

## **ABSTRACT**

### **THE EFFECT OF SELF-PRESENTATION ON DECEPTION BEHAVIOR ON SOCIAL MEDIA IN EARLY ADULTHOOD IN JABODETABEK**

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*This research aims to acknowledge the effect of self-presentation on deception behavior on the social media in early adulthood in Jabodetabek. The researcher using a quantitative methods for this study. The population of this study are early adulthood who lived in Jabodetabek. The sample that the researcher used are 350 early adulthood aged 18-25 years. The data was collected using a measuring tool for deception behavior in social media developed by Moningka & Selviana. The self-presentation measurement tools uses Self-presentation on Facebook Questionnaire (SPFBQ) developed by Michikyan et al. The data technique being applied in this research is a simple regression analysis. The result of this study prove that self-presentation has a significant positive effect on deception behavior on social media in early adulthood. The effective contribution of self-presentation to deception behavior is 9,4%.*

**Keyword:** self-presentation, deception behavior, early adulthood, social media

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