

THE MILLENNIALS AND THE NEW ERA OF BULLYING IN INDONESIA

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The Millennials or Generation Y, born between 1980 and 1995, are most likely characterized as technology savvy with the Internet as the oxygen of their lives ([Gunawan, 2016](#)). This generation grows with social medias such as Facebook, Twitter, Instagram, and online chatting application such as Line, WhatsApp, and Snapchat as their way to present their identities and share information. They are also characterized as the generation that tends to give opinions, comments, critiques, and recommendations like those who know everything without paying attention to whom they are talking to, either to elderly, teachers or respectful persons. This, however, is often considered as a very rude and inappropriate communication by Generation X and Baby Boomers ([Hartman & Mccambridge, 2011](#)).

In Indonesia, this communication style has become the trend among society, which each generation tends to bully each other, especially in the today's era where the presidential election is on fire. This is also called as cyber bullying, which is considered the new way to target

individuals and harass them mentally in public. However, it is noteworthy to emphasize that cyber bullying has destroyed many lives, especially among teenagers, which many cases occurred related to depression, aggressive behavior, suicide, and other mental disorders ([Katzen, 2015](#); [Martínez et al., 2019](#)).

Therefore, we, as public health scholars and health professionals, need to support each other to stand up against cyber bullying. We need to teach the Millennials to be good digital citizens and ask them to think carefully about every post they make and every photo they tag in social media, as well as to provide the tools to diffuse a situation before someone get hurts. We also need to tell and teach parents to be aware that cyber bullying is most likely a par to their children life, thus they need to set rules and boundaries for the children, keep doing digital checkup continuously, review followers or those they follow, block the bully, save the evidence, and stay positive and polite ([Katzen, 2015](#); [Norling, 2016](#)). Additionally, the appropriate attitudes and behaviors among students should be

emphasized in every curriculum in all educational institutions.

At the end, we expect to see each generation in Indonesia could respect and uplift each other with writing and sharing information in the near future, and realize that they can use their lives to make an impact for others, regardless of their age.

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