

ARE STOP BULLYING SONGS USED EFFECTIVELY TO STOP BULLYING BEHAVIOR IN ADOLESCENTS?

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ABSTRACT

Bullying victims feel psychologically traumatized by the malevolent bullying behavior perpetrated by an individual or group of people. They suffer from psychological distress, including depression, social anxiety, social withdrawal, fear of recurrence, and in severe cases, suicidal ideation. Meanwhile, bullying perpetrators fail to comprehend the adverse consequences resulting from their actions. It is imperative that prior bullying cases are not repeated and are promptly handled, prevented, and halted. One effective method to combat bullying behavior is to produce artistic creations in the form of anti-bullying songs. This study is a research project that utilizes the ADDIE approach (Analysis, Design, Development, Implementation, and Evaluation). The data collection method employed a questionnaire encompassing several elements of poetry, rhythm, beat, style, tempo, instrument, and visual display. The sample technique employed was purposive sampling, resulting in 87 participants. Utilizing the ADDIE idea, this study employed a thematic method for data analysis. The findings indicate that the development of anti-bullying songs has adhered to the ADDIE framework. Stop bullying songs have fulfilled the criteria of excellent musical compositions, including lyrics that are easily comprehensible (77 = 88.6%), melody (71 = 81.6%), rhythm (74 = 85.1%), beat (73 = 83.9%), style (73 = 83.9%), tempo (76 = 87.4%), and instruments (70 = 80.5%). Moreover, the stop-bullying songs were efficient in curbing bullying tendencies among adolescents (73 = 83.9 %).

Keywords: song of stop-bullying, bullying-victim, adolescent.

ABSTRAK

Korban bullying merasa trauma secara psikologis atas perilaku jahat berupa bullying yang dilakukan oleh seseorang atau sekelompok orang. Sebagai korban bullying, mereka merasa tertekan secara mental, mengalami kecemasan sosial, menarik diri dari masyarakat, khawatir pengalaman buruk tersebut terulang kembali, merasa tertekan, bahkan ada di antara mereka yang nekat hingga ingin bunuh diri. Sementara itu, pelaku perilaku bullying belum memahami dampak negatif yang ditimbulkan dari tindakan bullying tersebut. Kasus-kasus penindasan di masa lalu tidak boleh terulang kembali dan harus ditangani, dicegah, dan dihentikan sesegera mungkin. Salah satu cara kreatif untuk menghentikan perilaku bullying

adalah dengan menciptakan karya seni kreatif berupa lagu-lagu stop bullying. Penelitian ini merupakan penelitian pengembangan dengan metode ADDIE (Analysis, Design, Development, Implementation, dan Evaluation). Teknik pengumpulan data menggunakan angket yang terdiri dari aspek puisi, ritme, ketukan, gaya, tempo, instrumen, dan tampilan video. Teknik pengambilan sampel dengan purposive sampling. Jumlah peserta sebanyak 87 orang. Analisis data menggunakan pendekatan tematik berdasarkan konsep ADDIE. Hasil penelitian menunjukkan bahwa proses pembuatan lagu stop bullying telah memperhatikan konsep ADDIE. Lagu stop bullying telah memenuhi syarat karya seni musik yang baik yaitu lirik lagu yang mudah dipahami (77 = 88,6%), melodi (71 = 81,6%), ritme (74 = 85,1%), ketukan (73 = 83,9%), gaya (73 = 83,9%), tempo (76 = 87,4%), dan instrumen (70 = 80,5%). Selain itu, lagu stop bullying efektif digunakan untuk menghentikan perilaku bullying pada remaja (73 = 83,9%).

Kata kunci: lagu stop-bullying, korban perundungan, remaja.

1. Introduction

The behavior of bullying has been very worrying for the world community, because every country has felt the suffering of victims of bullying from children to the elderly (Garcia-Fernandez et al, 2022; Wang et al, 2022). They, as victims of bullying, choose to remain silent and not put up a fight. However, they are increasingly depressed, sad, disappointed, depressed, and withdraw from social interaction (Wang et al, 2022; Kaufman, Laninga-Wijnen & Lodder, 2022), and there are even victims of bullying who choose to end their lives by committing suicide (Ueda, Nordström & Matsubayashi, 2022; Zimmerman, & Miller-Smith, 2022). Victims of bullying tend to hurt themselves, or even kill themselves. It is very ironic to see this condition. It must not be allowed to drag on. Bullying behavior must be stopped immediately, so it doesn't take many victims. It needs serious thought about how to effectively deal with this bullying behavior.

In general, there are 2 ways a person can do to stop bullying behavior, namely the direct way (direct way to stop bullying) and the indirect way (indirect way to stop bullying). The direct way to stop bullying behavior is a method used by a person or group of people who directly confronts and tries to fight the perpetrators of bullying, so that the perpetrators feel deterred and do not bully again in the future. You do this by developing an assertive attitude, namely fighting frontally against the perpetrators

of bullying (Eslava et al, 2023). Indirect ways to stop bullying behavior are certain ways that are creative and innovative with the aim of influencing everyone to be actively involved in stopping bullying behavior wherever they are. For example by making posters, billboards, films, or video clips of songs that contain calls to fight bullying.

Writing poetry and singing songs with the theme of fighting bullying behavior is the right creative step that anyone can do. Everyone can do this, if there is a strong internal will and motivation, so that someone can start by developing an idea and work on it seriously until a product is realized in the form of a creative song. The stop bullying song is one of the creative songs that was deliberately created by a researcher based on various scientific studies (Dariyo et al, 2022). The song stop bullying was deliberately composed and sung by Dariyo, with the aim of providing important information on how dangerous bullying behavior is which takes many victims. Therefore, bullying behavior must be resisted and stopped immediately so that there are no more victims.

Bullying behavior is the behavior of a person or group of people that aims to hurt other people verbally or non-verbally (physically). The bullies think they are superior (stronger, more powerful) than their victims, so the perpetrators think that the victims will not fight back, retaliate or just keep quiet (Fandini et al, 2023). There is a feeling of satisfaction in the bully when he has vented his intentions, emotions or will on the victim. Meanwhile, for victims of bullying who remain silent, they feel disappointed, hurt, stressed, afraid, and hold grudges against the perpetrators of bullying (Wang et al, 2022).

It is true that there are also victims of bullying who directly fight against the perpetrators of bullying. He can retaliate by scolding, rebelling and trying to defend himself so that the bully does not repeat it again. It takes courage and determination to fight against bullies who have clearly violated social norms. A courageous attitude against the perpetrators of bullying is reflected through an assertive attitude, namely the courage to admonish, fight and defend oneself that bullying behavior is not

justified by any legal norm (Eslava et al, 2023). If the bullying behavior is allowed and not immediately confronted, then the perpetrators of bullying tend to behave arrogantly, arrogantly and increasingly aggressively act arbitrarily towards anyone in the future (Smith, 2017).

Since when do you have to have the courage to fight bullying behavior? Starting from this second, you must have the courage to stand up to the perpetrators of bullying. Anyone from children, youth or adults must have the courage to defend themselves and fight against this arbitrariness (Maysarah & Bengkel, 2023). If someone is unable to fight directly, then he can fight indirectly creatively. Creating a creative song like a song called Stop Bullying is an assertive way to fight bullying behavior. The song is also a means of learning for the community so that they also have the courage to fight back to stop bullying behavior among teenagers. On the basis of these thoughts, it is necessary to formulate the problem whether the stop bullying song is effectively used to overcome bullying behavior in adolescents?

2. Literature Review

Victims of bullying often experience psychological trauma such as disappointment, hurt, resentment, stress, worry, anxiety, depression and even suicidal thoughts, some of them have even committed suicide and died (Angelakis & Gooding, 2022; Bjärehed, Thornberg, Wänström & Gini, 2020). Actually, no one wants to be a victim of bullying, but it turns out that no one knows a person's life experience, so there are still those who become victims of bullying, because they don't dare to fight back against the bully. The psychological trauma of victims of bullying cannot be left as it is, but there must be concrete efforts to overcome it as best as possible. One practical and creative way to solve the problem of psychological trauma in victims of bullying is to create an art performance in the form of the song "Stop-bullying!".

Creating a work of art in the form of a song is a creative process that involves several stages. Bouchrika (2023) states that there are 5 stages of the creativity

process that must be carried out to produce a creative work, such as ADDIE (Analysis, Design, Development, Implementation, & Evaluation). Analysis is the first step for a creator to analyze the core problems that will become the basis for designing a particular work. In this case, the art creator faced concrete problems related to the psychological trauma of victims of teenage bullying. Design is designing how the work will be made according to the theme and adjusted to the target, as well as the purpose (benefits) of the work. Development is a specific activity that focuses on completing the design to produce creative works of art, which can be works that are material products or non-material work products. In this research, the creative work product is non-material, namely the song "Stop Bullying!". Implementation is the application of a creative work that can provide benefits to a group of people who are the target, targets or intended use of the work. Evaluation (and innovation) is a step to assess the advantages and disadvantages of a work that has been created previously. If the evaluation has been carried out as well as possible, then the results of the evaluation will become the basis for improving, increasing and refining creative work so that high quality work can be created. This means that any creative work really needs to go through stages of evaluation and innovation which must be done seriously, so that the work is easily accepted by the wider community.

3. Method

This research uses the ADDIE method approach which includes 5 stages, namely analysis, design, development, innovative and evaluation (Yeh, & Tseng, 2019; Bouchrika, 2023). Analysis is the first way to analyze the background of the problems that underlie the birth of an idea to make a stop bullying song. Design is the making of plans that lead to the target of creating certain creative works. Development is a design result that must be followed up by writing poetry and creative song strains. Innovative means that creative song works must be further developed by arranging and sound recording through a professional studio.

Innovative activities are also combined with video creation. Evaluation is a serious step to review, criticize, and correct previous song creations, with the aim of knowing their strengths and weaknesses. The results of the evaluation are used as the basis for improving and perfecting the song. So each step of the method must be described in detail so that it is clearer and can be understood properly. The evaluation activities involved young participants aged 17-21 years, who were active as high school students or college students. The sampling technique with purposive sampling is in accordance with certain criteria. Data collection techniques using questionnaires related to good songwriting include aspects of poetry, beat, rhythm, melody, style, tempo, instrument, and video appearance. Data analysis using the ADDIE concept approach.

4. Result and Discussion

The creative process in making the song "Stop-bullying" uses the ADDIE (Analysis, Design, Development, Implementation & Evaluation) approach, namely:

4.1. Analysis

The reality in society is that there are various cases of bullying perpetrated by anyone, from people with authority in government to ordinary members of the public. The perpetrators of bullying are people who have never thought about the psychological impact felt by victims of bullying, because they lack empathy and have blunt morality in their lives (Bjärehed et al, 2020). They see themselves as people with higher authority than the victims of bullying. They are arrogant, arbitrary and want to gain social recognition from the surrounding community. If they have succeeded in bullying other people, without any resistance from other people against them, then they tend to repeat these evil actions again in the future. Over time, bullying behavior will become a bad habit for him, and difficult to get rid of in the short term (Martínez-Valderrey, et al, 2023).

Meanwhile, many victims of bullying come from children, adolescents and adults. The various impacts of negative psychological conditions felt by victims of

bullying such as social anxiety, communication anxiety, feelings of fear, worry, stress, depression, and there are even victims who are unable to deal with these conditions, eventually commit suicide (Chung, Rifayanti & Suhesty, 2022; Imuta et al, 2022; Wang et al, 2022). So those who are victims of bullying become psychologically traumatized (Roebuck, Sattler, & Clayton, 2023). Those who have died, it is no longer possible to be resurrected, because they have killed themselves. But those who are still alive, even though they have experienced a negative psychological impact, it is still necessary to think about how to deal with it as soon as possible so that they recover. They can also face life in the future better (Martínez-Valderrey, et al, 2023).

Likewise, those who become perpetrators of bullying must be actively confronted in order to become deterrent, stop and not take acts of bullying in the future. While those who have seen bullying around them, they try not to imitate bullying behavior and stop their intention to commit bullying. Because bullying is an aggressive evil act that harms many people in society (Smith, 2017; Ferreira-Junior et al, 2022). Thus, there must be active and creative efforts aimed at overcoming, preventing and stopping this bullying behavior in the present and in the future. This is done by creating creative works of art that can be accepted by all parties, namely perpetrators of bullying, victims of bullying and the general public who have the potential to become perpetrators or victims of bullying.

4.2. Design

Design is a design activity that starts with an idea (idea, certain thoughts) originating from an individual or team so that it can be followed up with certain concrete results (McDonald, Bowman & Elsayed-Ali, 2021; Kim, & Choi, 2023). Related to this research, one of the creative ways to fight bullying behavior is to create creative song artwork. Starting with the idea of prevention, resistance and cessation of bullying behavior. An idea is just an idea, if there is no follow-up to work on the idea. Therefore, the birth of a creative idea must be accompanied by

creative action, namely working on the idea until a creative song is realized. Creative design starts from something that doesn't exist, is changed and worked on in such a way, becomes something that exists, is concrete and can have positive benefits. So starting from the birth of an idea and working on it until it becomes a creative song is a series of creative designs (Lloyd-Cox, Pickering, & Bhattacharya, 2022).

Designing a creative song aims to stop the bullying behavior that is often carried out by those who are arrogant in society. Their behavior must be actively resisted, so that the bullying does not continue and take many victims. It's just a way of dealing with them with a wise attitude and using creative song media, so that it doesn't seem confrontational towards the perpetrators of bullying. Song media as a communication medium to convey certain message contents that can be understood by anyone, both perpetrators of bullying, victims of bullying and the general public (Cahya & Sukendro, 2022). So creating creative songs is a form of behavior against indirectly bullying behavior through the process of creating creative works of art.

When a creative song has been created and published in the community, the song will get various responses from the public, whether a positive response or a negative response. The positive response was in the form of acceptance, appreciation and positive appreciation by the community. They will listen to the music carefully. Listening to music is a form of one's behavior to appreciate works of art that have been created by others. Moreover, if that person has the same tastes for certain types of music as the composer of the song, then he will give the highest appreciation for the song's musical work (Galvan & Omigie, 2022). Meanwhile, that the majority of teenagers like popular genres of music because the music is simple and easy to understand, but according to their tastes (Husna & Rinjani, 2022).

Furthermore, in terms of entertainment, listening to music is a pleasant activity for a person's feelings, because music gives consolation to his heart, especially if the person is feeling sad, grieving or in an uncertain mood. According to psychotherapists, listening to music is the best way to change a negative mood (bad mood) into a positive mood (good mood), resulting in a feeling of relief, calm and

peace (Garrido, du Toit, M., & Meade, 2022). Because music has therapeutic elements that can restore and nourish psychologically and physiologically (Nijmeijer et al, 2023). This means that listening to good music is a useful practical way to improve the quality of a human being's life (Chee, Leung, & de Vries, 2022; Husna & Rinjani 2022).

4.3. Development

The term development is defined as a concrete development effort that is part or continuation of the previous creative design. Development must be realized in the form of creative products that are material or non-material in nature. In this study, the focus of creative products is in the form of non-material material in the form of creative songs, musical arrangements and video displays supporting the song. The creative song begins with the creation of poetry that aims to fight, prevent and stop bullying behavior. The song lyrics with the title "Stop bullying" can be seen below:

Stop Bullying !

Cipt: Agoes Dariyo, M.Si, Psi

Arr : Dani MKD

Bullying harus dihentikan
Bullying harus dihilangkan
Tak boleh itu dibiarkan
Apalagi itu diabaikan
Bullying harus dilawan

Bullying makin banyak korban
Bullying memang menjengkelkan
Bullying perilaku yang kejam
Bullying harus dihentikan
Bullying harus dilawan

Refrein

Bullying-bullying
berhenti-berhenti sekarang

Bullying- bullying
dilawan-dilawan sekarang
Bullying harus berhenti
Bullying harus dihentikan

The writing of the stop bullying song lyrics still uses the foreign language term bullying, because the term is considered already popular among the people, so it doesn't need to be translated into Indonesian. The term bullying is used repeatedly from the first, second and third stanzas; This means that there is a very strong emphasis on how important bullying behavior is as a source of problems that cause many victims. Furthermore, the songwriter invites anyone who sees the video and listens to the song, so that they have awareness to fight and stop bullying behavior.

In the classical psychoanalytic approach, every song lyric that someone listens to or sings repeatedly is initially still in the realm of consciousness, but then the content, intent and meaning of the poem enters the subconscious (Auerbach, 2023). Cognitive meaning that whatever all the ideas, intents and meanings of song lyrics are recorded as memory in the brain. But in the long run, everything related to the song has been recorded in memory and sinks deeper into the unconscious (McCarthy, 2023). This influences individual attitudes and behavior to fight back, and stop bullying behavior. For himself, he tries not to bully others. For the community, they are motivated to fight and stop bullying other people (Strohmeier, Stefanek, & Yanagida, 2023).

4.4. Implementation

The stop bullying song has been created with song lyrics that are deliberately preventive in nature because they are used to fight, prevent and stop bullying behavior. For the perpetrators of bullying, the stop bullying song is published so that they as bullies will realize their bad behavior, admit their mistakes, and stop repeating the bullying behavior again. For victims of bullying, it is hoped that the stop bullying song can raise self-awareness and be motivated to fight against the

perpetrators of bullying. They dare to develop an assertive attitude, namely a firm attitude to fight something that is wrong, and to say that what is right is right (Liegeois, 2023). Assertiveness is the courage to state that the bullying behavior is wrong, the courage to be confrontational, so that the perpetrators of bullying are self-aware and try to stop the bullying. For the general public, the stop bullying song has become a platform to participate in supporting the fight against the evil behavior of bullying, so that anyone who is bullying immediately stops it.

The innovations made on the songs along with the lyrics to the stop bullying song, improved the quality of the artistic creativity products, by involving a professional artist named Dani MKD to make song arrangements. The song arrangement is a popular music genre because the target audience for the stop bullying song is teenagers. After the music arrangement was well resolved, the researcher was directly involved in singing the song and it was recorded in a professional music studio. Furthermore, the recorded song is combined with the creation of a video clip and uploaded via social media, namely You Tube. The process of uploading the song was carried out in January 2022 and received various responses to comments from people who had seen and heard it. There was a negative response from those who saw that the song was not good enough, so it needed improvement. There was also a positive response, so it is hoped that songwriters will be more enthusiastic about creating other creative works in the future. So positive and negative responses from the wider community are natural things that can be used as improvements and to improve the quality of creative work in the future (Todd, Higgs & Mumford, 2023).

A creative work that has been produced through a process from start to finish, is well aware by the creator that the work certainly still has flaws, so it needs innovative steps aimed at perfecting the work (Kim & Choi, 2023). This is closely related to the demands and tastes of contemporary society. Every time and period of time, people's tastes and needs always change dynamically, so that any creative work must sometimes be able to meet these needs. If a creative work is not able to meet

the tastes of certain people, it will be difficult for society to accept the presence of this work. This is where the dilemma that creative people face when they want to produce creative work is that they must be able to read the needs of society, so that their creative work gains social acceptance and recognition (Putra & Soewarlan, 2022). Thus, the innovation step is a process of perfecting creative works so that they become works of increasingly high quality that are easily accepted and used by the wider community (Abraham, 2022; Yin et al, 2023).

4.5. Evaluation

The stop bullying song has been well composed and published through social media, and has received positive and negative responses from various groups of people. This means that the stop bullying song is receiving evaluation, criticism and important inputs aimed at motivating the songwriter to improve these and subsequent works with quality according to the expectations of society. What has been experienced with the work of the stop bullying song is part of the evaluation that comes from the external environment. They come from the wider community who see, assess and evaluate according to their expectations. This is a very important material to be used as a basis for improving the quality of work in the future. This means that a creative work creator must be grateful for the various responses from the community, because they really care about paying close attention to the work. A creator of creative works must consider and utilize these various responses for the advancement of the creative process he is currently working on. He must respond positively, objectively and rationally. With a wise attitude, he continues to strive to improve the quality of his creative work in the future (Root-Bernstein & Root-Bernstein, 2023).

Furthermore, a creator of creative works must carry out an internal evaluation that is deliberately carried out by himself to test whether his work is of good quality or not (Kim, & Song, 2021). He must be honest, objective and open about the results of the evaluation he is doing. As a creator of creative works, of course, you need to

use evaluations that meet scientific standards. He conducts scientific studies based on theoretical concepts in accordance with the context of this research, namely studies on the psychology of music used for the social benefit of society. One way to carry out an internal evaluation regarding this stop bullying song is to use a survey method, namely creating and distributing questionnaires among adolescents.

Table 1. Description of research participants

Participant	Characteristics	Amount	Procentage	Total (100 %)	
1	Sex	Male	24	27,6 %	87 (100 %)
		Female	63	72,4 %	
2	Age	17	29	33,3 %	87 (100 %)
		18	40	46 %	
		19	11	12,6 %	
		20	5	5,7 %	
		21	1	1,1 %	
		22	0	0 %	
		23	1	1,1 %	
3	Education	High School Student	23	26,4 %	87 (100 %)
		Bachelor Student	64	73,6 %	
4	Hobby	Music	31	35,6 %	87 (100 %)
		Travelling	8	9,2 %	
		Sport	12	13,8 %	
		Book reading	4	4,6 %	
		Film seeing	13	14,9 %	
		Eating	9	10,3 %	
		Etcetera	10	10,5 %	

The descriptions of the participants who evaluated the stop bullying song came from men and women, young age groups (17-23 years), high school educated and

undergraduate students, and had a variety of hobbies. Participants were more female, namely 63 people (72.4%), dominated by teenagers aged 17-18 years (69 people / 79.3%), most were students (64 / 73.4%), and the most hobbies were music lovers (31/ 35.6%) (Table 1).

Table 2. Evaluation results of stop bullying songs

No	Characteristics	SD	D	N	A	SA
1	Song lyrics	0 (0%)	3 (3.4%)	7 (8%)	27 (31%)	50 (57.6%)
2	Melody	1 (1.1%)	1 (1.1%)	14 (16.1%)	26 (29.9%)	45 (51.7%)
3	Rhytme	1 (1.1%)	2 (2.3%)	10 (11.5%)	32 (36.8%)	42 (48.3%)
4	Beat	1 (1.1%)	1 (1.1%)	12 (13.8%)	31 (35.6%)	42 (48.3%)
5	Style	1 (1,1%)	1 (1.1%)	12 (13.8%)	33 (37.9%)	40 (46%)
6	Tempo	0 (0%)	4 (4.6%)	7 (8%)	34 (39.1%)	42 (48.3%)
7	Instrument	1 (1.1%)	2 (2.3%)	14 (16.1%)	26 (29.9%)	44 (50.6%)
8	Video views	1 (1.1%)	6 (6.9%)	22 (25.3%)	23 (26.4%)	35 (40.2%)

Information: SD (Strongly Disagree = 1), D (Disagree = 2), N (Neutral = 3), A (Agree = 4) and SA (Strongly Agree = 5).

According to the participants, the results of the evaluation of the stop bullying song met 7 qualification standards for good and quality music, namely easy-to-understand song lyrics, melody, rhythm, beat, style, tempo and instrument. Furthermore, combining the participants who agreed and strongly agreed on easy-to-understand poetry (27 + 50 = 77 (88.6%)), melody (26 + 45 = 71 (81.6%)), rhythm (32 + 42 = 74 (85.1%)), beat (31 + 42 = 73 (83.9%)), style (33 + 40 = 73 (83.9%)), tempo (34 + 42 = 76 (87.4%)), and instruments (26 + 44 = 70 (80.5%)).

In addition, according to them, the video display was good (23 / 26.4%) and 35 (40.2%) said it was very good. If the two participants' choices are combined, namely 58 (66.6%), it means that it is quite good, but there is still a need for improvement for the perfection of future works.

Table 3. Effectiveness of stop bullying songs to stop bullying behavior

Statement	DS	D	N	A	SA
1 Prevention of bullying behavior is better than	-	-	-	2 (1.2 %)	85 98.8 %

	dealing with the bullying itself				
2	Is the stop bullying song effective to stop bullying behavior	0 (0 %)	3 (3.4 %)	11 (12.6 %)	28 (32.2 %)
					45 (51.7 %)

Information: SD (Strongly Disagree = 1), D (Disagree = 2), N (Neutral = 3), A (Agree = 4) and SA (Strongly Agree = 5).

Most of the participants, 85 (98.8%), stated that preventing and stopping bullying behavior is better than overcoming bullying. Those who are obliged to be involved in preventing bullying are everyone without exception from children, youth and adults (Table 3). Furthermore, according to the participants, as many as 28 people agreed that the stop bullying song was effective in stopping adolescent bullying behavior. Even more convincing, it turned out that as many as 45 people expressed a strong agreement that the stop bullying song was effective in stopping adolescent bullying behavior. If you add up the participants who agreed (28 / 32.2%) and participants who strongly agreed (45 / 51.7%) there were 73 (83.9%). With this large number, the stop bullying song is considered effective in stopping bullying behavior among adolescents.

4.6. Discussion

Bullying behavior is considered to have crossed the line. They as perpetrators of bullying indiscriminately bully anyone, so the victims of bullying become homework that must be restored to their psychological condition (Haslan, Sawaludin & Fauzan, 2021; Munandar, Junita & Jabit, 2023). How terrible is the condition of psychological trauma felt by the victims of bullying. They feel afraid if the bullying repeats itself, they also experience social anxiety, withdraw from association, are disappointed at the bad treatment of others, hold a sense of revenge and want to take revenge on the bully, feel depressed and lock themselves in their room (Angelakis, & Gooding, 2022). There are also victims of bullying who cannot accept this bad experience, so they decide to commit suicide (Zimmerman, & Miller-Smith, 2022). Responding to this very bad condition, everyone is aware of and takes concrete steps

to fight, prevent and stop bullying behavior, so that there are no more victims in the present or in the future. So they have to develop an assertive attitude to fight bullying (Eslava, et al, 2023; Byrne et al, 2023). There needs to be a concrete effort by using a creative method that aims to prevent and fight against bullying behavior, namely creating a creative song entitled stop bullying.

The process of creating a stop bullying song has gone through the process of developing an idea which was followed up with the hard work of the songwriter. Activities that start from developing ideas have gone through the ADDIE approach process, namely analysis, design, development, implementation and evaluation (Bouchrika, 2023). Analysis activities were carried out on the reality on the ground that bullying behavior has become a serious problem faced by all levels of society (Bjärehed et al, 2020; Fandini et al, 2023). Victims of bullying generally experience psychological trauma, and even end their lives by committing suicide (Angelakis, & Gooding, 2022).

This cannot be left alone. There must be concrete efforts to overcome bullying behavior. Therefore, it is necessary to design, namely to design a creative work that aims to fight, prevent and stop bullying behavior. The design is realized through the development of ideas by making creative song lyrics. The creative song lyrics are professionally sung and arranged by a music expert named Dani MKD, and recorded through a music studio. The results of the recording were further developed by making a video clip which was broadcast via YouTube (https://www.youtube.com/watch?v=w0LSE71ho3c&list=PLbaT_kdxgzIrm9Ctfm5BNA3Rba_9adZh&index=10).

There were various responses from listeners or viewers who saw the stop bullying song, namely positive and negative responses. This is an external evaluation material that is used as material for improvement and enhancement of creative works in the future. In addition, the stop bullying song was implemented directly for teenagers to find out their views on musical art and to find out the effectiveness of the stop bullying song to stop bullying behavior. Through the distribution of

questionnaires, it was found that most of the participants considered the stop bullying songs met the criteria for good works of art, such as simple and easy-to-understand song lyrics (77 = 88.6%), melody (71 = 81.6%), rhythm (74 = 85.1 %), beat (73 = 83.9 %), style (73 = 83.9 %), tempo (76 = 87.4 %), and instrument (58 = 66.6 %). (Table 2). In addition, it was also found that most of the participants stated that the stop bullying song was effective in stopping bullying behavior (73 / 83.9%) (Table 3).

The results of this study are supported by the research of Nave, Snyder & Hannon (2023) which found that children who often listen to certain music will be able to memorize and store the rhythms, beats and lyrics of songs contained in that music. They will also be able to develop vocabulary, sentences and certain languages in their teens. This means that music is able to improve language skills, according to the type of language used in the lyrics of the song. Roark et al (2023) found that listening is an important activity carried out by a person or group of people which is marked by the awareness to listen, pay attention and try to remember what messages are important things conveyed by other people. Listening is the main key to increasing memory capacity for certain messages. Certain messages as a stimulus that stimulates cognitive abilities to carry out the process of storing information in the storage section, so that the information can be recalled (retrieval, recall) when it will be used to solve problems. Likewise, Roark et al (2023) added that seeing certain objects is an important sensory process for a person to be able to know a certain set of information. Eyesight is the main window for someone to be able to take pictures, films, or certain landscapes that are considered important in their lives. Therefore, the visual aspect provides important benefits that are stored in storage and stored as visual memory. If the two auditory aspects and visual aspects are combined into one, then a person can store information from both hearing and sight, thereby increasing his memory capacity (Kubit, & Janata, 2022; Ruiz, DuBrow, & Murty, 2023).

Memory is an important source of information that can be recalled at any time when an individual uses it to solve problems in his life (Smith, Kurby, & Bailey, 2023; Winston et al, 2022). If someone has stored information on song lyrics and song chants within himself, then this is a good asset to use as a basis for emotional balance so that it can improve psychological well-being and quality of life (Kubit, & Janata, 2022). On the basis of this view, by listening to the stop bullying song, one can store the content, meaning and purpose of the song's lyrics as memory. He can not only sing the song, but he can also live up to the meaning and purpose of the song's lyrics to fight and stop bullying behavior. If you use the information process theory approach, the process of appreciating the stop bullying song will also affect affective aspects, especially those related to motivation (Marmat, 2022). Therefore, someone who has heard the stop bullying song will have internal motivation to prevent, fight and stop bullying behavior.

5. Conclusion

The process of creating and developing a stop bullying song uses the ADDIE approach (Analysis, Design, Development, Implementation & Evaluation). Stop bullying songs have been arranged and recorded in a professional music studio. The stop bullying song meets the 7 criteria for good music quality standards, namely simple and easy-to-understand lyrics, melody, rhythm, beat, style, instrument, and tempo. Furthermore, the song stop bullying is effectively used to stop bullying behavior in adolescents.

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