ABSTRACT

The Effect of Social Comparison on Self-Presentation of Instagram User Emerging Adulthood

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This study aims to determine the effect of social comparison on self-presentation of Instagram user emerging adulthood. Participants in this study were 428 Instagram users (age 18-25 years) who lived in Indonesia. The instrument that used to measure self-presentation (real self, ideal self, and false self) using Self-Presentation on Facebook Questionnaire (SPFBQ) and social comparison using Iowa-Netherlands Comparison Measure (INCOM). The researched method used is quantitative with binary logistic regression analysis. The results show that social comparison has no effect on real self, and social comparison positively affect ideal self and false self. The results of the binary logistic regression on social comparison and ideal self obtained a value of $X^2 = 67,009; p<0.001$, social comparison and false self obtained a value of $X^2 = 19,859; p<0.001$. This shows that the higher social comparison, the higher tendency to present the ideal self and false self on Instagram.

Keywords: Social Comparison, Self-Presentation, Emerging Adulthood, Instagram

Libraries: 56
Publication Years: 1970 - 2021