

# HUBUNGAN ANTARA *SOCIAL COMPARISON* DAN *SELF-PRESENTATION* PADA REMAJA PUTRI PENGGUNA FILTER INSTAGRAM

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *social comparison*, *upward comparison*, dan *downward comparison* dengan *self-presentation* pada remaja putri pengguna filter Instagram. Penelitian ini menggunakan desain kuantitatif korelasional dengan jumlah 153 responden yang diperoleh melalui teknik *accidental sampling*. Instrumen yang digunakan dalam penelitian ini, yaitu *The Upward and Downward Appearance Comparison Scale* dan *The Presentation of Online Self Scale* (POSS). Hasil penelitian menunjukkan bahwa terdapat hubungan positif yang signifikan antara *social comparison*, *upward comparison*, dan *downward comparison* dengan *self-presentation* pada remaja putri pengguna filter Instagram. Penelitian ini diharapkan dapat dikaji kembali dengan variabel yang berbeda dan dapat menjadi bahan literatur terkait penelitian selanjutnya.

**Kata Kunci:** *Social Comparison*, *Upward Comparison*, *Downward Comparison*, *Self Presentation*, Remaja Pengguna Filter Instagram

# ***THE RELATIONSHIP BETWEEN SOCIAL COMPARISON AND SELF-PRESENTATION IN YOUNG WOMEN USING INSTAGRAM FILTERS***

## ***ABSTRACT***

*This study aims to determine the relationship between social comparison, upward comparison, and downward comparison with self-presentation in young women using Instagram filters. This study uses a correlational quantitative design with a total of 153 respondents obtained through accidental sampling technique. The instruments used in this research are The Upward and Downward Appearance Comparison Scale and The Presentation of Online Self Scale (POSS). The results showed that there was a significant positive relationship between social comparison, upward comparison, and downward comparison with self-presentation in young women using Instagram filters. This research is expected to be reviewed with different variables and can be used as literature material related to further research.*

**Keywords:** *Social Comparison, Upward Comparison, Downward Comparison, Self Presentation, Teen Instagram Filter Users*