

ABSTRAK

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Judul :
PENGARUH PERUNDUNGAN DI DUNIA MAYA TERHADAP MOTIVASI BELAJAR SISWA SMP PERMATA HATI TANGERANG

(xiii + 118 halaman + 6 gambar + 12 tabel + 3 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh bullying di media sosial terhadap motivasi belajar siswa SMP Permata Hati Tangerang. Metode yang digunakan adalah survei dengan pendekatan kuantitatif, melibatkan 104 responden yang dipilih melalui teknik proportional random sampling. Data dikumpulkan menggunakan kuesioner daring dan dianalisis dengan regresi linear berganda menggunakan IBM SPSS versi 26. Hasil penelitian menunjukkan bahwa bullying di media sosial memiliki pengaruh negatif yang signifikan terhadap motivasi belajar siswa. Setiap peningkatan satu unit intensitas bullying menyebabkan penurunan motivasi belajar sebesar 2,197 poin. Nilai koefisien determinasi (R^2) sebesar 0,851 menunjukkan bahwa 85,1% variasi motivasi belajar siswa dijelaskan oleh intensitas bullying di media sosial, sementara 14,9% dipengaruhi faktor lain seperti dukungan keluarga atau lingkungan sekolah. Temuan ini menegaskan pentingnya penanganan serius terhadap bullying di media sosial untuk menjaga kesejahteraan psikologis dan akademik siswa.

Kata kunci: bullying di media sosial, motivasi belajar, siswa SMP

ABSTRACT

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THE EFFECT OF CYBERBULLYING ON STUDENTS' LEARNING
MOTIVATION AT SMP PERMATA HATI TANGERANG

(xiii + 118 pages + 6 figures + 12 tables + 3 appendices)

This study aims to analyze the impact of social media bullying on the learning motivation of students at SMP Permata Hati Tangerang. The method used is a survey with a quantitative approach, involving 104 respondents selected through proportional random sampling. Data were collected using an online questionnaire and analyzed with multiple linear regression using IBM SPSS version 26. The results indicate that social media bullying has a significant negative effect on students' learning motivation. Every one-unit increase in bullying intensity leads to a 2.197-point decrease in learning motivation. The coefficient of determination (R^2) value of 0.851 shows that 85.1% of the variation in students' learning motivation is explained by the intensity of social media bullying, while the remaining 14.9% is influenced by other factors such as family support or the school environment. These findings highlight the importance of addressing social media bullying to safeguard students' psychological well-being and academic performance.

Keywords: social media bullying, learning motivation, junior high school students