

## **ABSTRACT**

### **DIFFERENCES OF ONLINE DECEPTION BEHAVIOR ON MEN AND WOMEN AS INSTAGRAM USERS IN JABODETABEK**

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Currently, there are many individuals who communicate through cyberspace using social media. With the existence of social media can help people's daily activities. Because social media is often used, it has a negative impact, namely causing deceptive behavior called online deception behavior. such as the phenomenon of fake accounts on social media that often occurs. Users who create fake accounts include online deception behavior because the individual does not use a personal identity, for example, the individual uses another person's identity to do bad things that can harm others. Therefore, researchers conducted online deception behavior research on male and female Instagram users to see if there were differences in online deception behavior for men and women. Because this research is still little done in Indonesia. This research uses a quantitative method of measuring Deception behavior in social media. There are 548 subjects in this study. The results of this study showed that there were no differences in online deception behavior for male and female Instagram users.

**Keyword:** Deception Behavior in Social Media, Instagram, Online Deception Behavior

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