

**PENGARUH INTENSITAS PENGGUNAAN MEDIA SOSIAL INSTAGRAM
TERHADAP MATERIALISME YANG DIMODERASI RASA SYUKUR
PADA REMAJA DAN *EMERGING ADULTS* DI KOTA BANDUNG**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Memperoleh Gelar Sarjana Psikologi Fakultas Ilmu Pendidikan
Universitas Pendidikan Indonesia



Disusun oleh:

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2021**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar sarjana psikologi di Departemen Psikologi, Fakultas Ilmu Pendidikan

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ABSTRACT

Penelitian ini bertujuan untuk menguji pengaruh intensitas penggunaan media sosial Instagram terhadap materialisme pada remaja dan emerging adult dengan rasa syukur sebagai variabel moderator. Hipotesis dalam penelitian ini adalah rasa syukur memoderasi pengaruh intensitas penggunaan media sosial Instagram terhadap materialisme serta melemahkan dampak negatif intensitas penggunaan media sosial Instagram terhadap materialisme. Penelitian ini menggunakan pendekatan kuantitatif yang melibatkan 549 responden yang merupakan remaja (13-17 tahun) dan emerging adult (18-25 tahun) di Kota Bandung. Data dianalisis menggunakan Moderated Regression Analysis (MRA). Hasil analisis data menunjukkan intensitas penggunaan media sosial Instagram memiliki pengaruh positif yang signifikan terhadap materialisme ($\beta_1 = 0,000$; $p < 0,05$), selanjutnya rasa syukur memiliki pengaruh negatif yang signifikan terhadap materialisme ($\beta_2 = 0,013$; $p < 0,05$), namun rasa syukur tidak memoderasi pengaruh intensitas penggunaan media sosial Instagram terhadap materialisme ($\beta_3 = 0,212$; $p < 0,05$). Hal ini berarti bahwa rasa syukur tidak mampu menurunkan dampak negatif intensitas penggunaan media sosial Instagram terhadap materialisme.

Kata kunci: *intensitas penggunaan media sosial Instagram; materialisme; rasa syukur*

ABSTRAK

This study aimed to examine the influence of the intensity of Instagram use on materialism in adolescents and emerging adults with gratitude as a moderating variable. The hypothesis in this study is that gratitude moderates the influence of the intensity of Instagram use on materialism and reduced the negative impact of the intensity of Instagram use on materialism. This study was using a quantitative approach and involved 549 respondents who were adolescents (13-17 years old) and emerging adults (18-25 years old) in Bandung. Data were analyzed using Moderated Regression Analysis (MRA). The results of data analysis show that the intensity of Instagram use has a significant positive effect on materialism ($\beta_1 = 0.000$; $p < 0.05$), then gratitude has a significant negative effect on materialism ($\beta_2 = 0.013$; $p < 0.05$), however, gratitude does not moderate the influence of the intensity of Instagram use on materialism ($\beta_3 = 0.212$; $p < 0.05$). This means that gratitude is not able to reduce the negative impact of the of Instagram use on materialism.

Keywords: *gratitude; intensity of Instagram use; materialism*

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