

***DIFFERENCES IN BEHAVIOR AND MOTIVATION SELFIE
BASED AGE AND GENDER***

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ABSTRACT

This study aims to determine the differences in behavior and motivation Selfie based on age and gender. The data was collected from 240 respondents range from 15-18 to 22-26 years old whose reside in Jakarta, using accidental sampling technique. Data collection conducted by using online questionnaire using the modification of Selfie posting behaviour scale and Selfie post motives scale. The data were analyzed using two way ANOVA analysis. The result indicates that both the Selfie Behavior and Selfie Motivation does not have significant differences based on age group and gender.

Keywords: Selfie Behavior, Selfie motivation, Age and Gender



PERBEDAAN PERILAKU *SELFIE* DAN MOTIVASI *SELFIE* BERDASARKAN USIA DAN *GENDER*

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui perbedaan perilaku *Selfie* dan motivasi *Selfie* berdasarkan usia dan *gender*. Subjek penelitian adalah remaja dan dewasa di Jakarta. Sampel yang diambil berjumlah 240 responden dengan menggunakan teknik *accidental sampling*. Pengambilan data dalam penelitian ini menggunakan skala perilaku *Selfie* (*Selfie posting behavior*) dan skala motivasi *Selfie* (*Selfie posting motives*). Teknik analisis data menggunakan two way anova analisis dengan SPSS windows 20. Hasil penelitian ini menunjukkan bahwa kedua variabel dependen perilaku *Selfie* dan motivasi *Selfie* tidak ada perbedaan berdasarkan variabel independen yaitu usia dan *gender*.

Kata Kunci: Perilaku *Selfie*, Motivasi *Selfie*, Umur dan *Gender*.

