

## ABSTRACT

### DESCRIPTION OF SOCIAL COMPARISON ON ADOLESCENT USERS INSTAGRAM IN INDONESIA

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The development of information technology gave rise to a means to build and maintain relationships with other individuals which is referred to as social media. One of the most popular social media in the world is Instagram. On Instagram, teenagers are always writing comments and tagging their friends in other people's posts. Social comparison is a condition where individuals tend to compare themselves with other individuals as a comparison target. This study uses a quantitative approach because in taking, collecting and analyzing the final results of the study using numbers. The subjects in the study were 352 adolescents aged 18-24 in Indonesia who had at least two social media Instagram accounts. This study aims to look at the picture of social comparison among young Instagram users in Indonesia.

**Keywords:** *social media, Instagram, Social Comparison, adolescents.*