

ABSTRACT

One of the causes of the influence of addiction behavior is caused by the motivation of users of social media, especially Instagram, which is now popular among young people. Motivation of users of social media consists of several dimensions, there are Socialization, Self Presentation, Entertainment, and Information Search. While the dimensions of addiction behavior consist of characteristics, mood modification, tolerance, withdrawal symptoms, conflict, and relapse.

This study aims to determine the effect of motivation of social media users on addiction behavior in the Telkom University environment, especially students of the 2018 Communication Studies department using multiple linear regression and likert scale. The method in this study is a quantitative research method. The sampling used in this study was 100 students of the 2018 Communication Studies department. The analytical method used in this study was multiple linear regression analysis using SPSS software.

Based on the results of the study, from the four dimensions of motivation to use social media, the score was 77.91%, meaning that the motivation for using social media was included in the high category. Motivation in the use of social media affects media addiction behavior by 36.2% while the rest (63.8%) is influenced by other variables not measured in this study. The most significant dimensions of motivation for the use of social media affecting media addiction behavior are entertainment dimensions (0.405) and self-presentation dimensions (0.426). The results of this study also show that the most significant dimensions of motivation of social media users with addiction behavior are dimensions of self-confidence and entertainment.

Keywords: *Social media, media usage, motivation of social media users, addiction behavior*