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## **Development of 3S Cultural Webtoon Media (Sipakatau, Sipakalebbi, Sipakainge') as an Effort to Prevent Bullying Among Makassar City High School Students**

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### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis penerapan nilai budaya lokal kepada masyarakat dan memanfaatkan budaya populer sebagai media pendidikan anti bullying di Sekolah. Penelitian ini menggunakan metode kualitatif dengan analisis deskriptif dan argumentatif melalui model tinjauan sistematis. Sistematisasi kajian penelitian dilakukan melalui tahapan sumber data penelitian, waktu publikasi, kriteria inklusi dan eksklusi, dan strategi penelusuran publikasi. Hasil penelitian menunjukkan bahwa bullying yang terjadi khususnya di kalangan remaja di Kota Makassar cenderung sering terjadi dan kasusnya terus meningkat. Penerapan budaya Sipakatau, Sipakalebbi, Sipakainge' sangat perlu diterapkan dalam kehidupan sehari-hari sebagai dasar pengasuhan anak di rumah sejak dini. Oleh karena itu, solusi yang tepat melalui pengembangan komik digital memiliki kelebihan dan keunggulan di samping upaya pencegahan bullying yang terintegrasi dengan budaya lokal Bugis Makassar. Penelitian sebelumnya menunjukkan efektivitas komik digital dalam mengubah perilaku dan meningkatkan wawasan nilai-nilai budaya sebagai pembentukan karakter. Oleh karena itu, dapat disimpulkan bahwa penelitian ini dapat menjadi alternatif yang komunikatif, menarik dan sesuai dengan permasalahan bullying di kalangan siswa dengan menggunakan media webtoon 3S Culture (Sipakatau, Sipakalebbi, Sipakainge').

**Kata Kunci :** Bullying, Komik Digital Webtoon, Budaya 3S.

### **ABSTRACT**

*This study aims to analyze the application of local cultural values to the community and utilize popular culture as a medium for anti-bullying education in schools. This study uses a qualitative method with descriptive and argumentative analysis through a systematic reflection model. A systematic research study was carried out through the stages of research on data sources, publication time, inclusion and exclusion criteria, and publication tracking strategy. The results of the study show that bullying that occurs especially among adolescents in Makassar City tends to occur frequently and the cases continue to increase. The application of Sipakatau, Sipakalebbi, Sipakainge' culture really needs to be applied in everyday life as a basis for caring for children at home from an early age. Therefore, the right solution through the development of digital comics has*

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*advantages and disadvantages in addition to bullying prevention efforts that are integrated with the local culture of Bugis Makassar. Previous research has shown the effectiveness of digital comics in changing behavior and increasing insight into cultural values as character building. Therefore, it can be concluded that this research can be an alternative that is communicative, interesting and appropriate to the problem of bullying among students by using the 3S Culture webtoon media (Sipakatau, Sipakalebbi, Sipakainge').*

**Keywords:** *Bullying, Webtoon Digital Comics, 3S Culture.*

## **PENDAHULUAN**

The survey results in the field prove that currently bullying is a very much discussed issue at this time, various studies have shown high rates of bullying, including in Indonesia. KPAI noted that within 9 years, from 2011 to 2019, there were 37,381 complaints of violence against children. For bullying at the level of education and social media, the number reached 2,473 reports and the trend continues to increase.

The results of the 2018 OECD Program for International Student Assessment (PISA) which were just released in December 2019, stated that as many as 41% of Indonesian students reported having experienced bullying, at least several times a month (OECD ilibrary, 2018). The percentage of student bullying in Indonesia is above the average rate for OECD countries of 23%. The data shows the high level of bullying that children receive in educational settings, an environment that should offer a sense of security for children.

*Bullying also occurs in cyberspace, because the violence received by victims of bullying is not only physical but also verbal. Bullying itself is aggressive that arises because of an imbalance in power/power that is real or just in the form of perception (Seribu Tujuan, 2018). This inequality can be in the form of physical, mental, or numerical inequality between the perpetrator and the victim. Data from the results of research by (Marela et al., 2017) shows that bullying that is most experienced by teenagers is verbal bullying by 47%, physical bullying by 30%, social bullying by 20% and cyberbullying by 3%. On research (Nurhidayatullah Dahlan, 2018; Umar et al., 2022) in SMA Negeri 16 Makassar it was stated that verbal bullying was rife, this was due to the low self-disclosure of the victims.*

The high level of bullying received by students in the school environment, in the explanation above, is directly proportional to the

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actions taken after the bullying occurred. In the psychology journal by (Argiati, 2010) stated that 43% of the reaction after being bullied was to ignore the perpetrator's actions. The act of bullying that was carried out was due to ignorance of what bullying was like, resulting in bullying that was not realized by the perpetrators and victims, so that victims and perpetrators did not consider this treatment to be bullying.

This becomes dangerous because if the perpetrator is not aware of it, the act will continue to be repeated, as a result, the victim of bullying will receive bullying treatment more often, possibly harboring self-harm resulting in depression, this is corroborated by research conducted by (Marela et al., 2017) that 47% of adolescents experience acts of verbal bullying and experience depression due to being called by names they don't like, often ridiculed by friends or even accepting this treatment as normal, and doing it to other people. Based on the results of research conducted by (Apsari & Prihartanti, 2013) that there are differences in perceptions or views on bullying is still not given

enough attention by the school because it is done in secret and many people think that bullying is normal and does not need to be an issue. The lack of understanding about bullying itself when looking at the studies above shows the need for this bullying to be taught and introduced, not only to students but also educators.

Introducing bullying is not an easy thing, because bullying is often considered as part of association, friendship and habits, this is in accordance with research conducted by (Oktavia et al., 2021) in SDN 116/IV Jambi City, that most parents and school officials respond to the habit of disturbing friends, fighting, and mocking each other as behavior that usually occurs in schools aims to identify the phenomenon of bullying among elementary schools. The results include girls (57.6 %) who are 10 years old (66.7%) and have a description of the category of severe bullying behavior (63.6%). The school curriculum that teaches about is regulated in Permenag 2 of 2020 concerning Implementation of Strengthening Character Education which aims to increase the application of religious values and

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Pancasila in Religious Education and Religious Education. And it is also regulated in Presidential Decree 87 of 2017 concerning Strengthening Character Education as it is the shared responsibility of families, educational units and the community. Therefore, education providers apply the character strengthening curriculum listed in the 2013 curriculum. Character education is expected to introduce bullying to adolescents, but often it does not touch on behavior only to the extent of knowledge. That is why it is important to make a connection between the message to be conveyed and those who are expected to get the message, in this case youth.

*Bully which is considered as part of social habits as said by* (Apriliyani, 2020) from the results of his research that the application of self-esteem and self-confidence allows for no influence on handling bullying behavior among grade VII students at SMPN 14 Banjarmasin which occurs because students perceive bullying as a normal thing, students feel if the action is just a joke or a joke and not lead to actions to hurt other students. In response to this, the researchers did not agree

because the results with inaccurate data with possible results, in contrast to the results of research by there is a close relationship between high bullying victims and low self-esteem and there is a close relationship between low bullying victims and high self-esteem in students of SMAN 5 Pekanbaru City means that students who have high self-esteem will have low bullying behavior. This is because adolescents with high self-esteem will feel satisfied with what they have resulting in self-confidence, pride, a sense of strength, and feelings of usefulness. This is reinforced by the results of research (Kundre & Rompas, 2018) that there is a relationship between bullying and the self-confidence of adolescents at SMP Negeri 10 Manado, the self-confidence of adolescents who have experienced or are currently experiencing mild bullying behavior is known that the majority of the sample has quite high self-confidence. In response to this, it should be addressed with a local cultural approach, namely Bugis Makassar which is actually very attached to character education through the 3 S philosophy, namely Sipakatau, Sipakalebbi,

Sigunakannge', research on this philosophy was described by (Syarif et al., 2016) who explained that in Makassar Bugis culture there are three sipa' namely Sipakatau, Sipakalebbi, Sigunakannge' which can be a guide in social life. It is hoped that cultural closeness to the daily lives of adolescents in Makassar is easy to understand when it is associated with bullying.

Latief (2020) in his book Indonesian Parenting describes the philosophy of Sipakatau, Sipakalebbi, Sigunakannge' which means a high sense of solidarity to help each other, in facing every challenge and difficulty. Sipakatau is a form of siri' and pacce' which are the qualities of what is called a human being who can only actualize himself because of the presence of other humans.

Another important thing is the selection of media, based on the results of research by (CENDIKIA, 2020) states that the media is very influential on receiving messages and increasing learning outcomes due to learning using comic learning media adapted to the character of the reader. Webtoon was then chosen as the media, based on the level of

popularity of webtoons such as data from Line Webtoon, a digital comic platform, in April 2015 Indonesia became the largest reader of digital comics compared to other countries with around 6 million active users. Webtoons are comics that are distributed over the internet. Comics have always been easy reading that is popular and liked by teenagers, technological developments, especially the digital world, gave birth to this webtoon.

With a combination of character education materials, with 3S (*Sipakatau, Sipakalebbi, Sigunakannge'*) through webtoons, it is hoped that bullying will become easier to teach and understand for both teenagers and adults, parents and educators. The element of cultural closeness, the popularity of the selected media will become a 'language' that is easy to understand. Therefore this study aims to analyze local culture to the community and utilize popular culture as an educational medium, this is what makes comics different in general from pre-existing media.

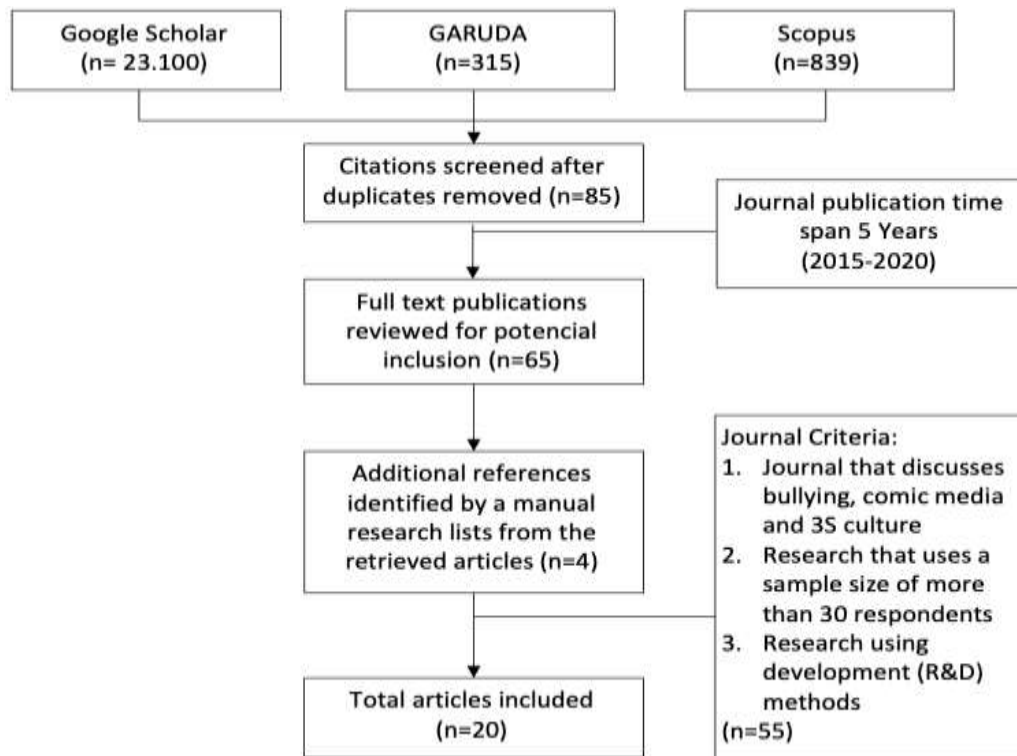
#### **METODE PENELITIAN**

The research in this article uses qualitative methods by way of

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descriptive and argumentative analysis through a systematic review model to identify and summarize what has been published before, avoid duplication, and look for new fields of study that have not been presented before. This study uses the Preferred Reporting Items for

Systematic Reviews and Meta-analyses model or commonly called PRISMA through the appropriate steps and procedures in the IMRAD (Introduction, Method, Result and Discussion) pattern. (Sollaci & Pereira, 2004).



**Figure 1.** PRISMA Diagram: Stages of Systematic review

The first stage of research conducted in a systematic review based on (Ferrari, 2015) namely 1) Arranging background and objectives (Background and Purpose); 2) examine problems through research journals originating from previous research reports (Identification of problems); 3) data search through easily accessible

journal portal websites such as Google Scholar, Scopus and Garuda (Data search); 4) the literature accessed in this research process is screened based on the criteria of journals that have been published in the last 5 years (2018-2022) (Screening); 5) Assessment of quality in this study, namely by exclusion and inclusion of the

research obtained (Quality Rating); 6) Data extraction can be performed if all data that meets the requirements have been classified for all existing data (Data extraction); 7) Synthesize the results using meta-analysis techniques (forest plots) or narrative techniques (meta-synthesis) in order to obtain conclusions regarding the stated objectives (Data synthesis).

The data collection method used in this study are:

#### **Research Data Base Source**

The data used to search for literature is through the selection of criteria based on bullying cases, which involve social and educational research. Next, implementing a literature review related to webtoon comic media, 3S culture (Sipakatau, Sipakalebbi, Sigunakange'). Articles are searched using Garuda, Scopus, and Google Scholar. A search for research articles relevant to the topic of this research was carried out using the keywords, Bullying, Webtoon Media, 3 S

Culture (Sipakatau, Sipakalebbi, Sipakainge').

#### **1. Time of publication**

The articles in the journal taken are journals published in 2018-2022.

#### **2. Exclusion and inclusion criteria**

##### **A. Inclusion Criteria**

1. Research articles published in 2018-2022.
2. The dependent variable in the research article is bullying.
3. The independent variables in research articles are factors.
4. Research with more than 30 respondents.

B. The exclusion criteria used included incomplete text research articles.

#### **4. Publication Search Strategy**

Search for publications on Garuda, Google Scholar, and Scopus using the selected keywords, namely Bullying, Media Webtoon, 3S Culture (Sipakatau, Sipakalebbi, Sipakainge').

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#### **Publication Search Strategy**

Step search through the database

1. Bullying, Comic Webtoon
2. Bullying, Webtoon Comics, 3S Culture (Sipakatau, Sipakalebbi, Sigunakange')
3. Bullying, 3S Culture (Sipakatau, Sipakalebbi, Sigunakange')

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**Table 1.** Strategy for Searching Publications on the Data Base

## **RESULTS AND DISCUSSION**

**An overview of bullying**

**behavior and forms of prevention**

**that can be used as learning**

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**content among high school students.**

Increasing knowledge about bullying among students by using webtoon media that provides information about bullying. Research result (Zakiyah et al., 2017) in the results of his research that one of the factors causing the rise of bullying cases in schools is because the school often ignores the existence of this bullying. As a result, children as perpetrators of bullying will get reinforcement for their behavior to bully other children. Another factor is the peer group, in which case some children bully in an attempt to prove that they can belong to a certain group, even though they themselves feel uncomfortable with this behavior.

Research result (Sari & Azwar, 2018) entitled "The Phenomenon of Student Bullying: A Study of Motives for Student Bullying Behavior at SMP Negeri 1 Painan, West Sumatra". Based on observations, that the form of bullying behavior carried out by perpetrators is physical bullying, namely in the form of assaults carried out by seniors against their juniors. The perpetrator weakened the victim,

namely by taking turns touching his body to the victim. Bullying carried out by the perpetrator intends to weaken the victim, the victim is often the same person and is seen as a weaker person than the perpetrator. This study was also recognized by the counseling teachers, but it was slightly different from the expressions of the perpetrators, according to (Sari & Azwar, 2018) the results of the study show the fact that, apathy from the environment causes higher bullying rates in the school environment, most of the bullies are victims, so that the victim turns into a bully, where the purpose of the victim being a bully is to protect themselves, as well as to get a sense of safe from the environment. In addition, the perpetrator also bullied for the purpose of avenging himself, this is because the perpetrator was once a victim. Revenge is in the form of imitation of the behavior he received. Students in the city of Makassar are currently receiving a lot of negative influences from the times, their behavior is very deviating from existing norms and rules, for example bullying. Debriefing about bullying is very necessary for both parents, students,



and the school so that each component supports efforts to prevent the effects that occur due to bullying.

### **3S Culture (Sipakatau, Sipakalebbi, Sigunakange') in the Makassar Bugis tribe**

Based on current research data, the development of comics in 3S culture, especially among students, has increased significantly because during the pandemic, student activities stayed at home and could spend their time reading webtoons.

The increase in interest in webtoon readers in this era is increasing with the support of increasingly sophisticated technology, but most students are considered to only waste time and cannot provide useful knowledge. The presence of 3S cultural comics among students is able to provide a more useful dedication to students and provide 3S cultural values, namely sipakatau', sipakalebbi', sigunakange' (Syahbani, 2021). In line with the development of 3S cultural comics among students, these comics contain many cultural values that are able to instill an attitude of humanizing each other in any condition, and mutual respect

and cultural values that remind each other human beings (Salik, 2020).

Research result (Made, 2017) entitled "Internalization of the Culture of Sipakatau, Sigunakange, Sipakalebbi, and Pamali in the Company's Operational activities in an effort to increase the effectiveness of the Internal Control system (Study at PT. Hadji Kalla)", shows that the culture of Sipakatau, Sipakainge, and Sipakalebbi that is implemented at PT Hadji Kalla, is not only acts as a soft control. But it also plays a role as hard control of the company, which is set forth in a written policy known as the Kalla Way. An article entitled Student Morality and Local Cultural Wisdom was quoted from the print media of the People's Guidelines Daily (Khotimah, 2013). This article highlights students with their bad culture, then tries to construct them using the philosophical approaches of sipakatau, sipakalebbi, and sigunakange. According to Munawwar, the loss of values that has been suffered by most of society, including students and students, awakens our awareness of the importance of revitalizing religious values and regional cultural values to

be actualized in the reality of student social life. Syarif et al., (2016) explaining the concept of the 3S philosophy (Sipakatau, Sipakalebbi, Sigunakange) explaining that local wisdom can be transformed into a staple of life in this sentence and this is one of the most principled cultural elements in the life of the people of South Sulawesi. This word contains the essence of universal noble values, but is not properly actualized in daily activities. Based on research results (Hasrullah et al., 2019) in the field it can be seen that the Sipaka doll learning model can increase creativity, educational values in 5 character education, and effectiveness in understanding thematic subjects as well as triggering student motivation in learning. The game is able to develop student character in a study group; sigunakange, sipakatau and sipakalebbi. Based on this, the implementation of the culture of Sipakatau, Sipakalebbi, and Sipakainge really needs to be implemented in daily life and even basic babysitting at home from an early age. As a learning mechanism it can be tucked into a structured curriculum, or at least connected to a

teaching and learning system (Malawi et al., 2017).

### **Comic Webtoon**

Based on research on a problem addressed to high school students, it was identified that these students had the highest level of validity for interested readers of webtoon comics or other interesting learning resources. This makes students not motivated to learn and learning is no longer fun for students. Overcoming these problems, it is necessary to have a comic media that discusses 3S culture so that it can meet learning needs. 3S cultural webtoon comic media is one of the interesting learning media sources in the world of education because it contains high cultural values and can make students more familiar with 3S culture more deeply (Kementarian Pendidikan, 2017).

Based on the results of research that has been done (Khairina, 2018) The Effect of the Line Webtoon Application on Teenagers' Interest in Reading Digital Comics) at Perintis 1 High School and Perintis 2 High School Bandar Lampung by distributing questionnaires to 90 respondents regarding the effect of the Line

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Webtoon application on teenagers' interest in reading digital comics, the researchers concluded that: 1. The Line Webtoon application influences the interest of teenagers reading digital comics is known to be 0.695 (69.5%). While the remaining 30.5% are other factors that are not part of this study. Research done (Putri & Lubis, 2018). The influence of the LINE webtoon social media on interest in reading comics in Riau University students) towards 96 Riau University students from 10 faculties who use the LINE Webtoon social media. The following are the results of research conducted by distributing questionnaires, showing that the influence of the LINE webtoon social media on interest in reading comics is 49.7% in the medium category. While the remaining 50.3% is influenced by other variables not included in this study.

The results of this study show the importance of choosing the right media to communicate character education. So this webtoon media was chosen with the consideration of being popular and close to teenagers. While 3S was chosen by looking at the closeness of local culture, so that character education that wants to be

introduced is easier and more communicative, so it is hoped that bullying will be prevented among teenagers (Salik, 2020).

Even though the use of webtoons is considered more popular, the problem is because of the free digital comic service that allows readers to enjoy a wide variety of readings. Likewise, 3S culture, although it is local wisdom, is currently not widely known by teenagers, especially in the city of Makassar (Khotimah, 2013).

The development of digital comics certainly has advantages and advantages apart from efforts to prevent bullying, but also to introduce local culture, namely the 3S (Sipakatau, Sipakalebbi, Sigunakange') which is a very important philosophy and must be passed on to the younger generation so that negative behavior and local cultural values remain preserved.

### **The Level of Product Validity and Practicality in Development Research According to Theory and Previous Research.**

Results of research conducted by (Yulianti et al., 2022) suggested the development of digital comics in dealing with bullying among expert

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judgment students, the result was that digital comic media with the theme of bullying was valid with the overall results of validation aspects with media experts of 92.5%, educational psychologists of 98.4% and counseling teacher practitioners of 96.6% with the criteria of "Very Good" based on the validation of three expert judgments, the result is that digital comic media with the theme of bullying is valid with the results of all aspects of validation with media experts of 92.5%, educational psychologists of 98.4% and practitioners counseling teachers at 96.6% with the criteria of "Very Good". On research (Hakim & Anugrahwati, 2017) the results show that there is a significant influence between health education through comics and self-esteem in efforts to prevent violence against children.

One of the previous studies using the Borg and Gall Research and Development model is (Rosari, 2018) in his research title "Development of Local Culture-Based Webtoon Comic Media", in this research the researcher developed a webtoon comic media about the history of the national hero Sultan Hasanuddin. Proven through

research results (Cahyawulan et al., 2014; Kusumarani et al., 2018) conducted which shows that comics affect career maturity, knowledge and attitudes, interest in learning. One of the novelties in developing anti-bullying digital comics for students is with digital comic series, so that students can explore ways to address bullying in stages.

After carrying out the validity test obtained by the webtoon comic media 3 S, it shows that the webtoon comic media developed is feasible to use, as evidenced by the conclusions from the validation results in terms of media and material criteria. The results showed that the 3S cultural webtoon comic received a positive response from students who were interested in comic readers with the conclusion that the 3S webtoon comic media was good and could increase student learning interest. (Maulana Ichsan Kurniawan, Dini Rakhmawati, 2022).

Research result (Maulana Ichsan Kurniawan, Dini Rakhmawati, 2022) shows that the effectiveness test at this stage we saw from student learning outcomes after implementing the use of the 3S cultural webtoon comic media

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(Sipakatau, Sipakalebbi, Sigunakannge') there was a change in behavior and increased insight into cultural values as character building when applied would be one of the bullying prevention solutions among Makassar city students.

### **KESIMPULAN**

The phenomenon of bullying which is currently rife among students is the reason for the need for efforts to strengthen character to prevent youth from becoming victims and perpetrators of bullying. One of the strategies that can be pursued is by integrating local culture as learning material, which is packaged through appropriate learning media. The systematic review method provides an overview of bullying behavior and forms of prevention among high school students in the city of Makassar through the 3S cultural webtoon comic media (sipakatau, sipakalebbi, sigunakannge') which is communicative and interesting as a character strengthening lesson in high school. Character recognition to high school students through 3S culture using webtoon media can be the right choice to prevent bullying, apart from being popular media as

well as local cultural approaches. This research can be a communicative, interesting and appropriate alternative to the problem of bullying among students by using the 3S Culture webtoon media (sipakatau, Sipakalebbi, Sigunakannge').

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