

HUBUNGAN ANTARA KEJELASAN KONSEP DIRI DAN JENIS PRESENTASI DIRI ONLINE PADA TAHAP DEWASA AWAL DALAM MENGGUNAKAN APLIKASI KENCAN ONLINE

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ABSTRAK

Penelitian ini bertujuan untuk melihat hubungan antara kejelasan konsep diri dan presentasi diri *online* pada tahap dewasa awal dalam menggunakan aplikasi kencan *online*. Presentasi diri terdiri dari empat jenis yang akan diukur masing-masing yakni, *ideal self*, *multiple selves*, *consistent self*, dan *online presentation preference*. Hipotesis yang diajukan adalah terdapat hubungan yang negatif antara kejelasan konsep diri dan *ideal self*, *multiple selves* dan *online presentation preference*, serta terdapat hubungan yang positif signifikan antara kejelasan konsep diri dan *consistent self*. Subjek penelitian ini adalah 100 pengguna aplikasi kencan *online* pada tahap dewasa awal yakni berusia 20-40 tahun. Metode pengumpulan data dalam penelitian ini menggunakan dua skala Likert, yaitu skala kejelasan konsep diri dan skala presentasi diri. Hasil dari penelitian ini menunjukkan bahwa kejelasan konsep diri berkorelasi negatif dan signifikan dengan *ideal self* ($r = -0,216$, $p = 0,031 < 0,05$). Kejelasan konsep diri berkorelasi negatif dan signifikan dengan *multiple selves* ($r = -0,381$, $p = 0,000 < 0,05$). Kejelasan konsep diri berkorelasi positif dan tidak signifikan dengan *consistent self* ($r = 0,156$, $p = 0,061 > 0,05$). Sedangkan, kejelasan konsep diri berkorelasi negatif dan signifikan dengan *online presentation preference* ($r = -0,217$, $p = 0,030 < 0,05$).

Kata kunci: kejelasan konsep diri, presentasi diri, *ideal self*, *multiple selves*, *consistent self*, *online presentation preference*, dewasa awal.

THE CORRELATION BETWEEN SELF-CONCEPT CLARITY AND TYPES OF ONLINE SELF-PRESENTATION OF EARLY ADULT USERS IN USING THE ONLINE DATING APPLICATION

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ABSTRACT

This study aimed to find the relationship between self-concept clarity and online self-presentation at an early adult stage in using online dating applications. Self presentation consisted of four types which will be measured respectively. The four dimensions of self-presentation were described into ideal self, multiple selves, consistent self, and online presentation preference. The researcher proposed a hypothesis that stated there was a negative relationship between self-concept clarity and ideal self; multiple selves; and online presentation preference; a significant positive relationship between self-concept clarity and consistent self. The subjects of this study were 100 users of online dating applications in the early adult stage, aged between 20-40 years old. This study used two Likert scales, namely the scale of self-concept clarity and self-presentation scale to process the collected data. The results of this study indicate that self-concept clarity has a negative and significant correlation with ideal self ($r = -0.216, p = 0.031 < 0.05$). Self-concept clarity has a negative and significant correlation with multiple selves ($r = -0.381, p = 0.000 < 0.05$). Self-concept clarity has a positive and not significant correlation with consistent self ($r = 0.156, p = 0.061 > 0.05$). Meanwhile, self-concept clarity has a negative and significant correlation with online presentation preference ($r = -0.217, p = 0.030 < 0.05$).

Keywords: *self concept clarity, self presentation, ideal self, multiple selves, consistent self, online presentation preference, early adulthood.*