

Peran Intensitas Penggunaan Instagram, Presentasi Diri Daring, dan Perbandingan Sosial pada Harga Diri

Jemi Rahmadhani¹, Avin Fadilla Helmi²

^{1,2}Fakultas Psikologi, Universitas Gadjah Mada

e-mail: ¹Jemirahmadhani@mail.ugm.ac.id, ²avinpsi@ugm.ac.id

Abstract

The use of social media makes everyday life easier, especially in communicating, and has a psychological impact. One of the most widely used social media is Instagram. This research examine the role of Instagram user intensity, online self-presentation and social comparison on self-esteem. The hypothesis of this research is that there is a negative role for the intensity of Instagram use, a positive role for online self-presentation and social comparison on self-esteem. The 304 participants in this study were aged between 18 – 34 years. The results of the multiple regression test found that there is a positive role of the intensity of Instagram use on self-esteem, there is a negative role of online self-presentation, and social comparison on self-esteem simultaneously.

Key words: *Self-esteem, online self-presentation, social comparison*

Abstrak

Penggunaan media sosial memberikan kemudahan bagi kehidupan sehari-hari terutama dalam berkomunikasi serta memberikan dampak psikologis. Salah satu media sosial paling banyak digunakan yakni Instagram. Penelitian ini mengkaji peran intensitas pengguna instagram, presentasi diri daring dan perbandingan sosial terhadap harga diri. Hipotesis penelitian ini adalah terdapat peran negatif intensitas penggunaan instagram, peran positif presentasi diri daring dan perbandingan sosial terhadap harga diri. Partisipan dalam penelitian ini sebanyak 304 berusia antara 18 – 34 tahun. Hasil analisis uji regresi berganda menemukan bahwa terdapat peran positif intensitas penggunaan instagram terhadap harga diri, terdapat peran negatif presentasi diri daring, dan perbandingan sosial terhadap harga diri secara bersamaan.

Kata kunci: *Harga diri, presentasi diri, perbandingan sosial*