

Abstrak

Fenomena penipuan online seperti pemalsuan identitas (*love scammer, catfishing*) atau konten-konten yang tidak sesuai aslinya merupakan akibat dari kebebasan personalisasi diri yang ditawarkan media sosial. Kebebasan personalisasi diri memunculkan perilaku *deceptive self presentation* yakni regulasi kesan yang menipu. Tujuan penelitian ini ialah untuk melihat pengaruh motivasi penggunaan dan *the dark triad personality* terhadap *deceptive self presentation* pada individu pengguna Instagram. Subjek dalam penelitian ini ialah 400 orang yang tergolong pada masa dewasa awal di Indonesia yang menggunakan Instagram dengan rentang umur 20-34 tahun. Penelitian ini merupakan penelitian kuantitatif dengan analisis *structural equation model* (SEM) berbasis *partial least square* (PLS). Hasil penelitian menunjukkan bahwa motivasi penggunaan dan *the dark triad personality* mempengaruhi *deceptive self presentation* sebesar 30,9% terhadap dimensi *ideal self* dan sebesar 41,9% terhadap *false self*. Secara parsial, hanya dimensi motivasi penggunaan untuk alasan *new friendship, following and monitoring, social connectedness dan social recognition* memiliki pengaruh yang signifikan terhadap *deceptive self presentation*. Variabel *the dark triad personality* hanya dimensi *narcissism* yang memiliki pengaruh yang signifikan terhadap *deceptive self presentation*.

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The phenomenon of online deception such as fake identity (love scammer, catfishing) or fabricated contents is the result of the freedom of self-personalization offered by social media. Freedom of self-personalization imoacting in rise of deceptive self-presentation behavior, i.e. setting up deceiving impressions. The purpose of this study was to discover the effect of motivational use and dark triad personality on deceptive self-presentation in Instagram users. The subjects in this study were 400 adults in Indonesia who used Instagram with an age range of 20-34 years. This research is a quantitative study using structural equation model analysis (SEM) based on partial least squares (PLS). The results showed that the motivation for using and the dark triad and personality influenced self-presentation by 30.9% on the ideal self dimension and by 41.9% on the false self. Partially, only the motivational dimension using reasons for new friendships, following monitoring, social connectedness and social recognition had a significant effect on deceptive self-presentation. The only dark triad personality variable is narcissism which has a significant influence on deceptive self-presentation.