INTISARI

Instagram sebagai media sosial yang populer di Indonesia dan memiliki tingkat respon keterikatan yang tinggi memberikan peluang bagi merek untuk dapat membangun keterikatan antara merek tersebut dengan target konsumen di Indonesia. Penelitian-penelitian terdahulu telah menemukan bahwa ciri kepribadian individu mempengaruhi perilaku individu ketika menggunakan media sosial. Berdasarkan teori tersebut, penelitian ini mereplikasi dan memodifikasi penelitian sebelumnya terkait pengaruh ciri kepribadian terhadap perilaku *liking* dan *commenting* dengan dimediasi oleh mode interaksi digital yaitu *broadcasting*. Modifikasi penelitian yang dilakukan berdasarkan teori dimensi kultur nasional yang ada di Indonesia.

Ciri kepribadian yang diteliti mengambil tiga dari ciri kepribadian berdasarkan teori *Big Five Personality* yaitu, *extraversion, neuroticism,* dan *openness to experience*. Metode penelitian yang digunakan adalah metode kuantitatif dengan menggunakan survei sebagai metode pengumpulan data. Target penelitian adalah konsumen Indonesia yang aktif menggunakan *Instagram* dan mengikuti akun merek lokal subsektor mode di *Instagram*. Instrumen survei yang digunakan merupakan kuesioner yang bersifat *self-reported*. Kuesioner tersebut disebarkan kepada responden secara daring dan diperoleh data sebanyak 262 responden. Hasil dari penelitian ini antara lain adalah,

1. Ciri kepribadian *extraversion* berpengaruh terhadap mode interaksi digital *broadcasting*

2. Ciri kepribadian *openness to experience* berpengaruh terhadap mode interaksi digital *broadcasting*

3. Mode interaksi *broadcasting* berpengaruh terhadap perilaku *liking* dan *commenting* di *Instagram*

4. Mode interaksi *broadcasting* berperan sebagai mediator hubungan antara ciri kepribadian *extraversion* dan *openness to experience* dengan perilaku *liking* dan *commenting*.

Namun demikian, tidak ditemukan pengaruh antara ciri kepribadian *neuroticism* terhadap mode interaksi digital *broadcasting*.

Kata kunci: *Extraversion, Neuroticism, Openness to Experience, Broadcasting, Liking, Commenting*, *Instagram*, Media Sosial, Ciri Kepribadian, Keterikatan Konsumen.

ABSTRACT

Instagram as a popular social media in Indonesia has the highest engagement rate among other social media. Engagement rate in Instagram offers an opportunity for a brand to build an engagement between Indonesian consumers and the brand. Previous literatures suggest that personality traits link to individual's social media behavior. Based on the theory of previous research, this study adopted and modified the previous research framework on how personality traits link to individual's 'liking' and 'commenting' behavior on Instagram mediated by broadcasting as digital interaction mode. Research modification is limit to Indonesia's dimension of nation culture.

Three personality types of the Big Five Personality theory investigated in this study, it is extraversion, neuroticism, and openness to experience. Quantitative method used as research methodology, and the data collection methodology used survey method with purposive sampling. The self-reported questionnaires were administered to 262 Indonesian consumers who actively use Instagram and following Indonesian local fashion brand on Instagram. The results supported four out of five hypotheses between analyzed construct,

1. Extraversion traits is positively related to digital interaction mode broadcasting

2. Openness to experience traits is positively related to digital interaction mode broadcasting

3. Digital interaction mode broadcasting positively related to liking behavior on Instagram

4. Digital interaction mode broadcasting positively related to commenting behavior on Instagram

The study also found that digital interaction mode broadcasting is completely and partially mediating the relationships between two of personality traits variable (extraversion and openness to experience) and Instagram behavior (liking and commenting). The hypothesis that did not support was the relationships between neuroticism traits and digital interaction mode broadcasting.

Keywords: Extraversion, Neuroticism, Openness to Experience, Broadcasting, Liking, Commenting, Social Media, Instagram, Consumer Engagement.