

ABSTRAK

Instagram merupakan situs jejaring sosial yang populer di kalangan anak muda di Indonesia. Berbagai data menunjukkan kecenderungan penggunaan situs jejaring sosial, khususnya Instagram, yang adiktif pada individu usia *emerging adulthood* (18-25 tahun). Kondisi ini cukup mengkhawatirkan karena berbagai dampak negatif yang ditimbulkan oleh adiksi. *Self-esteem* dan *need to belong* diduga mempengaruhi *social networking site addiction*. Individu dengan evaluasi diri yang negatif dan kebutuhan untuk diterima yang tinggi diduga cenderung mengembangkan adiksi. Tujuan penelitian ini adalah untuk mengetahui pengaruh *self-esteem* dan *need to belong* secara bersama-sama terhadap *social networking site addiction* pada mahasiswa pengguna Instagram di Surabaya. Metode penelitian ini adalah penelitian kuantitatif dengan desain korelasional. Subjek yang digunakan dalam penelitian ini adalah 332 orang mahasiswa perguruan tinggi di Surabaya yang menggunakan Instagram. Teknik pengambilan sampel yang digunakan adalah *convenience sampling*. Alat ukur yang digunakan adalah *Rosenberg Self-Esteem Scale* (Rosenberg, 1989), *Need to Belong Scale* (Leary, Kelly, Cottrell, & Schreindorfer, 2013a), dan modifikasi *Bergen Facebook Addiction Scale* (Andreassen, Torsheim, Brunborg, & Pallesen, 2012). Ketiga skala diadaptasi ke dalam Bahasa Indonesia. Hasil uji regresi berganda menunjukkan bahwa *self-esteem* dan *need to belong* secara bersama-sama mempengaruhi *social networking site addiction* ($R^2 = 0,120$, $p < 0,05$). Akan tetapi, hanya *need to belong* yang memberikan kontribusi signifikan terhadap model regresi berganda tersebut (p *t*-test $< 0,05$). Hal ini didukung oleh hasil uji korelasi parsial antara *need to belong* dan *social networking site addiction* dengan mengendalikan *self-esteem* yang menunjukkan adanya hubungan positif yang signifikan ($r = 0,314$; $p < 0,05$). Sedangkan, hasil uji korelasi parsial antara *self-esteem* dan *social networking site addiction* dengan mengendalikan *need to belong* menunjukkan tidak adanya hubungan yang signifikan ($r = -0,080$; $p > 0,05$). Hasil penelitian ini menunjukkan bahwa *self-esteem* dan *need to belong* secara bersama-sama mempengaruhi *social networking site addiction*. Akan tetapi, *need to belong* yang menjadi penentu apakah *social networking site addiction* terbentuk. Saran bagi mahasiswa, perguruan tinggi, praktisi di bidang psikologi klinis, dan peneliti selanjutnya telah dicantumkan.

Kata kunci: Instagram, *need to belong*, *self-esteem*, *social networking site addiction*

ABSTRACT

Instagram is a popular social networking site (SNS) among Indonesian youth. Various data have shown the tendency of addictive SNS use, especially Instagram, in emerging adults (individuals aged 18-25 years old). This is a worrying condition considering the negative effects caused by addiction. Self-esteem and need to belong are suspected to predict social networking site addiction. Individuals with a negative self-evaluation and a high need to be accepted are suspected to be more likely to develop addiction. This study aimed to examine self-esteem and need to belong together as predictors of social networking site addiction in higher education students who use Instagram in Surabaya. A quantitative approach with a correlational design was used in this study. The study participants consisted of 332 higher education students who use Instagram in Surabaya. The sampling technique used in the study was convenience sampling. The instruments used to measure the variables were Rosenberg Self-Esteem Scale (Rosenberg, 1989), Need to Belong Scale (Leary et al., 2013a), and a modified version of Bergen Facebook Addiction Scale (Andreassen et al., 2012). All of the scales were adapted into Indonesian. Results of the multiple regression analysis suggested that self-esteem and need to belong simultaneously predicted social networking site addiction ($R^2 = 0.120$, $p < 0.05$). However, only need to belong made a significant contribution to the model (p t-test < 0.05). This is supported by the results of partial correlation analysis that indicated that there is a significant positive relationship between need to belong and social networking site addiction when controlling for self-esteem ($r = 0.314$; $p < 0.05$). On the contrary, there is no significant relationship between self-esteem and social networking site addiction when controlling for need to belong ($r = -0.080$; $p > 0.05$). Results of this study suggest that as a group, self-esteem and need to belong predict social networking site addiction. The need to belong determines whether social networking site addiction is developed. Suggestions for students, educational institutions, psychologists, and future research are provided.

Keywords: *Instagram, need to belong, self-esteem, social networking site addiction*