

Abstrak

Penggunaan media sosial memunculkan adopsi baru pemanfaatannya dalam bentuk partisipasi kewarganegaraan. Studi ini bertujuan menganalisis kaitan *Digital Citizenship* (DC) terhadap *Social Media Competency* (SMC) yang dimediasi *Collective Self Esteem* (CSE) di kalangan mahasiswa Indonesia (N = 736). Studi berbasis web digunakan untuk mengumpulkan data dengan *convenience sampling* dan tiga instrumen pengukuran, yakni *Digital Citizenship Scale* (DCS) untuk mengukur DC; *Social Media Competence Scale for College Students* (SMC-CS) untuk mengukur SMC; dan *Collective Self-Esteem Scale* (CSES) untuk mengukur CSE. Hasil uji mediasi melalui jamovi (Version 2.3.2) menunjukkan bahwa CSE berperan memediasi kaitan DC terhadap SMC. Namun, peran CSE sebagai mediator berfungsi tidak sempurna akibat perannya yang kecil. Temuan membuktikan bahwa evaluasi identitas kebangsaan mahasiswa secara tidak langsung menjadi bentuk sikap menjaga kepositifan kelompok (negara) untuk mengontrol aktivitas relasi dan kewarganegaraan mengadopsi media sosial.

Kata kunci: *Digital citizenship*, *social media competency*, *collective self esteem*, dan mahasiswa

Abstract

The use of social media has led to a new adoption of its use in the form of civic participation. This study aimed to analyzes the relationship between *Digital Citizenship* (DC) and *Social Media Competency* (SMC) mediated by *Collective Self Esteem* (CSE) among Indonesian college students (N = 736). The web-based study was used to collect data by convenience sampling and three measurement instruments, *Digital Citizenship Scale* (DCS) to measure DC; *Social Media Competence Scale for College Students* (SMC-CS) to measure SMC; and *Collective Self-Esteem Scale* (CSES) to measure CSE. The results of the mediation test through jamovi (Version 2.3.2) showed that CSE played a role in mediating the relationship of DC to SMC. However, the role of CSE as a mediator is not perfect because of its small effect. The findings prove that the evaluation of the student's national identity is indirectly a form of attitude towards maintaining a positive group (state) to control relational activities and citizenship by adopting social media.

Keywords: *Digital citizenship*, *social media competency*, *collective self esteem*, and college student