The Effects of Anonymity, Psychological Needs and Cyber Victimization Toward Cyberbullying Behavior Among Adolescents in Cirebon City

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ABSTRACT. This study aims to find out the effects of anonymity, psychological needs and cyber victimization toward cyberbullying behavior on adolescents in Cirebon city. Cyberbullying has in fact destroys adolescents' morality. Whenever and wherever, adolescents so easily to bully others using smartphone on his grip. In Cirebon, 70% students of Junior High School own smartphone. This is the main reason that Junior High School students in Cirebon are easy to attack others using their smartphone. The subjects of this study are 297 students of second grade Public Junior High School in Cirebon. I use probability technique sampling, known as cluster random sampling to select respondents. I tested the validity of anonymity, psychological needs and cyber victimization instrument using validity test construction of confirmatory factor analysis (CFA) by implementing software Lisrel 8.70. Furthermore, in order to find the answers of research questions and hypothesis, I used multiple regression analysis using software SPSS 16. This study shows various results of cyberbullying behavior in variety of proportion that affected by anonymous, strengths, affiliation needs, endurance needs, aggression needs, succorance needs, major victimization and minor victimization which are 53.5%; with the significant contribution variables are as follows: aggression needs, strengths, major victimization and minor victimization. Based on the result of this study, it has been found certain recommendations include: (1) the junior high school students shall be examined their psychological needs before enrolling at school, (2) lecturers and school counselors shall use this study as a reference to overcome cyberbullying behavior by identifying students who potentially had cyberbullying character, (3) students shall not frequently interact on social media but they shall interact more with their social environment. Last but not least, (4) for further study, it shall be conducted in collaboration with Cirebon's anthropology as additional variable and others relevant variables (i.e. frequency to access internet, lifestyle or social class).

Keywords: Cyberbullying, anonymity, psychological need, cyber victimization.

Introduction

Globalization unconditionally has created a technological change and informational expansion waves without any limitations. Every individual is able to access whole information, wherever and whenever; sharing their feelings, suffering is easy on social media. Society's participation development in cyberspace is also getting increased from year to year. In 2007, more than 1 million individuals entire the world are accessing internet actively, 69.4% are Americans, 38.6% are European, and 10.5% internet users are Asian (Boss, 2008).

Most internet users in Indonesia are adolescent group. It is based on Yahoo and Taylor Nelson Sofres research (on Utami, 2014) which says that most internet users are those who are in the age of 15 years, that age is categorised as early development tenage ages. This survey concludes that 64% of 2.000 respondents are teenagers. While the second phase is 42% of them are in 20- 24 years and the last is in age around 45 - 50 years (Kompas. com, 2013).

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Rapid technology and easy information spreads which is symbolized technology application has enabled human's life easier to do their activities. One of the popular technology applications are the ones that connect between individuals, such as social media to find life's partner, cyber friends, and to connect with friends or groups for everyday discussion. However, those social media has resulted in the risk of creating a new anti social behavior called cyberbullying (Beale & Hale, 2007).

Cyberbullying is a case when an individual is being bullied, insulted, intimidated, or embarrassed by other individuals via internet or cellular phone. The term of cyberbullying was firstly introduced by Kanad Bill Belsey (Campbel, 2005). Furthermore in the field of civil law (a law which manages individuals behavior connection) in Indonesia, cyberbullying is perceived as valid if a mobbing (doer) and a victim are under 18 years old and not yet perceived as adult by the law, however if one of the subjects (or both) are in the age of 18, the case is categorized as cybercrime or criminal case (Potret-Online.com, 2013).

Based on Linda (2012) the difference between cyberbullying and cybercrime in a universal law cannot be investigated from the subject's or victim's age. However, every state has their right to stipulate regulations about cyberbullying which is assumed as cybercrime. A view from universal law, cyberbullying can be categorized as cybercrime if the cyberbullying actions are done without empathy and against human rights. Destroying human right means damaging other's individual living right. Thus, it can be stated that cyberbullying case has caused a victim feels his life is being destroyed, does not have social right as well as reputation—thus the actions are assumed as cybercrime. All things considered, a victim is allowed to report subject's action to police or the authorities. Despite if cyberbullying is a mere joke can be understood and accepted by victim's feeling, those actions are not categorized as cybercrime.

Those cyberbullying behaviors do not only happen in the big city or province around Indonesia but also it is very popular among adolescents in a city where cultural values are still upheld. One of which is a cyberbullying case occurs in Cirebon; a city in West Java.

In historical period, Cirebon is an Islamic guardian's city which means as a center of Islamic disseminations in West Java. Cirebon was a place where Islam ideology carried on by Syekh Syarif Hidayatullah or popular with Sunan Gunung Jati. As a result, Cirebon is included into islamization region in the phase of Islam appearance in nusantara (Wahidin, 2015). Normally, a city which has the influence of Islamic values in nusantara is well-mannered and friendly. Because of global technology effects, Cirebon nowadays has many technology users. Also, in the early age of teenage, most parents in Cirebon facilitate either their son or daughter with a smartphone.

Based on the survey conducted by a local media called "Tentang Cirebon" (2014), 70% of junior high school adolescents in Cirebon are known to have social media accounts such as facebook and twitter. High rate of smartphone users in adolescents in Cirebon encouraged the risks of creating cyberbullying actions.

According to Mead (in Friedman, 2013), early teenage is tendentious to rebel in which adolescents are very sensitive to deviant behavior, such as aggressive, inability to search self identity—males act like female and the opposite, also drug abuse that can break the social norms. On the contrary, not all adolescents do such miss behavior activities. The obstacles faced by adolescent certainly are not similar in certain cultures. However, adolescents in west culture tend to break religion as well as social values, but it is found both transition and significant change happened among adults in other cultures. Actually, adolescents in all culture; west and east suffer puberty hormone change. In addition, biological or hormonal change effects varies, and this affect society's response and high values in a tradition system and its society culture.

In addition, Mead (in Friedman, 2013) also states that researcher finds that there is a difference in behavior as a basic encouragement for adolescent in Cirebon and other cities. Different tradition, custom, and cultures either value applied by adolescents in Cirebon has built a different point of view about cyberbullying is different with those adolescents in other culture. Includes ground factors on cyberbullying in Cirebon will be different of course with others place, culture and values.

To summarize, there are two main factors cause cyberbullying—internal and external factors. Internal factors are gender (Li, 2005), self esteem, strain (Hinduja, 2010), empathy (Ang & Goh, 2010), anonymity (Barlett, Douglas & Chelsea, 2014) and psychological needs (Bülent, 2009). Furthermore, external factors

that encourage cyberbullying behaviour include parent's supervision (Frick, 2012), frequency accessing internet, children and parents' communication, internet media used (Li, 2005), school bullying (Tanya & Qing, 2007), and experience of being bullied (Ketzer et al, 2009). Based on those factors, the researcher will focus on cyberbullying in variable of anonymity, psychological needs and cyber victimization as a free variable in this research.

Based on the previous research conducted by Barlett and Gentile (2014), it is proved that anonymity is a factor which significantly influences the emergence of cyberbullying. Anonymity is a individual behavior in cyber world which attempts to hide original identity. However, anonymity also can create bystander (other individuals who are engaging in bullying process). Although they do not know the individual they are attacking. Without knowing the original identity, an individual will be free doing actions of online aggression without any penetration from others. Certainly this will be different from traditional bullying. In traditional bullying, the bullier suffers feeling of being attacked back or even will be finished by physical aggression thus they suffer to be unsafe and has low chance to repeat the action. Nevertheless, individual who do cyberbullying will feel safe and free from any kind of penetration that will cause repeating those cyberbullying actions.

Another factor that has significant effects toward cyberbullying behavior is teenager's psychological needs. A study conducted by Bulent (2009) in Turkey showed that psychological needs pays significant number toward cyberbullying behavior.

Psychological needs as stated in Bulent's research (2009) is based on individual basic needs theory which is developed by Henry Murray (1938). Bulent took 15 out of 20 kinds of human basic needs performed by Murray. From those 15 needs analysed shows that there are four needs which affect cyberbullying behaviour. Those four needs are affiliation (affiliation needs), endurance (durability needs), aggressiveness (aggressive behavior needs) and succorance (needs to be noticed). The result showed that affiliation and endurance needs have negative effects on cyberbullying behaviour. It means that a teenager who has strong affiliation and succourance needs tend to have lowest pretension to make cyberbullying. In the same way, aggressiveness and succorance need have positive effects toward cyberbullying. It means that an adolescent who own higher aggressive and succorance tend to create cyberbullying. In brief, in this research, four variables of psychological needs include affiliation need, endurance need, aggressive need and succorance need are analyzed to make certain that these four psychological needs (affiliation, aggressiveness, endurance, and succorance) which were studied by Bulent (2009) pay significant effects in creating cyberbullying behaviour.

Some researches about cyber victimization show various results. Cyber victimization is an individual intensity in suffering cyberbullying act, whether experience is being attacked personally or by other individual, or experience of massive attacking by group. Research conducted by Hinduja and Patchin (2012) indicated that individual's experience of cyber victimization affects self rejection from online communication creates traumatic feeling toward cyberspace. That is similar with the research conducted by Tokugana (2012).

On the other hand the research differs from what have been conducted by Ketzer, Fetchenhauer & Belschak (2009) indicating that cyberbullying's victim has tendency as mobbing or cyberbullying actor. For him, cyberbullying is a diasporated behavior or causes a snow mountain in adolescent. It means that teenager as a cyberbullying victim has strong tendency to become further cyberbullying actor. Cyberbullying behavior is spreading like ice mountain effect; those who are the victim will be the actor lately. The gap or difference on research findings among the researchers becomes one of my reasons to reanalyze some effects on cyber victimization toward cyberbullying behavior. It is not because of trauma on cyberspace's activity, individuals who ever experienced intensity on cyberbullying tends to take revenge for aggression. Thus they are potential to become the next cyberbullying actors.

In addition, the gap and variation of research result become the fundamental academic reason for the researcher to prove the effects of cyber victimization as predictor factors on adolescent's cyberbullying behaviour. In sum, in this research, the researcher is going to analyze how significant effects among anonymity, psychological needs, and cyber victimization toward cyberbullying actors.

Methods

Population and Sample

This research population is early age adolescents between 13 - 15 years in Cirebon, focuses on second grade junior high school students which are a favorable school that requires highest passing grade in the city. Choosing that kind of school becomes a realistic reason to decide because those students are from rich family that provides their child with smartphone. Four favorable schools in the city are SMPN 1, SMPN 2, SMPN 4 and SMPN 5. In addition, the sample criteria in this research are:
1. Respondents are an early age adolescent.
2. Respondents are active internet users having social media accounts.

The technique of sampling applied was probability sampling with cluster random sampling where the researcher will select second grade of junior high school in Cirebon who study in SMPN 1, SMPN 2, SMPN 4 and SMPN 5.

After applying cluster random sampling to the population group, it was derived 297 research samples contain of 166 girl and 131 boys who represent the favorable junior high school students in Cirebon.

Research Variable

Research variable which will be analyzed:
1. Dependent Variable (DV): X1 Cyberbullying Behavior.
2. Independent Variable (IV): Y2 Anonymity (Strength, Anonymous), Y2 psychological needs (Affiliation, Endurance Aggression, Succorance) and Y3 Cyber Victimization (Major Victimization, Minor Victimization).

Measurement

This research is quantitative research which means every variable is distributed in the form of number. Therefore, this research applies measurement in analyzing every variable.

Measuring cyberbullying variable, scale measurement tool called CBQ developed by Willard was used. To measure anonymity variable, scale measurement tool of Anonymous Strength and Differential Scale (ASD) was also used. In addition, scale measurement tool for psychological need is the researcher personal development measurement used to measure

four psychological needs include affiliation, endurance, aggression, and succorance made personally. This scale is based on need's characteristics employed by Henry A. Murray. This scale is arranged based on individual's tendency to have certain psychological needs. Finally, scale measurement tool, The Olweus Victims/Bullies which developing by Ketzer et.al (2009) for measuring cyber victimization was applied.

Measurement Validity Construction

Constructed analysis method Confirmatory Factor Analyses (CFA) was used to know the validity of each item on research variables. Cyberbullying variable has 27 items, in which after conducting the validity, it is found that all items number 4, 5, 9, 10, 26, 27 are dropped, because t<1.96 and negative lambda. That means weight values in that item cannot be analysed in factor score calculation and true score.

In addition, anonymous variable has five different items. After applying constructed validity analysis, it is found that Chi-Square = 17,27 DF = 5 P-Value = 0,00402 RMSEA=0,091. It means that P-Value<0.05, further it can be said unfittable model, thus one modification is applied. Thus, it gains value of Chi-Square = 5,89 DF = 4 P-Value=0,20723 RMSEA = 0,040. That means P-Value is > 0.05 that can be said as fittable model. It means the whole items only to measure one factor which is anonymous dimension.

Furthermore, variable of strength has five items. The researcher attempted to see those four items unidimensional, means only to measure strength variable. After conducting analysis, it is gained Chi - Square = 36,96 DF = 5 P, Value = 0,00 RMSEA = 0,147. This means that P-Value is <0.05 and can be said that it is unfixable model. In sum, the researcher applies modification twice. It gains value Chi - Square = 2.45 DF = 3 P-Value = 0,48435 RMSEA = 0,00. It means P-Value > 0.05; included into fitable model. In sum, it is concluded that the whole items only to measure one factor called strength.

Affiliation need variable includes ten items. After doing the study towards those ten items, it can be concluded that t value for coefficient LOAD second, third, fourth, sixth, ninth and tenth item factor are significant because t > 1.96, positive lambda and reside correlation

is <3. In conclusion, generally the 5th, 8th, 7th and 1st are dropped because t <1.96 and negative lambda. It means that value weight on the item will not included into analysis in both factor score and true score.

In addition, endurance variable includes six items. After conducting validity study towards those six items, it can be seen Chi-Square=61,79 DF=9 P-Value=0,00 RMSEA=0,141. This means that P - Value<0.05, so it can be said the model is not fit, thus modification twice was applied. In conclusion, it can be gained the value of Chi-Square=7,02 DF=7 P-Value=0,42648 RMSEA=0,003. This means P-Value > 0.05, so can be said that all items only measure one factor that is endurance dimension.

Aggression variable includes 76 items. After conducting validity study, the researcher analyzes item of validity using software which shows Chi-Square=80,39 DF=20 P-Value=0,000 RMSEA=0,101. This means that P-Value<0.05 thus it can be said that model is not fit, thus modification about four times was taken. In conclusion, the value of Chi-Square=22,72 DF=16 P-Value=0,12154 RMSEA=0,038. This means that P-Value > 0.05, thus it can be stated that the model is fit. It means all item only measure one factor of aggression dimension.

Succorance variable includes seven items. Conducting validity item, it shows Chi-Square=112,10 DF=p20 P-Value=0,000 RMSEA=0,125. This means that P-Value<0.05, thus it can be stated that the model is not fit, thus the researcher applies modification twice. Generally, it shows value Chi-Square=21,18 DF=14 P-Value=0,09706 RMSEA=0,042. This means that P-Value > 0.05, which means the model is fit. In conclusion, all items are only measuring one factor that is succorance dimension.

Major victimization variable includes four items. Since I conduct validity study towards every item is conducted, so it can be gained Chi-Square=1,33 DF=2 P-Value=0,51380 RMSEA=0,00. This means that P-Value>0.05, thus it can be stated that the model is fit. Generally, it means that all items only measure one factor that is major victimization dimension.

Minor victimization variable includes five items. Next, I conduct item validity study towards those five items are conducted. After doing so, it shows Chi-Square=35,40 DF=5 P-Value=0,00 RMSEA=0,143. This means that P-Value<0.05, thus it can be said that the model is not fit, the researcher applies modification

three times. Thus it is gained Chi-Square=0,64 DF=2 P-Value=0,72567 RMSEA=0,00.This means P-Value > 0.05, thus it can be said that the model is fit. In conclusion means all items only measure one factor that is minor victimization dimension.

Result

In this phase, hypothesis using linear regression analysis by SPSS 16 software is studied. Within regression, there are three things that can be seen include R scale square to see how many percentage (%) of tendency variant of cyberbullying which explained by anonymous, strenght, affiliation need, endurance need, aggression need, succorance need, major victimization and minor victimization variables, second do anonymous, strength, affiliation need, endurance need, aggression need, succorance need, major victimization, and minor victimization variable significantly affect cyberbullying behaviour in Cirebon, lastly how significant regression coefficient of anonymous, strength, affiliation need, endurance need, aggression need, succorance need, major victimization and minor victimization variable.

First stage of research is looking R scale square to see how many percentage (%) of variants doing cyberbullying actions in Cirebon which explained by anonymous, strenght, affiliation need, endurance need, aggression need, succorance need,major victimization and minor victimization variables.

The table above shows R Square is 0.535, this means that variant portion of cyberbullying explained by anonymous, strength, affiliation need, endurance need, aggression need, succorance need, major victimization and minor victimization are 53.5%, besides the rest of 46.5% are influenced by other variables beyond the research. Second stage of this research is analysing effects or anova from anonymous, strength, affiliation need, endurance need, aggression need, succorance need, major victimization, and minor victimization variables toward cyberbullying behavior.

1. Anova Table
The table above, if it is seen from the column sig shows that sig<0.05, the hypothesis is nil to be totalized, thus it can be said that there was found significant effects between anonymity (anonymous & strength), psychological need (affiliation, endurance, aggression, and

succorance) and cyber victimization (major victimization and minor victimization) toward cyberbullying behavior.

The last stage of analysis is looking regression variable coefficient of anonymous, strength, affiliation need, endurance need, aggression need, succorance need, major victimization and minor victimization toward cyberbullying behaviour.

2. Coeffisient Regretion Table

Based on regression coefficient on the table above, it can be said that similarity regressions are as follow:

Cyberbullying behaviour = -0.615 + 0.037 Anonymous + 0.278 Strength - 0.002 Affiliation - 0.058 Endurance + 0.33 Agresi + 0.052 Succorance + 0.148 Major victimization + 0.227 Minor victimization.

In order to look for how significant the result of regression coefficient is value on sig column will be a key (the right column). If sig<0.05, regression coefficients result will significantly affect cyberbullying behaviour and vice versa. Looking from the table above, there are significant regression coefficients include strength, aggression, major victimization and minor victimization variable. Furthermore, other variables which are anonymous, affiliation, endurance and succorance do not result significant regression coefficient.

Regression coefficient table above also shows anonymous, strength, affiliation need, aggression need, succorance need, major victimization and minor victimization variable can be determined by which variable has strongest effect on cyberbullying behaviour by considering beta value. Sequentially, significant variable pays strong effect on cyberbullying behaviour in Cirebon from the biggest until the smallest, firstly aggression need variable with beta value of 0,282. It proves that aggression need variable is the strongest effect variable toward cyberbullying behavior. Second is strength variable with beta value of 0.256. Next is major victimization variable with beta value of 0.136.

In summary, it can be concluded that there are four variables significantly affect cyberbullying behavior include strength, aggression need, major victimization, and minor victimization which their significant contribution is (sig<0.05).

Conclusion

Research result shows that there are significant effects between anonymity (include anonymous and strength), psychological need (include affiliation, endurance, aggression, and succorance) and cyber victimization (include major victimization and minor victimization) toward cyberbullying behaviour in adolescents. Specifically, significant effect variables are strength, aggression, major victimization and minor victimization. Those four variables positively affect cyberbullying behaviour on adolescents.

Discussion

The result shows that anonymity (anonymous, strength), psychological need (affiliation, endurance, aggression and succorance) and cyber victimization (major victimization and minor victimization) has significantly affected cyberbullying behavior. It means, if there is a teenager has highly strength behavior, the tendency of doing cyberbullying is the same high. However, if adolescent always to be a victim of minor victimization, the rates of cyberbullying behaviour are high.

The biggest factor affect cyberbullying behavior in this research is the aggression need with beta value of 0,282. It is similar to the previous research conducted by Bulent (2009). Aggression need is an individual desire to attack toward others (Murray, 1954). Allport (1967) categorised aggression need as an individual primitive need come from source traits. Furthermore, it means aggression need is stored within individual; an individual is able to repress aggression need. In other word, moral value effect which are rooted in social system influence aggression need to be applied in the society.

Cirebon, a city rich in social values and cultural manners can affect society's aggression need. Based on Allport's theory (1967), social norms within Cirebon society can be stronghold of society's physical threats affected by aggression need. That is why aggression need is launched in other forms, through online violence traits which are possible not to create physical anarchy traits.

Furthermore, it is analyzed that interactions between social norms and teenager's social media in Cirebon has made aggression need as the most significant factor affect cyberbullying

actions.

This result also fit on previous study conducted by Barelt, Douglas and Chelsea (2014), that anonymity positively affects cyberbullying actions. Generally, it means adolescent experience high anonymity; he or she tends to do cyberbully. In addition, anonymity contains two variables which are anonymity and strength. Strength dimension is a significant factor in creating cyberbullying actions. Strength is individual's courage to influence other people in creating cyberbullying. Particularly, it is different from anonymity which is defined as hiding original identity in accessing social media; strength behavior is more toward individual's domination intimidating others which triggered bystander. It means that an individual who has anonymous personality cannot be predicted that she or he has the courage to ask others to also do cyberbullying. Meanwhile, an individual having strong personality, of course will dominate cyberbullying action. That logic shows strength's effect is bigger and more significant on creating cyberbullying rather than anonymous which only hides original identity.

This research finding is also similar to Ketzer (2009) about cyber victimization effects toward cyberbullying. According to Ketzer, a teenager having high intensity as a cyberbullying victim (cyber victimization) has the highest chance to do cyberbullying. In addition, this research also shows cyber victimization significantly affects cyberbullying behaviour. While cyber victimization contain of two dimension either major victimization or minor victimization.

Major victimization is victim's intensity level of massive online intimidation. It means that the victim is not only attacked by one actor but also by the number of people or even a group of community, mostly it is in the form of excommunication and discrimination by certain groups. Meanwhile minor victimization is individual's intensity of experiencing others' online intimidation. In other words, it is an individual attacked by another which no more than one person.

Fom those two cyber victimization dimensions, the minor victimization pays bigger effect's roles of cyberbullying behaviour rather than major victimization dimension. Minor victimization own the beta value of 0,214 while major victimization only has smaller bheta value of 0,136. It means that victim's tendency to

attack back or being the actor of cyberbullying is much bigger if a victim mostly being invaded by minor victimization or by other individuals. Mostly the attacks are in form of jokes or satire done by an individual. Furthermore, if the victim is attacked by major victimization or attacked in form of cruel slander performed by certain group toward an individual, victim's chance to be a cyberbullying actor becomes smaller. However, both minor victimization and major victimization pay significant effect on cyberbullying behaviour.

The interesting one of cyber victimization variable within this research is some previous studies stated that cyber victimization or cyberbullying victim will perform to get away from social environment, they suffer depression, inferiority and being afraid of connecting through the internet. A study conducted by Tokugana (2012) showed that the victim will be only the victim and it is revealed in this research. This research provides prediction that cyberbullying behaviour is kind of snowball. Specifically, it means this behavioral attacks and initiates victim to be the next actor of cyberbullying.

For sure cyberbullying victim is different from traditional bullying. If traditional bullying victim tend to be alone in social environment, cyberbullying's victim tend to be courageous for a revenge of the bullying they experience. Based on this analysis, the victims are brave to bully back because of anonymous identity. This becomes the answer why there are numerous cyberwar happen in cyber world among others social media users.

In this research, affiliation variable is not significant toward cyberbullying. This is different from the previous study conducted by Bulent (2009). Research that conducted in Turkey showed that affiliation need affects negatively toward cyberbullying actors. Specifically this indicates that the higher affiliation need and endurance need of each individual has lower chance of cyberbullying behaviour.

Thus, it is analyzed that one distinguishing thing making this research differs from what had been done by Bulent (2009) is demographical condition of the research's subject. In this research, the subject is adolescent living in Cirebon. There is a testament which becomes construction and principle of Cirebon society, which "Ingsun nitip tajug lan fakir miskin (please take care of the mosque and the poor)." Be a person who manage the mosque well, by praying on time in the mosque and actively join

recitation or Islamic forum discussion and do not forget to give alms."

The testaments above derive meaning to always socialize with people, do congregational prayer in a mosque. This is a call to Cirebon's society to always create affiliation need within themselves. In addition, the data shows that subject's affiliation need is in high rate of 54.54%. Specifically it means that Cirebon's society is used to live by group and socialize, it encourages their affiliation need does not significantly affect cyberbullying behaviour.

Meanwhile, endurance need in this research also shows insignificant affect towards cyberbullying behaviour. This is different from Bulent's research (2009) which shows endurance need has negatively affected to cyberbullying behavior. Professionals state that it is because of difference on subject's culture between previous researches. Previous study, the subject was Turkey's adolescent which somehow similar to European culture. According to Kendiyoti and Saktanber (2001), Turkey's culture is discipline society's tough to solve problems. Thus, when the culture is applied, Turkey's society functioned very well to do important things. As a result, the society's condition of high discipline society builds people to avoid wasting their time such as accessing social media that mostly causes cyberbullying.

Clearly it is different from Cirebon society's condition. It cannot be predicted that individual having high endurance needs in Cirebon will avoid cyberbullying. Moreover, it is because of Cirebon adolescents perceive that accessing social media does not mean a waste of time, even for individual having high endurance need. Generally, Indonesian society's culture is collective society; they like to get gather collectively in group whether in real life or social media.

Apart from that, succorance need variable is not significant variable affect cyberbullying behaviour in this research. It is different from Bulent (2009) study which shows that succorance need affects positively toward cyberbullying actions. Clearly, it means that individual having high frequency to ask help, he or she tends to do cyberbullying themselves.

The difference of research result is because of research subject's demographic factor. Research subject's condition conducted by Bulent (2009) in Turkey was kind of individualist society (Kendiyoti & Saktanber, 2001). Therefore, tendency of succorance need

is low. However, in this research, subject is part of society applying Eastern background culture that is Cirebon has principle of living in mutual help. It shows that Cirebon society by their collectivism personality that they are fond of helping others; it cannot be justified that they will do a high level of cyberbullying.

From the description above, the researcher states and agrees with the psychological beyond culture concept which is stated by Mead (in Friedman, 2006), there is interaction between personality factor or psychological need with society's cultural values in creating certain actions. In essence, a society having certain cultural value cannot be explained their personality only by seeing personality's factor or psychological need. All things considered, it should be analyzed deeply concerning on surrounding cultural values factors, mainly, the way to explain cyberbullying behavior. After all, factors affect cyberbullying actions of one society is different from others.

Research Limitation

The researcher realizes that there are limitations in this research. Alternatively, it is very common in order to develop psychological science especially in clinical psychology, education, and forensic under the topic of cyberbullying. Certain limitations which is realized in this research:

1. It is found that subjectivity on qualitative analysis is part of discussion, especially when interaction between independent variable (Y) with cultural variable that are not being analyzed in this research is discussed. In conclusion, it is suggested that later the study to conduct research empirically about interaction between psychological variable with cultural variable or anthropology which encourage cyberbullying behavior.

2. This research cannot explain practical steps to reduce massive cyberbullying actions in adolescents. Even to overcome cyberbullying actors to be aware of or even to stop cyberbullying practices.

3. This research is still conducted in regional cultural situation context, especially in Cirebon. Therefore, for further study, it is expected there will be a study which is able to validly and empirically regeneralize cyberbullying in Indonesia.

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