

ABSTRACT

Teenagers access the internet and social media to facilitate all activities in their lives. many uses of the internet include a means of searching for information data, a means of entertainment through online games, a means of communication through social media, including for commercial and shopping purposes, many of which use social media to see the activities of friends, relatives, family and other relations as is done by teenagers. when accessing instagram. The Instagram social media network is said by Atmoko (2012) to be an application from a smartphone which is used for social media and has uses or features which are almost the same as other social media, and there is a difference, namely that users can share information by sharing photos with other users. , and on Instagram it has a feature where photos will be able to look prettier and more beautiful because there is an editor in it. Reported through the news portal Sindo News (2022), Instagram is facing lawsuits because this can be considered to have provided health problems for teenagers, especially mental health, and according to related claims, this Instagram social network is highly valued in encouraging diets and extreme sports because Instagram photo models are very slim. This content is also said to encourage women to try suicide and be hospitalized several times, this illustrates the existence of a phenomenon related to the large use of social media which is related to adolescent self-control which has a negative impact.

This study aims to determine the effect of using Instagram social media on adolescent self-control. This research includes causal associative research using a quantitative approach. The sample in this research is 413 respondents. The sample technique used is incidental sampling so that a sample of 413 respondents is obtained. Data was collected using a questionnaire that had been tested for validity and reliability. The data analysis technique used is simple regression. The results of this study are based on the output of SPSS, the t value of the variable Use of Social Media (X) is $11.572 > t$ table 2.249 . it can be concluded that the first hypothesis is accepted and the second hypothesis is rejected. This means that there is an influence on the use of social media (X) on self control (Y).

Keyword : Usage, Media, Social, Instagram, Self, Control, Youth