

Peran Intensitas Penggunaan Media Sosial terhadap *Psychological Well-Being* dengan Mediator *Self-Esteem* pada *Emerging Adulthood*

Muhammad Irham Muryokresnomurti¹, Idei Khurnia Swasti²

Fakultas Psikologi, Universitas Gadjah Mada

Email: ¹muhammadirham@mail.ugm.ac.id, ²ideiswasti@ugm.ac.id

Abstract. Emerging adulthood is a challenging phase and is often associated with a struggle in promoting psychological well-being. Currently, the benefits of social media use cause emerging adults to tend to use it with high intensity to boost their well-being state. In addition to the benefits offered, the use of social media can impact one's psychological well-being. Several previous studies have shown a negative correlation between social media use on psychological well-being. The present study examines the mediation model between the intensity of social media use and psychological well-being using self-esteem in emerging adulthood (N = 253) through an online survey. The findings show a perfect mediating effect of self-esteem between the role of social media uses intensity on psychological well-being.

Keywords: *emerging adulthood, psychological well-being, self-esteem, social media*

Abstrak. *Emerging adulthood* merupakan fase yang berat dan sering dikaitkan dengan upaya pencapaian *psychological well-being*. Kini, tawaran manfaat yang diberikan media sosial menyebabkan *emerging adults* memiliki kecenderungan untuk menggunakannya dengan intensitas yang tinggi untuk menguatkan *well-being*-nya. Selain tawaran manfaat yang diberikan, penggunaan media sosial dapat memberikan dampak terhadap *psychological well-being*. Beberapa penelitian sebelumnya telah menunjukkan korelasi negatif antara penggunaan media sosial terhadap *psychological well-being*. Penelitian ini menguji model mediasi antara intensitas penggunaan media sosial dan *psychological well-being* menggunakan *self-esteem* pada *emerging adulthood* (N = 253) melalui survei secara daring. Temuan menunjukkan efek mediasi sempurna *self-esteem* antara peran intensitas penggunaan media sosial terhadap *psychological well-being*.

Kata kunci: *emerging adulthood, media sosial, psychological well-being, self-esteem*