

Abstrak

Perkembangan teknologi dan informasi di era digital mendorong perubahan besar dalam cara individu berinteraksi, terutama di media sosial. Generasi Z yang merupakan *digital native*, sering kali menjadikan media sosial sebagai ruang utama untuk berekspresi dan membangun identitas diri. Namun, kemudahan berkomunikasi di ruang digital justru kerap memicu perilaku negatif yang dikenal sebagai *toxic disinhibition online*. Sehingga penelitian ini bertujuan untuk menguji pengaruh anonimitas terhadap *toxic disinhibition online*, serta menguji peran moderasi kontrol diri dalam hubungan tersebut. Penelitian ini menggunakan desain kuantitatif korelasional terhadap 391 responden, yang merupakan generasi Z pengguna Instagram. Instrumen yang digunakan dalam penelitian ini yaitu *Toxic Disinhibition Online Scale (TDOS)*, *Anonymity scale*, dan *Brief-Self Control Scale (BSCS)* yang telah terbukti validitas dan reliabilitasnya. Hasil penelitian menunjukkan bahwa kontrol diri terbukti mampu memoderatori anonimitas terhadap *toxic disinhibition online* secara signifikan, dengan nilai koefisien interaksi sebesar 0,0207 bernilai negatif ($\beta = -0.0207$). Hal ini berarti bahwa semakin tinggi tingkat kontrol diri, maka pengaruh anonimitas terhadap *toxic disinhibition online* akan semakin berkurang.

Kata kunci: Anonimitas, Kontrol Diri, *Toxic Disinhibition Online*, Generasi Z, Instagram



Abstract

The development of technology and information in the digital age has driven major changes in the way individuals interact, especially on social media. Generation Z, who are digital natives, often use social media as their primary space for self-expression and identity-building. However, the ease of communication in digital spaces often triggers negative behavior known as toxic disinhibition online. Therefore, this study aims to examine the influence of anonymity on toxic disinhibition online, as well as to test the moderating role of self-control in this relationship. This study employs a quantitative correlational design involving 391 respondents, who are Generation Z Instagram users. The instruments used in this study are the Toxic Disinhibition Online Scale (TDOS), Anonymity Scale, and Brief Self-Control Scale (BSCS), which have been proven to be valid and reliable. The results of the study indicate that self-control significantly moderates the effect of anonymity on online toxic disinhibition, with an interaction coefficient value of 0.0207, which is negative ($\beta = -0.0207$). This means that the higher the level of self-control, the less the influence of anonymity on online toxic disinhibition.

Keywords: Anonymity, Self-Control, Toxic Disinhibition Online, Z Generation, Instagram

