

**PENGARUH HARGA DIRI TERHADAP PRESENTASI DIRI DENGAN
KECEMASAN SOSIAL SEBAGAI VARIABEL MEDIASI PADA
PENGGUNA SECOND ACCOUNT INSTAGRAM**

SKRIPSI



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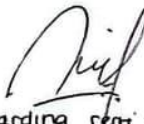
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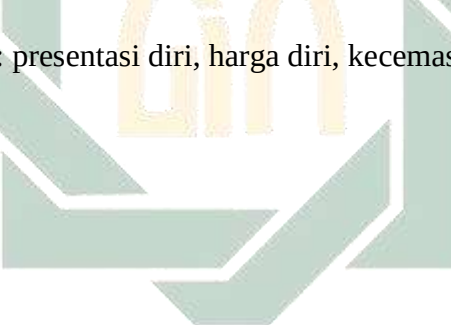
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INTISARI

Tujuan penelitian ini adalah untuk mengetahui peran kecemasan social dalam memediasi pengaruh antara harga diri terhadap presentasi diri pengguna *second account*. Penelitian ini merupakan penelitian kuantitatif dengan jumlah subjek sebanyak 369 Gen Z pengguna *Second Account*. Teknik sampling yang digunakan dalam penelitian ini yaitu *convenience sampling*. Teknik pengumpulan data yang digunakan pada penelitian ini yaitu dengan kuesioner dalam bentuk *Gform* dan terdiri atas tiga skala, yaitu *The Self-Presentation on Facebook Questionnaire* (SPFBQ) yang dikembangkan oleh Michikyan, skala *Rosenberg Self-Esteem Scale* (RSES), dan *Social Anxiety Scale for Social Media Users* (SAS-MU), yang dikembangkan oleh Alkis. Teknik analisis data dalam penelitian ini menggunakan *software* Jamovi versi 2.6.26. Hasil penelitian ini menunjukkan bahwa kecemasan social memediasi hubungan antara harga diri dan presentasi diri pengguna *Second account*.

Kata kunci : presentasi diri, harga diri, kecemasan sosial

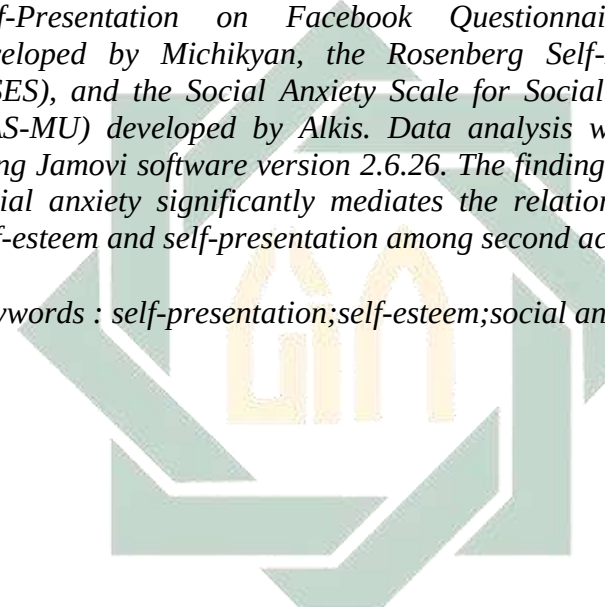


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ABSTRACT

This study aims to investigate the mediating role of social anxiety in the relationship between self-esteem and self-presentation among second account users. A quantitative research design was employed, involving 369 Gen Z individuals who use second accounts as research participants. The sampling technique applied in this study was convenience sampling. Data were collected through an online questionnaire administered via Google Forms, comprising three measurement instruments: the Self-Presentation on Facebook Questionnaire (SPFBQ) developed by Michikyan, the Rosenberg Self-Esteem Scale (RSES), and the Social Anxiety Scale for Social Media Users (SAS-MU) developed by Alkis. Data analysis was performed using Jamovi software version 2.6.26. The findings indicate that social anxiety significantly mediates the relationship between self-esteem and self-presentation among second account users.

Keywords : self-presentation;self-esteem;social anxiety



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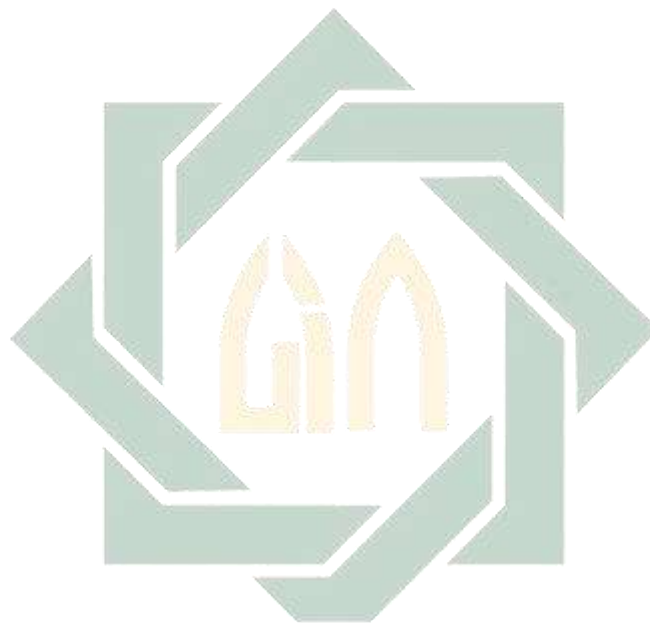
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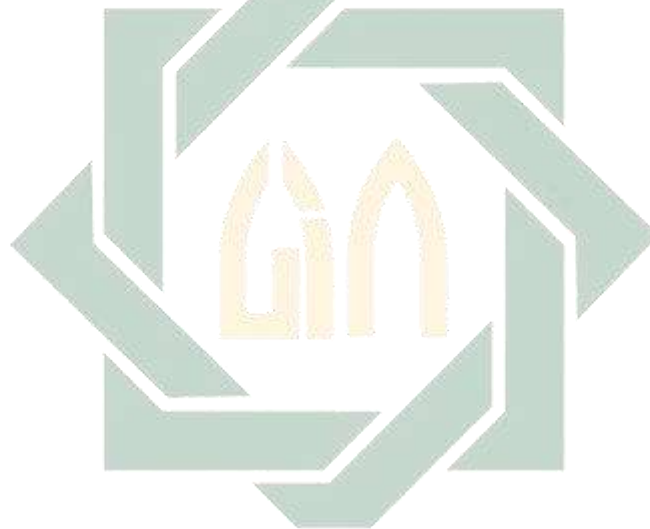
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