

Peran *Exposure* pada Konten *Self-Harm* di Media Sosial terhadap Perilaku *Self-Harm* pada Kelompok Dewasa Awal

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Abstrak. Penelitian ini bertujuan untuk menguji peran *exposure* pada konten *self-harm* di media sosial terhadap perilaku *self-harm* pada kelompok dewasa awal. Instrumen yang digunakan dalam penelitian ini adalah kuesioner *exposure* pada konten *self-harm* di media sosial dan *self-harm inventory*. Hipotesis diuji menggunakan analisis regresi binomial negatif pada 463 partisipan berusia 19-24 tahun. Hasil menunjukkan *exposure* pada konten *self-harm* di media sosial secara signifikan berperan positif terhadap perilaku *self-harm* ($p < 0,01$). Semakin tinggi *exposure* pada konten *self-harm* di media sosial maka akan semakin tinggi pula keterlibatan individu dalam melakukan perilaku *self-harm*.

Kata kunci: *exposure, media sosial, self-harm*

Abstract. This study examined the role of exposure to self-harm content on social media on self-harm behavior in the early adulthood group. The instruments used in this study were the exposure to self-harm content on social media questionnaire and self-harm inventory. The hypothesis was tested using negative binomial regression analysis on 463 participants aged 19-24 years. The result shows that exposure to self-harm content on social media had a significant positive role on self-harm behavior ($p < 0.01$). The finding suggests that participants with a higher level of exposure to self-harm content on social media are more likely engaged in self-harm behavior.

Keywords: *exposure, social media, self-harm*