ABSTRACT

The Effect of Social Comparison on Online Deception Behavior in Emerging Adulthood Instagram Users

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This study aims to determine whether social comparison has an influence on online deception behavior in emerging adulthood Instagram users. The data for this study was generated from a scale distributed to 567 Instagram users who have more than one Instagram account with an age range of 18-25 years who live in Greater Jakarta. The scale used to measure social comparison is the Iowa-Netherlands Comparison Orientation Measure (INCOM) which was developed by Buunk and Gibbons and has been adapted into Indonesian by Moningka and Permatasari (2020). This study also uses Moningka and Selviana's (2021) scale, namely Deception Behavior in Social Media to measure the online deception behavior variable performed by emerging adulthood Instagram users. This study also conducted a logistic regression analysis and it was found that social comparison has a significant influence in a positive direction on online deception behavior carried out by emerging adulthood Instagram users. The results show that the higher a person performs social comparison, the higher the online deception behavior they do on their Instagram account.

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