

## Hubungan antara need to belong dan self-presentation yang ditunjukkan remaja di instagram = The relationship between need to belong and self presentation that adolescents show on instagram

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### Abstrak

#### **ABSTRAK**

Penelitian ini dilakukan untuk mengetahui hubungan antara need to belong dan self-presentation yang ditunjukkan remaja di Instagram. Need to belong didefinisikan sebagai kebutuhan untuk membentuk dan mempertahankan setidaknya kualitas minimum dari hubungan interpersonal, yang biasanya telah dibawa sejak lahir dan universal bagi manusia. Self-presentation adalah proses di mana individu berusaha untuk mengontrol kesan yang diberikan orang lain kepada mereka. Pengukuran need to belong dilakukan dengan menggunakan alat ukur Need to Belong Scale (NTBS) yang dikembangkan oleh Leary, Kelly, Cottrell, & Schreindorfer (2013). Pengukuran self-presentation dilakukan dengan menggunakan alat ukur Self-Presentation Tactics Scale (SPT) yang dikembangkan oleh Lee, Quigley Nesler, Corbett, & Tedeschi (1999). Alat ukur tersebut diadaptasi agar lebih sesuai ke dalam konteks penggunaan Instagram. Partisipan penelitian berjumlah 204 remaja berusia 10-22 tahun yang menggunakan Instagram. Melalui teknik statistik Pearson Correlation, diketahui bahwa terdapat hubungan positif yang signifikan antara need to belong dan self-presentation yang ditunjukkan remaja di Instagram, khususnya pada tipe self-presentation ingratiation.

#### **ABSTRACT**

This research was conducted to find the correlation between need to belong and self-presentation that adolescents show on Instagram. Need to belong defined as a need to form and maintain at least a minimum quantity of interpersonal relationship, is innately prepared (and hence nearly universal) among human beings. Self-presentation defined as the use of behavior to communicate some information about oneself to others. Need to belong was measured using an instrument named Need to Belong Scale (NTBS) developed by Leary, Kelly, Cottrell, & Schreindorfer (2013). Self-presentation was measured using Self-Presentation Tactics Scale (SPT) developed by Lee, Quigley Nesler, Corbett, & Tedeschi (1999). This instrument was adapted to the context of the use of Instagram. Participants of this research were 204 adolescents aged 10-22 years old who use Instagram. The Pearson Correlation indicates positive significant correlation between need to belong and self-presentation that adolescents show on Instagram, particularly the ingratiation tactic of self-presentation.