

## PERILAKU *SELFIE POSTING* DAN *SELF-ESTEEM* REMAJA PENGGUNA INSTAGRAM

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### ABSTRAK

*Selfie-posting* yang dilakukan oleh banyak remaja memiliki hubungan dengan *self-esteem* (Wang et al., 2020; Biocalti, 2019; Sorokowska et al., 2016). Penelitian ini bertujuan untuk mengetahui hubungan antara perilaku *selfie-posting* dan *self-esteem* pada remaja pengguna *Instagram*. Subjek pada penelitian ini adalah 379 responden yang terdiri dari 248 remaja perempuan dan 131 remaja laki-laki. Penelitian ini merupakan kuantitatif survei dengan pengumpulan data menggunakan alat ukur *Selfie-Posting* milik Kim & Chock (2017) dan *The Rosenberg Self-Esteem Scale* milik Rosenberg (1956 dalam Maroqi, 2019). Teknik pengambilan sampel pada penelitian ini adalah *non-probability sampling* dengan cara *purposive sampling*. Hasil penelitian ini menunjukkan bahwa terdapat hubungan yang signifikan antara perilaku *selfie-posting* dan *self-esteem* ( $r = 0.180$ ,  $p = 0.000$ ). Hasil penelitian menunjukkan bahwa semakin tinggi perilaku *selfie-posting* semakin tinggi pula *self-esteem* remaja pengguna *Instagram*.

**Kata kunci :** *Remaja, self-esteem, selfie-posting*

## ***SELFIE-POSTING BEHAVIOR AND SELF ESTEEM AMONG YOUNG INSTAGRAM USERS***

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### ***ABSTRAK***

*Selfie-posting by many teenagers has a relationship with self-esteem (Wang et al., 2020; Biocalti, 2019; Sorokowska et al., 2016). This study aims to determine the relationship between the frequency of selfie-posting and self-esteem among young Instagram users. The subjects in this study were 379 respondents consisting of 248 female adolescents and 131 male adolescents. This research is a quantitative survey by collecting data using Kim & Chock's Selfie-Posting tool (2017) and Rosenberg's The Rosenberg Self-Esteem Scale (1956 in Maroqi, 2019). The sampling technique in this study was non-probability sampling by means of purposive sampling. The results of this study indicate that there is a significant relationship between selfie-posting frequency and self-esteem ( $r = 0.180$ ,  $p = 0.000$ ). The results of the study show that the higher the frequency of selfie-posting, the higher the self-esteem of young Instagram users.*

***Keyword*** : adolescents, self-esteem, selfie-posting