

ABSTRAK

Self-esteem atau harga diri merupakan aspek penting dalam perkembangan remaja, khususnya mahasiswa, karena berpengaruh terhadap motivasi, kesejahteraan emosional, dan pembentukan identitas diri. Fenomena rendahnya *self-esteem* pada remaja kerap muncul akibat perbandingan sosial dan ketidakpuasan terhadap nilai diri, sebagaimana diperkuat oleh hasil survei yang menunjukkan mayoritas responden mengalami ketidakpuasan, rasa tidak aman, serta kekurangan diri. Penelitian ini bertujuan untuk menggambarkan karakteristik *self-esteem* remaja mahasiswa Fakultas Kesehatan Sosial (FKS) Universitas X yang sering mendengarkan musik pop, serta menggali bagaimana musik pop berperan dalam pembentukan persepsi diri mereka. Metode penelitian yang digunakan adalah deskriptif dengan pendekatan kualitatif. Subjek penelitian terdiri dari mahasiswa berusia 21–22 tahun yang dipilih melalui *purposive sampling*. Data dikumpulkan melalui observasi, wawancara, dan kuesioner. Hasil penelitian menunjukkan bahwa musik pop berperan dalam meningkatkan *self-competence*, yaitu motivasi untuk produktif dan percaya diri, serta *self-liking/worth*, yaitu perasaan positif terhadap diri dan regulasi emosi. Faktor internal berupa kebutuhan berkembang dan mengatasi kecemasan, serta faktor eksternal seperti dukungan sosial dan pesan lagu pop, turut memengaruhi *self-esteem*. Dengan demikian, musik pop terbukti tidak hanya menjadi hiburan, tetapi juga sarana penting dalam memperkuat *self-esteem* mahasiswa.

Kata kunci : *Self Esteem*; Remaja; Musik; Psikologi Perkembangan.

ABSTRACT

Self-esteem is an important aspect of adolescent development, particularly for college students, as it influences motivation, emotional well-being, and the formation of self-identity. The phenomenon of low self-esteem in adolescents often arises from social comparison and dissatisfaction with one's self-worth, as supported by survey results showing that the majority of respondents experience dissatisfaction, insecurity, and feelings of inadequacy. This study aims to describe the self-esteem characteristics of social health faculty students at University X who frequently listen to pop music and to explore how pop music plays a role in shaping their self-perception. The research method used is descriptive with a qualitative approach. The research subjects consisted of 21–22-year-old students selected through purposive sampling. Data was collected through observation, interviews, and questionnaires. The research results indicated that pop music plays a role in increasing self-competence, which is the motivation to be productive and confident, as well as self-liking/worth, which is positive feelings toward oneself and emotional regulation. Internal factors such as the need to develop and overcome anxiety, as well as external factors like social support and the messages in pop songs, also influence self-esteem. Thus, pop music has proven to be not only entertainment but also an important means of strengthening students' self-esteem.

Kata kunci : *Self-Esteem; Adolescents; Music; Developmental Psychology.*