

Hubungan Self-Esteem dengan Online Self-Presentation pada Gen-Z di Indonesia yang Memiliki Akun Instagram Lebih Dari Satu = The Relationship Between Self-Esteem and Online Self-Presentation Among Gen-Z in Indonesia Who Have More Than One Instagram Account

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Abstrak

Fenomena memiliki akun lebih dari satu, seperti akun utama (main account) dan akun alternatif (finsta, second account, dump account), menjadi tren di kalangan Gen-Z dan menunjukkan dinamika menarik dalam cara mereka mempresentasikan diri secara digital. Ketika individu menampilkan dirinya secara digital, mereka sedang melakukan online self-presentation, dan motivasi penting untuk online self-presentation yang akhirnya mempengaruhi persepsi orang lain tentang diri sendiri adalah self-esteem. Penelitian ini ingin melihat hubungan antara self-esteem dengan semua dimensi pada online self-presentation, yaitu dimensi adaptable self, authentic self, dan freedom of self online. Penelitian menggunakan pendekatan kuantitatif korelasional dengan 279 partisipan mahasiswa Gen-Z yang memiliki lebih dari satu akun Instagram aktif. Alat ukur yang digunakan adalah Rosenberg Self-Esteem Scale (RSES) untuk mengukur self-esteem dan Presentation of Online Self Scale for Adults (POSSA) untuk mengukur ketiga dimensi online self-presentation. Hasilnya menunjukkan hubungan yang signifikan self-esteem antara semua dimensi online self-presentation, yaitu hubungan yang negatif signifikan dengan dimensi adaptable self ($r = -0.213$, $N = 279$, $p < 0.001$, two-tail), hubungan positif signifikan dengan dimensi authentic self ($r = 0.305$, $N = 279$, $p < 0.001$, two-tail), dan hubungan negatif signifikan dengan dimensi freedom of self online ($r = -0.26$, $N = 279$, $p < 0.001$, two-tail). Individu dengan self-esteem yang lebih rendah cenderung melakukan online self-presentation yang diadaptasi (adaptable self), kurang otentik (authentic self), dan lebih merasa bebas berada di dunia digital (freedom of self online). Penelitian ini diharapkan dapat meningkatkan pengetahuan tentang hubungan antara self-esteem dengan online self-presentation.

.....The phenomenon of having more than one Instagram account, such as a main account and alternative accounts (e.g., finsta, second account, dump account), has become common among Gen-Z, reflecting interesting dynamics in how they present themselves digitally. Online self-presentation refers to how individuals portray themselves in digital spaces, a behavior influenced by various motivations, one of the most significant being self-esteem. This study aims to examine the relationship between self-esteem and the three dimensions of online self-presentation: adaptable self, authentic self, and freedom of self online. Using a quantitative correlational design, 279 Gen-Z undergraduate students with more than one active Instagram account participated in the study. The Rosenberg Self-Esteem Scale (RSES) used to measure self-esteem, while the Presentation of Online Self Scale for Adults (POSSA) was used to assess the three dimensions of online self-presentation. The results indicate a significant relationship between self-esteem and all three dimensions. . A negative correlation was found between self-esteem and adaptable self ($r = -0.213$, $p < 0.001$), a positive correlation with authentic self ($r = 0.305$, $p < 0.001$), and a negative correlation with freedom of self online ($r = -0.260$, $p < 0.001$). These findings suggest that individuals with lower self-esteem tend to engage in more adaptive and less authentic online self-presentation, and feel a greater sense of freedom when expressing themselves in digital spaces. This study aims to contribute to a better

understanding of the relationship between self-esteem and online self-presentation among Gen-Z university students in the age of social media.