

Correlation Between Online Self-Presentation with Addictive Behaviour of Social Media Use on Millennial Women in Bogor

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ABSTRACT

Today around 274.9 million Indonesian population, 170 million peoples (61.8%) are active users of social media. The features offered to make communication easier and also a means of expressing themselves through photos, videos and other creative content, however, are able to hypnotize users to use them excessively and continuously resulting in addictive behavior. The adolescents studied were about 48.6% of students at SMAS Al Falah Malang experience a high level of Instagram addiction. When someone is exposed to addictive behavior by social media that tends to display an ideal self-presentation in cyberspace, it can cause the individual to reflect on others and stop presenting himself honestly/real self-presentation. This study aims to determine the correlation between online self-presentation and the addictive behavior of social media use among millennial women in Bogor. The research method uses a quantitative research with a correlational approach. Samples of this study used 215 millennial women in 40 sub-districts in Bogor area. The tools used in this study are Self Presentation on Facebook Questionnaire (SPFBQ) by Michikyan et al. (2014) and Bergen Social Media Addiction Scale (BSMAS) by Andreassen et al. (2016). Data analysis technique uses non-parametric test by Spearman correlation. This research showed that all dimensions of online self-presentation had a moderately significant positive correlation with the social media addiction variable. The more often respondents do real self-presentation then the higher level of social media addiction, and if respondents rarely do false self and ideal self presentations on their social media then the lower level of social media addiction. The addictive behavior of social media that arises is a mistake on the user, not because of the tool (social media). Social media will be beneficial or detrimental for users depending on the individual in using social media, is it in accordance with the needs accompanied by good emotional regulation and self-regulation or vice versa.

Keywords: online self-presentation, social media, social media addiction, millennial women in bogor