

## **Instagram based Social Comparison and Feedback Seeking to Depressive Symptoms: The Moderating Effect of Self Esteem**

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**Abstract.** The rising popularity of Instagram among young adults arisen concerns about the adverse outcomes for its users. The prior study mainly found the impact of Instagram's general use on its users; however, there is still scarce research about the offline characteristics that may influence the relationship between specific technology-based behavior of Instagram and its adverse outcomes. The current study aims to expand the previous literature by analyzing the moderating effect of offline characteristics of self-esteem on Instagram-based social comparison and feedback-seeking to depressive symptoms. The current research used a cross-sectional study design with purposive sampling for the data collection through an online survey. The psychological measurement used is the Technology-based Social Comparison and Feedback-seeking Scale, Rosenberg Self-esteem Scale, and PHQ-9. A total of 323 Indonesian aged 18-25 participated in this study. The finding shows a significant association between Instagram based social comparison and feedback seeking to depressive symptoms, and self-esteem acts as a quasi-moderator in the relationship of social-media-based social comparison and feedback-seeking and depressive symptoms.

**Keyword:** *Depressive Symptoms, Instagram, Social-comparison, feedback-seeking, Self-esteem*

**Abstrak.** Meningkatnya popularitas Instagram di kalangan orang dewasa muda menimbulkan kekhawatiran tentang efek yang merugikan bagi penggunanya. Studi sebelumnya menemukan dampak beragam dari penggunaan Instagram secara umum bagi penggunanya, namun, masih sedikit penelitian tentang karakteristik offline yang dapat memengaruhi hubungan perilaku penggunaan Instagram berbasis teknologi tertentu dengan hasil negatifnya. Penelitian ini bertujuan untuk memperluas literatur sebelumnya dengan menganalisis efek moderasi karakteristik *offline* harga diri pada perbandingan sosial berbasis Instagram dan pencarian umpan balik terhadap gejala depresi. Penelitian ini merupakan penelitian dengan *cross-sectional design* dengan teknik *purposive sampling* untuk pengumpulan data melalui survey berbasis daring. Pengukuran psikologis yang digunakan adalah *Technology-based Social Comparison and Feedback-seeking Scale*, *Rosenberg Self-esteem Scale*, dan *PHQ-9*. Sebanyak 323 partisipan di Indonesia berusia 18-25 tahun berpartisipasi dalam penelitian ini. Hasil penelitian menunjukkan bahwa ada hubungan yang signifikan antara perbandingan sosial dan pencarian umpan balik berbasis Instagram terhadap gejala depresi, dan harga diri bertindak sebagai moderator dalam hubungan perbandingan sosial berbasis media sosial dan pencarian umpan balik dan gejala depresi.

**Kata kunci:** Gejala Depresi, Instagram, Perbandingan sosial, pencarian umpan balik, Harga diri