

ABSTRAK

**TINGKAT *SOCIAL ANXIETY* PADA GEN Z
YANG MENONTON KONTEN PENCAPAIAN DI MEDIA SOSIAL**

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Universitas Sanata Dharma

2026

Penelitian ini bertujuan untuk: 1) mengukur tingkat *social anxiety* pada generasi Z yang menonton konten pencapaian di media sosial; 2) mengidentifikasi butir item pada skala *social anxiety* teridentifikasi tinggi dan sebagai dasar topik bimbingan.

Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian deskriptif. Subjek dalam penelitian ini sebanyak 83 mahasiswa bimbingan dan konseling Universitas Sanata Dharma. Proses pengambilan data menggunakan *google form* dengan skala *social anxiety* yang terdiri dari 53 item terpakai. Uji reabilitas menggunakan proses perhitungan *Alfa Cronbach* dengan hasil 0,977.

Hasil penelitian: 1) tingkat *social anxiety* pada gen z mayoritas berada 41% kategori rendah; 34% kategori sedang; 14% kategori sangat rendah; 6% kategori sangat tinggi, 5% kategori tinggi. 2) terdapat 2 butir (4%) item *social anxiety* yang masuk dalam kategori tinggi dan dijadikan sebagai usulan topik bimbingan: “Stop *Overthinking*, Bangun Percaya Diri” dan “*Scrolling* Tanpa Minder, Mengelola Perbandingan Sosial”.

Kata kunci: social anxiety, gen z, konten pencapaian, media sosial

ABSTRACT

**LEVELS OF SOCIAL ANXIETY AMONG GENERATION Z
WHO VIEW ACHIEVEMENT CONTENT ON SOCIAL MEDIA**

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This study aims to: 1) measure the level of social anxiety in Generation Z who frequently view achievement content on social media; 2) identify items on the social anxiety scale that are identified as high and as a basis for guidance topics.

This study uses a quantitative approach with a descriptive research design. The subjects in this study were 83 guidance and counseling students at Sanata Dharma University. Data collection was conducted using a Google form with a social anxiety scale consisting of 53 items. Reliability was tested using Cronbach's alpha with a result of 0,977.

Research results: 1) the level of social anxiety in Generation Z was mostly in the low category (41%); moderate category (34%); very low category (14%); 6% in the very high category, and 5% in the high category. 2) There were 2 items (4%) of social anxiety that fell into the high category and were used as suggested counseling topics: "Stop Overthinking, Build Confidence" and "Scroll Without Feeling Inferior, Manage Social Comparison."

Keywords: social anxiety, generation z, achievement content, social media