

## HUBUNGAN INTENSITAS PENGGUNAAN MEDIA SOSIAL INSTAGRAM DAN *SELF – ESTEEM* PADA MAHASISWA

### ABSTRAK

Adityawardhana, Alessandro Yubilae Airlangga. 2022. Hubungan intensitas penggunaan media sosial Instagram dan *self-esteem* pada mahasiswa. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Penelitian ini bertujuan untuk mengetahui hubungan antara intensitas penggunaan media sosial Instagram dan *self-esteem* pada mahasiswa. Hipotesis yang diajukan dalam penelitian ini yaitu ada hubungan negatif antara intensitas penggunaan media sosial Instagram dengan *self-esteem* pada mahasiswa. Kriteria subjek dalam penelitian ini yaitu mahasiswa berusia 18-24 tahun yang memiliki akun Instagram. Responden terkumpul sebanyak 312 mahasiswa. Metode pengambilan data dalam penelitian ini menggunakan survei daring atau *Google Form*. Alat pengambilan data yang digunakan berupa skala intensitas penggunaan media sosial Instagram yang dibuat sendiri oleh peneliti dan skala *self-esteem* dari Rosenberg (RSES) yang telah diadaptasi oleh Palupi. Data penelitian dianalisis menggunakan uji korelasi *Pearson one-tailed* karena data berdistribusi normal. Koefisien korelasi yang diperoleh adalah  $r = -0.019$  dengan nilai  $p = 0.368$  yang berarti  $p$  lebih besar dari 0.05 ( $p > 0.05$ ). Hasil ini menunjukkan tidak ada hubungan antara intensitas penggunaan media sosial Instagram dan *self-esteem* pada mahasiswa yang berarti hipotesis ditolak.

**Kata kunci:** intensitas penggunaan media sosial Instagram, media sosial, *self-esteem*, mahasiswa

**RELATIONSHIP BETWEEN INTENSITY OF SOCIAL MEDIA  
INSTAGRAM USAGE AND SELF-ESTEEM IN STUDENTS**

**ABSTRACT**

*Adityawardhana, Alessandro Yubilae Airlangga. 2022. Relationship between intensity of social media instagram usage and self-esteem in students. Yogyakarta: Psychology, Psychology Faculty, Sanata Dharma University.*

*This study aims to determine the relationship between intensity of Instagram social media use and self-esteem in college students. The hypothesis put forward in this study is that there is a negative relationship between intensity of Instagram social media use and student self-esteem. Subject criteria in this study were students aged 18-24 years who had an Instagram account. Respondents were collected as many as 312 students. The data collection method in this study used a online survey or Google Form. The data collection tool was a scale of the intensity use of social media Instagram which was made by the researcher himself and the self-esteem scale from Rosenberg (RSES) which was adapted by Palupi. The research data were analyzed using the one-tailed Pearson correlation test because the data were normally distributed. The correlation coefficient obtained is  $r = -0.019$  with a value of  $p = 0.368$  which means that  $p$  is greater than  $0.05$  ( $p > 0.05$ ). These results indicate that there is no relationship between the intensity of Instagram social media use and self-esteem in college students, which means the hypothesis is rejected.*

**Key Word:** *intensity of social media Instagram usage, social media, self-esteem, students*

