Relationship Between Confidence and Self-Image with Social Media Use Intensity Instagram in Youth

Safira Livianty[1]*, Yulia Darmawi[2]

Faculty Of Psychology, Master of Professional Psychology, Persada Indonesia University YAI

E-mail: liviantys98@gmail.com[1], yulia.darmawi@gmail.com[2]

Abstract

This research was aimed at finding out the relationship between self-confidence and self-image with the intensity of using Instagram social media. The subjects in this research were teenagers who actively used social media Instagram as many as 105 people. The data collection tool used is the self-confidence scale, self-image scale and the intensity scale of Instagram social media use compiled with the linkert technique. The self-confidence scale has a reliability coefficient of 0.831, the self-image scale has a reliability coefficient of 0.817 and the intensity scale of using Instagram has a reliability coefficient of 0.829. Based on the results of data analysis through multivariate analysis, the correlation coefficient value is 0.680 with a sig value of 0.000, then there is a relationship between self-confidence, self-image and intensity of using Instagram.

Keywords	intensity of usage Instagram, self-confidence, self-image, teenage.

INTRODUCTION

Nowadays developments in the world of technology are increasingly rapid. Where most human activities already use technology. Especially regarding communication and information technology. Advances in communication technology facilitate interaction between individuals. Apart from that, advances in communication technology are supported by internet technology. The development of the internet has also resulted in the development of social media among society.

Basically, social media is the latest development of internet-based web technologies, which can make it easier for everyone to communicate, participate, share and form networks online, so that they can spread content that has been created by that individual (Azizan, 2016). Social media has quite a big influence on human life today. This is because social media removes boundaries in socializing. Where in social media there are no boundaries regarding space and time, one of which is Instagram social media.

According to a survey from We Are Social, Indonesia is the country with the highest growth in social media users in the world, and is ranked third (We Are Social, 2020). Where the population in Indonesia is 272.1 million, with 175.4 million internet users and 160 million active social media users. The average time spent accessing social media per day is 3 hours 26 minutes. Instagram social media is in fourth place as social media which is frequently accessed by 79% of the population in Indonesia. Where the number of Instagram users in Indonesia in 2020 is 63 million people. If broken down, the percentage of Instagram users who are female is 50.8% and male is 49.2% (We are social, 2020). In various circles of society, teenagers aged 13-18 years are the most familiar with internet developments and are active in using social media (We Are Social, 2020).

Of the total population of 272.1 million people, users aged between 13 and 18 years are 210.3 million people or around 77%. Therefore, in this study, researchers chose

teenagers as research subjects. Teenagers choose teenage social media because they are interested in the features provided by the application. Adolescence is a period of developmental transition from childhood to adulthood, where this transition period involves biological, cognitive, and socioemotional changes that start from the age range of 10 to 13 years and then end at the age of 18 to 22 years (Santrock, 2003). Then, during this period, adolescents begin to experience psychosocial development, which leads to a search for self-identity (Papalia, Olds and Feldman, in Annisa, Istar and Dian, 2020).

So that adolescence cannot be separated from the demands of psychological development that must be met, including being able to accept physical conditions, being able to use them effectively, being able to obtain emotional freedom from parents, being able to get along with the opposite sex, knowing and accepting one's abilities and strengthening self-mastery based on a scale of values. and norms (Ramadhan, 2012).

Instagram social media is used by many people as a means of expanding communication networks and providing information about their activities. Apart from that, users also use Instagram social media as a means of self-existence (Aprilia, 2016). Individuals compete to post more photos or videos and like and follow each other, this is usually called self-existence.

Individuals who have self-existence are one of the characteristics of having self-confidence (Smith, in Aprilia, 2016). Because self-confidence is not an innate trait but something that can be learned from experiences around one's environment. Based on research conducted by Azizan (2016), self-confidence is one of the factors that can influence the intensity of use of Instagram social media.

According to Lauster (in Azizan, 2016) self-confidence is an attitude or belief in one's own abilities so that in one's actions one is not too anxious, feels free to do the things one wants, is polite in interacting with other people, has a drive for achievement and can get to know the advantages and disadvantages they have.

According to research conducted by Azizan (2016), online social media can influence users' self-confidence and feelings, especially regarding their appearance. It can be seen that online media is a communication medium that depends on the character of its users. However, based on the results of research conducted by Annisa, Istar and Dian (2020), it was stated that the level of self-confidence and intensity of use of WhatsApp social media among students in the medical education study program at the Faculty of Medicine, Sebelas Maret University, Surakarta, class of 2018, had a negative relationship.

Self-confidence affects a person's ability to communicate and interact with other people (Adywibowo, 2010). So that self-confidence influences teenagers' interpersonal communication, with high self-confidence they dare to interact with other people directly. Adolescents who tend to be afraid of interacting with other people directly experience failure in expanding interpersonal relationships and communicating maturely with peers (Havighurst, in Gunarsa & Gunarsa, 1981).

Apart from self-confidence, another factor that can influence the intensity of social media use among teenagers is self-image (Yudit and April, 2011). Social media is used as a forum for individual self-description, through the facilities provided by social media,

teenagers can save or change their personal photos, videos, so that they can be commented on by fellow social media users, so that teenagers can show their existence. This condition indicates that the individual wants to express himself and his assessment of himself. The way individuals view themselves is called self-image (Maltz, 1992).

Where in today's social interactions, teenagers are increasing their interactions with their peers in order to gain recognition and be accepted in teenage relationships in general. Buss (in Ramadhani and Flora, 2014) said that self-image is a picture of the body that is formed in the mind, this is intended to express a way of appearance of the body for oneself which includes feelings about the body such as strong or weak, big or small, beautiful or sharp and tall or short.

Every individual must be able to build a positive self-image, where this positive self-image does not only concern body shape and physical appearance but also concerns the individual's feelings, behavioral attitudes and activities (Ramadhani and Flora, 2014).

Based on the results of research conducted by (Qashmal and Dadi, 2015) entitled the relationship between the use of Instagram social media and the formation of self-image, there is a positive relationship between the use of social media and the formation of self-image. This is based on several factors, namely cognitive development, personal integrative, social integrative and releasing tension towards forming self-image.

Then, the results of research conducted by Ramadhani and Flora (2014), regarding the relationship between self-confidence and self-image, there is a positive and significant relationship between self-confidence and self-image in late adolescents. The research results show that the higher the individual's level of self-confidence, the higher the level of self-image, and vice versa, the lower the level of self-confidence, the lower the level of self-image.

Based on this description, there is a relationship between self-confidence and self-image, so researchers are interested in researching the relationship between self-confidence and self-image and the intensity of Instagram use. Therefore, in this study the researcher took the title "The Relationship between Self-Confidence and Self-Image with the Use of Instagram Social Media in Adolescents".

LITERATURE REVIEW
Intensity of Instagram Social Media Use

Kartono and Gulo (2000) interpret that intensity refers to the strength of a behavior or the amount of physical energy required to stimulate a sense. Another explanation of intensity was also put forward by Tubbs and Moss (1983) who stated that intensity is influenced by the amount of time spent doing something, where this amount can be viewed from the duration spent when individuals do the activity. These two understandings are then supported by findings from Putri, Erlyani and Mayangsari (2016) where intensity is reviewed based on frequency and duration.

Instagram social media

Instagram social media is a media-sharing site and also a social networking site,

because the Instagram application not only shares videos or photos but can follow other users (Dewing, 2012). Apart from that, Instagram is also known as an internet and mobile-based application that allows users to take photos and videos instantly and immediately share these moments with other people (Aditya, 2015).

Aspects of Intensity of Social Media Use

Ajzen (in Frisnawati, 2012) mentions several aspects that influence the intensity of use of Instagram social media, namely:
1. Attention is an individual's interest in an object which then becomes the target of behavior.
2. Appreciation, in this case concerns the understanding and absorption of information as new knowledge for the individual.
3. Duration can be said to be an individual's need for a certain time interval to carry out the target behavior.
4. Frequency is the number of repetitions of activities carried out by an individual.

Factors that Influence the Intensity of Instagram Social Media Use

According to Stets and Burke, self-confidence influences a person's ability to communicate and interact with other people. Self-confidence influences interpersonal communication, meaning that self-confidence also influences the way teenagers generally communicate on social media (Annisa, Yuliadi, & Nugroho, 2020).

Impact of Using Instagram social media

Amedie (in Instagram, 2018) mentions several impacts arising from using the Instagram application, the positive impact is that it makes it easier for individuals to form a group that has the same frequency, so they can join in a community, many companies use Instagram media as a means of marketing or advertising products , can disseminate various information more quickly, help users interact with friends and family to exchange news, help users find information they like through content owned by other users. The negative impacts are:
1. Worry
   Anxiety arises when individuals have the desire to form an unrealistic self-image and a perception of perfection, which in reality they cannot achieve. This causes anxiety in individuals.
2. Depression
   The onset of depressive disorders is triggered by failure to build their self-image. Where these individuals tend to show their success and happiness in life more often than being honest about their actual condition.
3. Criminal Activity
   The individuals responsible will use social media as a means to hide their true identities. Because self-identity that is too complete on social media can give rise to crimes.

Confidence

Santrock (2003) argues that self-confidence is a comprehensive evaluative dimension within oneself. Self-confidence is also explained by Lauster (1990) as a belief in one's own abilities so that individuals do not hesitate in acting, then feel free to do things they like, are responsible, polite when interacting with other people, respect others and have a drive for achievement. and recognize the advantages and disadvantages they have.

Aspects of Self-Confidence

Lauster (1990) states that several aspects related to self-confidence are normal ambition, independence, optimism, feelings of security, tolerance, belief in oneself.

Factors that Influence Self-Confidence

Lauster (1990) suggests factors that can influence self-confidence, namely personal abilities, social interactions, self-concept.

Self Image

Self-image is an individual's overall picture, views and beliefs in themselves (Purnamasari & Agustin, 2018). Sari and Naqiyah (2020) also mention self-image as a description of recognizing oneself in the form of feelings, physical appearance, and other people's assessments of oneself. Self-image is included in an individual's perception in various fields which has a major influence on behavior.

Aspects of Self Image.

Rogers (in Feist & Feist, 2010) states that the aspect of self-image is divided into two, namely Real Self, in the form of the individual's self-image that appears at that time and Ideal Self, in the form of things that the individual wants and is always above the real self. These two aspects of self-image have an equally important role. The real self and ideal self must be able to go hand in hand and in balance, this is expected to make individuals more accepting of their situation as it is. A balanced real self and ideal self can be done by raising the real self and lowering the ideal self at the same time and under the same conditions.

Characteristics of Self Image

The self-image of each individual is different, this can be known based on the characteristics of that individual. In general, self-image can be divided into positive self-image and negative self-image (Purnamasari & Agustin, 2018).

Research Hypothesis

The hypotheses in this research include:

a) H_{a1}: There is a positive relationship between self-confidence and the intensity of use of Instagram social media among teenagers.

b) H_{01}: There is no positive relationship between self-confidence and the intensity of use of Instagram social media among teenagers.

c) Ha2: there is a positive relationship between self-image and the intensity of use of social media Instagram among teenagers.

d) H02: there is no positive relationship between self-image and the intensity of use of social media Instagram among teenagers.

e) Ha3: There is a positive relationship between self-confidence and self-image and the intensity of use of Instagram social media among teenagers.

f) H03: There is no positive relationship between self-confidence and self-image and the intensity of use of Instagram social media among teenagers.

METHOD

Research identification consists of independent variables and dependent variables. The variables used in this research are the Dependent Variable (Intensity of social media use), Independent Variable 1 (Self-confidence), Independent Variable 2 (Self Image). The population in this study were 135 teenagers who owned and used Instagram social media. Based on this type of research, the sample in this study used a minimum of 30 subjects.

The sampling technique uses a non-probability sampling technique with a purposive sampling technique with the subject criteria being teenagers aged 12-20 years and who own and use the social media Instagram.

The instrument used in this research was a questionnaire using a Likert scale. This research uses a type of relationship or correlation research using quantitative techniques. Data collection uses the form of a scale questionnaire instrument by applying a Likert scale type interval scale, namely testing the perceptions, attitudes and opinions of a group of people towards a focus problem.

In research, the data that has been collected needs to be analyzed to produce conclusions. This is intended to find out whether the data obtained is in accordance with the research. To find out this, it is necessary to analyze the validity and reliability of the measuring instruments used. In this trial, instrument analysis was carried out on 30 respondents. The data analysis method uses a normality test, then hypothesis testing.

RESULTS AND DISCUSSION

This research was taken based on the existing phenomenon, where during this pandemic period children and teenagers studied from home. This of course makes teenage students spend more time using cellphones, especially for playing on social media.

Normality testing was carried out using Kolmogorov Sminorv, because the number of correspondents was 105 people. Based on the results of the normality test carried out on the self-confidence scale, a p value of 0.001 (p>0.05) was obtained, so the self-confidence scale was not normally distributed, the self-image scale obtained a p value of 0.000 (p>0.05), so the self-image scale was not Normally distributed, the Instagram usage intensity scale obtained a p value of 0.00 (p>0.05), so the self-confidence scale was not normally distributed.

The intensity variable for using Instagram in this study has 15 items consisting of several items that get scores ranging from 1-4. The smallest score obtained is 15(15x1), the

largest score is 60(15x4). The scale score range is 45(60-15), with a hypothetical mean of 37.5([60+15]/2) and a hypothetical standard deviation of 9([60-15]/5). Then, based on the results of the empirical categorization test, the smallest score was 29, the largest score was 64, the mean was 42.28, the std deviation was 5.68. So we get a low categorization value of X<33.76, categorization currently33.76<X≤50.8, high with X>50.8. There were 2 teenagers in the low category, 97 in the medium category and 6 in the high category. So, the average score for the intensity of teenagers' use of Instagram is in the medium category.

The self-confidence variable in this study has 24 items consisting of several items that get scores ranging from 1-4. The smallest hypothetical score obtained is 24(24x1), the largest score is 96(24x4). The scale score range is 72(96-24), with a hypothetical mean of 60([96+24]/2) and a hypothetical standard deviation of 14.4([96-24]/5). Then, based on the results of the empirical categorization test, the smallest score was 58, the largest score was 116, the mean was 81.38, the std deviation was 7.24. So, we get a low categorization value of X<59.78,   categorization currently59.78<X≤102.98, high with X>102.98. So, there is 1 in the low category, 102 in the medium category and 2 in the high category. So, the average score for teenagers' self-confidence is in the medium category.

The self-image variable in this study has 29 items consisting of several items that get scores ranging from 1-4. The smallest score obtained was 29 (29x1), the largest score was 116 (29x4). The scale score range is 87(116- 29), with a hypothetical mean of 72.5([116+29]/2) and a hypothetical standard deviation of 17.4([116-29]/5). Then, based on the results of the empirical categorization test, the smallest score was 63, the largest score was 116, the mean was 77.59, the std deviation was 8.21. So, we get a low categorization value of X<65.275, a medium categorization of 65.275<X≤89.9, high with Based on the categorization calculation, the low category is 1, the medium category is 98 and the high category is 6. So, the average score for teenagers' self-image is in the medium category.

Hypothesis testing is carried out to determine whether there is a relationship between the independent variable and the dependent variable. The analysis test of the first hypothesis was carried out using Pearson's product moment method, the correlation result was r = 0.583, accompanied by a significance of 0.000. Based on these results, it can be concluded that the correlation between the two variables is significant, because the accompanying significance is smaller than 0.05 (0.00<0.05). A positive correlation means that if self-confidence increases, the intensity of Instagram use also increases. This proves that there is a positive relationship between self-confidence and the intensity of Instagram use. So the conclusion is that Ha is accepted and H0 is rejected.

A test analysis of the second hypothesis was carried out. Test analysis of the second hypothesis was carried out using the product moment method from Pearson. The correlation results were obtained, namely r = 0.625 with a significance of 0.000. Based on these results, it can be concluded that the correlation between the two variables is significant, because the accompanying significance is smaller than 0.05 (0.00<0.05). A positive correlation means that if self-image increases, the intensity of Instagram use also increases. This proves that there is a positive relationship between self-image and intensity of use. Instagram so that the conclusion is that Ha is accepted and H0 is rejected.

The analysis test of the third hypothesis was carried out using the multiple correlation method. Based on the results of the analysis, it is known that the magnitude of the relationship between self-confidence and self-image and the intensity of Instagram use has a correlation coefficient of 0.680 with a significance value of 0.000. So, it can be concluded that there is a positive relationship between self-confidence and self-image and the intensity of Instagram use, so that Ha is accepted and H0 is rejected.

CONCLUSION

Referring to the research hypothesis and the results of research data analysis, it can be concluded that there is a positive relationship between self-confidence and the intensity of use of Instagram social media among teenagers. So, the higher the level of self-confidence, the higher the intensity of Instagram use, and vice versa. There is a positive relationship between self-image and the intensity of use of social media Instagram by teenagers. So, the higher the level of self-image, the higher the intensity of Instagram use, and vice versa. There is a relationship between self-confidence and self-image.

REFERENCES

Annisa, A. S. A. N., Istar, Y., & Dian, N. (2020). Hubungan tingkat kepercayaan diri dengan intensitas penggunaan media sossial whatsapp pada mahasiswa kedokteran 2018. Wacana, 12(1), 86-109

Aditya, R. (2015). Pengaruh Media Sosial Instagram Terhadap Minat fotografi pada komunitas Fotografi Pekanbaru. Jom FISIP, 2(2)

Adywibowo, I. P. (2010). Membuat kepercayaan diri anak melalui percakapan referensial. Jurnla Pendidikan Penabur, 15

Alwisol. (2014). Psikologi Kepribadian. Malang: UMM Press

Asma Abidah Al Aziz. (2020). Hubungan antara intensitas pengguna media sosial dan tingkat depresi pada mahasiswa. Acta Psychologia, 2 (2), 97- 107

Aprilia, N. (2016). Instagram sebagai ajang eksistensi diri studi fenomenologi mengenai pengguna instagram sebagai ajang eksistensi diri. Skripsi. Universitas Pasundan Bandung: Bandung

Arikunto, S. (2013). Prosedur Penelitian: Suatu Pendekatan Praktik. Rineka Cipta.

Azwar, S. (2021). Metode Penelitian. Yogyakarta: Pustaka Pelajar

Azizan, H. (2016). Pengaruh kepercayaan diri terhadap ketergantungan media sosial pada siswa di SMK Negeri 1 Bantul. E-Journal Bimbingan dan Konseling, 6, 1-10

Dewing, M. (2012). Social media: an introduction, Canada: Library of Parliament

Dewi, L. F., Nur'aini, S., & Kusumaningtyas, N. (2021). Citra Diri Terhadap KecenderunganHedonistic Lifestyle Pada Mahasiswa. Psycho Idea, 19(1), 25-34

Fitrianingsih, R., & Musdalifah. (2015). Efektivitasn penggunaan mendia video pada pembelajaran pembuatan strapless siswa kelas XII SMK Negeri 1 Jambu. Fashion and Fashion Education Journal, 4(1), 1-6

Frisnawati, A. (2012) Hubungan antara intensitas menonton reality show dengan kecenderungan perilaku prososial pada remaja. Empathy, 1(1)

Imron, I. (2019). Analisa Pengaruh Kualitas Produk terhadap kepuasan konsumen menggunakan metode kuantitatif pada CV Meubele Berkah Tanggerang. IJSE, 5(1), 19-28

Instagram, Inc. (2018, April 19). Layanan Instagram

Feist, J., & Feist., G. (2010). Teori Kepribadian. Salemba Humanika.

Gunarsa, Y. S. D. (1981). Psikologi remaja. Jakarta: BPK Gunung Mulia

Madden, M., Lenhart, A., Cortesi, S., & Gasser, U. (2010). Pew Internet and American life project. Washington, DC: Pew Research Center

Isa, Asmadim dkk. (2006). Hubungan antara dukungan social orang tua dengan kepercayan diri remaja penyandang cacat fisik. Jurnal Psikologi, 1, 47-48

Kartono, K., & Gulo, D (2000). Kamus Psikologi, bandung: Pionir Jaya Lauster, P. (1990). Tes Kepribadian. Jakarta: PT Bumi Aksara Mayfield, A. (2008). What is social media? E-book from iCrossing.

Maltz, Maxwell. (1992). Kekuatan Ajaib Psikologi Citra Diri. Jakarta: Mitra Utama.

Pratiwi, P. I., Furuya, K., & Sulistyantara, B. (2014). THE DIFFERENCE IN PEOPLE' S RESPONSE TOWARD NATURAL LANDSCAPE BETWEEN UNIVERSITY STUDENTS OF JAPAN AND INDONESIA. Manusia Dan Lingkungan, 21(2), 247–253.

Purnamasari, A., & Agustin, V. (2019). Hubungan Citra Diri Dengan Perilaku Narsisisme Pada Remaja Putri Pengguna Instagram Di Kota Prabumulih. Psibernetika, 11(2).

Putri, R. A., Erliyani, N., & Mayangsari, M. D. (2016). Hubungan antara aktualisasi diri dengan intensitas pengguna media sosial path pada remaja di SMA Negeri 2 Banjarbaru. Jurnal Ecopsy: Jurnal Ilmu Psikologi, 3 (1)

Santrock, J. W. (2003). Adolescence. Perkembangan Remaja (ed. 6). Jakarta: Erlangga

Stets, J.E & Burke, P.j (2014). Self- esteem and indentities. Sociologgical Perspective, 57(4), 409-433

Qashmal, Z., & Dadi, A. (2015). Hubungan penggunaan media sosial terhadap pembentukan citra diri. Prosiding Penelitian Spesia 2015, 222 – 228

Ramadhani, N., T., & Flora, G., P. (2014). Hubungan antara kepercayaan diri dengan citra diri pada remaja akhir. Jurnal Spirits, 4(2), 22-32

Ramadhan, Y., A. (2012). Kesejahteraan psikologis pada remaja santri penghafal al-quran. Psikologika, 17(1), 27-38

Santrock, J. W. (2003). Adolescence. Perkembangan Remaja (ed. 6). Jakarta: Erlangga

Sugiyono. (2019). Metode Penelitian Kualitatif, Kuantitatif dan R&B. Bandung: Alfabeta

We Are Social. (2020). Digital in 2020 southeast asia

Yudit Oktaria dan Appril Harefa. (2011). Studi Literatur Keterbukaan Diri padaRemaja Pengguna Facebook.pdf. Diakses dari http://universitasgunadarma.ac.id