

HUBUNGAN ANTARA SKIN TONE PERCEPTION DAN SELF PRESENTATION ONLINE PADA WANITA YANG MENGGUNAKAN FILTER INSTAGRAM

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *skin tone perception* dan *self presentation online*. Subjek penelitian ini adalah wanita yang menggunakan filter Instagram dengan jumlah 260 responden. Penelitian ini dilakukan dengan pendekatan kuantitatif dan desain korelasi, menggunakan teknik pengambilan *sampling*, yaitu *non-probability sampling*, dan metode *accidental sampling*. Instrumen yang digunakan dalam penelitian ini, yaitu *Presentation of Online Self Scale for Adults (POSSA)* dan *In-Group Colorism Scale (ICS)*. Seluruh analisis data dalam penelitian ini menggunakan bantuan program SPSS 25. Hasil penelitian menunjukkan bahwa terdapat hubungan positif yang signifikan antara *skin tone perception* dan *self presentation online* pada wanita pengguna filter Instagram. Penelitian ini diharapkan dapat dikaji kembali dengan variabel yang berbeda dan dapat menjadi bahan literatur terkait penelitian selanjutnya.

Kata Kunci: *Skin Tone Perception, Self Presentation Online, Filter Instagram, Wanita*



THE RELATIONSHIP BETWEEN SKIN TONE PERCEPTION ANDAN ONLINE SELF PRESENTATION IN WOMEN WHO USE INSTAGRAM FILTERS

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ABSTRACT

This study aims to determine the relationship between skin tone perception and self presentation online. The subjects of this study were women who used Instagram filters with a total of 260 respondents. This research was conducted with a quantitative approach and correlation design, using sampling techniques, namely non-probability sampling, and accidental sampling methods. The instruments used in this study are Presentation of Online Self Scale for Adults (POSSA) dan In-Group Colorism Scale (ICS). All data analysis in this study used the help of the SPSS 25 program. The results showed that there was a significant positive relationship between skin tone perception and online self-presentation in women who used Instagram filters. This research is expected to be reviewed with different variables and can become a material for literature related to further research.

Keywords: Skin Tone Perception, Self Presentation Online, Instagram Filters, Women

