

ABSTRACT

This study aims to determine the relationship between loneliness and instagram social media addiction in emerging adulthood. The hypothesis proposed is that there is a positive relationship between loneliness and instagram social media addiction in emerging adulthood. Subjects in this study amounted to 131 subjects who have the characteristics of emerging adulthood aged 18-25 years, have instagram social media account, active use instagram and don't use instagram for business. Subject selection method using purposive sampling method. The data collection method in this study used a loneliness scale and instagram social media addiction scale. The data analysis technique used is product moment correlation (pearson correlation). Based on the result of data analysis, the correlation coefficient $r_{xy} = 0,169$ significance level of $p = 0,027$ ($p < 0,050$), which indicates a positive relationship between loneliness and instagram social media addiction in emerging adulthood. The coefficient of determination (R^2) is 0,028, this means that the variable loneliness provides an effective contribution of 2,8% to instagram social media addiction.

Key word: loneliness, instagram social media addiction, emerging adulthood

