

ABSTRAK

Latar Belakang: Pada era modern, media sosial sudah menjadi kebutuhan dalam melaksanakan aktivitas sehari-hari. Bermain media sosial terlalu sering dapat menimbulkan efek negatif. Efek negatif itu antara lain dapat mengakibatkan kecanduan. Sikap adiktif dalam bermain media sosial akan mengganggu aktivitas sehari-hari hingga memengaruhi tingkat harga diri.

Tujuan: Membuktikan adanya hubungan kecanduan media sosial dengan harga diri pada mahasiswa Fakultas Kedokteran Universitas Diponegoro.

Metode: Merupakan penelitian observasional analitik dengan pendekatan *cross sectional*. Penelitian ini berlangsung selama satu bulan dengan sampel 90 orang Mahasiswa Program Studi Kedokteran FK Undip Angkatan 2022 yang bersedia dan memenuhi kriteria inklusi. Pengujian hubungan kecanduan media sosial dengan tingkat harga diri menggunakan uji *Spearman*.

Hasil: Sebanyak 2,2% responden dengan tingkat kecanduan media sosial sangat rendah; 52,2% responden dengan tingkat rendah; 44,4% responden dengan tingkat tinggi; dan 1,1% responden sangat tinggi. Pada data tingkat harga diri didapatkan 84,4% responden dengan tingkat harga diri tinggi dan 15,6% responden dengan tingkat harga diri rendah. Pada uji korelasi faktor demografi dengan kecanduan media sosial dan harga diri didapatkan $p > 0,05$ yang berarti tidak terdapat hubungan signifikan. Sedangkan, hubungan signifikan didapatkan pada uji korelasi antara kecanduan media sosial dengan tingkat harga diri ($p = 0,001$).

Kesimpulan: Terdapat hubungan antara kecanduan media sosial dengan tingkat harga diri pada mahasiswa FK Undip.

Kata kunci: kecanduan, media sosial, harga diri

ABSTRACT

Background: In the modern era, social media has become a necessity in carrying out daily activities. Playing social media too often can have negative effects. These negative effects include addiction. Social media addiction can interfere with daily activities and affect the level of self-esteem.

Aim: To prove the relationship between social media addiction and self-esteem among medical students at Universitas Diponegoro.

Methods: This research was an analytical observational investigation utilizing a cross-sectional methodology. The study was carried out over a span of one month, involving 90 participants from the medical students batch 2022 at Universitas Diponegoro, who were willing to take part in and fulfilled the inclusion criteria. The assessment of the correlation between social media addiction and self-esteem using the Spearman test.

Results: As many as 2.2% of respondents had a very low level of social media addiction; 52.2% had a low level; 44.4% had a high level; and 1.1% had a very high level. In terms of self-esteem, the data revealed that 84.4% of respondents had a high level of self-esteem, while 15.6% had a low level. In the correlation test of demographic factors with social media addiction and self-esteem, $p > 0.05$ was obtained, which means there is no significant relationship. Meanwhile, a significant relationship was found in the correlation test between social media addiction and the level of self-esteem ($p = 0.001$).

Conclusion: There is a significant relationship between social media addiction and self-esteem levels among medical students at Diponegoro University.

Keywords: *addiction, social media, self-esteem*