

**PENGARUH KEPERIBADIAN *EXTRAVERSION* TERHADAP PERILAKU  
NARSISME DI MEDIA SOSIAL DIMODERASI *SOCIAL MEDIA ENGAGEMENT*  
PADA USIA DEWASA AWAL**

**SKRIPSI**

Disusun sebagai salah satu syarat untuk memperoleh gelar Sarjana Psikologi di Departemen  
Psikologi Fakultas Ilmu Pendidikan

Universitas Pendidikan Indonesia



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**2022**

**Pengaruh Kepribadian *Extraversion* terhadap Perilaku Narsisme di Media Sosial  
Dimoderasi *Social Media Engagement* pada Usia Dewasa Awal**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar  
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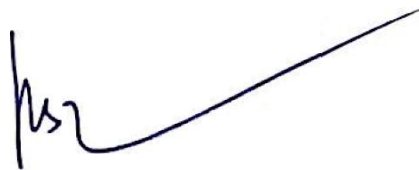


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## ABSTRAK

**Haura Alfiah (1804429).** Pengaruh Kepribadian *Extraversion* terhadap Perilaku Narsisme di Media Sosial Dimoderasi *Social Media Engagement* pada Usia Dewasa Awal. Skripsi. Departemen Psikologi, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia. (2022)

### Abstrak

Tujuan penelitian ini yakni mengetahui pengaruh kepribadian *extraversion* terhadap perilaku narsisme di media sosial yang dimoderasi *social media engagement* pada usia dewasa awal. Desain penelitian ini menggunakan metode kuantitatif dengan jumlah subjek sebanyak 390 yang terdiri dari pengguna media sosial pada rentang usia 18 – 25 tahun di Kota Bandung. Instrumen yang digunakan dalam penelitian ini yakni *BFI (Big Five Inventory)* yang telah diadaptasi ke dalam Bahasa Indonesia, instrumen perilaku narsisme yang diadaptasi oleh Agustin, Karina (2020) berdasarkan Siregar (2018), *social media engagement* diukur dengan menggunakan instrumen *Social Media Engagement Questionnaire (SMEQ)*. Teknik analisis data yang digunakan yaitu Moderated Regression analysis (MRA) menggunakan program SPSS versi 25. Penelitian ini menunjukkan hasil *social media engagement* sebagai variabel moderator pengaruh kepribadian *extraversion* terhadap perilaku narsisme dengan nilai signifikansi sebesar  $\alpha=0,192$  ( $p>0,005$ ). Berdasarkan hasil tersebut dapat disimpulkan bahwa *social media engagement* tidak memoderasi pengaruh kepribadian *extraversion* terhadap perilaku narsisme di media sosial.

**Kata Kunci:** perilaku narsisme, *social media engagement*, kepribadian *extraversion*

## **ABSTRACT**

**Haura Alfiah (1804429).** *The Influence of Extraversion Personality on Narcissistic Behavior Moderated by Social Media Engagement in Emerging Adulthood.* Thesis. Department of Psychology, Faculty of Education, Indonesian University of Education (2022)

*This study aims to determine the effect of extraversion personality on narcissistic behavior moderated by social media engagement in early adulthood. This research design used quantitative methods with a total of 390 subjects consisting of social media users in the age range of 18-25 years in Bandung. The instruments used in this research are BFI (Big Five Inventory) which has been adapted by Reza, A (2015), the instrument of narcissism behavior adapted by Agustin, Karina (2020) based on Siregar (2018), social media engagement as measured by Social Media Engagement Questionnaire (Przybylski et al., 2013). The data analysis technique used is Moderated Regression analysis (MRA) using SPSS version 25. This study shows the results of social media engagement as a moderating variable of extraversion personality on narcissistic behavior with a significant value of = 0.192 ( $p > 0.005$ ). Based on these results, it can be concluded social media engagement does not moderate the effect of extraversion on narcissistic behavior.*

**Keywords:** *narcissistic behavior, social media engagement, extraversion personality*

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