

ABSTRAK

Rafidyatul Maulidya. 2026. *Pengembangan Media Psikoedukasi Video TikTok Berbasis Ego State Therapy untuk Meningkatkan Resiliensi Korban Bullying*. Skripsi. Program Studi Bimbingan dan Konseling, FKIP, Universitas PGRI Madiun. Pembimbing (I) Dr. Noviyanti Kartika Dewi, M.Pd., Kons (II) Dr. Diana Ariswanti Triningtyas, S.Pd., M.Psi.

Perundungan (bullying) di kalangan peserta didik masih menjadi permasalahan yang berdampak pada rendahnya resiliensi dan kesejahteraan psikologis korban. Di sisi lain, layanan bimbingan dan konseling konvensional sering kali kurang diminati karena adanya stigma terhadap konseling tatap muka. Mengingat remaja lebih akrab dengan media sosial, khususnya TikTok, diperlukan media psikoedukasi yang inovatif dan sesuai dengan karakteristik peserta didik. Penelitian ini bertujuan mengembangkan media psikoedukasi video TikTok berbasis *Ego State Therapy*, mengetahui kelayakannya berdasarkan penilaian ahli, serta menguji efektivitasnya dalam meningkatkan resiliensi korban bullying. Penelitian ini menggunakan metode *Research and Development* dengan model ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Subjek penelitian berjumlah 29 peserta didik kelas X SMA Negeri 1 Maospati yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui lembar validasi ahli dan angket resiliensi dengan desain *pre-test* dan *post-test*, kemudian dianalisis menggunakan *Wilcoxon Signed Rank Test*. Hasil penelitian menunjukkan bahwa media memperoleh persentase kelayakan sebesar 92,17% dengan kategori sangat layak. Selain itu, rata-rata skor resiliensi meningkat dari 61,07 pada *pre-test* menjadi 92,76 pada *post-test*. Hasil uji *Wilcoxon* menunjukkan nilai $Z = -4,707$ dengan signifikansi 0,003 ($p < 0,05$), yang menunjukkan adanya perbedaan signifikan sebelum dan sesudah penggunaan media. Dengan demikian, media psikoedukasi video TikTok berbasis *Ego State Therapy* dinyatakan layak dan efektif digunakan sebagai inovasi layanan bimbingan dan konseling untuk meningkatkan resiliensi korban bullying di sekolah.

Kata Kunci: *Ego State Therapy*, media video TikTok, resiliensi.

ABSTRACT

Rafidyatul Maulidya. 2026. *Development of Ego State Therapy-Based TikTok Video Psychoeducation Media to Improve the Resilience of Bullying Victims*. Undergraduate Thesis. Guidance and Counseling Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisors: Dr. Noviyanti Kartika Dewi, M.Pd., Kons., Co-advisor: Dr. Diana Ariswanti Triningtyas, S.Pd., M.Psi..

Key terms : Ego State Therapy, TikTok video media, resilience.

Bullying among high school students remains a serious issue that negatively affects victims' resilience and psychological well-being. At the same time, conventional guidance and counseling services are often less attractive to students because of the stigma associated with face-to-face counseling. Considering that adolescents are highly engaged with social media, particularly TikTok, it is necessary to develop an innovative psychoeducational medium that is relevant to their characteristics and needs. This study aimed to develop an Ego State Therapy-based TikTok video psychoeducation media, determine its feasibility based on expert validation, and examine its effectiveness in improving the resilience of bullying victims. This study employed the Research and Development (R&D) method using the ADDIE model, which consists of Analysis, Design, Development, Implementation, and Evaluation. The participants were 36 tenth-grade students at SMA Negeri 1 Maospati selected through purposive sampling. Data were collected using expert validation sheets and a resilience questionnaire with a pre-test and post-test design and were analyzed using the Wilcoxon Signed Rank Test. The results showed that the developed media obtained a feasibility score of 92.17%, indicating that it was highly feasible. In addition, the mean resilience score increased from 61.07 in the pre-test to 92.76 in the post-test. The Wilcoxon Signed Rank Test yielded a Z value of -4.707 with a significance value of 0.003 ($p < 0.05$), indicating a significant difference before and after the implementation of the media. Therefore, the Ego State Therapy-based TikTok video psychoeducation media was found to be feasible and effective as an innovative guidance and counseling medium for improving the resilience of bullying victims in schools.