

ABSTRAK

Valentino Bintang Saputra. 220541100206. Program Studi Psikologi. Pengaruh *Romantic Relationship* di Instagram Terhadap Kepuasan Hubungan Pada Dewasa Awal Yang Menjalin Hubungan Jarak Jauh.

Hubungan jarak jauh (*long-distance relationship*/LDR) merupakan fenomena yang banyak dialami dewasa awal akibat tuntutan pendidikan, pekerjaan, maupun faktor geografis. Kondisi tersebut mendorong pasangan memanfaatkan media sosial, khususnya Instagram, sebagai sarana mengekspresikan hubungan romantis dan mempertahankan kedekatan emosional. Penelitian ini bertujuan untuk mengetahui pengaruh *romantic relationship* di Instagram terhadap kepuasan hubungan pada dewasa awal yang menjalani hubungan jarak jauh. Penelitian menggunakan pendekatan kuantitatif dengan desain kausalitas. Sampel penelitian berjumlah 392 dewasa awal berusia 18–34 tahun yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dengan skala Likert dan dianalisis menggunakan analisis deskriptif serta regresi linier sederhana. Hasil penelitian menunjukkan bahwa *romantic relationship* di Instagram berpengaruh positif dan signifikan terhadap kepuasan hubungan ($p < 0,001$). Nilai koefisien determinasi (R^2) sebesar 0,071 menunjukkan bahwa *romantic relationship* di Instagram memberikan kontribusi sebesar 7,1% terhadap kepuasan hubungan, sedangkan 92,9% dipengaruhi oleh faktor lain di luar penelitian. Analisis deskriptif menunjukkan bahwa sebagian besar responden memiliki *romantic relationship* di Instagram (65,8%) dan kepuasan hubungan (64,0%) pada kategori sedang. Temuan ini mengindikasikan bahwa semakin tinggi *romantic relationship* di Instagram, semakin tinggi pula kepuasan hubungan. Namun, kepuasan hubungan tidak hanya dipengaruhi oleh aktivitas romantis di Instagram, melainkan juga oleh faktor lain, seperti komunikasi, kepercayaan, komitmen, dan kedekatan emosional.

Kata Kunci: *romantic relationship*, Instagram, kepuasan hubungan, dewasa awal, *long-distance relationship*.

ABSTRACT

Valentino Bintang Saputra. 220541100206. Psychology Study Program. *The Effect of Romantic Relationships on Instagram on Relationship Satisfaction Among Emerging Adults in Long-Distance Relationships*

Long-distance relationships (LDRs) have become a common phenomenon among emerging adults due to educational, occupational, and geographical demands. These circumstances encourage couples to use social media, particularly Instagram, as a platform to express their romantic relationships and maintain emotional closeness. This study aimed to examine the influence of romantic relationships on Instagram on relationship satisfaction among emerging adults involved in long-distance relationships. This study employed a quantitative approach with a causal research design. The sample consisted of 392 emerging adults aged 18–34 years who were selected using a purposive sampling technique. Data were collected through Likert-scale questionnaires and analyzed using descriptive statistics and simple linear regression. The results indicated that romantic relationships on Instagram had a positive and significant effect on relationship satisfaction ($p < .001$). The coefficient of determination ($R^2 = .071$) showed that romantic relationships on Instagram contributed 7.1% to relationship satisfaction, while the remaining 92.9% was explained by other factors not examined in this study. Descriptive analysis revealed that most respondents had a moderate level of romantic relationships on Instagram (65.8%) and a moderate level of relationship satisfaction (64.0%). These findings suggest that the higher the level of romantic relationships displayed on Instagram, the higher the level of relationship satisfaction. However, relationship satisfaction is not solely influenced by romantic activities on Instagram but is also affected by other factors, such as communication, trust, commitment, and emotional intimacy.

Keywords: *romantic relationship, Instagram, relationship satisfaction, emerging adulthood, long-distance relationship.*