

Gambaran social comparison orientation dan motives of self-evaluation pada pelaku selfie = Social comparison orientation and motives of self evaluation of the selfie-doers: a descriptive study

Gianisha Mahardini, author

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Abstrak

Selfie merupakan sebuah fenomena kontemporer meskipun sejarahnya menyebutkan bahwa konsep selfie sudah terjadi bahkan sejak lebih dari 200 tahun yang lalu. Penelitian ini dilakukan untuk memberikan gambaran aspek self melalui pola kecenderungan untuk membandingkan diri dengan orang lain (Gibbons & Buunk, 1999) dan motives of self-evaluation (Sedikides & Strube, 1997; Tesser, 2003) dari pelaku selfie yang berada di tiga tahap perkembangan berbeda. Penelitian ini melibatkan 154 responden yang menjawab survei dalam jaringan. Hasil penelitian menggambarkan adanya pola yang linier negatif antara usia perkembangan dengan skor frekuensi selfie dan social comparison orientation. Dorongan untuk menonjolkan diri ketika melakukan selfie tampak dominan pada kelompok remaja yang frekuensi selfienya berada di atas rata-rata total responden.

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Selfie is rather a contemporary phenomenon yet its history says otherwise; that it's been established since almost more than 200 years ago. This study was conducted to describe the aspects of the selfie-doers' self through the trend of dispositional tendency to compare with other people (Gibbons & Buunk, 1999) and the motives of self-evaluation (Sedikides & Strube, 1997; Tesser, 2003). 154 respondents who answered to online survey were involved in this study. The results say that there's a negative linear trend between the developmental age and the selfie frequency, as well as between the developmental age and the social comparison orientation score. The self-enhancement motive is found dominant within the adolescence respondents whose selfie frequency is the highest among other groups.