explained to viewers how she struggle through her bullying experience. This study aims to know how Liz can improve her self esteem and escape her struggles from The Wizzardliz content. Researcher used qualitative methods in this study, the data would be pictures or subtitles that showed about the way Liz build her self esteem. To analyzed the data, researcher use self esteem theory from Coopersmith that have four indicators which is successes, aspirations, values, and defenses. For the result, there is statements that revealed of the indicators which is power, acceptance, support, and action that Liz have done and get it from her family to upgrading her self esteem. The conclusion is every individuals need to know about their self esteem, so every individuals can respect their self first without hurting anyone. And they must respect the others too for uphold the human rights.

1. Introduction

Bullying is an act of aggression that is deliberately carried out by the perpetrator against an individual or victim who has become the target of the perpetrator and is carried out continuously (Bozyiğit et al., 2021). In general, bullies experience dysfunctional beliefs and irrational thoughts in the sense that the perpetrator feels stronger than other individuals so that he feels worthy of bullying individuals who are weaker than himself (Peck & Shu, 2018). A feeling of superiority will arise in the perpetrator when he is bullying, this encourages the perpetrator to do it continuously. These continuous conditions then form vicious circle which is not interrupted, and instead a sacrifice bullying will have negative thoughts when experiencing bullying (Leviner, 2019). Victims who continuously experience bullying behavior will feel that they are weak, have no strength, so they feel they deserve to receive bullying behavior. As a result, victims will continue to experience bullying and the intensity of bullying from perpetrators will increase (Riadi, 2018).

From this explanation it can be concluded that both parties, both the perpetrator and the victim, have the right to receive attention from other individuals so that bullying behavior does not increase. According to Auemanekul et al., (2020), the form of assistance that needs to be given to the perpetrator is reducing aggressiveness and increasing empathy on the part of the perpetrator (Emas & Cyberbullying, 2019). Meanwhile, victims need to step up assertiveness, self confident, and self esteem within oneself, so that the victim's inner strength increases and they can resist the bullying that previously continued to occur (Suciartini & Sumartini, 2018). Based on this statement, it can be interpreted as a form of victim's defense against bullying focuses on the victim's mentality, self-esteem and self-confidence (Shlapentokh, 2011).

As we know that bullying or violence against children, women especially teenagers increasingly rampant. Case after case is increasingly being exposed on social media, such as the bullying case

which shocked Indonesian society in September 2023, a second grade elementary school student in Gresik, East Java became the victim of bullying by her own senior. The student with the initials SAH experienced physical bullying which resulted in permanent blindness in his right eye (Sulfemi & Yasita, 2020).

Quoted from BBC News Indonesia, the chronology of this case begins in August 2023 when the SDN 236 Gresik school held a competition to celebrate Indonesia's 78th Independence. Then the perpetrator forced SAH as the victim to hand over his pocket money (Campbell & Bebb, 2021). SAH refused the perpetrator's request, which made the perpetrator angry and stabbed the victim in the eye with a meatball skewer. Suddenly SAH ran and immediately washed her eyes which felt sore. When she got home, SAH complained that her right eye hurt and he couldn't see. Hearing the victim's complaint, the family immediately took her to Cahaya Giri Bringkang Hospital and then referred him to Dr. Soetomo Surabaya. Through examination, the doctor stated that SAH was blind due to nerve damage in her right eye (<https://www.bbc.com/indonesia/articles/czr1xkdvk8jo>, October 10 2023).

Still related to the cases of bullying that occurred, pieces of content from TikToker and YouTuber Thewizardliz went viral and were liked by many people, especially women. Liz often shares positive nuanced content that concern on mental health, improving self-quality, women's self-esteem, and on romantic relationships. Liz is a content creator from Belgium with the full name Lize Dzjabrailova. At just 24 years old, Liz is considered successful in her career as a young content creator. Liz has 4.7 million followers on TikTok, 4.84 million YouTube subscribers and 1.7 million Instagram followers. So far Liz has uploaded 60 videos on YouTube with an average audience of 700 thousand to 8.4 million viewers. One of the videos uploaded by Liz that caught the attention of researchers was a video entitled "Life Lesson from a People Pleaser", which was 25:15 seconds, with 1.4 million viewers. The content looks simple by showing Liz telling about her life experience which is experiences of her bullying during school and how she managed to recover from that unpleasant experience (<https://www.kompasiana.com/tasyasalsa76/63fc951a08a8b564e638eb22/sjsjska>. September 21 2023 at 9:11PM).

Based on research that has previously been conducted, the author chose two studies that are relevant to this research. The first journal, written by Dinar Nuramini, and friends Dwi Setiawan & Chang (2022), was entitled "Designing an Illustrated Book as an Information Media for Loving Yourself to Increase Self-Esteem in Bullying Victims". The aim of this research is to find out how to inform and motivate victims of bullying to love themselves. As a result of this research, researchers used several media to campaign for self-love by printing books, Instagram posts, and making self-love-themed merchandise (Sari et al., 2023).

The second research, entitled "Psychoeducation regarding the impact of bullying and how to increase self-esteem in adolescents", was written by Grace Amin (2020). This research aims to socialize the impact of bullying and how to increase self-esteem among teenagers. From the research carried out, the results are that teenagers understand the impact of bullying, which can be both short and long term, so that teenagers understand how to reject acts of bullying that might happen to them (Wenerda, 2022). Every individual has the right to self-esteem, therefore every individual should be more aware of self-love, self-esteem and self-confidence for themselves and respect the rights of other individuals by not hurting them through bullying or other acts of violence (Qinyu & Zhuang, 2023).

Related with the previous studies before, researcher have determined the question of this research is how The Wizardliz improving her self esteem in "Live Lesson from a People Pleaser" video with Coopersmith self esteem theory?.

Lize Dzjabrailova or what we know as The Wizardliz was born and raised in the United States on January 1, 1999. Growing up in a country full of stars, modernity and creativity, made Liz develop into a teenager who has a high creative spirit and broad thinking. and go forward. Quoted from Fresherslive.com (2023), since childhood, Liz has been interested in knowledge of the digital world, starting from online games, until her adventures ended in the world of YouTube.

Not only on one digital platform, Liz's success has also spread to other social media such as TikTok, Spotify, and Instagram. With excellent public speaking skills, Liz is able to motivate the audience through tips from the videos she shares. Even though the videos she makes look simple, the content of the videos that Liz shares are of high quality, and with a speaking style that is like telling a

story to a close friend, making it easier for the audience to understand what she has said. By consistently creating interesting and positive content, Liz increasingly loved by her subscribers.

According to Moore et al., (2017) in Juliani et al. (2022), self esteem is each individual's self-evaluation attitude towards themselves in a range of positive-negative dimensions. Self esteem is an evaluation that is formed based on an individual's habit of viewing themselves, especially regarding attitudes of acceptance or rejection and an indication of the level of individual confidence in his significance, abilities, success and worth (Nurida, 2018). Success is a high level of achievement with other levels of tasks for each individual. There are different meanings to this success, some of which are caused by individual factors in viewing their own success and are also influenced by cultural conditions that provide certain values and forms of success.

In certain social situations, an individual may define success more in terms of wealth, power, respect, independence, and independence. In this case, there are four different types of experiences that define success. Criteria that define the feasibility of upgrading self esteem, among others are; An individual's ability to regulate and control the behavior of oneself and others, self-recognition and respect from others. The emergence of concern, attention and affection received from other people and oneself, such as self-acceptance by the individual, acceptance from family or other close people.

Obedient behavior follows moral and ethical standards, principles and religion, and concern for others. The ability to carry out duties and responsibilities well, be able to deal with social situations, succeed in achieving achievements in a field, be able to solve their own problems and make their own decisions. Every individual has different experiences so the meaning of success is not the same. These differences are a function of internalized values from parents and other significant figures in life. Factors such as acceptance and respect from parents, siblings or closest friends is something that can strengthen these values of acceptance. It also reveals that the conditions that influence formation self esteem will also be influential in the formation of realistic and stable values.

Individual attitudes in self-evaluation (self judgment), if an individual succeeds in achieving a valuable area of behavior, then the individual will conclude that they are valuable. There is an essential difference between goals that are tied to social ones (public goals) and nature of purpose self significant on individuals. Although each individual has different self esteem, but they still have public goals. Some of them have personal ideals different for each individual. Individuals with self esteem those with high levels tend to have higher goals compared to individuals with the lower one. According to Hanana (2018), defense is the ability to reduce things that have the potential to cause anxiety, maintain calm, and evaluate oneself and one's behavior appropriately.

2. Method

This research uses a qualitative content analysis method, a systematic technique for analyzing a message or a tool for observing and analyzing the content of open communication behavior from selected communicators (Kriyantoro, 2014). According to Hastuti et al., (2022), content analysis in general is a method that includes all analyzes regarding the content of the text, but on the other hand, content analysis is also used to describe specific analytical approaches. This research is an in-depth discussion of the content of written or printed information in the mass media. Researchers collect data and information through testing archives and documents to determine completeness, errors, and so on (Supriadi et al., 2022). In this research the researcher used pictures, and subtitle from a video by The Wizardliz with the title "Life Lesson from a People Plaser" as a data source with stages; (1) watch the entire video, (2) listen and pay attention to all the statements in the video, (3) analyze the statements conveyed in the video with factors self esteem according to Coopersmith, (4) provides conclusions based on the results of the analysis previously carried out.

3. Result and Discussion

3.1. Presenting the Results

At this stage the author will explain the findings from the analysis that the author conducted on the YouTube content "Life Lesson from a People Pleaser". From this content, the author found several statements that stated an action to maintain self-esteem based on aspects of Coopersmith's self-esteem

that Liz had carried out when she was being bullied. Self Esteem Aspects by Coopersmith in The Wizardliz "Life Lesson from a People Pleaser":

a. Successes

- Power

As we know, the majority of victims of bullying cases find it difficult to resist the actions carried out by the perpetrator even though they have done it continuously. Many victims feel that they are weaker than the perpetrator, so it is easier for the victim to accept the perpetrator's treatment rather than fight it. Therefore, you need to defend yourself without bringing down other people by controlling yourself over the choices, responses and actions you will take towards others so that other people do not act arbitrarily towards you.

In "Life Lesson from a People Pleaser" Liz stated that she experienced bullying in her teenage years, precisely when she was still at school. This statement was made at the beginning of the video at 02:13 minutes with the sentence "There was one school that I was severely bullied". Liz had experienced physical bullying by a male friend at school, she was hit in the face by a friend who had been ordered by the main bully.



Fig 1. Liz stated that she had experienced bullying

From the bullying that Liz experienced, she stated that the heavy bullying that befell her was because she did not have the courage to fight the perpetrator. This statement is found at minute 06:14 with the sentence "it's because you don't have the courage to say".



Fig 2. Liz states the reasons why she continues to be bullied

At minute 06:33, Liz says "Hey Listen, don't speak to me like that" to the person who was bullying her. This indicates that he is starting to have the courage to stand up to the bully. This means that Liz already has the power to control herself and others by having the courage to speak out against the bully and defend herself.



Fig 3. Liz has the power to defend herself

The emergence of courage or power is a very good start in increasing self-esteem, especially as Liz, as a victim, dares to take action to fight the perpetrator directly. Liz's self-esteem is increasingly formed by keeping her distance from people who don't respect her, even if that includes her family. This statement appears at minutes 06:41 to 06:45 with the sentence "I distance myself from a lot of people who are not willing to meet my boundaries, not willing to meet my standards, even family members".



Fig 4. Liz setting her boundaries

- Significance

In increasing self-esteem, self-acceptance or self-love will be very necessary. With the affection of self-acceptance from oneself, family, or closest people such as bestfriends, it will increase an individual's self-confidence. So that individuals who experience bullying will feel that they are more valuable and should not be treated badly by other people.

At minute 09:27 Liz says "I'm actually a person who respects myself". From this statement, it can be seen that Liz has been able to accept herself, has self-confidence and respect for herself.



Fig 5. Liz shows significance

- Virtue

After significance, the next aspect is virtue, where individuals can follow social norms, ethics, principles, religion, and care for other individuals. This means, to be someone with high self-esteem, apart from respecting yourself, you still have to respect other people and the environment.

At minute 16:17 Liz says "so I gave my last money to her but I didn't have it", Liz conveys that her concern for other people is very high. Until one day, she met a homeless person who asked her for money, even though at that time Liz only had her last money, she was willing to give it to the homeless person.



Fig 6. Virtue

- Competence

In connection with the previous aspect, namely virtue, competence is the stage where an individual has succeeded in solving his problems well, successfully carrying out his duties or achieving achievements in his life.

At minutes 22:04, Liz said "Forgive yourself for the past times you allowed people to treat you badly". It is mean that she was made peace with herself, not blame herself again because of what her did before, which is let herself being hurt by the others.



Fig 7. Competence

b. Values

Acceptance from those closest people is an important aspect in forming self-esteem. This acceptance will increase self-worth/value for individuals who are victims of bullying, with feelings secure The victim will feel that he has been accepted by the environment and those closest to him. So that the individual's self-confidence will increase and increase the level of self-esteem of the victim.



Fig 8. Values

At minute 03:28, Liz tells the story of how her sister found out that Liz was being physically bullied at school with the dialogue:

Liz's Sister : "Liz were you getting bullied?"

Liz : "Huh, No.." (Liz felt very ashamed of her sister)

Liz's Sister : "Why did you not tell me?"

Here you can see Liz's sister's concern for Liz as a victim of bullying. Liz's sister tries to support her so that she doesn't experience bullying behavior again by giving motivation to Liz at minute 05:48 with the sentence "People will keep disrespecting you until you get boundaries and are serious about them".

c. Aspirations

The aspiration stage is self-judgment for individuals, if the victim of bullying has self-confidence, self-acceptance, then it can be said that the individual has self-esteem.



Fig 9. Aspirations

"It's actually a luxury to know you, that's how you have to think about yourself" Liz says at minute 18:03. The researcher saw that Liz invites the viewers to have high standards for themselves.

d. Defenses

After self-esteem is formed, individuals who have experienced bullying become stronger and braver to defend themselves. Defense here can be in the form of reducing things that make him anxious by forming a more positive mindset, creating self-limitations from individuals who are bullies or individuals who cannot respect him.

Researchers found that one of the defenses that Liz had used to protect herself from the toxic treatment that had previously befallen her was by setting boundaries from people who only wanted to use her for their own pleasure. With the sentence "Don't allow anyone and everyone to get close to you" this means that Liz chooses to be friends with a few people but with quality rather than having to be friends with many people but it could hurt her.



Fig 10. Defenses

3.2. Create a Discussion

Qualitative content analysis of social media is a stage of interpreting content, identifying it through predetermined categories (Lisanto et al., 2023). From the data that researchers have found previously, researchers re-understand every sentence or statement contained in the content of The Wizardliz "Life Lesson From a People Pleaser" and relate it to indicators from Coopersmith's self-esteem theory. There were several statements found that were in accordance with the indicators, so the researcher chose several statements that were most in accordance with the indicators.

a. Successes

- Power

According to Sulfemi & Yasita, (2020), changing negative beliefs and replacing them with a vision for success is something that needs to be done in order to achieve success. Success in increasing self-esteem can take the form of achievements in terms of education, achievements, changes in behavior from negative to more positive individuals, and other achievements that can increase individual self-esteem. The meaning of success for each individual can be different, depending on what the individual's perception is and what he wants to achieve (Eldiorita & Layyinah, 2019).

In the video "Life Lesson from a People Pleaser", researchers found signs that Liz had achieved success in getting through her bullying period. By daring to say to the bully "Hey Listen, don't speak to me like that" at minute 6:33, means Liz has taken one step behind her downturn. Liz also changed her habit from previously remaining silent when receiving bullying, now she dares to fight back.

Then, at minutes 06:41 to 06:45, Liz says "I distance myself from a lot of people who are not willing to meet my boundaries, not willing to meet my standards, even family members" which means that Liz chooses to taking care of himself, making boundaries from people who cannot respect him, even if that person is his family. Creating boundaries is a very good step in improving self-esteem, because if someone does not dare to create boundaries then their mentality is no longer healthy (Prasetiyo, 2023).

- Significance

Individuals with good mental health will show respect for themselves and others, accept themselves and their shortcomings, and will not feel worried or anxious about other people's opinions of them (Toprak & Yakar, 2023). Liz states that she is the first person who respects herself the most, at minute 09:27 with the sentence "I'm actually a person who respects myself". From this statement it can be concluded that Liz has good mental health and self-confidence, even though she has previously experienced bullying.

According to Alexandrov et al., (2020) the absence of self-acceptance within an individual can result in individuals having difficulty accepting other people, this will affect the actualization of individual development. Individuals with good self-acceptance will be aware of who they are, will know their strengths and weaknesses and will be able to use them in solving problems they are facing, as well as in carrying out their roles and demands in society.

- Virtue

"So I gave my last money to her but I didn't have it," said Liz at minute 16:17 when she told that she once met a homeless person who asked her for help. Because she couldn't bear to see the homeless person, Liz finally gave her last money. We can see that Liz's concern for other people is very high, but she herself doesn't pay attention to how she feels at that time. From this situation, it can be seen that Liz is still a people pleaser, wanting to always fulfill what other people ask of her. This attitude of not being able to refuse other people's requests results in individuals not being able to understand their own desires, but always understanding what other people want (Ramli, 2013).

- Competence

Competence is the final aspect of power, where the individual has achieved success both in achieving achievements and in solving problems well. The competence stage is demonstrated by Liz at minute 22:04 with the sentence "Forgive yourself for the times you allowed people to treat you badly" which means Liz invites the audience to forgive themselves for mistakes in the past. Forgiveness is the key to cultivating mental health and healing an individual's interpersonal relationships from a previous conflict. Forgiveness can also reduce negative emotions or actions that can occur after a conflict occurs (Kalal et al., 2023).

By forgiving one's own mistakes, the relationship between the individual and oneself will improve and self-compassion will slowly emerge so that the individual's feeling of defending himself from the actions of other people who can hurt him will be stronger. Researchers link this to competence because forgiving oneself means that the individual has succeeded in resolving problems with oneself, making peace with oneself, and accepting oneself. Not only to oneself, of course individuals must forgive other people's mistakes towards them as well, but forgiveness does not mean that they still allow other individuals to act arbitrarily towards themselves.

b. Values

Entering the next indicator, namely, values or individual values that can be accepted by the closest people such as family, relatives or friends. Each individual has different values depending on what kind of experiences the individual has had. Support from figures closest to you can strengthen acceptance of these values. According to Harry Fajar Maulana et al., (2022) social support is really needed when individuals experience a problem. At 03:28 minutes Liz said that her sister asked her "Liz were you getting bullied?" and "why didn't you tell me?" which means that Liz's sister is worried about Liz who has experienced bullying. And it is this support from her sister that has motivated Liz to get up, with the sentence "people will keep disrespecting you until you get boundaries and serious about them" at minute 05:48.

c. Aspirations

In the video "Life Lesson from a People Pleaser" the aspiration stage is marked by a statement sentence expressed by Liz at minute 18:13 and it sounds "It's actually a luxury to know you, that's how you have to think about yourself". The aspiration stage is the stage where the individual has reached a certain point of success, so that the individual can conclude that he or she has more value. In this statement, Liz invites the audience to think that it is a luxury to be able to be close to themselves, so that not everyone can enter their lives.

It sounds arrogant, but Liz just wants to protect herself from toxic people who will only use her for their own interests. Not only that, Liz also wants the audience to feel that they are valuable, so don't waste time in your life spending time with people who don't benefit them. According to Alsawalqa, (2021) self-assessment can determine the level of a person's self-esteem. Low self-esteem can trigger negative emotions such as anxiety, depression, and a lack of desire to continue life. According to Khairiah (2020), the majority of individuals with high self-esteem can live happy and more productive lives. So several studies say that individuals with high self-esteem find it easier to achieve success.

d. Defenses

Individuals who understand the importance of self-esteem will try to defend themselves from acts of aggression committed by other people against them. Self-defense here will vary for each individual

depending on what problems they are facing. In “Life Lesson from a People Pleaser”, Liz says that “Don't allow anyone and everyone to get close to you or to get to know you” at minute 18:08. From this statement, researchers concluded that Liz placed more emphasis on self-defense by setting boundaries and being more careful in choosing friends.

The choice of friendship environment greatly influences an individual's mental health. A healthy friendship environment will bring individuals in the circle of friends in a positive direction. Meanwhile, on the contrary, an unhealthy friendship environment will make individuals become psychologically tired easily, and in some friendship circles bullying will have an impact on the mental health of the individual who is the victim. In the video "Life Lesson from a People Pleaser" Liz says "protect yourself from certain people" at minute 18:55, researchers conclude that individuals need to filter friendships to maintain health mentally. It is better to make friends with a few but quality people, rather than letting everyone into your life and being without filtering them first.

4. Conclusion

Based on the discussion above, the content of "Life Lesson from a People Pleaser" shows that in cultivating self-esteem in individuals, self-awareness and social support from the immediate environment are needed. Individuals who have succeeded in increasing their self-esteem will be more aware of their self-worth, self-confidence and self-acceptance. As explained by previous researchers, Liz, who was previously a victim of bullying, managed to rise up and build self-esteem within herself through a long process until she achieved success in controlling herself, who was previously a people pleaser, forming a mindset that she was valuable and Liz herself was the first person who the most respect herself, strengthen her mentality so that she has the courage to stand up to bullies so that she is no longer underestimated. And finally, all of Liz's achievements cannot be separated from the support of her closest circle, namely her family.

From this research, researchers hope that the number of bullying cases will not increase any more, and may even decrease. The researcher hopes that every reader can care more about self-esteem, especially for himself and from this research, hopefully it can be a motivation for individuals who are experiencing problems related to bullying or low self-esteem, they can be motivated to rise up and become individuals who have higher self-esteem. Good. Of course, this research is still far from perfect, the researcher apologizes if there are writing errors in this research. Self-esteem is a form of feeling, thought and behavior that should exist in every individual. Self love is not selfish. From “Life lesson from a people pleaser” video, we can learn that respecting ourselves, loving ourselves first than others is not a crime.

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