

**HUBUNGAN ANTARA NARSISME DAN HARGA DIRI DENGAN
ADIKSI MEDIA SOSIAL BERBASIS VIDEO PENDEK PADA
MAHASISWA**

SKRIPSI



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PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul “**Hubungan antara Narsisme dan Harga Diri dengan Adiksi Media Sosial Berbasis Video Pendek pada Mahasiswa**” merupakan karya asli yang diajukan untuk memperoleh gelar Sarjana Psikologi di Universitas Islam Negeri Sunan Ampel Surabaya. Karya ini sepanjang pengetahuan saya tidak terdapat karya atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain, kecuali yang secara tertulis di acuan dalam naskah ini dan disebutkan dalam daftar pustaka.

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ABSTRACT

The popularity of short-video social media platforms has raised concerns about excessive use that may affect productivity and mental health. The aim of this study is to examine whether there is a relationship between narcissism and self-esteem with short-video social media addiction among university students. The method employed was a quantitative correlational approach with a cross-sectional survey design. Sampling was conducted using non-probability techniques (incidental and snowball) with a total of 355 students drawn from universities in Surabaya. Data were collected through online questionnaires (Google Form) and analyzed using IBM SPSS Statistics 22 and Jamovi version 2.7.13, applying Pearson product moment correlation and multiple regression analysis. The results showed significance values < 0.05 and correlation coefficients of $r = 0.772$ (narcissism–addiction), $r = -0.397$ (self-esteem–addiction), and $R^2 = 0.612$ for the multiple regression model. These findings indicate a positive and significant relationship between narcissism and short-video social media addiction, as well as a negative and significant relationship between self-esteem and short-video social media addiction. Taken together, both variables contribute to students' level of addiction, thus confirming the proposed hypotheses. The implication of this study emphasizes the importance for individuals to enhance self-awareness in managing their use of short-video social media, thereby avoiding addictive patterns and maintaining balanced digital engagement.

Keywords: Narcicissm, Self-Esteem, Social Media Addiction

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DAFTAR ISI

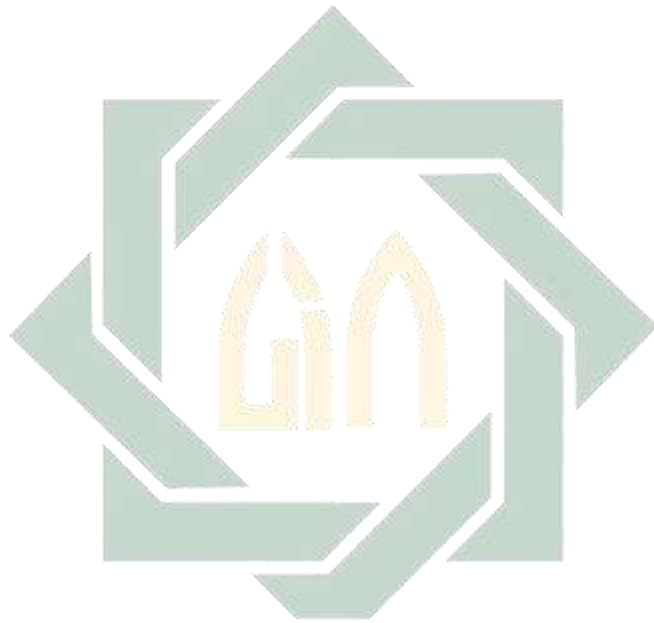
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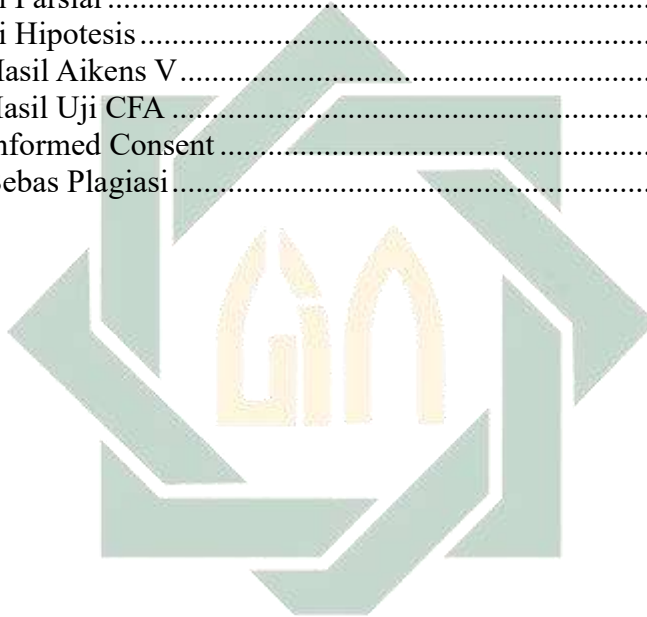
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