

Maximizing the Use of Educational Media in Forming Anti-Bullying Values at School in Post-Truth Era

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Abstract: Post truth is a phenomenon in which a person's mindset is formed by various information that is often displayed in various media. This phenomenon marks the importance of media in forming beliefs, so that ultimately moves someone to act. This theoretical research aims to determine how media can be used to instill anti-bullying values in schools. This research is qualitative research with a literature review approach, where the data sources come from books and journals that are appropriate to the topic of discussion. The data and information obtained were then collected, coded and appropriate themes were searched for and then analyzed. The research results show that; Forms of bullying at school have occurred in several forms, namely: verbal, physical, social, cyber, sexual. So this needs to be addressed immediately by instilling anti-bullying values, which can be done using educational media. Maximizing the use of educational media is an effective way in the post truth era to instill anti-bullying values in schools. This is because, in this era, the form of information in the media has become a determinant and is able to shape a person's mindset to act.

Keywords:

Anti-Bullying Values; Educational Media; Instilling; Post Truth Era

Abstrak: Post truth merupakan fenomena dimana pola pikir seseorang terbentuk dari berbagai informasi yang sering ditampilkan di berbagai media. Fenomena ini menandai pentingnya media dalam membentuk keyakinan, yang mana hal tersebut mampu menggerakkan seseorang untuk bertindak. Penelitian teoritik ini bertujuan untuk mengetahui penggunaan media bisa digunakan dalam menanamkan nilai-nilai anti bullying di sekolah. Penelitian ini merupakan penelitian kualitatif dengan pendekatan literatur review, dimana sumber datanya berasal dari buku dan jurnal yang sesuai dengan topik pembahasan. Data dan informasi yang diperoleh kemudian dikumpulkan, diberi kode dan dicari tema yang sesuai lalu dianalisis. Hasil penelitian menunjukkan bahwa; Bentuk-bentuk bullying di sekolah terjadi dalam beberapa bentuk yaitu: verbal, fisik, sosial, cyber, seksual. Sehingga hal ini perlu segera diatasi dengan penanaman nilai-nilai anti bullying yang dapat dilakukan melalui media pendidikan. Pemaksimalan penggunaan media pendidikan menjadi salah satu cara yang efektif di era post truth dalam menanamkan nilai-nilai anti bullying di sekolah. Hal ini dikarenakan, bahwa pada era ini segera bentuk informasi di media sudah menjadi penentu dan mampu membentuk pola pikir seseorang untuk bertindak.

Kata Kunci:

Era Post Truth; Media Pendidikan; Nilai-Nilai Anti Bullying; Penanaman

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INTRODUCTION

Bullying is delinquency that can occur in various forms, whether verbal, physical or social, carried out by individuals or groups. (Asri, 2023). Bullying, as a form of practice, has recently occurred frequently in educational institutions, and there have even been several cases of bullying that have claimed lives. Similar data released by FSGI (Indonesian Teachers' Union Forum) noted that 50% occurred at the junior high school level, 23% at the elementary school level, 13.5% at the high school level, and 13.5% at the vocational school level. From the bullying case, one elementary and MTs student died (Rosa, 2023). The cases of bullying in schools are so disturbing, this has attracted the attention of many parties, including the Minister of Education, Research and Technology. Therefore, on August 3 2023 Mr. Nadiem Makarim as Minister of Education and Culture issued Regulation of the Minister of Education, Culture, Research and Technology (Permendikbudristek) Number 46 of 2023 concerning Prevention and Handling of Violence in Educational Unit Environments (PPKSP).

This regulation not only explains the types of violence and forms of intimidation in education but also regulates forms of punishment for the perpetrators, ranging from light, medium and severe punishments, to heavy sanctions for students who is transferred to another educational unit such as a Development Institute. Special Children (LPKA) or previously known as Children's Correctional Institutions (Children's Prisons) (Kemendikbudristek, 2023). The rise in cases of bullying and the existence of firm action from the Ministry of Education and Culture regarding cases of bullying in schools, shows that extra efforts are needed for every educational institution in an effort to instill anti-bullying values in its students.

Instilling anti-bullying values is a form of effort to prevent bullying in the educational environment. Therefore, these anti-bullying values are guided by the anti-thesis form of bullying attitudes. Bullying attitudes or behaviors can be identified in various forms, namely; insulting, ridiculing, criticizing, threatening, looking cynically at, isolating, silencing, even forms of physical violence that hurt, sexual violence, and most recently cyberbullying (Santoso, 2018). Thus, anti-bullying values include a sense of solidarity, brotherhood, empathy, care, an attitude of mutual support for one another. These anti-bullying values are attitudes that oppose deviant attitudes, such as; physical violence in hitting, kicking, slapping, sexual violence, and also non-physical acts; mocking, ridiculing, ostracizing, both in cyberspace and in real life. This was stated by Visty that bullying behavior in schools must be addressed immediately, because this can make victims afraid and withdraw from the environment and even cause depression (Visty, 2021). So from this, many efforts have been made by the school so far, as many studies since 2019 have all discussed handling bullying using certain learning materials and there are also studies which in handling rely on counseling teachers (Mendeley, 2023). However, none of these articles discuss the importance of educational media as a means of dealing with bullying in schools.

The role of educational or learning media is no less important than the role of materials and teachers in achieving educational goals. That learning media also has a significant impact in determining students' learning outcomes, because learning media can help teachers explore the learning process and increase students' motivation (Wulandari et al., 2023). However, not much previous research has discussed the importance of educational media in efforts to deal with bullying cases in schools. Previous research discussed more about handling bullying by prioritizing the role of teachers in learning and assisting bullying victims, as in his research; ; (Sofhie Awalia Ajoen Vania, 2023), (Khasanah, 2015), (Priyanto & Nur Huda, 2023), (Wahyuni, 2023). Apart from that, many previous studies also examined handling bullying through strengthening learning materials, as in his research; ; (Hidayanti et al., 2023), (Ningsih & Sumiatin, 2023), (Firdaus & Aisyah, 2020), (Ramli et al., 2023). Even though there has been a lot of research on handling bullying in schools, bullying cases are still a problem that cannot be resolved. It was noted that throughout 2023 there were cases of bullying that occurred at all levels of schools and some of them resulted in the deaths of victims (Rosa, 2023). Therefore, this research complements previous research on handling bullying in schools by maximizing educational media as a means of instilling anti-bullying values.

Optimizing the use of educational media in an effort to instill anti-bullying values is no less important, because educational media is one of the elements that also determines the success of the educational process. In this case, educational or learning media can be in the form of visual, audio, audio-visual which functions to maximize the learning process (Asnawir, 2002, p. 15). More than that, currently the media is very important in forming opinions which ultimately drives human behavior. This marks the entry of the post truth era in human life. In this era, the truth of information does not depend on the verification of the information, but the truth depends on the frequency with which information is obtained and presented by the media. Post-truth is a state where there is no clarity between right and wrong. So this makes social media not just a tool for communication, but social media has become an institution that determines social life (Alimi, 2018, p. 22). Therefore, the use of educational media seems important in instilling anti-bullying values in schools in the post truth era, because every information displayed in the media will be used as reliable information and used as guidance.

Based on the understanding that assumes that bullying is currently still a serious problem for the operation of educational institutions, researchers consider it important to study the use of educational media in instilling anti-bullying values in schools in the post truth era. This is also based on previous studies, none of which mention educational media as an important means of instilling anti-bullying values in schools, as in their research: (Priyanto & Nur Huda, 2023), (Wahyuni, 2023) who consider that handling bullying must be carried out by teachers in learning and mentoring. Apart from that, research conducted by; (Hidayanti et al., 2023), (Ningsih & Sumiatin, 2023) that handling bullying is done by sharing learning materials. Thus, this research further enriches

knowledge and gives birth to new views regarding the handling of bullying cases in schools. Therefore, this research begins with a question: 1) What are the forms of bullying at school? 2) Why is it important to use educational media in the post truth era? 3) How can educational media be used as a means of instilling anti-bullying values in schools.

RESEARCH METHOD

This research is qualitative research using a library approach. Therefore, data sources in this research include books, scientific articles, and documents that support research on maximizing the use of educational media as a means of instilling anti-bullying values in schools in the post-truth era. The focus of this literature research is maximizing the use of educational media as a means of instilling anti-bullying values in schools. So the discussion in this research will include; *First*, what are the forms of bullying at school?. *Second*, why is it important to use educational media in the post truth era?. *Third*, how is educational media used as a means of instilling anti-bullying values in schools?. It is hoped that the results of this research will provide an overview of the importance of the role of educational media in the running of education, so that the results of this research can be used as consideration in making decisions about the use of educational media in the post truth era. The data analysis technique in this research is qualitative analysis which includes data reduction, data presentation, and drawing conclusions (Matthew & Huberman, 1984, p. 8).

RESEARCH RESULT AND DISCUSSION

Types of bullying at school

Bullying as a form of behavior that endangers students does not only take the form of physical violence, but more than that, bullying is even more dangerous when it causes psychological harm. So this has an impact on students' emotional and academic development (Russell et al., 2016). Likewise, the news on the Ministry of Health's website states that cyberbullying or bullying in cyberspace is more dangerous, because it can damage a person's mental and psychological health. So this can make a person affected by cyberbullying feel fearful, lacking self-confidence, depression and the next most dangerous impact is the tragedy of suicide (Desmiarti, 2023). Therefore, there are several forms of bullying that can disrupt students' development at school, namely:

Physical bullying

Physical bullying is a form of bullying that can result in physical injury to the victim, therefore bullying like this is easy to handle immediately, because identification of the victim and perpetrator can be done quickly, from the physical injuries of the bullying victim. Apart from that, it is also known that children who are perpetrators of physical bullying will tend to be angry/tempered and lack empathy with their peers and those around them. Meanwhile, children who are victims of physical bullying tend to show excessive fear, especially when they meet the bully (Sun & Cao, 2022). Therefore, victims

of this type of bullying often tend to be lazy about going to school, ask to drop out of school, change schools, or even show sad expressions and cry because they are afraid when they remember the bullying they experienced. (Yunitasari et al., 2021). Therefore, even though bullying causes physical injury due to beatings or other actions that leave wounds on the victim's physical body, it also psychologically leaves scars mentally. Physical bullying can be seen in various forms, namely; throwing small objects, hitting, hitting, taking things, and fighting (Hertinjung, 2013).

Verbal bullying

Verbal bullying is a form of bullying that currently ranks at the top in terms of percentage as a type of bullying that often occurs in schools. In this case, Hertinjung said that the percentage of verbal bullying was 43%, physical 23% and relational 30% (Hertinjung, 2013). The high rate of verbal bullying is because this form of bullying often occurs unintentionally. In fact, often in some cases the perpetrator of verbal bullying only thinks of it as a joke and thinks the victim is an emotional person. Verbal bullying usually takes the form of harsh, long-winded words or sentences and even insults that bring down the victim. Therefore, even though verbal bullying is not considered serious for the perpetrator, this bullying has a significant impact on the victim's mental health, namely: it can cause the victim to be afraid to speak or express an opinion and make the victim lack self-confidence (Yunitasari et al., 2021). There are five factors that cause verbal bullying, namely: differences in economic ability, seniority, disharmony in the school situation, individual characteristics and also group characteristics (Barus et al., 2023).

Social/relational bullying

Social bullying is bullying carried out in groups, this can occur in the form of indirect exclusion or intimidation, aggressive stares and glances, sighs when communicating, sneers, laughter and mocking body language. Therefore, victims of social bullying will experience difficulty making friends and are often alone. This is because victims of bullying are less liked by the social environment that excludes them. In addition, oppression in this form tends to be more difficult to detect from the outside on an ongoing basis (Yuliani, 2019). Regarding social/relational bullying, it does not only occur between students, but can also occur between teachers and students. In this case, Else has provided an understanding of the identification of bullying in schools, where teachers also have great potential to become bullies. This can happen if a teacher gives students an excessive amount of assignments, so this makes students work all night (Else, 2018).

Cyber bullying

Cyber bullying arises when digital space is used as an intermediary to build social relationships. This is indicated by the presence of haters who often leave scathing comments on the page. Apart from that, cyber bullying is actually also

a form of verbal bullying carried out via social media, where bullying sentences on social media usually aim to corner, insinuate, insult and also threaten the victim (Suciartini & Sumartini, 2018). Signs or behavior of victims of cyberbullying can be immediately detected when they experience bullying, such as the victim's sad or angry expression when reading or seeing unpleasant comments that hurt him. Cyberbullying often occurs among teenagers and this has a significant prevalence in the psychological development of teenagers (Gohal et al., 2023).

Sexual bullying

Sexual harassment often and almost always results in the victim experiencing mental disorders. Therefore, sexual violence is also categorized as a form of bullying. Sexual bullying is very dangerous for the victim, because sexual bullying can leave deep trauma and is difficult to remove. similar to research conducted by Khaliza et al which states that teenagers who experience physical and sexual bullying have a high tendency to experience depression (Khaliza et al., 2021). Sexual harassment is usually carried out by male students against female students, in this case the harassment does not always take the form of physical contact, but also occurs in the form of advances directed at the female's body organs (Page et al., 2015).

Importance of using educational media in the post truth era

Educational media is an important factor in the implementation of good and successful education. Wulandari in this case said that learning media can help teachers explore the learning process and increase students' motivation (Wulandari et al., 2023). Therefore, educational or learning media is very important for the educational process, especially in the post truth era. In this case, the post truth era is an era where it is not facts and truth that is prioritized, but information that is emotional and that is reproduced repeatedly through the media is something that is considered true and used as a guide (Alimi, 2018). More than that, the danger is that currently post truth is an idea that has become a consensus in people's lives (Bufacchi, 2021). Even though the term post truth is often equated with negative things because it is a tool for manipulating the truth, if we look further, this is actually an era that marks a change in human thought patterns. In this case, people are often narrow-minded, because any information obtained through social media is always considered correct without carrying out a thorough investigation of the information obtained. So from here it can be said that the characteristic of humans in the post truth era is instant thinking.

This instantaneous human mindset is a result of the massive consumption of information from social media or other media. So in this era the media has become the dominant factor in conveying effective information. Therefore, this is proof that educational media is one of the determining factors for the success of an educational institution. This opinion is not an exaggeration, because currently the world and human civilization have developed rapidly and have reached a state where human thought patterns tend to be controlled by the media. At this

time, the media is a means of conveying and asserting effective claims (Alimi, 2018). Likewise, Kapolkas revealed that modern humans are not colonized by post truth agents but they themselves also collude in perpetuating post truth (Kapolkas, 2017). Therefore, from here we can see that post truth is not only about the influence of the media, but is also a form of modern human thought pattern which always glorifies something instant.

Post truth, which in many discussions always discusses something negative, actually provides a positive space if used well. Because this not only contains post truth as a bad model for conveying messages, but post truth has become a marker of the mindset of modern humans today, which assumes that something seen and published through the media is the truth. Therefore, this phenomenon should be utilized by educational institutions to optimize educational media. So educational institutions should use the media as a means of conveying messages in instilling character in students. This can be done by producing good moral messages through the media on a massive scale, so that in the end these messages can be internalized and become good moral messages in their students.

Use of educational media as a mean of instilling anti-bullying values in schools

Educational media is a device used as a means of supporting the ongoing educational process. Asnawir said something similar that educational media is a tool that consists of various forms, namely; visual, audio, audio visual material. With these media, the learning process can be directed easily to achieve learning goals (Asnawir, 2002). Therefore, by maximizing the use of educational media, educational goals can be achieved optimally. This was stated by Wulandari that learning media can increase students' interest and motivation to learn (Wulandari et al., 2023). Therefore, it is important for teacher to optimize the use of educational media, so that a learning process can be implemented that can increase student motivation.

Even though educational media is only a tool or intermediary in conveying messages, educational media is also important in instilling anti-bullying values in schools in the post truth era. The post truth era is an era which marks that people's mindset is dependent on and controlled by symbols, repeated information that they get from various media. As is known, modern humans are not colonized by post truth agents, but they have colluded in perpetuating post truth (Kapolkas, 2017). Based on this, it can be said that the media is the best means of conveying messages, including conveying educational messages in the post truth era.

Media as a mean of conveying effective messages can take various forms, namely: messages on social media, posters/images, broadcasts, or even audio that convey messages of kindness and enthusiasm in instilling anti-oppressive values:

Education through social media

Nowadays, social media is nothing new and has even become integrated into people's lives. Even though social media has always been related to patterns of human relationships through cyberspace, now its impact has reached the real world. This was expressed by Alimi that currently social media plays a big role and even determines human life in the real world (Alimi, 2018). Since the presence of social media in human life, patterns of interaction between humans have begun to change. Even with social media, access to various information can be done easily, so it can support learning (Guerra, 2020). Therefore, educational institutions should be able to provide positive space for the use of social media in the learning process. In this case, Saingo said that social media not only has a negative impact on its users, but can also be used by teachers to convey messages and learning materials, so that in the end they are able to instill character in students (Saingo, 2022). So by using social media as a messenger of peace, unity, mutual love and affection, which is done repeatedly, this can form anti-bullying values in students. Wolf stated that social media is a space that has provided various information that can shape a person's mindset. Moreover, social media also provides a unique communication space, which has an impact on the ease of carrying out scientific discussions (Wolf, 2017).

Education through posters/pictures

Posters and pictures on billboards, billboards and perhaps on school walls are effective media for conveying messages. This is proven by the fact that well-known brands still need billboards to market their products. Andra said that information in the form of a notice board that is outside and has the potential to be seen by someone can effectively market and convey messages to the public (Andra, 2017). Therefore, with this in mind, education should utilize advertising media, pamphlets, or posters to convey messages of unity, peace, love, mutual help in order to instill anti-bullying values in students. In this way, Alimi also stated that the use of posters containing certain messages with images of certain figures embedded in them has proven to be effective in conveying messages, which in the end can shape the perspective of those who see them (Alimi, 2018). The effectiveness of using posters to shape the mindset of viewers can also be seen from the efforts made by various manufacturers in marketing their products. This has proven effective in shaping consumers' mindsets so that they always choose products marketed through these posters (Vekovtseva & Plotnikova, 2019).

Education through video shows

Video shows can be said to be audio-visual media, because they contain images and sound at the same time. Therefore, whether we admit it or not, this can be used as an effective educational medium in achieving educational goals. This was stated by Aliyyah that by using video in learning, students can gradually improve their learning outcomes (Aliyyah et al., 2021). Maulani also said that the use of videos in the learning process was proven to be able to make a good contribution to students' learning motivation (Maulani et al., 2022). Thus, the

effectiveness of using videos in the learning process should be utilized by educational institutions or teachers in this learning process in instilling anti-bullying values in their students. This can be done by showing videos or shows that can stimulate students to think and think about loving each other. Linasari said that videotherapy has proven effective in raising anti-bullying awareness (Linasari, 2016). Even more broadly, the use of video as a learning medium is considered very useful. Because, video as an educational medium can be used as a learning resource that brings students out of periods of educational crisis, because videos can easily be played more than once during learning (Nabayra, 2023).

Education through audio media

This post truth era is not only about what is seen and then consumed, but also about what is heard and then consumed as truth without the need for verification of the information heard. This is because the post truth phenomenon is the phenomenon of spreading information that is produced repeatedly, so that it is able to influence the recipient without any effort to confirm the information obtained (Alimi, 2018). Therefore, audio as a means or medium for conveying information can also be effectively used to instill anti-bullying values in schools. Mustika stated that audio has proven to be able to increase the effectiveness of the learning process, because it has simultaneously increased students' interest in unique learning (Mustika, 2015).

Educational media can be used as an effective messenger in the learning process. This is because the information presented in the media is usually easier to accept. So with high intensity, anti-bullying messages can be conveyed to students in the learning process. With a teacher's skills in selecting and utilizing educational media, the learning process can run optimally, including instilling anti-bullying values.

CONCLUSION

The progress of education cannot be separated from the existence of educational media. Educational media plays an important role in facilitating and also as a tool in the learning process. By making good use of educational media, the learning process can run well, especially in the port truth era. In this era, media has become very important in human life. This is because every information presented by the media repeatedly is the truth that encourages human life, even though it has not been properly verified. Even though post truth seems negative, this can be used to be a positive thing in the running of educational institutions. This is because by maximizing the use of educational media in the educational process to instill anti-bullying values, it can shape students' mindsets about anti-bullying behavior, therefore, with the post truth phenomenon, educational institutions can utilize social media, posters, video and audio shows as effective media in instilling anti-bullying values in their students.

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