

THESIS

**THE INFLUENCE OF SELF-ESTEEM AND NARCISSISM TOWARDS
INSTAGRAM ADDICTION AMONG EMERGING ADULTS**



Proposed by:

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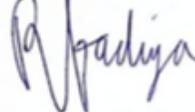
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MOTTO

The journey of a thousand miles begin with a single step

- Lao Zi

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ABSTRAKSI

Judul Skripsi : The Influence of Self-esteem and Narcissism towards
Instagram Addiction among Emerging Adults

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Instagram adalah salah satu platform media sosial paling populer di Indonesia. Mereka yang memiliki *self-esteem* rendah menggunakan Instagram sebagai alat untuk *self-improvement* (mengunggah dan memilih konten sesuai keinginan mereka), sedangkan orang narsis menggunakannya untuk kepuasan (membuat citra palsu agar terlihat lebih menarik). Penelitian ini bertujuan untuk menjelaskan pengaruh *self-esteem* dan narsisme terhadap adiksi Instagram di kalangan dewasa muda menggunakan model I-PACE dan non-probability sampling (snowball sampling). Sebanyak 100 orang dewasa muda berusia 18-25 tahun yang aktif menggunakan Instagram direkrut sebagai responden penelitian ini. Hasil uji hipotesis menunjukkan bahwa terdapat pengaruh harga diri dan narsisme terhadap adiksi Instagram dengan nilai signifikansi (0,000). Hal ini menunjukkan *self-esteem* dan narsisme memiliki pengaruh terhadap adiksi responden terhadap Instagram.

Keywords: Instagram addiction, self-esteem, narcissism, social media, communication.

ABSTRACT

Undergraduate Thesis Title : The Influence of Self-esteem and Narcissism towards
Instagram Addiction among Emerging Adults

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Instagram is one of the most popular social media platform in Indonesia. Compared to other SNSs, Instagram has the worst effects on young people's mental health. Those with poor self-esteem use Instagram as a tool for self-improvement (taking photos and videos and compare it with other users), while narcissistic people use it for satisfaction (create false image to appear more appealing). This study aims to explain the influence of self-esteem and narcissism towards Instagram addiction among emerging adults using I-PACE model, with non-probability sampling technique (snowball sampling). A total of 100 emerging adults aged 18-25 who actively use Instagram were recruited as respondents for this research. The results of the hypothesis tests using multilinear regression analysis technique shows that there is an influence of self-esteem and narcissism on Instagram addiction with a significant value of (0.000). This shows that both self-esteem and narcissism has an influence on respondents' addiction to Instagram.

Keywords: Instagram addiction, self-esteem, narcissism, social media, communication.

TABLE OF CONTENTS

<i>STATEMENT OF AUTHENTICITY</i>	<i>Error! Bookmark not defined.</i>
<i>VALIDITY SHEET</i>	3
<i>MOTTO</i>	4
<i>ACKNOWLEDGEMENTS</i>	5
<i>ABSTRACT</i>	8
<i>TABLE OF CONTENTS</i>	9
<i>PREFACE</i>	12
<i>CHAPTER I</i>	<i>Error! Bookmark not defined.</i>
1.1. Background of the Study	<i>Error! Bookmark not defined.</i>
1.2 Research Problem	<i>Error! Bookmark not defined.</i>
1.3 Research Objective	<i>Error! Bookmark not defined.</i>
1.4 Research Significance	<i>Error! Bookmark not defined.</i>
1.4.1 Academic	Error! Bookmark not defined.
1.4.2 Practical	Error! Bookmark not defined.
1.4.3 Social	Error! Bookmark not defined.
1.5 Theoretical Framework	<i>Error! Bookmark not defined.</i>
1.5.1 State of the Art.....	Error! Bookmark not defined.
1.5.2 Research paradigm.....	Error! Bookmark not defined.
1.5.3 Self-esteem	Error! Bookmark not defined.
1.5.4 Narcissism.....	Error! Bookmark not defined.
1.5.5 Instagram Addiction	Error! Bookmark not defined.
1.5.6 Influence of Self-esteem and Narcissism towards Instagram Addiction	Error! Bookmark not defined.
1.6 Hypothesis	<i>Error! Bookmark not defined.</i>
1.7 Conceptual Definitions	<i>Error! Bookmark not defined.</i>
1.7.1 Self-esteem	Error! Bookmark not defined.
1.7.2 Narcissism.....	Error! Bookmark not defined.
1.7.3 Instagram Addiction	Error! Bookmark not defined.
1.8 Operational Definitions	<i>Error! Bookmark not defined.</i>
1.8.1 Self-esteem	Error! Bookmark not defined.

1.9 Research methodology	Error! Bookmark not defined.
1.9.1 Research type.....	Error! Bookmark not defined.
1.9.2 Population.....	Error! Bookmark not defined.
1.9.3 Sampling.....	Error! Bookmark not defined.
1.9.4 Types and sources of data.....	Error! Bookmark not defined.
1.9.5 Data processing.....	Error! Bookmark not defined.
1.9.6 Data analysis Technique.....	Error! Bookmark not defined.
1.9.7 Goodness Criteria.....	Error! Bookmark not defined.
CHAPTER II	<i>Error! Bookmark not defined.</i>
2.1 Factors that affects Social Media Addiction	Error! Bookmark not defined.
2.1.1 Self-liking.....	Error! Bookmark not defined.
2.1.2 FoMO (Fear of Missing Out).....	Error! Bookmark not defined.
2.1.3 Loneliness.....	Error! Bookmark not defined.
CHAPTER III	<i>Error! Bookmark not defined.</i>
3.1 Validity Test	Error! Bookmark not defined.
3.2 Reliability Test	Error! Bookmark not defined.
3.3 Respondents' Identity	Error! Bookmark not defined.
3.3.1 Gender.....	Error! Bookmark not defined.
3.3.2 Respondents' Age.....	Error! Bookmark not defined.
3.4 The influence of Self-esteem	Error! Bookmark not defined.
3.4.1 Self-competence.....	Error! Bookmark not defined.
3.4.2 Self-liking.....	Error! Bookmark not defined.
3.4.3 Categorization of Self-esteem.....	Error! Bookmark not defined.
3.5 The influence of Narcissism	Error! Bookmark not defined.
3.5.1 Oversensitivity to judgement.....	Error! Bookmark not defined.
3.5.2 Self-absorption.....	Error! Bookmark not defined.
3.5.3 Social Detachment.....	Error! Bookmark not defined.
3.5.4 Categorization of Narcissism.....	Error! Bookmark not defined.
3.6 Instagram Addiction	Error! Bookmark not defined.
3.6.1 Social Effect.....	Error! Bookmark not defined.
3.6.2 Compulsion.....	Error! Bookmark not defined.
3.6.3 Categorization of Instagram Addiction.....	Error! Bookmark not defined.
CHAPTER IV	<i>Error! Bookmark not defined.</i>
4.1 Classical Assumption	Error! Bookmark not defined.
4.1.1 Normality Test.....	Error! Bookmark not defined.
4.1.2 Heteroscedasticity Test.....	Error! Bookmark not defined.
4.1.3 Multicollinear Test.....	Error! Bookmark not defined.

4.2 Hypothesis TestError! Bookmark not defined.
4.2.1 F-test**Error! Bookmark not defined.**
4.2.2 Coefficient Determination (R2).....**Error! Bookmark not defined.**
4.1.4 Regression Test.....**Error! Bookmark not defined.**

4.3 DiscussionError! Bookmark not defined.
4.3.1 Discussing the Influence of Self-esteem and Narcissism towards Instagram
Addiction among Emerging adults**Error! Bookmark not defined.**

CHAPTER V.....*Error! Bookmark not defined.*

5.1 ConclusionError! Bookmark not defined.
5.2 Research Recommendation.....Error! Bookmark not defined.
5.3 Research Limitations.....Error! Bookmark not defined.

REFERENCES.....*Error! Bookmark not defined.*
APPENDIX.....*Error! Bookmark not defined.*

PREFACE

Praise Allah the almighty for His grace, which enabled the author to finish her thesis of The Influence of Self-esteem and Narcissism towards Instagram Addiction among emerging adults. The purpose of this thesis is to fulfill one of the requirements to graduate from Diponegoro University with bachelor degree in Communication Science (S.I.Kom). There are five chapters in this thesis. The first chapter begins with the research background. The second chapter contains of other factors that affect the dependent variable (Instagram Addiction). All of the questionnaire's results, validity, and reliability tests are shown in the third chapter. In chapter four, the hypothesis' explanations were unfolded. This thesis ended in chapter five with research conclusions, recommendations, and limitations. Author hopes that insights, analyses, and findings on this thesis will be helpful to the existing discussion in this area and encourage further study by other academics.