

Hubungan Kepribadian Big Five dengan Self Esteem
pada Pengguna Instagram

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ABSTRACT

The study aims to understand the Relationship of Personality with Self Esteem in Instagram Users based on the Big Five's personality assessment and Self Esteem. Data collection is done through online media. Researchers conducted questionnaire deployments through Google Form to obtain data from the respondents. Data collection is carried out for about 14 days. The study respondents who filled out the form with the complete there were 166 people. Respondents are Instagram users. Furthermore, the data obtained is processed quantitatively. The results of the study state that; 1. The results of the X1 to Y correlation test analysis, have a probability $(p) = 0.002$. It was concluded then that independent variables (Openness) have a relationship with dependent variables (Self Esteem); 2. The results of the X2 to Y correlation test analysis, have a probability $(p) = 0.046$. It is then concluded that independent variables (Conscientiousness) have a relationship with dependent variables (Self Esteem); 3. The results of the X3 to Y correlation test analysis, have a probability $(p) = 0.000$. It is then concluded that independent variables (Extraversion) have a relationship with dependent variables (Self Esteem); 4. The results of the X4 to Y correlation test analysis, have a probability $(p) = 0.891$. It is

then concluded that independent variables (Agreeableness) have a relationship with dependent variables (Self Esteem); 5. The results of the analysis of the X5 to Y correlation test, have a probability (p) = 0.021. It is concluded that independent variables (Neuroticism) have a relationship with dependent variables (Self Esteem). From the results of the study, it can be concluded that there is a relationship between Personality and Self Esteem in Instagram users.

Keywords: Personality, Self Esteem, Big Five Personality



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ABSTRAK

Studi ini bertujuan untuk memahami Hubungan Kepribadian dengan Self Esteem pada Pengguna Instagram berdasarkan asesmen kepribadian *Big Five* dan *Self Esteem*. Pengambilan data dilakukan melalui media online. Peneliti melakukan penyebaran kuesioner melalui Google Form untuk mendapatkan data dari para responden. Pengambilan data dilaksanakan selama sekitar 14 hari. Responden penelitian yang mengisi Form dengan lengkap ada 166 orang. Responden merupakan pengguna Instagram. Selanjutnya data yang diperoleh diolah secara kuantitatif. Hasil penelitian menyatakan bahwa; 1. Hasil analisis uji korelasi X1 terhadap Y, memiliki probabilitas $(p) = 0,002$. Maka disimpulkan bahwa variabel independen (Openness) memiliki hubungan dengan variabel dependen (Self Esteem); 2. Hasil analisis uji korelasi X2 terhadap Y, memiliki probabilitas $(p) = 0,046$. Maka disimpulkan bahwa variabel independen (Conscientiousness) memiliki hubungan dengan variabel dependen (Self Esteem); 3. Hasil analisis uji korelasi X3 terhadap Y, memiliki probabilitas $(p) = 0,000$. Maka disimpulkan bahwa variabel independen (Extraversion) memiliki hubungan dengan variabel dependen (Self Esteem); 4. Hasil analisis uji korelasi X4 terhadap Y, memiliki probabilitas $(p) = 0,$

891. Maka disimpulkan bahwa variabel independen (Agreeableness) memiliki hubungan dengan variabel dependen (Self Esteem); 5. Hasil analisis uji korelasi X² terhadap Y, memiliki probabilitas (p) = 0,021. Maka disimpulkan bahwa variabel independen (Neuroticism) memiliki hubungan dengan variabel dependen (Self Esteem). Dari hasil penelitian tersebut dapat disimpulkan bahwa terdapat hubungan antara Kepribadian dengan Self Esteem pada pengguna Instagram.

Kata kunci : Kepribadian, Self Esteem, Big Five Personality



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