

The Influence of Social Media Usage and Physical Self-Concept on Social Anxiety Among Students of Universitas Persada Indonesia YAI

Aldila Muslimah Pradhanti¹, Nisa Paramadina²

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

E-mail: dilasingsong@gmail.com¹, nisaparamadina@gmail.com²

Abstract

This study explores the relationship between social media usage, physical self-concept, and social anxiety among students at Universitas Persada Indonesia YAI. Social media has become an essential aspect of daily life, especially among younger generations, significantly impacting various dimensions of their psychological well-being. Physical self-concept, which encompasses individuals' perceptions and evaluations of their physical attributes, also plays a crucial role in shaping self-esteem and social interactions. This research adopts a quantitative approach, utilizing convenience sampling to gather data from a sample of 200 students. The study employs three Likert scale-based instruments: the Social Anxiety Scale, Social Media Usage Scale, and Physical Self-Concept Scale. Data were analyzed using linear regression. The first hypothesis test revealed a t-value of 7.816, with a corresponding significance (Sig) value of 0.000, which is below the 0.05 threshold. This result supports the first hypothesis, indicating a positive and statistically significant relationship between social media usage and social anxiety. Similarly, the second hypothesis test yielded a t-value of -5.887, with a Sig value of 0.000, also below the 0.05 threshold. This finding confirms the second hypothesis, revealing a significant negative impact of physical self-concept on social anxiety. Overall, the study concludes that both social media usage and physical self-concept significantly influence social anxiety among Generation Z students at Universitas Persada Indonesia YAI.

Keywords social anxiety, social media, physical self-concept, generation Z.

INTRODUCTION

Social anxiety is a phenomenon observed across various parts of the world. According to the American Psychiatric Association (APA), social anxiety is characterized by a persistent fear of one or more social situations, particularly those related to performance, where individuals must interact with unfamiliar people or risk being observed by others, leading to fears of humiliation or ridicule (LaGreca & Lopez, 1998). It ranks third among mental health issues, following depression and alcohol abuse (Pierce, 2009). A study involving 1,500 students reported that anxiety manifests in behaviors such as feelings of shame, fear of criticism, apprehension about negative evaluations, and physical symptoms like sweating in public situations such as public speaking or situations requiring direct participation (Joshi, 2013).

According to the World Psychiatric Association, 3 to 15 percent of the global population can be considered sufferers of social anxiety, yet only 25 percent of them seek counseling or psychological therapy. In Asia, the diagnostic prevalence of social anxiety disorders is estimated to range from 0.5 to 1.2 percent (Hwu et al., 1989; Lee, Okazaki, & Yoo, 2006; Tsuchiya et al., 2009). Research from the National Institute of Health in the United States revealed that approximately 20 percent of adolescents aged 13-18 experience anxiety disorders.



In Indonesia, 15.8 percent of adolescents exhibit significantly high levels of social anxiety (Anisykurli, 2022). This statistic is concerning, as researchers suggest that social media is one of the external factors contributing to social anxiety today. Nearly all adolescents, particularly those in Generation Z, have access to various social media platforms such as Instagram, TikTok, and Facebook. Constant connection to social media in the digital age means that the self-esteem of this generation is increasingly influenced by the responses they receive online.

Social comparison theory posits that individuals engage in comparisons between their own circumstances and those of others they perceive as similar. Festinger (1954) argues that this comparison occurs because individuals have an inherent drive to evaluate themselves, often by comparing themselves to others. However, this process frequently results in a gap between expectations and reality, leading to feelings of anxiety as self-assessment is based on others' perceptions. Among the various factors influencing social anxiety, this study identifies physical self-concept as an internal factor and social media usage as an external factor.

Given the vulnerability of Generation Z to declining self-confidence due to social media usage, this study aims to examine the significant impact of these factors on social anxiety. The research questions formulated are as follows:

1. Is there an influence of social media usage on social anxiety?
2. Is there an influence of physical self-concept on social anxiety?
3. Is there an influence of social media usage and physical self-concept on social anxiety?

LITERATURE REVIEW

Self-Concept

Self-concept encompasses psychological, social, and physical dimensions, reflecting an individual's perception of who they are. It is akin to a mirror, largely shaped by one's roles, relationships, and anticipated reactions from others. The ideal self-concept involves an image of the appearance and personality one aspires to have (Hurlock, 2004). Self-concept is shaped by self-perception in physical, social, and psychological aspects, acquired through experiences and interactions with others (Darmawan, 2017).

In this study, self-concept specifically refers to the physical aspect, focusing on individuals' perceptions of their body appearance rather than their physical abilities (Jowwet, 2008). According to Dariyo (2011), physical self-concept includes physiological aspects such as physical features, skin color, body shape, weight, facial features (handsome, beautiful, average, or unattractive), and overall health condition (normal or defective).

Several studies have explored the relationship between physical self-concept and social anxiety. For instance, research by Hagger et al. (2011) identified a negative association between physical self-concept and social anxiety, particularly concerning physical aspects in adulthood. Further research by Dolenc (2019) highlighted the link between physical self-concept and the emergence of anxiety symptoms, including social anxiety, among adolescent females. The portrayal of "perfection" on social media is believed to set standards that can trigger social anxiety.

Social Anxiety

Social anxiety is defined as the tendency to become nervous in social situations due to fear of embarrassment or negative judgment by others (Antony & Swinson, 2017; Henderson & Zimbardo, 2010). These situations include performance-related scenarios and social interactions. Individuals with social anxiety often fear saying or doing something embarrassing or humiliating (Nevid, Rathus, & Greene, 2003). They tend to be self-critical of their social abilities and frequently evaluate their performance when interacting with others. According to Dayakisni and Hudaniah (2009), everyone experiences anxiety at some point in their life, whether when facing others or when dealing with unmet demands.

Social anxiety does not emerge without cause; several factors contribute to its development. According to Utomo and Sudjiwanati (2018), social anxiety is influenced by both individual and environmental factors. Individual factors include feelings of low self-confidence, aimlessness regarding the future, and a sense of incompetence. In this study, the internal individual factor is linked to physical self-concept, where individuals often compare their physical appearance to idealized images portrayed on social media, leading to social anxiety. Research by Ichraf et al. (2013) found that physical self-esteem also plays a role in increasing anxiety levels. Environmental factors, such as low emotional support from others, can cause individuals to feel unloved, lacking affection, support, and motivation. During the recent pandemic, the virtual world, including social media, became the primary environment for many people. Social media's accessibility, requiring only a smartphone, further influences the level of social anxiety. A study by Prayoga and Akmal (2014) found a correlation between social anxiety and social media dependence, with individuals who experience social anxiety often using social media excessively to cope with personal challenges.

According to La Greca & Lopez (1998), social anxiety is characterized by specific indicators, including fear of negative evaluation from others, avoidance of new environments or unfamiliar peers, and general avoidance of peer gatherings. These indicators represent the cognitive patterns and behaviors exhibited by individuals with social anxiety and often affect the quality of their social interactions. Understanding these indicators is crucial for identifying and addressing social anxiety issues.

Social Media

In the context of this research, social media usage refers to the process through which individuals engage in social interaction, share information, and expand their networks comfortably and conveniently, transcending the limitations of space and time. Lewis and Nichols (2012) define social media as digital technologies that enable individuals to connect, interact, produce, and share content. Similarly, Nasrullah (2015) describes social media as a medium that allows users to represent themselves and interact virtually, focusing on recognition, communication, and cooperation. Van Dijk, as cited by Nasrullah (2015), explains that social media platforms center on users' existence, enabling them to engage in activities, collaborate, and expand their social networks without being constrained by space



and time. The growing number of users highlights the increasing importance of the internet in daily life (Nasrullah, 2015).

Tendhuha (2018) notes that aspects such as attention, appreciation, duration, and frequency can indicate the extent of social media usage. Attention involves an individual's interest in activities that align with their preferences, while appreciation includes understanding, absorbing information, and valuing the experiences gained. Duration refers to the length of time spent on social media, categorized as high if it exceeds 4 hours per day and low if it ranges from 1 to 4 hours per day. Frequency refers to how often individuals use social media, categorized as high if more than 4 times per day and low if 1 to 4 times per day. These aspects measure the intensity of social media usage, reflecting the extent of individuals' interactions with these platforms.

The intensity of social media usage can impact various aspects of life, including psychological health, such as anxiety (Bevan, Gomez & Sparks, 2014). Research by Young (2011) found that individuals dependent on social media often limit their real-world social activities and become more engaged in online interactions. This dependence is partly due to the comfort provided by the anonymity of social media (Niekamp, 2010). As a result, spending excessive time on social media can lead individuals to neglect their real-world life (Young, 2011).

Previous studies examining the relationship between self-concept, social anxiety, and social media usage intensity have yielded mixed results. Hidayati and Safira (2021) found no significant correlation between social media usage intensity, self-concept, and self-confidence. In contrast, Azka, Firdaus, and Kurniadewi (2018) identified a relationship between social anxiety and social media usage. Similarly, Permadi's (2022) research uncovered a connection between social anxiety and social media usage intensity. Meanwhile, a recent study by Pratiwi et al. (2023) found a significant relationship between self-concept and social anxiety. Given these varied findings, this study aims to investigate the relationship between self-concept, social anxiety, and social media usage intensity.

Hypotheses

Based on the literature review and previous studies, the researcher proposes the following alternative hypotheses:

1. **Ha1:** There is an influence of social media usage on social anxiety among Generation Z students at Universitas Persada Indonesia YAI.
2. **Ha2:** There is an influence of physical self-concept on social anxiety among Generation Z students at Universitas Persada Indonesia YAI.
3. **Ha3:** There is an influence of social media usage and physical self-concept on social anxiety among Generation Z students at Universitas Persada Indonesia YAI.

METHOD

This research is a quantitative study that uses a sample of 200 students from a total population of 598 psychology students at Universitas Persada Indonesia YAI. The sampling technique employed is convenience sampling, which involves selecting samples from the

most readily available or accessible individuals or units (Santoso & Tjiptono, 2001). The sample criteria focus on Generation Z students, defined as those born between 1996 and 2010, who are actively using social media.

The primary data collection instrument in this study is a questionnaire. According to Sugiyono (2018:142), a questionnaire is a data collection technique where respondents are provided with a set of written questions or statements to answer. This study employs the Likert scale to measure the variables, which include the Social Anxiety Scale, Social Media Usage Intensity Scale, and Physical Self-Concept Scale.

The questionnaire items are formulated as closed statements, divided into favorable (statements that support or align with the hypothesis) and unfavorable (statements that do not support or align with the hypothesis). Respondents are asked to choose one of five provided answer alternatives to describe their condition. The Likert scale used in this study has five answer categories, with the scoring system for each statement item, both favorable and unfavorable, weighted as shown in Table 1.

Table 1. Likert Scale Assessment Technique

Alternative Answer	Favorable	Unfavorable
Highly Suitable (SS)	4	1
Suitable (S)	3	2
Neutral (N)	2	3
Not Suitable (TS)	1	4
Not Suitable At All (STS)	0	5

The data collection was conducted by distributing an online questionnaire via Google Forms, with the link: <https://forms.gle/FQXEWsGifudXxUka9>. The questionnaire was disseminated with the assistance of peers and juniors from the Faculty of Psychology at UPI YAI. The research was conducted from July 24, 2021, to August 7, 2021, with a total of 240 respondents participating.

Variables in the Study

This study identifies independent and dependent variables. The independent variables are those that influence or cause changes in the dependent variable, while the dependent variable is influenced or affected by the independent variables (Sugiyono, 2018). The division of variables in this study is as follows:

1. Dependent Variable: Social Anxiety
2. Independent Variable 1: Intensity of Social Media Usage
3. Independent Variable 2: Physical Self-Concept



Social Anxiety Scale

Social anxiety is measured using the Social Anxiety Scale – Adolescent (SAS-A), a psychological scale that assesses an individual's tendency to experience social anxiety. Developed by La Greca & Lopez (1998), this scale consists of 13 items. Higher scores indicate higher levels of social anxiety, while lower scores suggest lower levels of social anxiety.

Table 2. Social Anxiety Scale Blueprint (La Greca & Lopez, 1998)

Aspects	Indicator	Number of Items
Fear of Negative Evaluation	Fear	1
	Concern	2
	Negative Thinking about Others	2
Social Avoidance and New Distress	Nervousness	2
	Embarrassment	2
Social Avoidance and General Distress	Lack of Confidence	2
	Discomfort	2
Total		13

Social Media Usage Intensity Scale

The intensity of social media usage is measured using the Social Media Usage Intensity Scale (SIPMS) developed by Andarwati (2016), which is based on aspects of attention, appreciation, duration, and frequency. This scale consists of 21 questionnaire items aimed at measuring the intensity of social media usage among research subjects.

Table 3. The Intensity of Social Media Usage Blueprint (Andarwati, 2016)

Aspects	Indicator	Number of Items
Attention	Subject's interest in accessing social media; time and effort spent	4
Appreciation	Subject's understanding and absorption of information from social media	8
Duration	Time spent accessing social media	3
Frequency	Frequency of social media access (daily, weekly, monthly, yearly)	6
Total		21

Physical Self-Concept Scale

Physical self-concept is measured using the Physical Self-Description Questionnaire – Short Version (PSDQ-S) developed by Marsh et al. (2010). Originally, this questionnaire consists of 47 items across 11 subscales. However, this study has adapted and converted the items to fit the cultural context of Indonesia, resulting in a 26-item questionnaire with five subscales: physical activity, appearance, health, physical fitness, and self-presentation.

Table 4. Physical Self-Concept Blueprint (Marsh et al., 2010)

Aspects	Favorable Items	Unfavorable Items	Total Items
Physical Activity	2, 8, 10, 12, 14, 18, 19		7
Appearance	3, 4, 6, 7		4
Health	5, 15, 16		3
Physical Fitness	1, 9, 11, 13, 17		5
Self-presentation	20, 21, 22, 23, 24	25, 26	7
Total			26

Validity and Reliability

To ensure that the items used in this study measure what they are intended to and that they do so consistently, validity and reliability tests were conducted. The Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test were used to test validity by examining the correlation between independent variables. The Measure of Sampling Adequacy (MSA) ranges from 0 to 1, where values closer to 1 indicate higher validity.

The validity test results for each item on the Social Anxiety Scale yielded an MSA of 0.791. Based on this analysis, 12 items were declared valid, while one item (the seventh question item, an indicator of nervousness) was deemed invalid. The validity test for each item on the Social Media Usage Intensity Scale yielded an MSA of 0.760. From this analysis, 19 items were valid, while two items (the tenth item for content indicator and the thirteenth item for feature indicator) were invalid. The Physical Self-Concept Scale showed that all items were valid.

To determine whether the instruments used can reliably measure the same construct if applied repeatedly, a reliability test was conducted. This study used Cronbach's Alpha formula to measure the reliability of the psychological instruments, with calculations assisted by SPSS version 25.0 for Windows.

The reliability test results showed that one item dropped on the Social Anxiety Scale, and two items dropped on the Social Media Usage Intensity Scale. All items on the Physical Self-Concept Scale were valid, indicating that the scale was reliable.



RESULTS AND DISCUSSION

Data Description

This study aims to provide a general overview of the distribution of data obtained in the field. The data presented include the results of categorization and normality testing to determine whether the population data are normally distributed.

Normality Testing

Normality testing of the data was conducted using the Kolmogorov-Smirnov method. According to the test, if the significance value (p) > 0.05 , the data are normally distributed. Conversely, if the Kolmogorov-Smirnov test yields a significance value (p) < 0.05 , the data are not normally distributed. This method was chosen because the number of respondents exceeds 100. Using SPSS 25.0 software, the results for the scales were as follows:

- **Social Anxiety:** Sig. 0.054 ($p > 0.05$)
- **Social Media Usage:** Sig. 0.200 ($p > 0.05$)
- **Physical Self-Concept:** Sig. 0.200 ($p > 0.05$)

These results indicate that the data distribution for all three scales is normal.

Categorization Results

Based on the categorization calculations:

- **Social Anxiety:** Categorized as high, indicating a low level of social anxiety among Generation Z, with a mean of 30.84.
- **Social Media Usage:** Categorized as low, indicating high usage of social media, with a mean of 48.83.
- **Physical Self-Concept:** Categorized as high, indicating a low physical self-concept among Generation Z, with a mean of 63.18.

Data Analysis

The data analysis aimed to determine the influence between independent variables (social media usage and physical self-concept) and the dependent variable (social anxiety). Data processing utilized simple regression analysis and multiple regression analysis techniques, assisted by SPSS 25.0 software.

Influence of Social Media Usage on Social Anxiety

The first hypothesis was tested using a simple regression analysis technique. The analysis yielded a t -value of 7.816 for the social media usage variable, with a significance (Sig) value of 0.000 ($p < 0.05$). Therefore, the first hypothesis is accepted, indicating a positive influence of social media usage on social anxiety. This means that as social media usage increases, social anxiety also increases, and vice versa.

Influence of Physical Self-Concept on Social Anxiety

The second hypothesis analysis revealed a t -value of -5.887, with a significance (Sig) value of 0.000 ($p < 0.05$). Consequently, the second hypothesis is accepted, indicating a

negative influence of physical self-concept on social anxiety. This implies that as physical self-concept increases, social anxiety decreases, and vice versa.

Influence of Social Media Usage and Physical Self-Concept on Social Anxiety

The third analysis resulted in an F-value of 51.230 with a significance value of 0.000 ($p < 0.05$), thus accepting the third hypothesis. This indicates that there is an influence of social media usage and physical self-concept on social anxiety. The Adjusted R Square value of 0.335 suggests that social media usage and physical self-concept together contribute 33.5% to social anxiety.

Furthermore, a stepwise regression analysis was conducted to determine the simultaneous and partial contributions of the independent variables to the dependent variable. The social media usage variable obtained an R Square of 0.236, contributing 23.6% to social anxiety. The physical self-concept variable obtained an R Square of 0.342, indicating that it contributes 10.6% to social anxiety ($34.2\% - 23.6\% = 10.6\%$).

CONCLUSION

This study confirms the significant influence of both social media usage and physical self-concept on social anxiety among Generation Z students at Universitas Persada Indonesia YAI. The results suggest that increased social media usage is associated with higher levels of social anxiety, while a better physical self-concept is associated with lower levels of social anxiety. Together, these factors account for a substantial portion of the variance in social anxiety levels among the study participants.

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