

ABSTRACT

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Relationship between Social Media Addiction and Self-esteem in adolescents; Meike Kurniawati, M.M., S.Psi & Dra. Ninawati, M.M. Undergraduate Study Program at the Faculty of Psychology, Universitas Tarumanagara (i-x; 49 pages, P1-P6, L1-L15)

The purpose of this study was to study the relationship between social media and self-esteem in adolescents. This research is quantitative research. The technique of collecting data using an Internet Disorder (IDS-15) scale questionnaire that has been modified and a Rosenberg Self-Esteem Scale (RSES) scale that has been adapted. Subjects in this study studied 401 subjects. The sampling technique in this study used a purposive sampling technique. Data analysis techniques use Spearman's conversion. The results of the study show the value of reformation $r = -.287$ and $p = 0,000 < 0.05$ which means the hypothesis is accepted. This means there is a negative relationship between social media and self-esteem in adolescents, the higher the social media, the lower self-esteem in adolescents.

Keyword: social media addiction, *self-esteem*