

PENGARUH KONFORMITAS TERHADAP *PERFECTIONISTIC SELF-PRESENTATION* GEN Z PENGGUNA MEDIA SOSIAL

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INTISARI

Generasi Z merupakan kelompok yang tumbuh di era digital dan sangat akrab dengan media sosial. Kedekatan ini membuat mereka lebih nyaman berinteraksi secara daring, namun juga rentan terhadap pencarian validasi dan penerimaan sosial. Kondisi tersebut mendorong munculnya perilaku *perfectionistic self-presentation*, yaitu kecenderungan menampilkan citra diri secara sempurna sekaligus menyembunyikan kekurangan. Penelitian sebelumnya menunjukkan bahwa *perfectionistic self-presentation* berisiko menurunkan dan mengganggu kesejahteraan psikologis Gen Z seperti meningkatkan stress, kecemasan sosial bahkan risiko bunuh diri. Salah satu faktor yang mempengaruhi *perfectionistic self-presentation* adalah konformitas, yaitu dorongan untuk menyesuaikan diri dengan norma atau ekspektasi kelompok, khususnya dalam komunitas online. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 247 partisipan. Penelitian ini menggunakan teknik *purposive sampling*. Instrumen penelitian yang digunakan yaitu skala konformitas dari Sears (2004) dan skala *perfectionistic self-presentation* dari Hewitt (2003). Hasil analisis regresi menunjukkan bahwa konformitas berpengaruh signifikan terhadap *perfectionistic self-presentation* dengan nilai signifikansi 0,00 ($p < 0,05$) dan dengan koefisiensi regresi sebesar 1,043, yang menunjukkan arah hubungan yang positif. Semakin tinggi konformitas Gen Z maka semakin tinggi pula *perfectionistic self-presentation* Gen Z.

Kata Kunci : Gen Z, Konformitas, *Perfectionistic self-presentation*

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1. Penulis
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THE INFLUENCE OF CONFORMITY ON PERFECTIONISTIC SELF-PRESENTATION GEN Z SOCIAL MEDIA USERS

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ABSTRACT

Generation Z is a group that grew up in the digital age and is very familiar with social media. This proximity makes them more comfortable interacting online, but also vulnerable to seeking validation and social acceptance. This condition encourages perfectionistic self-presentation behavior, which is the tendency to present a perfect self-image while hiding flaws. Previous research shows that perfectionistic self-presentation risks reducing and disrupting Gen Z's psychological well-being such as increasing stress, social anxiety and even suicide risk. One of the factors that influence perfectionistic self-presentation is conformity, which is the urge to conform to group norms or expectations, especially in online communities. This study used a quantitative approach with a sample size of 247 participants. This study used purposive sampling technique. The research instruments used were the conformity scale from Sears (2004) and the perfectionistic self-presentation scale from Hewitt (2003). The results of regression analysis show that conformity has a significant effect on perfectionistic self-presentation with a significance value of 0.00 ($p < 0.05$) and with a regression coefficient of 1.043, which shows a positive relationship direction. The higher Gen Z's conformity, the higher Gen Z's perfectionistic self-presentation.

Kata Kunci : *Conformity, Gen Z, Perfectionistic self-presentation*

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