

ABSTRAK

Syalma, 210541100143, Pengaruh *Big Five Personality* Terhadap Agresivitas Remaja Pada Sosial Media Instagram, Program Studi Psikologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura, 2025.

Media sosial Instagram merupakan salah satu platform yang paling banyak digunakan oleh remaja dan memiliki pengaruh besar terhadap pola interaksi serta perilaku mereka di dunia digital. Kemudahan dalam berkomentar dan adanya anonimitas parsial pada Instagram seringkali memicu munculnya perilaku agresivitas. Di sisi lain, karakteristik kepribadian individu yang dijelaskan melalui *Big Five Personality* diduga berperan dalam menentukan bagaimana remaja merespons lingkungan digital tersebut. Penelitian ini bertujuan untuk mengetahui pengaruh *Big Five Personality*, khususnya dimensi *agreeableness*, *conscientiousness*, dan *neuroticism* terhadap agresivitas remaja di media sosial Instagram. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel purposive sampling. Sampel penelitian berjumlah 98 remaja berusia 18–22 tahun yang aktif menggunakan Instagram. Alat ukur yang digunakan terdiri dari skala agresivitas dengan reliabilitas 0,849 dan skala *Big Five Personality* dengan reliabilitas 0,762. Teknik analisis data pada hipotesis menggunakan teknik analisis regresi linier sederhana, hasil dari regresi linier sederhana menunjukkan bahwa uji T signifikansi 0,000 artinya terdapat pengaruh antara *big five personality* dengan agresivitas, sehingga H_a diterima. Berdasarkan nilai R square 0,949 yang dipersentasekan menjadi 94,9% yang artinya 94,9% *big five personality* mempengaruhi agresivitas, sedangkan 5,1% lainnya dipengaruhi oleh faktor lainnya.

Kata Kunci: *Big Five Personality*; Agresivitas; Remaja; Instagram.

ABSTRACT

Syalma, 210541100143, *The Influence of Big Five Personality on Adolescent Aggressiveness on Instagram Social Media, Psychology Study Program, Faculty of Social and Cultural Sciences, Universitas Trunojoyo Madura, 2025.*

Instagram is one of the most widely used social media platforms among adolescents and significantly shapes their interaction patterns and behaviors in the digital environment. The ease of posting comments and the partial anonymity provided by Instagram often triggers the emergence of aggressive behaviors. Meanwhile, individual personality characteristics described through the Big Five Personality model are presumed to influence how adolescents respond within digital spaces. This study aims to examine the influence of Big Five Personality—specifically the dimensions of agreeableness, conscientiousness, and neuroticism—on adolescent aggressiveness on Instagram.

This research employed a quantitative approach with a purposive sampling technique. The sample consisted of 98 adolescents aged 18–22 years who actively use Instagram. The instruments used included an aggressiveness scale with a reliability coefficient of 0.849 and a Big Five Personality scale with a reliability coefficient of 0.762. Data analysis was conducted using simple linear regression. The results showed a significant influence between Big Five Personality and aggressiveness, as indicated by the t-test significance value of 0.000, leading to the acceptance of the alternative hypothesis (H_a). The R-square value obtained was 0.949, indicating that 94.9% of adolescent aggressiveness is influenced by Big Five Personality, while the remaining 5.1% is explained by other factors.

Keywords: Big Five Personality, Aggressiveness, Adolescents, Instagram.