

ABSTRACT

Title: The Effect of Personality Types on Self-Disclosure on Instagram Users

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Human need to interact and have social relationships with others. Communication can be done very easily and practically. The internet is a medium that helps humans communicate. Internet applications that are widely used by the community, one of which is Instagram, which serves as a means of socializing. Through Instagram, someone can express himself about personal and impersonal things. One of the factors that influence self-disclosure is personality. The purpose of this study was to see the influence of personality on oneself on Instagram users. This research method is quantitative causality, non-probability sampling technique with purposive sampling type, with a sample of 100 Instagram users in Indonesia. Personality measurement instrument 37 valid items and reliability coefficient value (α) 0,909 and self disclosure measuring instrument with 34 valid items and a reliability coefficient value (α) 0,951. The results of the research on the personality of Instagram users are more introverted (54%) and the One Way ANOVA analysis shows that there are significant differences, so there is an influence on the personality type of Instagram users. The self-disclosure of Instagram users is equally high and low (50%). Male late teens using Instagram to discuss work (75%), had the most extrovert personality in the high self-disclosure category.

Keywords: *Personality Type, Self disclosure, Instagram Users.*