



## Online Self-Presentation pada Pemilik Second Account Instagram Ditinjau dari Body Image

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### Abstract

*Instagram is a social media with a concept that focuses on visual aspects (image-based focused). Thus, physical condition and appearance become crucial things that influence the judgment of other users. Currently, the phenomenon of Instagram second accounts, what is often called Finstagram, appears. This research hypothesizes there is an effect of body image on online self-presentation and the difference of online self-presentation based on sexes among second Instagram account owner. The subjects in this study were 410 active Instagram users and second Instagram account owners aged 18 to 24 years. Body image is measured using the adapted and redeveloped MBSRQ-AS scale ( $\alpha=0.894$ ). Online self-presentation was measured using the adapted POSS scale ( $\alpha=0.879$ ). Methods of data analysis using Simple Linear Regression test and Independent Sample t-test. The results of the regression test  $p<0.001$ ;  $r=-0.231$ ;  $R^2=0.053$  indicate that there is an effect of body image on online self-presentation among second Instagram account users by 5.3% with a negative correlation.*

**Keywords:** *body image, online self-presentation, second account, Instagram*

### Abstrak

Instagram merupakan media sosial dengan konsep yang berfokus pada aspek visual (*image-based focused*). Dengan demikian, kondisi fisik dan penampilan menjadi hal penting yang memengaruhi penilaian orang lain. Saat ini, muncul fenomena *second account* Instagram atau yang sering disebut *Finstagram*. Hipotesis penelitian ini adalah terdapat pengaruh *body image* terhadap *online self-presentation* dan perbedaan *online self-presentation* berdasarkan jenis kelamin pada pemilik *second account* Instagram. Subjek dalam penelitian ini adalah 410 pemilik aktif Instagram dan pemilik akun Instagram kedua yang berusia 18 hingga 24 tahun. *Body image* diukur dengan menggunakan skala MBRSQ-AS diadaptasi dan dikembangkan kembali ( $\alpha=0.894$ ). *Online self-presentation* diukur dengan menggunakan skala POSS yang telah diadaptasi ( $\alpha=0.879$ ). Metode analisis data menggunakan uji Regresi Linear Sederhana dan *Independent Sample t-test*. Hasil uji regresi  $p<0.001$ ;  $r=-0.231$ ;  $R^2=0.053$  yang menunjukkan adanya pengaruh *body image* terhadap *online self-presentation* pada pemilik *second account* Instagram sebesar 5.3% dengan korelasi negatif.

**Kata Kunci:** *citra tubuh, presentasi diri online, second account, Instagram*