

Peran UNICEF terhadap Perundungan Siber (Cyberbullying) Pada Anak dan Remaja di Indonesia Era Pandemi COVID-19 Tahun 2020-2022

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Abstrak

Perkembangan teknologi digital di era modern memberikan bentuk baru bagi fenomena perundungan bernama perundungan siber. Fenomena perundungan siber mulai menjadi hal umum di dunia maya khususnya pada era COVID-19 di Indonesia dimana terjadinya transformasi digital pada aktivitas sosial masyarakat khususnya pada anak dan remaja di Indonesia. UNICEF sebagai organisasi internasional yang memiliki visi memenuhi hak bagi setiap anak juga menaruh perhatian khusus terhadap perundungan siber yang merupakan bentuk kekerasan dimana melanggar hak keamanan pada anak. Dalam penelitian ini berupaya untuk menganalisis peran UNICEF mengenai perundungan siber yang terjadi pada anak dan remaja di Indonesia. Untuk meneliti hal tersebut, peneliti menggunakan konsep peran organisasi internasional dari Biddle dimana suatu Lembaga memiliki peran yaitu peran sebagai motivator, komunikator, dan mediator. Terkait ketiga peran ini, UNICEF berupaya menjalankan perannya mulai dari program Roots, U-Report, Konferensi Kebaikan Indonesia, hingga penandatanganan Kerjasama CPAP 2021-2025 dengan pemerintah Indonesia senilai 150 juta USD.

Kata Kunci : Perundungan Siber, COVID-19, Kekerasan Anak, UNICEF.

**UNICEF role against Cyberbullying Towards Indonesia Kids & Teenagers
through out Covid Pandemic Era 2020 – 2022**

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Abstract

The rapid development of digital technology in the modern era has provided convenience for people to access the internet or cyberspace. This has resulted in the emergence of new forms of phenomena, one of which is cyberbullying. According to Smith, cyberbullying refers to intentional actions that cause harm to another individual through computer media, the internet, and other similar devices. The mechanism involves embarrassing, threatening, or intimidating others by sending electronic messages via the internet. The outbreak of the COVID-19 pandemic, when it first entered Indonesia, led the government to implement various policies that restricted social activities. Consequently, internet usage has increased over the years during the COVID-19 pandemic. This digital transformation has also led to an increase in cyberbullying incidents. Cyberbullying is a form of violence that clearly violates human rights. This phenomenon is often found among children and adolescents in Indonesia. The impact of cyberbullying can damage the mental health of victims, and in extreme cases, even lead to death. UNICEF, an international organization focusing on children, has been collaborating with the Indonesian government to address cyberbullying among children and adolescents in Indonesia through the ROOTS program, U-Reports, various campaigns, and articles on cyberbullying published by UNICEF.

Keywords : Cyberbullying, COVID-19, Violence Against Children, UNICEF.