

ABSTRACT

Social media is a medium that is widely used by various groups, social media is growing rapidly to create various new platforms such as Instagram, Twitter, Facebook etc. As social media platforms develop, of course, they have positive and negative impacts, but the author only focuses on the negative impacts. The negative impact of social media is cyberbullying, cyberbullying often occurs on one of the Instagram social media platforms. Because the Instagram platform is a platform that has features for its users to be able to share photos and videos of short duration, convey aspirations in the form of writing, opinions or other things that can be public or private. Therefore, many people abuse it by doing cyberbullying, this case often occurs among teenagers, because adolescence is a time to show their personal identity. The author also uses 5 theories including social media, cyberbullying, youth, performance art and color semiotics. All of these theories are combined to make one work of performance art, a work in the form of a short video with the conclusion that this performance work can be a real picture for cyberbullying perpetrators and provide a deterrent effect to the perpetrators, because in the work the victim appears to be in a position feeling a dilemma but with the end the victim gave up with what had happened as a result of cyberbullying. Based on the conclusion, there are several suggestions that can be conveyed, such as for the community to provide more insight to teenagers who often do cyberbullying on social media and provide insight for victims to be more open and closer to their respective parents so that cyberbullying cases can occur. and the number of victims is decreasing.

Keywords: *Social media, Teenager, Instagram, Cyberbullying.*