

**FAKULTAS KEDOKTERAN
UNIVERSITAS PEMBANGUNAN NASIONAL “VETERAN” JAKARTA**

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HUBUNGAN PENGGUNAAN MEDIA SOSIAL DAN KONTROL DIRI DENGAN PERILAKU KONSUMTIF MAHASISWA FAKULTAS KEDOKTERAN UPN “VETERAN” JAKARTA ANGGKATAN 2021

(xii + 76 halaman, 13 tabel, 3 bagan, 8 lampiran)

ABSTRAK

Tujuan

Perilaku konsumtif merupakan tindakan membeli produk tanpa dasar kebutuhan, melainkan didasarkan pada keinginan spontan. Kontrol diri mencakup kemampuan individu mengelola emosi dan perilaku sesuai situasi sosial. Mahasiswa kedokteran, yang dikenal dengan kemampuan Lifelong Learning, kini dihadapkan pada tantangan finansial dalam menerapkan pembelajaran berbasis teknologi seperti media sosial. Peningkatan penggunaan media sosial dapat berdampak pada perilaku konsumtif yang tidak terkendali. Penelitian ini bertujuan untuk mengeksplorasi hubungan antara penggunaan media sosial dan kontrol diri dengan perilaku konsumtif mahasiswa Fakultas Kedokteran UPN "Veteran" Jakarta angkatan 2021.

Metode

Penelitian ini mengadopsi desain cross-sectional dan menerapkan teknik simple random sampling. Sebanyak 121 mahasiswa dipilih sebagai sampel sesuai dengan kriteria penelitian. Variabel penggunaan media sosial, kontrol diri, dan perilaku konsumtif dikumpulkan melalui penyebaran formulir daring kepada responden.

Hasil

Hasil uji korelasi terdapat hubungan antara penggunaan media sosial dengan perilaku konsumtif ($p = 0.047$, $p < 0.05$), dan kontrol diri dengan perilaku konsumtif ($p = 0.000$, $p < 0.05$). Terdapat korelasi yang positif antara penggunaan media sosial dengan perilaku konsumtif dan korelasi antara kontrol diri dengan perilaku konsumtif pada mahasiswa Fakultas Kedokteran UPN “Veteran” Jakarta angkatan 2021.

Kesimpulan

Hal ini berarti semakin tinggi penggunaan media sosial dan semakin tinggi kontrol diri maka semakin tinggi perilaku konsumtifnya.

Kata Kunci: Kontrol Diri, Mahasiswa Kedokteran, Penggunaan Media Sosial, Perilaku Konsumtif.

**FACULTY OF MEDICINE
UNIVERSITY PEMBANGUNAN NASIONAL “VETERAN” JAKARTA**

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THE CORRELATION BETWEEN SOCIAL MEDIA USE AND SELF-CONTROL WITH CONSUMPTIVE BEHAVIOR OF UPN "VETERAN" JAKARTA FACULTY OF MEDICINE STUDENTS 2021

(xii + 76 pages, 13 table, 3 chart, 8 appendices)

ABSTRACT

Objective :

Consumptive behavior is the act of purchasing products without a basis in necessity but rather driven by spontaneous desires. Self-control involves an individual's ability to manage emotions and behaviors in accordance with social situations. Medical students, known for their Lifelong Learning skills, are currently facing financial challenges in adopting technology-based learning such as social media. The increased use of social media can impact uncontrolled consumptive behavior. This study aims to explore the relationship between social media usage, self-control, and consumptive behavior among medical students at UPN "Veteran" Jakarta, class of 2021.

Method :

This study adopts a cross-sectional design and employs a simple random sampling technique. A total of 121 students were selected as samples according to the research criteria. Variables such as social media usage, self-control, and consumptive behavior were collected through the distribution of online forms to the respondents.

Result :

The results of the correlation test showed a relationship between social media use with consumptive behavior ($p = 0.047$, $p < 0.05$), and self-control with consumptive behavior ($p = 0.000$, $p < 0.05$). There is a positive correlation between social media use and consumptive behavior and a correlation between self-control and consumptive behavior in UPN "Veteran" Jakarta Faculty of Medicine students 2021.

Conclusion :

This means that the higher the use of social media and the higher the self-control, the higher the consumptive behavior.

Key words : *Consumptive Behaviour, Medical Student, Social Media, Self-Control*