Abstract

The development of technology in this globalization era provides a real reality for human life. Currently the technology that is widely used is the internet, with the internet we can communicate with everyone through our different countries. One of the media that is booming is Instagram. Instagram users themselves are groups of people who have unique psychological characteristics. Some psychological characteristics possessed by Instagram users are narcissistic behavior and self-esteem. This study discusses the relationship between self-esteem and narcissism on Instagram users. The hypothesis proposed is a negative relationship between self-esteem and narcissistic needs on Instagram users, where self-purchase prices are higher, the narcissistic behavior is getting lower. The higher self-esteem, the higher the narcissistic priority. This research uses quantitative methods with measuring NPI-16 and Rosenberg Self-Esteem Scale. The sample in this study were 100 Instagram social media users with characteristics, namely active Instagram users who have been using Instagram for a minimum of 6 months, active users of original accounts, posting personal photos or personal activities at least 5 times a day and following 17-29 years.