

Abstrak

Perkembangan teknologi digital dan penetrasi internet 79,5% pada 2024 membuat *tiktok* semakin populer di Indonesia dengan 156,7 juta pengguna, mayoritas berusia 18–25 tahun (*emerging adulthood*). Selain sebagai hiburan, interaksi sosial, dan sumber informasi cepat, *tiktok* juga dapat memunculkan fenomena *social comparison* dalam aspek akademik, karier, penampilan, gaya hidup, dan hubungan personal. Fenomena ini dapat memotivasi individu untuk berkembang, tetapi juga berisiko menurunkan *self-esteem* ketika perbandingan menghasilkan evaluasi negatif. Penelitian ini bertujuan untuk mengetahui pengaruh *social comparison* terhadap *self-esteem* pada *emerging adulthood* di Kota Bandung dengan menggunakan metode kuantitatif dengan teknik *convenience sampling* melibatkan 152 responden yang mengisi kuesioner skala *social comparison* dan *self-esteem*, kemudian data dianalisis melalui regresi linear sederhana menggunakan IBM SPSS Statistics 27. Hasil penelitian menunjukkan bahwa *social comparison* berpengaruh negatif dan signifikan terhadap *self-esteem* ($R^2 = 0,029$; $p = 0,035 < 0,05$; $\beta = -0,171$) Hasil penelitian ini menunjukkan bahwa *social comparison* berpengaruh negatif dan signifikan terhadap *self-esteem* pada *emerging adulthood* pengguna *tiktok* di Kota Bandung, yang mengindikasikan bahwa semakin tinggi tingkat *social comparison*, maka semakin rendah tingkat *self-esteem emerging adulthood* pengguna *tiktok* di Kota Bandung.

Kata Kunci: *Social comparison, self-esteem, Emerging adulthood, Tiktok*

Abstract

The development of digital technology and an internet penetration rate of 79.5% in 2024 have made tiktok increasingly popular in Indonesia, with 156.7 million users, the majority aged 18–25 years (emerging adulthood). In addition to serving as entertainment, social interaction, and a fast source of information, tiktok can also trigger the phenomenon of social comparison in aspects such as academics, careers, physical appearance, lifestyle, and personal relationships. This phenomenon may motivate individuals to grow but also poses a risk of lowering self-esteem when comparisons result in negative self-evaluations. This study aims to examine the influence of social comparison on self-esteem among emerging adults in Bandung City using a quantitative method with consecutive sampling. A total of 152 respondents completed the social comparison and self-esteem scales, and the data were analyzed using simple linear regression with IBM SPSS Statistics 27. The findings show that social comparison has a significant negative effect on self-esteem ($R^2 = 0.029$; $p = 0.035 < 0.05$; $\beta = -0.171$), indicating that the higher the level of social comparison, the lower the self-esteem of emerging adult tiktok users in Bandung City.

Keywords: Social comparison, Self-esteem, Emerging adulthood, Tiktok