

ABSTRACT

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Hubungan antara *Self-esteem* dan Konformitas Perilaku Merokok pada Remaja Akhir Puteri; (Dr. Fransisca Iriani R.D, M.Si); Program Studi S1 Psikologi. Universitas Tarumanagara, (82 Hlm; p1-p3; L1-L37).

The purpose of this research was to find out the correlation between self-esteem and smoking behavior conformity of late adolescent girls. Self-esteem is a personal evaluation, which expressing accept and reject attitude, also indicating personal belief of their ability, meaningful, successful, and self-worth. Positive self evaluation supported by peer group acceptance, so adolescence conforming any values in their peer group norms. Conformity is tendency to change belief or behavior to accord with others' belief or behavior. Subjects of this research were 18-21st year girls, an active smokers, and have an active smoker peer group. Questionnaires for data collection were distributed to 318 subject in Jakarta. Data analyzing was conducted by using Pearson Product Moment Correlation from SPSS 15.0 for windows and the result $r_{xy} (316) = -0.315$ and $p/sig = 0.000 < 0.01$. So, there is a negative significant correlation between self-esteem and conformity of smoking behavior by late adolescent girls.

Key word: *self-esteem*, conformity, smoking behavior, late adolescence girl