

## The Relation Between Social Comparison Orientation and Self-esteem: The Moderating Role of LinkedIn Intensity

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**Abstract.** Self-esteem is an integral variable during young adulthood for multiple reason, on the other hand, social comparison orientation has been shown to be negatively correlated with self-esteem. With the increase presence of social networking sites (SNS) to individuals daily life, scholars have argued that the abundance of information on SNS can drive individuals to conduct social comparison behaviours, which harms an individual's self-esteem. Despite the interest in studies on SNS and self-esteem, none have specifically explored LinkedIn users in Indonesia. At the same time, the company's official statistics state that young adults make up the social media platform's second-largest user demographic. The current quantitative study aims to examine the relationship between social comparison orientation and self-esteem and explore the potential moderating role of LinkedIn intensity. The psychological measurements used include the adapted versions of the Rosenberg Self-esteem Scale, Iowa-Netherlands Comparison Orientation Measure (INCOM), and LinkedIn intensity. A total of 216 Indonesian aged 18-25 participated in this study. The finding shows a relation between social comparison orientation and self-esteem but no moderating effect of LinkedIn intensity on the association between social comparison and self-esteem.

**Keywords:** self-esteem, social comparison orientation, linkedin, social media intensity.

**Abstrak** Harga diri merupakan hal krusial selama masa dewasa muda karena berbagai alasan. Di sisi lain, orientasi perbandingan sosial telah terbukti berkorelasi negatif dengan harga diri. Dengan semakin signifikan penggunaan situs jejaring sosial (SNS) dalam kehidupan sehari-hari individu, peneliti berpendapat bahwa banyaknya informasi di SNS dapat mendorong individu untuk melakukan perilaku perbandingan sosial, yang membahayakan harga diri individu. Sepengetahuan peneliti, belum terdapat studi yang secara khusus mendalami pengguna LinkedIn di Indonesia. Pada saat yang sama, data statistik LinkedIn menyatakan bahwa orang dewasa muda merupakan demografi pengguna terbesar kedua platform media sosial. Studi kuantitatif saat ini bertujuan untuk menguji hubungan antara orientasi perbandingan sosial dan harga diri dan mengeksplorasi potensi peran moderasi dari intensitas LinkedIn. Alat ukur yang digunakan merupakan adaptasi skala harga diri Rosenberg, Ukuran Orientasi Perbandingan Iowa-Belanda (INCOM), dan intensitas LinkedIn. Sebanyak 216 orang Indonesia berusia 18-25 berpartisipasi dalam penelitian ini. Temuan menunjukkan hubungan antara orientasi perbandingan sosial dan harga diri tetapi tidak ada efek moderasi intensitas LinkedIn pada hubungan antara perbandingan sosial dan harga diri.

**Kata kunci:** self-esteem, social comparison orientation, linkedin, social media intensity.