

ABSTRACT

THE RELATIONSHIP BETWEEN SOCIAL ANXIETY AND ONLINE DECEPTION BEHAVIOR ON INSTAGRAM USERS IN JABODETABEK

Larasati Widya Putri¹⁾, Aries Yulianto ²⁾, Maria Jane Tienoviani Simanjuntak³⁾

¹⁾ Student of Psychology Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Psychology Department, Universitas Pembangunan Jaya

³⁾ Lecturer of Psychology Department, Universitas Pembangunan Jaya

Currently, social media is very important for our daily life. The features of social media, especially Instagram, make the platform very loved by the community, including emerging adulthood. Although we can use Instagram for a positive purpose, several people use the application for a harmful purposes. For example, people with a fake account are one type of online deception behavior and one thing that maybe influence online deception behavior is social anxiety. However, until now there's no research about correlation between social anxiety and online deception behavior. Thus this research aims to see the relation between social anxiety and online deception behavior on Instagram users in Jabodetabek. The participant of this research were 963 emerging adulthood in Jabodetabek. The analysis data technique used is normality test and hypothesis testing with correlational technique. Both of variables used have a p value $<0,001$. Social anxiety and online deception behavior on instagram users in Jabodetabek were moderately positive correlated, $r(963)= 0,342$, $p = <0,001$.

Keyword: Deception Behavior in Social Media, Emerging Adulthood, Instagram, Social Anxiety, Online Deception Behavior, Social Anxiety Scale for Social Media Users

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