

Peran Intensitas Penggunaan TikTok Terhadap *Self-Esteem Emerging Adult* dengan *Social Comparison* sebagai Variabel Mediator

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Abstract. Emerging adulthood is a developmental phase characterized by identity exploration, life instability, and the formation of self-concept. In this process, self-esteem plays a crucial role in achieving the developmental goals of emerging adults. However, during this phase, self-esteem is vulnerable to various external influences, one of which is upward social comparison on social media. TikTok, as a popular social media platform among emerging adults, enables users to engage in excessive upward social comparison. This study aims to examine the role of TikTok usage intensity on self-esteem, mediated by upward social comparison. Data were collected through purposive sampling of TikTok users in Indonesia who are in the emerging adulthood phase (18-25 years old). The instruments used in this study include Rosenberg Self-Esteem Scale, Upward Social Comparison Scale, and The Facebook Intensity Scale. Data analysis was conducted using the PROCESS macro with the bootstrapping method. The findings reveal an indirect-only mediation effect of upward social comparison on the relationship between TikTok usage intensity and self-esteem among individuals in emerging adulthood.

Keywords: *emerging adulthood, upward social comparison, self-esteem, TikTok*

Abstrak. *Emerging adulthood* merupakan fase perkembangan yang ditandai dengan eksplorasi identitas, ketidakstabilan hidup, dan pembentukan konsep diri. Dalam proses tersebut, *self-esteem* berperan penting untuk mencapai tujuan perkembangan *emerging adult*. Namun, pada fase ini *self-esteem* memiliki kerentanan terhadap berbagai pengaruh eksternal, salah satunya *upward social comparison* dalam media sosial. TikTok sebagai media sosial yang populer di kalangan *emerging adult* memungkinkan pengguna untuk terlibat dalam *upward social comparison* yang berlebihan. Penelitian ini bertujuan untuk mengkaji peran intensitas penggunaan TikTok terhadap *self-esteem* dengan dimediasi oleh *upward social comparison*. Data dikumpulkan melalui *purposive sampling* terhadap pengguna TikTok di Indonesia dalam fase *emerging adulthood* (18-25 tahun). Instrumen penelitian yang digunakan meliputi *Rosenberg Self-Esteem Scale*, *Upward Social Comparison Scale*, dan *The Facebook Intensity Scale*. Analisis data dilakukan menggunakan PROCESS macro dengan metode *bootstrapping*. *Upward Social Comparison* memediasi hubungan antara intensitas media sosial TikTok dan *self-esteem* individu dalam fase *emerging adulthood*.

Kata kunci: *emerging adulthood, upward social comparison, self-esteem, TikTok*