

ABSTRAK

Soenarjo, T. C. S. 2025. Hubungan antara Kontrol Diri dengan *Binge Watching* pada Dewasa Awal Pengguna Layanan *Streaming* Netflix. Skripsi. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Binge watching merupakan perilaku menonton secara berkelanjutan dalam satu waktu. Perilaku ini semakin sering dilakukan sejak hadirnya layanan *streaming* digital. *Binge watching* dapat berdampak negatif, seperti kehilangan kendali diri, kecanduan, prokrastinasi, dan pengabaian tanggung jawab. Penelitian ini bertujuan untuk mengetahui hubungan antara kontrol diri dengan perilaku *binge watching* pada dewasa awal pengguna layanan *streaming* Netflix. Penelitian ini menggunakan metode kuantitatif korelasional dengan desain survei. Partisipan penelitian berjumlah 262 orang dewasa awal berusia 18-25 tahun yang dipilih menggunakan teknik *convenience sampling*. Alat ukur yang digunakan adalah *Brief Self-Control Scale* ($\alpha = 0,74$) dan *General Binge Watching Scale* ($\alpha = 0,79$). Data dianalisis menggunakan uji korelasi *Spearman's rho*. Hasil penelitian menunjukkan bahwa terdapat hubungan negatif yang signifikan antara kontrol diri dengan *binge watching* ($r = -0,318$, $p < 0,05$). Artinya, semakin tinggi kontrol diri individu, maka semakin rendah perilaku *binge watching*, begitupun sebaliknya. Temuan penelitian ini menegaskan pentingnya kontrol diri dalam mengelola perilaku konsumsi media digital pada dewasa awal.

Kata Kunci: *Binge watching*, Kontrol diri, Dewasa awal, Netflix

ABSTRACT

Soenarjo, T. C. S. 2025. *The Relationship between Self-Control and Binge watching in Early Adults Who Use Netflix Streaming Services*. Thesis. Yogyakarta: Psychology, Faculty of Psychology, Sanata Dharma University.

Binge watching is the behavior of continuously watching content at one time. This behavior has become more frequent since the advent of digital streaming services. Binge watching can have negative impacts, such as loss of self-control, addiction, procrastination, and neglect of responsibilities. This study aims to determine the relationship between self-control and binge watching behavior in early adulthood users of the Netflix streaming service. This study used a quantitative correlational method with a survey design. The study participants were 262 early adults aged 18-25 years selected using a convenience sampling technique. The measurement instruments used were the Brief Self-Control Scale ($\alpha = 0,74$) and the General Binge Watching Scale ($\alpha = 0,79$). Data were analyzed using Spearman's rho correlation test. The results showed a significant negative relationship between self-control and binge watching ($r = -0,318$, $p < 0,05$). This means that the higher an individual's self-control, the lower their binge watching behavior, and vice versa. The findings of this study emphasize the importance of self-control in managing digital media consumption behavior in early adulthood.

Keywords: Binge watching, Self-control, Early adulthood, Netflix