

ABSTRAK

Salwa Nuralawiyah. 2026. **Pengaruh Intensitas Penggunaan Media Sosial Terhadap Prokrastinasi Akademik Dengan *Self-Control* Sebagai Variabel Moderasi Pada Mahasiswa Jurusan Pendidikan Ekonomi Universitas Siliwangi**. Jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Dosen Pembimbing: Ati Sadiyah, S.Pd., M.Pd. dan Rendra Gumilar, S.Pd., M.Pd.

Prokrastinasi akademik merupakan kecenderungan mahasiswa dalam menunda penyelesaian tugas yang dapat berdampak negatif terhadap produktivitas belajar. Penelitian ini bertujuan untuk menganalisis pengaruh intensitas penggunaan media sosial terhadap prokrastinasi akademik dengan *self-control* sebagai variabel moderasi pada Mahasiswa Jurusan Pendidikan Ekonomi Universitas Siliwangi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei pada 233 mahasiswa Jurusan Pendidikan Ekonomi Universitas Siliwangi tahun ajaran 2025/2026 sebagai sampel penelitian. Teknik pengambilan sampel menggunakan *Proportional Stratified Sampling* dan analisis data dilakukan melalui *Moderated Regression Analysis* (MRA). Hasil penelitian menunjukkan bahwa: (1) intensitas penggunaan media sosial berpengaruh signifikan terhadap prokrastinasi akademik dengan nilai signifikansi $0,000 < 0,05$; (2) *self-control* berpengaruh signifikan terhadap prokrastinasi akademik dengan nilai signifikansi $0,000 < 0,05$ serta memoderasi pengaruh intensitas penggunaan media sosial terhadap prokrastinasi akademik dengan nilai signifikansi $0,037 < 0,05$. Sehingga *self-control* berperan sebagai *quasi moderator*; (3) Intensitas penggunaan media sosial, *self-control*, dan interaksinya secara simultan berpengaruh signifikan terhadap prokrastinasi akademik dengan nilai signifikansi $0,000 < 0,05$.

Kata kunci: Intensitas Penggunaan Media Sosial, Prokrastinasi Akademik, *Self-Control*

ABSTRACT

Salwa Nuralawiyah. 2026. *The Effect of Social Media Usage Intensity on Academic Procrastination with Self-Control as a Moderating Variable among Students of the Economics Education Department at Siliwangi University*. Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

Advisor: Ati Sadiah, S.Pd., M.Pd. and Rendra Gumilar, S.Pd., M.Pd.

Academic procrastination is a tendency among students to delay completing academic tasks, which can negatively affect learning productivity. The study aims to determine the effect of social media usage intensity on academic procrastination with self-control as a moderating variable in Students of the Economics Education Department of Siliwangi University. This study employed a quantitative approach using a survey method conducted on 233 students of the Economic Education Department at Universitas Siliwangi in the 2025/2026 academic year as the research sample. The sampling technique used was Proportional Stratified Sampling, and the data were analyzed using Moderated Regression Analysis (MRA). The results showed that: (1) social media usage intensity had a significant effect on academic procrastination with a significance value of $0.000 < 0.05$; (2) self-control had a significant effect on academic procrastination with a significance value of $0.000 < 0.05$ and also moderated the effect of social media usage intensity on academic procrastination with a significance value of $0.037 < 0.05$. Therefore, self-control acted as a quasi moderator; and (3) social media usage intensity, self-control, and their interaction simultaneously had a significant effect on academic procrastination with a significance value of $0.000 < 0.05$.

Keywords: *Social Media Usage Intensity, Academic Procrastination, Self-Control.*