

ABSTRAK

Rizqiyatul Karomah. 200541100119. Hubungan *Social-Evaluative Anxiety* dengan *Online Self -Presentation* pada Dewasa Awal Pengguna Instagram. Skripsi. Program Studi Psikologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura. 2024.

Dewasa awal dalam menggunakan Instagram cenderung menampilkan diri yang diharapkan. Hal tersebut membuat pengguna media sosial memiliki identitas digital yang tidak sesuai dengan keadaan diri sebenarnya. Upaya dalam membentuk, mengubah atau mempertahankan citra diri tertentu di hadapan orang lain dalam lingkup *online* dikenal dengan *online self-presentation*, yang dapat dipengaruhi oleh perasaan takut, malu, perasaan ditolak, takut akan dinilai negatif, dan takut akan diperlakukan yang tidak diinginkan oleh sosial disebut *social-evaluative anxiety*. Penelitian ini bertujuan untuk mengetahui hubungan *social evaluative anxiety* dengan *online self presentation* pada dewasa awal pengguna instagram. Penelitian ini menggunakan pendekatan kuantitatif bersifat korelasional, dilakukan survey dengan jumlah subjek penelitian sebanyak 181 yang ditentukan menggunakan *non-probability sampling* dengan teknik *purposive sampling*. Instrumen dalam penelitian ini adalah skala *social evaluative anxiety* (skala *social avoidance distress* $\alpha=0,904$ dan skala *fear of negative evaluation* $\alpha=0,860$) serta skala *online self presentation* $\alpha=0,833$. Analisis yang digunakan dalam penelitian ini menggunakan uji Spearman rho. Hasil penelitian menunjukkan nilai koefisien korelasi sebesar 0,301 dengan nilai signifikansi sebesar 0,000 ($0,000 < 0,05$). Artinya hipotesis diterima, menunjukkan bahwa terdapat hubungan antara *social evaluative anxiety* dan *online self presentation* pada dewasa awal pengguna instagram di Jawa Timur. Hasil penelitian ini menunjukkan arah hubungan yang positif artinya semakin tinggi *social evaluative anxiety* maka semakin tinggi pula *online self presentation* pada dewasa awal pengguna instagram, sebaliknya jika semakin rendah *social evaluative anxiety*, maka semakin rendah pula *online self presentation* pada dewasa awal pengguna instagram.

Kata Kunci: *Social-Evaluative Anxiety*, *Online Self -Presentation*, Dewasa Awal, Pengguna Instagram

ABSTRACT

Rizqiyatul Karomah. 200541100119. *The Relationship Between Social-Evaluative Anxiety and Online Self-Presentation in Early Adult Instagram Users*. Thesis. Psychology Study Program, Faculty of Social and Cultural Sciences, Trunojoyo Madura University. 2024.

Early adults in using Instagram tend to present themselves as expected. This makes social media users have a digital identity that is not in accordance with their true circumstances. Efforts to form, change or maintain a certain self-image in front of others in the online sphere are known as online self-presentation, which can be influenced by feelings of fear, shame, feelings of rejection, fear of being judged negatively, and fear of being treated unfavorably by society called social-evaluative anxiety. This study aims to determine the relationship between social evaluative anxiety and online self presentation in early adult Instagram users. This study uses a quantitative correlational approach, a survey was conducted with a total of 181 research subjects determined using non-probability sampling with purposive sampling techniques. The instruments in this study were the social evaluative anxiety scale (social avoidance distress scale $\alpha=0.904$ and fear of negative evaluation scale $\alpha= 0.860$) and online self presentation scale $\alpha=0.833$). The analysis used in this study uses the Spearman rho test. The results showed a correlation coefficient value of 0.301 with a significance value of 0.000 ($0.000<0.05$). This means that the hypothesis is accepted, showing that there is a relationship between social evaluative anxiety and online self presentation in early adult Instagram users in East Java. The result of this study indicate a positive direction, it can be concluded that when the social evaluative anxiety experienced by early adult Instagram users is higher, then the level of online self-presentation of early adult Instagram users is also high. On the contrary, when the social evaluative anxiety experienced by early adult Instagram users is lower, the level of online self-presentation of early adult Instagram users will also be low.

Keywords: Social-Evaluative Anxiety, Online Self-Presentation, Early Adulthood, Instagram Users