

Bullying Depicted in Cyberbully Movie

Fitriah Nur Kamilah

Universitas Abdurachman Saleh Situbondo
finkakamilah99@gmail.com

Firqo Amelia

Universitas Abdurachman Saleh Situbondo
firqo_amelia@unars.ac.id

Dwi Taurina Mila Wardhani

Universitas Abdurachman Saleh Situbondo
Dwi_taurina@unars.ac.id

Abstract

From this research, the researcher identified types of bullying and impacts of bullying in *Cyberbully* movie. The design of this study is qualitative. The method is used to describe and analyze bullying in movie *Cyberbully*. The data collection was done by watching *Cyberbully* movie, screen capturing the scenes, and writing down the utterances indicating both the types and impact of bullying. The data analysis was done by classifying the types of bullying in *Cyberbully* movie by using the theory National Centre against Bullying (2010), finding the impact of bullying in *Cyberbully* movie by using the theory of Rigby (2003). The finding of the research found that there were twenty data for three types of bullying on the main character in movie *Cyberbullying*: Verbal bullying, Social bullying, and Cyberbullying. Here the researchers also managed to find twenty-four on data for the impact of bullying which consists of three types, namely: Low psychological well-being, Poor social adjustment, and Psychological distress.

Keywords: *Bullying, Impact of Bullying, Movie Cyberbully.*

INTRODUCTION

At present, film is not only a means of entertainment but film is also one of the media used to convey moral values to encourage social change. As a mass media, films are also used as a medium to describe issues that occur in society. Stories in films usually depart from phenomena that occur around us because currently films play a role in the formation of mass culture. Among the issues that arise in society, especially at school, bullying is one of the issues that has received attention from the public.

Bullying is an ongoing and deliberate misuse of power in relationships through repeated verbal, physical, and/or social behavior that

intends to cause physical, social and/or psychological harm. It can involve an individual or a group misusing their power, or perceived power, over one or more persons who feel unable to stop it from happening (National Centre against Bullying, n.d.).

Cyberbully (2011) is a television film that tells the story of bullying faced by a 17 year old student, named Taylor Hillridge who gets a personal laptop for her birthday and given the freedom to access the internet and have social media accounts without being monitored by her mother and younger brother envy it. Taylor, the main character, is bullied by some of her school friends, especially Lindsay Fordyce, and she tries to commit suicide.

The analysis of bullying has been a research topic for a long time. Researcher found several previous studies that had same subjects but different theories or same theories but films that were the object of research were different. The first research by Ningrum (2020) article is entitled "The Impacts of Bullying to the main character in the Movie *Carrie*: A Literary Psychological Analysis". Her research aims to identify the types of bullying and describes the impact of bullying on the Main Character in *Carrie's* film. She uses Ken Righby's theory which describes the impact of bullying and identifies or classifies data based on the types of bullying by The National Centre against Bullying (2019).

The second research done by Sirly (2017), her article is entitled "Bullying Portrayed in *Mean Girls* Movie: A Psychoanalysis". The analysis focused on identified types of bullying and described the impacts of bullying in *Mean Girls* Movie. Identifying and classifying data based on the types of bullying used by The National Centre against Bullying (2010) and psychoanalysis from Freud (1973) and describing impacts of bullying using theory of Righby (2003).

The last research belongs to Hia (2019), whose research is entitled "Portrayal of Cyberbullying in the Movie *Cyberbully*". The analysis focused on identified types of cyberbullying and described the effect of cyberbullying in *Cyberbully*. The analysis was used by explaining cyberbullying theory by Willard (2007) and to describe the effects of cyberbullying, the researcher used theory by Rayes (2019).

From this *Cyberbully* film, researchers found research problems, namely: what are the types of bullying faced by the main character in the movie *Cyberbully*? and what are the impacts of bullying faced by the main character in the movie *Cyberbully*? then, the purpose of the research are to classify the types of bullying faced by the main character in the movie *Cyberbully* and to describe the impacts of bullying faced by the main character in the movie *Cyberbully*.

REVIEW OF LITERATURE

Psychoanalysis

According to Saul Mcleod (2019), Psychoanalysis is defined as a set of psychological theories and therapeutic methods which have their origin in the

work and theories of Sigmund Freud. Jarvis (2011) states that psychoanalysis is a theory that focuses on the dynamic relationship, between the body, mind and social order. Psychoanalytic criticism is one of the literary criticism that is concerned to human beings behavior. The theory of psychoanalysis can be used for all imaginary human creations including literary works, such as novels, movies, or plays. Likewise, literary scholars who are interested in Freud's thought cultivate this science in a literary context.

Bullying

According to Ken Rigby (1996:1), Bullying begins with a desire to hurt someone. Indeed bullying has sometimes been defined, though not in our view quite adequately, as the desire to hurt. This desire arises not unnaturally when we do not like someone. This act of bullying creates fear, pessimism, depression, and even suicidal actions. Bullying itself can be caused by some reasons such as superiority, hate, differences, and contradiction with the others, and it has two basic forms which are physical and non-physical bullying (Rigby, 2007:20).

Type of Bullying

Based on the National Centre against Bullying (2021), below are the different types of bullying that can occur:

1. Physical bullying

Physical abuse includes hitting, kicking, tripping, pinching, and pushing or destroying property. Physical violence causes short-term and long-term damage. (National Centre against Bullying, n.d.)

2. Verbal bullying

Verbal abuse includes calling, humiliation, temptation, intimidation, homophobic or racist comments, or verbal abuse. While verbal bullying can start harmless, it can rise to levels that start affecting individual targets.

(National Centre against Bullying, n.d.)

3. Social bullying

Social oppression, sometimes referred to as hidden intimidation, is often more difficult to recognize and can be done behind the backs of people being bullied. It is designed to damage a person's social reputation and/or cause humiliation.

Social oppression includes:

- a) Lying and spreading rumors
- b) Negative facial or physical gestures, menacing or contemptuous looks
- c) Playing nasty jokes to embarrass and humiliate
- d) Mimicking unkindly
- e) Encouraging others to social exclude someone
- f) Damaging someone's social reputation or social acceptance

(National Centre against Bullying, n.d.)

4. Cyberbullying

Cyberbullying can be overtly using digital technology, including hardware such as computers and smartphones, and software such as social media, instant messaging, text, websites, and other online platforms. Cyberbullying can occur at any time. It can be done publicly or privately and sometimes only known by the target and the person doing the bullying.

Cyberbullying may include:

- a) Abusive or hurtful texts, emails or posts, images or videos
- b) Deliberately excluding others online
- c) Nasty gossip or rumors
- d) Imitating others online or using their log-in

(National Centre against Bullying, n.d.)

Impact of Bullying

According to Rigby (2003), where bullying is highly aggressive and conspicuously damaging to others as in the case of physical assault, one would expect legal consequences. Here are the four categories of negative, damaging, health conditions that can be identified as the impacts of bullying:

1. Low psychological well-being. These impacts include states of mind generally considered unpleasant but not acutely distressing, for example, general unhappiness, low self-esteem, and feelings of anger and sadness.

(Rigby, 2003:584)

2. Poor social adjustment. This impact normally includes feelings of aversion toward one's social environment, evident through expressed dislike for school or workplace, manifest loneliness, isolation, and absenteeism. (Rigby, 2003:584)

3. Psychological distress. This is considered more serious than the first two categories. This state includes high levels of anxiety, depression, and suicidal thought. (Rigby, 2003:584)

4. Physical unwellness. There are clear signs of physical disorder evident in medically diagnosed illness. (Rigby, 2003:584)

Synopsis

The researcher resumes the synopsis of *Cyberbully* (2011) a teen drama television film that premiered on ABC Family on July 17, 2011. In the early scenes *Cyberbully* (2011) On her 17th birthday, Taylor got a laptop from her mother. Taylor was happy with the freedom to access the internet without her mother always watching her on the other hand her brother was jealous and wanted to borrow Taylor's laptop. Taylor became a victim of cyberbullying when she became a member of a social media site called Cliquesters. Things started to go wrong when Eric hacked into her account and wrote "I'm a bad girl, someone has to hit me" on her profile. Her classmate named Lindsay and his gang who always bully Taylor, and finally also make Taylor's friend named Cheyenne stay away from her because he feels hurt because she is by Taylor's side. On the other hand,

Taylor's closest friend, Samantha, cyberbullied Taylor by creating a Cliquestres account and pretending to be a man who approached Taylor.

METHOD

The researcher uses qualitative as the research method. The data contained in it is in the form of descriptive and not in the form of numbers as is the case in quantitative research. According to John W. Creswell (2014: 23), Qualitative approaches to data collection, analysis, interpretation, and report writing differ from the traditional, quantitative approaches. Purposeful sampling, collection of open-ended data, analysis of text or pictures, representation of information in figures and tables, and personal interpretation of the findings all inform qualitative methods.

To support the method, the researcher uses the theory of bullying by The National Center against Bullying (2010) to identify the type of bully. The researcher also employs the theory of bullying by Ken Rigby (2003) to define the impact of bullying on Taylor in *Cyberbully*.

To analyze the film, the researcher uses a contextual method which includes the analysis of intrinsic and extrinsic elements as the literary work analyzed. This paper reflects the reality of the real world (Beard, 2001:2). The analysis of the intrinsic elements in this paper focuses on the characters and conflicts while the analysis of the extrinsic elements focuses on the types, impacts, and resolutions of bullying.

The steps below are to answer the data collection in research problem about Bully and the impact on *Cyberbully* movie: Watching and understanding *Cyberbully*, identifying the data related to the problem of this study, screen capturing for the scenes, and writing down the utterances, gestures, and pictures that imply kinds of the bully and the impact of the bully in *Cyberbully*.

There are some ways to analyze the data. The steps of the analysis are: describing the types of bullying in *Cyberbully* using theory The National Center against Bullying (2010), describing the impact of bullying in *Cyberbully* using theory bullying by Ken Rigby (2003), and concluding the result of the data analysis.

FINDINGS AND DISCUSSION

Findings

This section describes the findings of the research relate to types of bullying and effects of bullying. For analyzing the types of bullying, The National Center against Bullying theory (2010) was used and for analyzing the effects of bullying, the researcher used Rigby theory (2003). The researcher found twenty data in this study of the four types of bullying according to the National Center against Bullying, three types of bullying have been found in this film, namely verbal bullying, social bullying, and cyberbullying. On the other hand, there are three effects of bullying that have been found from this film, including Low psychological well-being, Poor social adjustment, and Psychological distress.

Table 1. Research Findings

No.	Types	Frequency	Effect of Bullying			
			Low psychological well-being	Poor social adjustment	Psychological distress	Physical unwellness
1.	Physical bullying	-	-	-	-	-
2.	Verbal bullying	2	2	-	-	-
3.	Social bullying	7	7	2	-	-
4.	Cyberbullying	11	7	4	2	-

Datum 1

Minute: 00:02:39 – 00:02:43

“My brother wears shoes like that, he is ten”

Lindsay mocked Taylor for wearing red shoes, Lindsay said that the red shoes were the same as those of her ten year old brother, Lindsay said that out loud and laughed with her squad as Taylor passed the side of Lindsay's car. This is included in the type of **Verbal bullying**. It happened when someone humiliation and temptation to someone else. From this case Taylor feel sad. Meanwhile, feelings of sadness is one of criteria of **Low psychological well-being**.

Datum 2

Minute: 00:08:14 – 00:08:47



Figure 1. Lindsay's comment at Taylor's Cliquestres

Taylor posted a photo of her with Samantha on her social media account, namely Cliquesters, then Samantha who saw Lindsay's comments on the photo immediately told Taylor over the phone. When Taylor saw Lindsay's comment, she said to Samantha that it wasn't very good and Taylor's face looked sad. The sentence from the comments that Lindsay uploaded was "LARDO AND DOG FACE". Hate speech or ridicule that was made on this social network was **Cyberbullying**. Lindsay did cyberbullying to Taylor by hurtful comment in social media. The impact of this cyberbullying is **Low psychological well-being** because Taylor felt sad about that comment.

Datum 5

Minute: 00:19:09 – 00:20:02

- Lindsay : "Damn, hei – oh, actually come to school today."
Lindsay's friend : "I owe you five bucks."
Samantha : "What's your problems?"
Lindsay : "I don't have a problem, you do.
Little miss I'd never go all the way."
Lindsay's friend : "Such a hypocrite."
Lindsay : "How many guys you hook up with this weekend 10, 20."
Lindsay's friend : "You should have a drive-thru."

Lindsay and her friends again mocked Taylor who still came to school, not only there, Lindsay also mocked as if Taylor had slept with many boys. Taylor did not go against the words of Lindsay and her friend, Samantha was the one who asked what Lindsay had a problem with. In this situation Taylor could only stay silent and hold back her anger, she thought that her friend would forget the status

incident that Eric made on her account. Lindsay also spreading bad rumors about Taylor.

From the conversations of Lindsay and friends, it can be ascertained that Taylor got **Social Bullying** because the characteristics of social bullying are spreading negative rumors, damaging reputation, insulting, isolating, and damaging someone's relationship. The negative rumors that Lindsay created could damage Taylor's reputation and make Taylor's relationship with those around her worse. The impact from this situation is **Low psychological well-being**, because Taylor feel sad.

Datum 9

Minute: 00:25:51 – 00:27:20

Helen Poltent : “No big Surprise, she nasty”

Jim Hunter : “Can smell clap on her”

Lindsay Fordyce: “Bet you big money has herpes too”

Taylor got blasphemed again. After seeing what James done, Taylor saw of her Cliquestres friend's hurtful comments on her page. One of her comments came from Lindsay. Taylor couldn't hold back her tears when he saw that comment, she threw her laptop then ran out of the house and was alone, all the bad words were spinning again and ringing her, she frustrated about all bad comments. Taylor's current crime is **Cyberbullying** which makes her cried and lonely (isolation). The impacts faces by Taylor is included in **Poor social adjustment** because of the isolation and manifest loneliness that Taylor feels is a feature of Poor Social Adjustment and the other is **Low psychological well-being** because Taylor felt sad until she cried.

Datum 10

Minute: 00:28:59 – 00:29:12

Lindsay : “Damn, Should’ve brought the disinfectant. Don’t wanna use these sinks after the skank patrol, hahaha”

Lindsay played nasty jokes, when Taylor and her close friends Cheyenne and Samantha chatted while fixed their makeup in front of the sink, Lindsay who came with some of her friends started played nasty jokes in front of Taylor and her friends by saying "Damn, Should've brought the disinfectant. Don't wanna use these sinks after the skank patrol, hahaha”.

This type is **Social bullying** because Lindsay humiliated Taylor and her friends using nasty jokes. Taylor who came out of the toilet with a sad face indicated that the impact of the bullying experienced was **Low psychological well-being** because Taylor felt sad.

Datum 12

Minute: 00:29:44 – 00:30:54

Taylor : "Look I know that a lot of people are saying stuff about me online, they stuff that's totally not true, and I guess I just wanna make a to - do well it kind of is uhmm, its really gross stuff and we're gonna have it slept anybody or anything and..."

Scott : "I'll see in history"

Scott also stayed away from Taylor. Not long ago after Cheyenne left Taylor in the corridor, Scott, Taylor's favourite person, passed by and she tried to say hello and explain what had happened but Scott answered it nonchalantly by saying "I'll see in history" and left Taylor too, at this moment Taylor looked very sad, then cried and locked herself in the locker room because she was shunned by the people closest to her. In this data Taylor again experienced **Social bullying**, where bullying is characterized by exclusion from people around or a group. The impact of bullying this time that Taylor got was **Poor social adjustment** and **Low psychological well-being** because Taylor locked herself and she felt sad until cried in the locker room and did not attend class.

Datum 13

Minute: 00:32:33 – 00:35:51

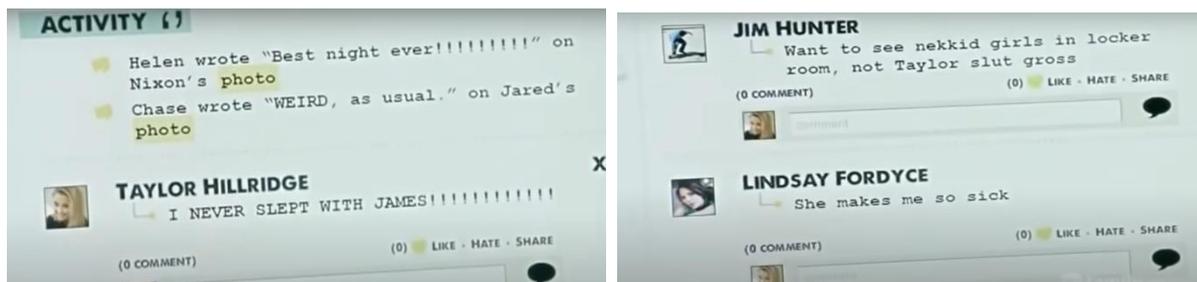


Figure 2. Bad Comments about Taylor

After seeing those bad comments, Taylor said to her mother, Taylor: "oh i am so popular now, this ones from Lindsay love, this is my favourite, if she says a James told her I've take off my clothes up for five bucks" When Taylor gave an explanation via writing on her Cliquestres page, about the rumors saying that sleeping with James was not true, Taylor actually got some bad comments from her friends, her friends who knew that Taylor had missed class and locked herself in the locker room instead mocked her through comments on Taylor's account. Her mother, who found out from Taylor's father, immediately asked

what happened to Taylor's Cliquestres account, then Taylor showed her account she burst into tears she was felt sad then starts crying again and closes her laptop.

This act is **Cyberbullying** because many hurtful words and also many nasty gossip or rumors which made by Lindsay in social media caused Taylor to cry and decide not to go to school the next day. Therefore, the impact experienced by Taylor is **Poor social adjustment** and **Low psychological well-being** because she felt sad and starts not going to school and locked herself at home.

Datum 14

Minute: 00:37:17 – 00:38:38

Taylor : "Now they're saying I miss school because i am pregnant and I'm some kind of prostitute"

Samantha : "Nobody believes that stuff"

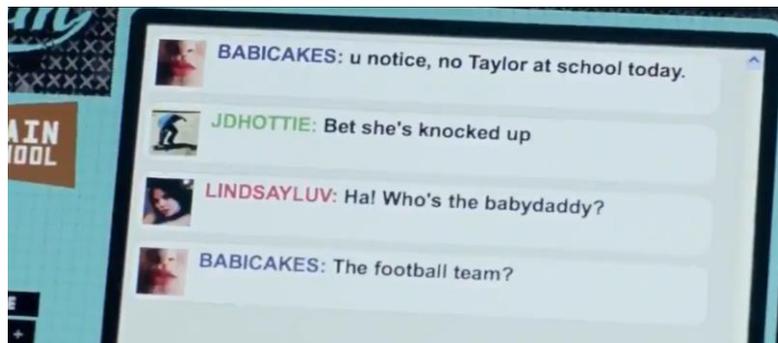


Figure 3. Bad Comments about Taylor

Lindsay was gossiped and spreaded rumors on the Cliquestres account. Taylor, who promised her mother that she would not open a Cliquestres account through her laptop, instead borrowed Samantha's account and laptop to see her account, when she opened her account page she saw Lindsay's and her friend's comments which started spread rumors again, Taylor looked sad and said to Samantha while saw that comments "Now they're saying I miss school because I am pregnant and I'm some kind of prostitute", Samantha tried to comfort her with "nobody believes that stuff", but Taylor denied it again because one of her closest friends avoided her because she believed in it. Taylor was also angry because she was worried the gossip would lead Scott to believe she was pregnant

This section was included in the type of **Cyberbullying**. It happens when someone creates bad gossip or rumors through their social media to bully or embarrass their target. In this case, Lindsay spread rumors that indirectly said that Taylor was not in because she was pregnant, and from this situation Taylor experienced sadness as well as anger. Meanwhile, feeling of sadness and anger is the criteria for the impact of bullying, namely **Low psychological well-being**.

Datum 17

Minute: 00:42:11 – 00:43:40

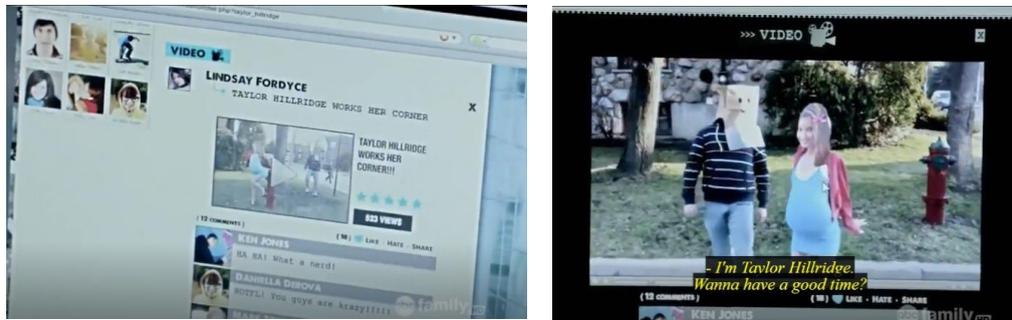


Figure 4. Lindsay uploaded Nasty jokes videos

This data is a joke video uploaded by Lindsay on her Cliquestres account with the caption "Taylor Hillridge works her corner!!". The content of the video tells of Taylor with a pregnant body seducing a man to sleep with her for a cheap price. Taylor, who couldn't stand watching the video, couldn't help but cry. This is a **Cyberbullying** because Lindsay uploaded a joke video on her Cliquestres account with the aim of humiliating or bullying Taylor. Taylor felt sad and very anxiety. Meanwhile feeling anxiety is the criteria of **Psychological distress**.

Datum 18

Minute: 00:44:10 – 00:48:30

"I'm the real Taylor Hillridge, and I told you everybody hate me so much, but maybe i do because now I hate me too, here we go, I really don't see the reason for trying, for talking, and for breathing, just done. So that it's i guess, bye".



Figure 5. Taylor took much medicine

Taylor who felt herself hated and shunned by her friends decided to make a video that she is the real Taylor Hillridge on her account, she said that it was all over. After uploading the video Taylor took medicine and hiding in the bathroom to commit suicide. From Taylor's actions, it can be said that she got **Cyberbullying** because she because she was humiliated by Lindsay through uploading videos on

her social media accounts and the impact that Taylor experienced was **Psychological distress** that led to depression and attempted suicide.

Datum 19

Minute: 01:05:52 – 01:07:11



Figure 6. Samantha admitted her mistake

Samantha admitted the bad thing she did to Taylor that she was the one who created James's account, talk to Taylor, pretended to be James, and also told everyone that Taylor gave him STD. Taylor who heard that was sad and shut herself in her room. Samantha's actions were **Cyberbullying** because she created an account named James and helped spread rumors using her Cliquestres account. On the other hand, Taylor's Impact is **Poor social adjustment** because she showed solitude and locked herself in her room.

Datum 20

Minute: 01:22:17 – 01:23:40

- Lindsay : "Look it's the psycho twins"
- Samantha : "Just ignore her"
- Taylor : "No, I'm not ignore her anymore. Hey Lindsay, you know you think probably being funny but you should know your word really hurt and I think you should stop attacking people online"
- Lindsay's friend : "Weww, get her lands"
- Samantha : "No, she is right, you guys should stop, you're making everyone miserable"
- Lindsay : "Ouhh, the twins are sticking up for each other, how cute"



Figure 7. Lindsay still mocking Taylor

Lindsay mocked Taylor and Samantha in the cafeteria. Taylor who returned to school accidentally met Samantha and asked her to sit together in the cafeteria, but when she was looked for a seat, Lindsay and her friends again said ugly nicknames, she also made fun of Samantha knowing that she is pretend to be James, so that Lindsay said "**Look it's the psycho twins**". Taylor was angry and could not stand Lindsay's taunts towards her and immediately turned to Lindsay's place and advised Lindsay to stop saying obscenities, hurtful word and stop attacking people in Cliquestres.

Lindsay's actions this time were one of the hallmarks of **Verbal bullying**, as she bullied Taylor with a calling "**psycho twins**". From the bullying, the impact on Taylor is anger, while feeling of anger is part of **Low psychological well-being**.

DISCUSSION

Bullying is defined as a distinct type of proactive aggression characterized by a power imbalance between the perpetrator and victim that typically involves repetition (Olweus, 1999; Solberg & Olweus, 2003) From time to time, cases of bullying in the world are increasing and this case is always in the spotlight in society.

Based on the results of data analysis, researcher found three types of bullying and three effects of bullying. Researcher found the dominant type of bullying is cyberbullying. Cyberbullying includes sending, posting, or sharing negative, harmful, false, or mean content about someone else. It can include sharing personal or private information about someone else causing embarrassment or humiliation. Some cyberbullying crosses the line into unlawful or criminal behaviour (stopbullying.gov, n.d). In this case, a friend of Taylor named Lindsay who often bullies' often posts malicious comments on her Cliquestres account, and also Lindsay makes a very nasty joke video.

From the results of the current study, it was found that the most dominant type of bullying was cyberbullying. The amount of bullying experienced by Taylor made her angry, sad, frustrated, shut herself up and also attempted suicide. From the results of previous studies and current research, we can know that cyberbullying has a negative impact related to psychology. The difference with the

findings of previous studies is in the results of the most dominant bullying, namely: verbal bullying, social bullying, and also cyberstalking.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the research findings, the researcher concluded from the film *Cyberbully* (2011) that people who constantly intimidate can obtain any means to intimidate the target, and that the perpetrator does not feel guilty because he does bullying too frequently and considers it as jokes or just a normal thing. Another thing that the researcher might concluded is that it is very important to use social media wisely and carefully so as not to invite negative things like Cyberbullying that Taylor Hillridge obtained. Researcher found three types of bullying, and the most common type of bullying found was cyberbullying because this type can be easily done by anyone. The impact is also very negative because it can harm the victim's mentality, similarly, this research discovered that the dangerous impact that Taylor received was psychological distress (suicide attempt). Belongs to Mbah, Remy Mbah (2020; 48), Teachers presented their perceptions on bullying and its effects. From the response found, teachers reported that bullying reduces academic performance and cause other students to dropout of or change the school. Also, they share similar responses that bullying can result in student's death and other use as a mechanism of survival. As a result, the film's goal is to convey to the audience that bullying has numerous negative consequences, and that we, as viewers, must do everything we can to prevent bullying from occurring.

Suggestions

The researcher realized that this research has to be continued by other academics after analyzing bullying in *Cyberbully* (2011). There are still numerous flaws in this study. As a result, the researcher suggests that the next researcher use a psychoanalytic approach to analyze bully in greater depth. Furthermore, while physical bullying was not found in this study, the researcher proposes that future research focus on psychological bullying and physical bullying on other things. Another suggestion from the researcher is to use social media wisely so that bad things don't happen, one example is Cyberbullying, and also don't ignore when there is bullying around us, prevent it as much as possible by reporting to parties who are able to mediate or solve it. Finally, the researcher hopes that this research might offer readers with enough insight and enthusiasm to pursue this research forward.

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