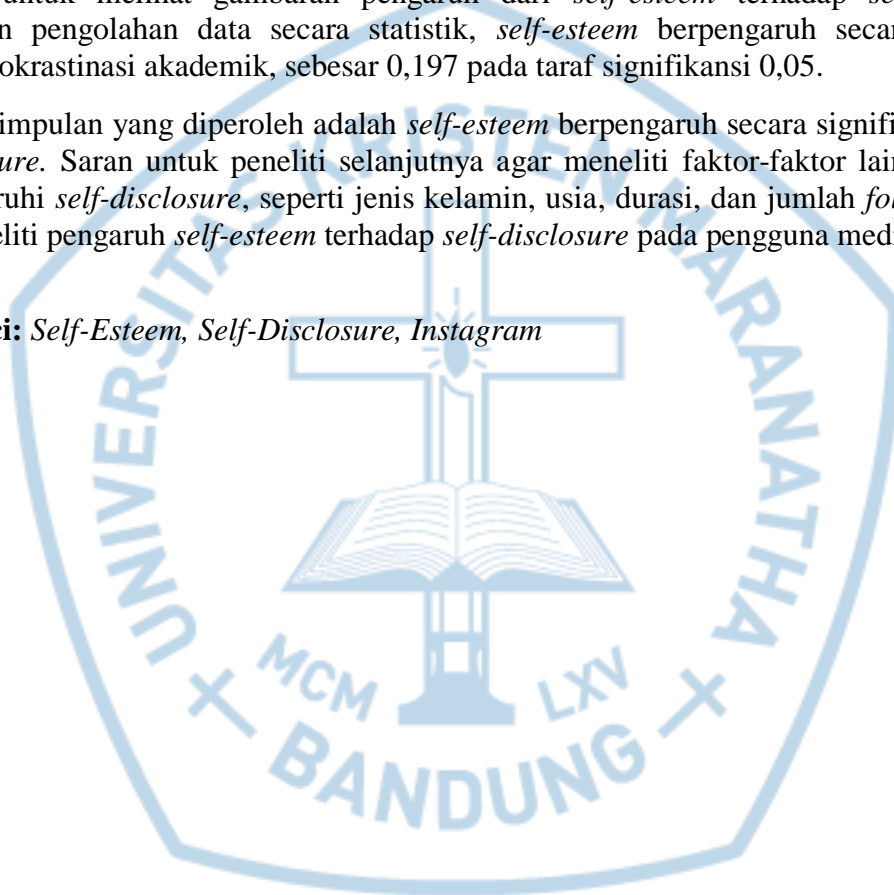


ABSTRAK

Penelitian ini dilaksanakan untuk mengetahui pengaruh *self-esteem* terhadap *self-disclosure* pada mahasiswa pengguna Instagram di Universitas 'X' Kota Bandung dengan menggunakan teori *self-esteem* (Coopersmith, 1967) dan teori *self-disclosure* (Wheless & Grotz, 1976). Terdapat 123 mahasiswa yang berpartisipasi, dengan karakteristik mahasiswa aktif Universitas 'X' Kota Bandung, menggunakan media sosial Instagram, dan pernah mengunggah foto/video di *feed* Instagram. Penelitian ini menggunakan teknik pengambilan data berupa kuesioner yang dimodifikasi oleh peneliti. Berdasarkan hasil uji validitas, terdapat 61 item *self-esteem* yang valid dengan kisaran $r=0,322-0,728$ dan 26 item *self-disclosure* dengan kisaran $r=0,427-0,661$. Penelitian ini menggunakan metode regresi linear sederhana untuk melihat gambaran pengaruh dari *self-esteem* terhadap *self-disclosure*. Berdasarkan pengolahan data secara statistik, *self-esteem* berpengaruh secara signifikan terhadap prokrastinasi akademik, sebesar 0,197 pada taraf signifikansi 0,05.

Kesimpulan yang diperoleh adalah *self-esteem* berpengaruh secara signifikan terhadap *self-disclosure*. Saran untuk peneliti selanjutnya agar meneliti faktor-faktor lain yang dapat mempengaruhi *self-disclosure*, seperti jenis kelamin, usia, durasi, dan jumlah *followers*, serta untuk meneliti pengaruh *self-esteem* terhadap *self-disclosure* pada pengguna media sosial lain.

Kata Kunci: *Self-Esteem, Self-Disclosure, Instagram*

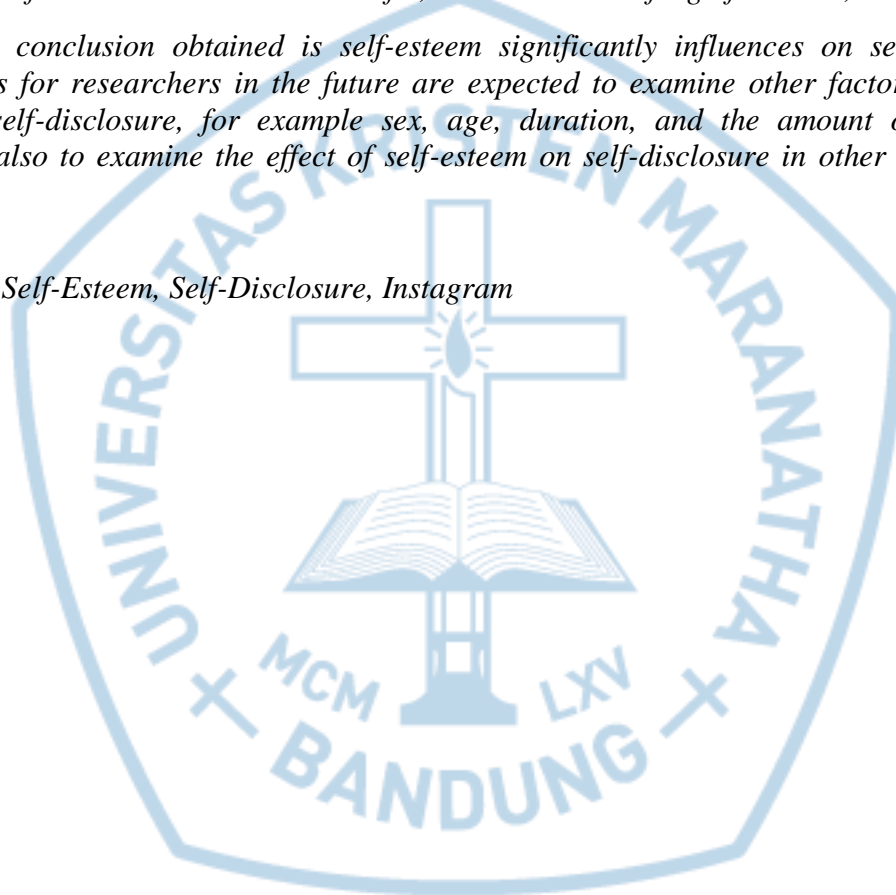


ABSTRACT

This study was conducted to determine the effect of self-esteem on self-disclosure in students who use Instagram at University 'X' in Bandung City. This study uses self-esteem theory (Coopersmith, 1967) and self-disclosure theory (Wheeless & Grotz, 1976). There were 123 students participated in this study, who are an active students of University 'X' in Bandung City, Instagram users, and have ever uploaded a photo/video to their Instagram feed. This study uses data collection techniques by using questionnaires modified by researcher. Based on the validity test result, there are 61 valid items with a range of $r=0,322-0,728$ regarding self-esteem, and 26 valid items with a range of $r=0,427-0,661$ regarding self-disclosure. This study uses a simple linear regression method to see an overview of the effects of self-esteem on self-disclosure. Based on statistical data processing, self-esteem significantly influences self-disclosure in the amount of 0,197 at the level of significance 0,05.

The conclusion obtained is self-esteem significantly influences on self-disclosure. Suggestions for researchers in the future are expected to examine other factors that could influence self-disclosure, for example sex, age, duration, and the amount of Instagram followers, also to examine the effect of self-esteem on self-disclosure in other social media users.

Keywords: *Self-Esteem, Self-Disclosure, Instagram*



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