

Abstrak

Media sosial telah menjadi platform penting bagi semua orang khususnya mahasiswa untuk berinteraksi dan berbagi informasi pribadi. Dalam istilah Psikologi fenomena tersebut disebut dengan *self disclosure*. Tujuan penelitian ini adalah mengidentifikasi pengaruh *loneliness* dan *need for popularity* terhadap *self disclosure* di media sosial pada mahasiswa. Metode penelitian yang digunakan ialah kuantitatif kausalitas. Sebanyak 220 mahasiswa di Kota Bandung dan pengguna aktif media sosial, menjadi subjek dalam penelitian ini. Pengambilan data menggunakan alat ukur skala psikologi antara lain *UCLA loneliness scale version 3*, *Need for Popularity scale*, dan *Revised Self Disclosure Scale (RSDS)*. Uji hipotesis dilakukan melalui analisis regresi linear berganda. Hasil penelitian menunjukkan nilai signifikansi <0.002 dengan nilai *R square* sebesar 0.057, yang berarti *loneliness* dan *need for popularity* secara simultan berkontribusi signifikan terhadap *self disclosure* di media sosial pada mahasiswa sebesar 5.7%.

Kata Kunci : *loneliness, need for popularity, self disclosure, mahasiswa*

Abstract

Social media has become an important platform for everyone, especially students, to interact and share personal information. In psychology, this phenomenon is called self-disclosure. The purpose of this study is to identify the influence of loneliness and need for popularity on self-disclosure on social media in college students. The research method used is quantitative causality. A total of 220 students in Bandung City and active users of social media, became subjects in this study. Data were collected using psychological scale measuring instruments including the UCLA loneliness scale version 3, Need for Popularity scale, and Revised Self Disclosure Scale (RSDS). Hypothesis testing was conducted through multiple linear regression analysis. The results showed a significance value of <0.002 with an R square value of 0.057, which means that loneliness and need for popularity simultaneously contribute significantly to self-disclosure on social media in college students by 5.7%.

Kata Kunci : *loneliness, need for popularity, self disclosure, students*