

**HUBUNGAN ANTARA *DOWNWARD SOCIAL COMPARISON* DENGAN
SUBJECTIVE WELL-BEING PADA REMAJA PENGGUNA INSTAGRAM
DI SMA X KOTA BENGKULU**

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ABSTRAK

Media sosial menjadi sarana untuk melihat bagaimana gambaran kehidupan pribadi orang lain yang banyak digunakan para remaja. Paparan informasi yang diterima ini akan menjadi referensi dari perbandingan sosial dan dapat membengaruhi *subjective well-being* remaja. Penelitian ini bertujuan untuk mengetahui hubungan antara *downward social comparison* dan *subjective well-being* pada remaja pengguna instagram di SMA Kota Bengkulu dan menggunakan teknik *cluster random sampling* dengan sampel sebanyak 276 siswa, berusia 15-18 tahun. Penelitian ini menggunakan *Skala Downward Social Comparison* (24 aitem, $\alpha = 0,872$), *Satisfaction with Life Scale* (4 aitem, $\alpha = 0,787$), dan *Positive Affect Negative Affect Scale* (15 aitem, $\alpha = 0,858$). Data dianalisis menggunakan uji korelasi Spearman Rank dengan koefisien relasi $r_s = 0,551$ dan $p = 0,000$ ($p < 0,05$). Hasil penelitian menunjukkan bahwa terdapat hubungan positif antara *downward social comparison* dan *subjective well-being* pada remaja. Hal tersebut menunjukan semakin tinggi *downward social comparison* pada remaja maka semakin baik pula *subjective well-being* nya dan begitu pula sebaliknya.

Kata kunci: *downward social comparison*, *subjective well-being*, remaja SMA

The Relationship Between Downward Social Comparison and Subjective well Being Among Adolescent Instagram Users In Senior High School X Bengkulu City

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ABSTRACT

Social media has become a means to see the portrayal of other people's private lives, which is widely used by teenagers. The information exposure received from this can serve as a reference for social comparison and can influence the subjective well-being of teenagers. This research aims to determine the relationship between downward social comparison and subjective well-being among Instagram users in high schools in Bengkulu City and uses cluster random sampling techniques with a sample of 276 students aged 15-18 years. This study uses the Downward Social Comparison Scale (24 items, $\alpha = 0.872$), Satisfaction with Life Scale (4 items, $\alpha = 0.787$), and Positive Affect Negative Affect Scale (15 items, $\alpha = 0.858$). The data were analyzed using Spearman Rank correlation test with a correlation coefficient of $r_s = 0.551$ and $p = 0.000$ ($p < 0.05$). The results of the study show that there is a positive relationship between downward social comparison and subjective well-being in teenagers. This indicates that the higher the downward social comparison in teenagers, the better their subjective well-being, and vice versa.

keywords: downward social comparison, subjective well-being, High School Adolescent