ABSTRAK

Ratih Eminiar Permatasari (2014031011)

PENGARUH *SOCIAL COMPARISON* TERHADAP *SELF-ESTEEM* REMAJA PENGGUNA MEDIA SOSIAL DI JABODETABEK.

Penelitian ini bertujuan untuk melihat bagaimana pengaruh social comparison terhadap self-esteem remaja pengguna media sosial yang berdomisili di Jakarta, Bogor, Depok, Tangerang dan Bekasi (Jabodetabek). Penelitian ini menggunakan metode kuantitatif. Subyek yang digunakan dalam penelitian ini sebanyak 221 responden. Alat ukur yang digunakan adalah alat ukur Iowa-Netherlands Comparison Orientation Measures (INCOM) dan State Self-Esteem Scale (SSES). Metode analisis data dalam penelitian ini menggunakan Pearson Product Moment dan regresi linier sederhana. hasil uji korelasi didapatkan sebesar -0,552 dengan signifikansi 0,000, menunjukkan adanya hubungan antara social comparison dengan self-esteem remaja pengguna media sosial di Jabodetabek. Hasil uji regresi R square sebesar 30,1% (0,301) yang berarti adanya pengaruh social comparison terhadap self-esteem remaja pengguna media sosial di Jabodetabek. Hasil dari penelitian ini adalah H_o ditolak dan H_a diterima yaitu social comparison berkontribusi terhadap self-esteem remaja pengguna media sosial di Jabodetabek.

Kata Kunci: *Social Comparison, Self-esteem, Remaja, Pengguna Media Sosial*

ABSTRACT

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PENGARUH *SOCIAL COMPARISON* TERHADAP *SELF-ESTEEM* REMAJA PENGGUNA MEDIA SOSIAL DI JABODETABEK.

This study aims to see the influence of social comparison on the self-esteem of adolescent social media users in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek). This study uses quantitative methods. The subjects used in this study were 221 respondents. The measuring instrument used is a Iowa-Netherlands Comparison Orientation Measures (INCOM) dan State Self-Esteem Scale (SSES). The method of data analysis in this study use Pearson Product Moment and simple linear regression. Correlation test results were -0,552 with a significance of 0.000, indicating the relationship between social comparison and self-esteem of adolescent social media users in Jabodetabek. The results of the R Square regression test were 30,1% (0,301) which means that there was the influence of social comparison on the self-esteem of adolescent social media users in Jabodetabek. The results of this study are H_o rejected and H_a accepted, which shows that social comparison contributes to the self-esteem of adolescent social media users in Jabodetabek.

Keywords: Social Comparison, Self-Esteem, Adolescent, Social Media Users.