

Mekanisme contagion dalam jaringan sosial kasus perilaku bullying pada peer group = Contagion mechanism on social network bullying on peer group / Nailul Mona

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Abstrak

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Mekanisme contagion menyebabkan perilaku menyebar dan ditiru dalam jaringan sosial. Mekanisme contagion terjadi dalam dua cara, yaitu cohesion dan structural equivalence. Mekanisme semacam ini juga dapat terjadi pada perilaku bullying oleh pelajar remaja. Penelitian dilakukan pada jaringan peer group di pondok pesantren, yang terdiri dari enam angkatan pelajar SMP dan SMA. Dengan menggunakan pendekatan mixed method dan teknik snowball sampling serta metode analisis jaringan, penelitian ini bertujuan mengetahui model contagion yang lebih dominan, focal actor yang berpotensi menyebarkan bullying secara contagious, serta pesan yang contagious. Hasil penelitian menunjukkan bahwa contagion tidak hanya terjadi secara cohesion dan structural equivalence, tapi juga reversed structural equivalence. Dan contagion secara cohesion lebih dominan dibanding dengan model contagion lain dalam jaringan bullying ini.

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ABSTRACT

Contagion mechanism makes certain behavior spread and imitated on social network. This mechanism occurs in two ways, by cohesion and structural equivalence. This mechanism also can occur in the bullying behavior of teenage student. Study conducted on peer group network in the boarding school, consist of six generations high school student. Using mixed method approach and snowball sampling technique with social network analysis method, research's aims are to know the most dominant contagion model, focal actor who potentially spread bullying contagiously, and the contagious message. The results shows that contagion not only occurs by cohesion and structural equivalence, but also reversed structural equivalence. And contagion by cohesion are dominant rather than others in this bullying network.