

PENGARUH ANONIMITAS DAN INTERAKSI VIRTUAL TERHADAP TINDAKAN CYBER HARASSMENT PADA GAME ROBLOX

ABSTRAK

Penelitian ini menganalisis pengaruh anonimitas dan interaksi virtual terhadap *cyber harassment* di Roblox serta peran pengembang dalam pencegahannya. Penelitian hukum empiris ini menggunakan data kuantitatif dari kuesioner 79 pemain Roblox Indonesia usia 18–24 tahun (analisis regresi linear berganda), data kualitatif dari wawancara empat informan, dan studi kepustakaan. Hasil regresi: anonimitas ($\beta=0,389$; $p<0,001$) dan interaksi virtual ($\beta=0,539$; $p<0,001$) berpengaruh positif signifikan terhadap *cyber harassment*, bersama menjelaskan 55,6% variasi ($R^2=0,556$). Anonimitas sebagai "jubah psikologis" melemahkan hambatan moral, interaksi virtual (terutama *voice chat*) menjadi kanal utama pelecehan yang dikonfirmasi seluruh informan. Peran pengembang Roblox belum memadai: Community Standards lemah penegakan, sensor kata tidak efektif, *voice chat* tanpa filter, laporan lambat, serta sanksi ringan tanpa efek jera. Roblox sebagai PSE pihak ketiga hanya bisa memberi sanksi administratif. Sebagai Penyelenggara Sistem Elektronik (PSE) pihak ketiga, Roblox hanya dapat memberikan sanksi administratif internal. Penelitian ini merekomendasikan penguatan penindakan hukum terhadap pelaku, kerja sama lintas yurisdiksi, serta kepatuhan platform peraturan yang ada tanpa merusak esensi interaksi virtual dalam game.

Kata kunci: Anonimitas, interaksi virtual, cyber harassment, Roblox, moderasi platform

THE IMPACT OF ANONYMITY AND VIRTUAL INTERACTION ON CYBERHARASSMENT IN THE GAME ROBLOX

ABSTRACT

This study analyzes the influence of anonymity and virtual interaction on cyber harassment on Roblox, as well as the role of developers in preventing it. This empirical legal study uses quantitative data from questionnaires completed by 79 Indonesian Roblox players aged 18–24 (multiple linear regression analysis), qualitative data from interviews with four informants, and a literature review. Regression results: anonymity ($\beta=0.389$; $p<0.001$) and virtual interaction ($\beta=0.539$; $p<0.001$) have a significant positive effect on cyber harassment, together explaining 55.6% of the variation ($R^2=0.556$). Anonymity, acting as a “psychological cloak,” weakens moral inhibitions, while virtual interaction (particularly voice chat) serves as the primary channel for harassment, a finding confirmed by all informants. Roblox developers’ role has been inadequate: weak enforcement of Community Standards, ineffective word filtering, unfiltered voice chat, slow response to reports, and lenient penalties that lack a deterrent effect. As a third-party Electronic System Operator, Roblox can only impose administrative sanctions. As a third-party Electronic System Operator (ESO), Roblox can only impose internal administrative sanctions. This study recommends strengthening legal action against perpetrators, cross-jurisdictional cooperation, and platform compliance with existing regulations without undermining the essence of virtual interaction within the game.

Keywords: *Anonymity, virtual interaction, cyber harassment, Roblox, platform moderation*