

ABSTRAK

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Judul Laporan Skripsi : Hubungan Antara *Self Esteem* dan *Self Presentation* Dengan Motif Pengguna Tinder
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Penelitian ini bertujuan untuk mengetahui hubungan antara *self-esteem* dan *self-presentation* dengan motif pengguna Tinder di Jabodetabek. Jumlah responden pada penelitian ini sebanyak 436 responden (64% Wanita dan 36% pria) yang berusia antara 18 hingga 54 tahun dengan menggunakan teknik *accidental sampling*. Penelitian ini menggunakan metode korelasi *spearman's* dan UJI ANOVA pada setiap variabel penelitian. Pada uji korelasi *spearman's* yang dilakukan menunjukan bahwa terdapat hubungan yang lemah namun positif dan signifikan ($r= 0.264$, $p=0.00$) antara *self-esteem* dengan motif pengguna Tinder. Namun disisi sebaliknya, terdapat hubungan yang positif, kuat dan signifikan ($r=0.732$, $p=0.00$) antara *self-presentation* dengan motif pengguna Tinder.

Kata Kunci: motif pengguna Tinder, *self-esteem*, *self-presentation*

ABSTRACT

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Title Thesis : *The Relationship Between Self Esteem and Self
Presentation with Motives of Use Tinder Apps*
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This study aims to determine the relationship between self-esteem and self-presentation with the motives of Tinder users in Jabodetabek. The number of respondents in this study were 436 respondents (64% women and 36% male) between ages 18 and 54 using the accidental sampling technique. This study uses the Spearman's correlation method and ANOVA TEST on each research variable. The Spearman's correlation test conducted shows there is a low correlation but positive and significant ($r=0.264$, $p=0.00$) between self-esteem and the motives of Tinder users. But on the other hand, there is a positive, strong and significant relationship ($r=0.732$, $p=0.00$) between self-presentation and the motives of Tinder users.

Keywords: *Tinder Motives of Use, Self-Esteem, Self- Presentation.*