

Abstrak

Berkembangnya media sosial dapat menjadi ruang yang rentan memunculkan agresivitas verbal, terutama pada Gen Z yang aktif menggunakan platform X. Faktor psikologis dan sosial, seperti konformitas dan regulasi emosi, berperan penting dalam membentuk kecenderungan perilaku ini. Penelitian ini bertujuan menguji pengaruh konformitas dan regulasi emosi terhadap agresivitas verbal, baik secara parsial maupun simultan, pada anggota Komunitas X di platform X. Penelitian menggunakan pendekatan kuantitatif dengan desain kausalitas. Responden berjumlah 348 orang, berusia 20–25 tahun, merupakan anggota aktif Komunitas X, dipilih dengan teknik *convenience sampling*. Instrumen yang digunakan meliputi *The Conformity Scale* (Mehrabian & Stefl, 1995), *Emotion Regulation Questionnaire* (Gross & John, 2003), dan *Verbal Aggressiveness Scale* (Infante & Wigley, 1986). Analisis data dilakukan dengan regresi linear berganda. Hasil penelitian menunjukkan bahwa konformitas dan regulasi emosi berpengaruh signifikan terhadap agresivitas verbal, baik parsial maupun simultan, dengan persentase pengaruh simultan sebesar 43.5%, sedangkan 56.5% sisanya dipengaruhi oleh faktor lain di luar penelitian ini.

Kata Kunci : *konformitas, regulasi emosi, agresivitas verbal, Gen Z*



Abstract

The growth of social media has made it a space vulnerable to verbal aggressiveness, particularly among Generation Z who actively use the X platform. Psychological and social factors, such as conformity and emotion regulation, play an important role in shaping this behavior. This study aims to examine the influence of conformity and emotion regulation on verbal aggressiveness, both partially and simultaneously, among members of Community X on X. This research employed a quantitative approach with a causal design. A total of 348 respondents aged 20–25 years, who were active members of Community X, were selected through convenience sampling. The instruments used were The Conformity Scale (Mehrabian & Stefl, 1995), the Emotion Regulation Questionnaire (Gross & John, 2003), and the Verbal Aggressiveness Scale (Infante & Wigley, 1986). Data were analyzed using multiple linear regression. The results showed that conformity and emotion regulation significantly influenced verbal aggressiveness, both partially and simultaneously, with a simultaneous contribution of 43.5%, while the remaining 56.5% was explained by other factors beyond this study.

Keywords: *conformity, emotion regulation, verbal aggressiveness, Gen Z*

