

Hubungan antara tingkat narsisme dan perilaku pengunggahan swafoto di instagram pada generasi millenial = The correlation of narcissism and selfie posting behavior on instagram among millennials

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Abstrak

Penelitian ini dilakukan untuk melihat apakah terdapat hubungan antara tingkat narsisme dan perilaku pengunggahan swafoto di Instagram. Variabel tingkat narsisme diukur dengan alat ukur Narcissism Personality Inventory 13 yang dikembangkan oleh Gentile et al. 2013 yang diadaptasi ke Bahasa Indonesia, sedangkan variabel perilaku pengunggahan swafoto diukur dengan frekuensi dan alat ukur Motivations for Posting Selfies on SNSs Scale MPSS dari Sung et al. 2016 yang telah diadaptasi ke Bahasa Indonesia. Penelitian dilakukan kepada 443 orang berusia 16-24 tahun yang secara aktif menggunakan Instagram. Berdasarkan uji korelasi, terdapat hubungan positif yang signifikan antara tingkat narsisme dan perilaku pengunggahan swafoto.

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This research aims to find the correlation between narcissism and selfie posting behavior on Instagram. The narcissism variable is measured using Narcissism Personality Inventory 13 from Gentile et al. 2013 which has been translated into Indonesian language, meanwhile the selfie posting behavior is measured using frequency and Motivations for Posting Selfies on SNSs Scale MPSS from Sung et al. 2016 which also has been translated into Indonesian language. This research is being conducted to 443 young people aged between 16-24 who are active Instagram users. Based on the correlation test, there is a significant correlation between narcissism and selfie posting behavior.