

Abstract

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**The Role of Self-Esteem To Conformity of Alcohol Consumption in Adolescent.;
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Adolescent is a transitional period from childhood to adulthood, which is important in someone's development period. In this period, adolescents often change their behaviors so that they'll fit in this era and can be accepted in society. They always try to do new things, one of them is to try drinking alcohol. Alcohol is a drink that often consumed by people these days, especially people who's above 21 years old. But these days, not only adults consumed alcohol, but also adolescents. Based on surveys, there's an increase in alcohol consumption by adolescents in Jakarta. There are many things that could make a teenager start to consume alcohol, one of those is because of conformity. Adolescents conform so that they are liked and accepted by the society. Being excluded or ignored by other people can be psychologically painful and cause reductions in self esteem. The increase of conformity could also be because of someone's low self-esteem. Previous studies shows that there are correlation between self-esteem, conformity, and alcohol drinking behavior.

The purpose of this research is to know the role of self-esteem towards conformity of alcohol consumption in adolescent. The participants were adolescents in 17-21 years old, consisting of 136 boys and 142 girls who lived in Jakarta. Based on analysis data using simple linear regression, it was shown that $R = 0.247$, and coefficients $R^2 = 0.061$, it is shown that there is 6,1% role of self-esteem towards conformity, and 93,9% others were affected by other things. self-esteem variables got a result score $t = -4.321$; $p < 0.05$, that shows that there's a significant role of self-esteem towards conformity.

Keywords: Adolescent, Alcohol Consumption, Conformity, Self-Esteem