
Original Articles

**CORRELATION BETWEEN THE INTENSITY OF SOCIAL MEDIA USE ON INSTAGRAM
AND THE SELF-ESTEEM AMONG YOUTH**

Ridhoyanti Hidayah^{1*}, Kadek Aryandari²

^{1,2} School of Nursing, Faculty of Medicine, University of Brawijaya, Malang, East Java, Indonesia

Article history:

Received: July, 23, 2021

Accepted: September, 04, 2021

Correspondence:

Ridhoyanti Hidayah
University of Brawijaya, Malang,
East Java, Indonesia
Email: ridhoyanti.fk@ub.ac.id

Keywords: *Youth; social media;
self-esteem*

DOI:

[10.33086/nhc.v1i2.2200](https://doi.org/10.33086/nhc.v1i2.2200)

Abstract

Background: Factors that influence self-esteem among young people are social environments. The social environment renders the individuals doing the interaction and one type of interaction which does not need of face to face is through social media such as Instagram.

Objective: This study aimed to obtain the correlations between the intensity of using social media Instagram with the level of self-esteem among eleventh-grade youth in a public senior high school in Malang.

Method: This research used cross-sectional design. A sample of this research was eleventh-grade youth of senior high school with 86 active Instagram users. Data collecting in this study used the purposive sampling technique. A questionnaire used in this research intensively used Instagram and self-esteem questionnaires on social media. The data analysis used the Spearman test.

Result: The result showed that the intensity of using social media Instagram with the level of self-esteem of eleventh-grade youth were mostly in low categories, while self-esteem level was mostly in the high category. The outcome indicated that the significant value = 0.310 ($p < 0.05$) and the correlation coefficient = 0.111.

Conclusion: There was no significant correlation between the intensity of using social media Instagram with the level of self-esteem of eleventh-grade youth. Further research is to analyse the social media used by youths other than Instagram and its correlation to self-concept, include self-esteem.

INTRODUCTION

Youth experience a lack of self-esteem after entering high school. The problem is the loss of self-confidence when there is a negative evaluation which is not ideal for other people. It makes youths timid, withdrawn and lazy. This sense of mistrust stems from the incompatibility of wishes and reality and becomes a negative self-assessment (Santrock, 2007). Factors that affect youth self-esteem include gender, intelligence, fitness, family environment, and social environment (Ghufron, 2016). The social environment has a major influence on youths to promote a sense of safety in social acceptance and self-esteem (Burn, 1998). Youths need to be

able to cope with the broader social environment. The relationship process may occur through social interaction. Social interaction is a reciprocal relationship between two or more people (Ali and Asrori, 2014). In this environment, youths will interact directly or indirectly with another person. Social media is defined as a website-based community that enables users to interact in cyberspace to communicate with other users. The use of social media is very popular among youth and young adults (Oberst, 2017).

The social networks currently used by youths in Indonesia are Facebook, Yahoo Messenger, Path, Instagram and Skype. One of the most commonly used recently is Instagram. Indonesia is the largest Instagram user in Asia-Pacific with 45 million active users in 2017 (Oktavia, 2019). Instagram use is more widespread than other social media. A research conducted by the Piper Jaffray Research Institute states that as many as 33% of American youths aged 13-19 years are more likely to use Instagram, compared to Twitter users by 20%, so that they are ranked second after Instagram. The phenomenon that occurs is related to the use of social media with youth self-esteem, namely, uploading photos or videos which then get likes and comments from other users which can encourage the effect of self-esteem on these users. A photo or video can affect social comparisons made by users to encourage feelings of inferiority or envy towards other users (Oktavia, 2019).

Furthermore, when social users operate in cyberspace, they will show a precise picture of themselves. People who have low self-esteem will worry when they want to upload a photo or video, on the contrary, people who have high self-esteem tend to spend a lot of time building a positive personal image on social media (Oktiviani, 2019). The preliminary survey was conducted at three popular high schools on fifteen youths in Malang. Data obtained active Instagram users of up to 80%. Judging from the level of use of social media Instagram, as many as 31.42% of youths have a frequency of using social media for more than 90 minutes a day. 25 people felt more confident after using Instagram, 1 person felt less confident, and 5 others said it was normal. Youths who feel more confident believe that when they upload photos or videos, they feel proud if they get a lot of likes and comments. Meanwhile, one person said he felt a lack of confidence after using Instagram because he thought other people's lives are better than him regarding to the judgement of other users that showed on amount of likes and comments. We need to understand the meaning of social media usage on our self-concept especially on the self-esteem aspect among youth.

METHODS

Study Design

The design of this study used cross-sectional study with a descriptive approach.

Settings

The research was conducted at SMA Negeri 4 Malang, East Java, in April 2018.

Research Subject

The population in this study were 86 youths of eleventh grade in SMA Negeri 4 Malang. This study used purposive sampling technique with the inclusion criteria was actively using Instagram social media. The variable in this study was the level of self-esteem among youths.

Instruments

The instrument used in this study was a questionnaire on the intensity of social media use which was adapted from Andarwati (2016). This instrument contains four parameters such as attention, appreciation, duration, frequency. The questionnaire contains thirty-five statements that must be chosen by respondents based on their level of agreement. For the self-esteem variable, this study used the Rosenberg Self Esteem Scale (RSES). This questionnaire contains ten statements that must be chosen by respondents based on their level of agreement.

Data Collection

Data collection was carried out by distributing questionnaires to respondents directly.

Data Analysis

The data collected was processed using the SPSS software and the Spearman rank test was performed.

Ethical Considerations

This research was carried out as a research ethics test at the Faculty of Medicine, University of Brawijaya (Certificate Number: 85/EC/KEPK-S1-PSIK/04/2018).

RESULTS

Table 1. Characteristic Distribution of Respondent based on Gender

Gender	Frequency	Percentage
Male	28	32,6
Female	58	67,4
Total	86	100

Table 1 show that the majority of respondents of this research are female, up to 58 respondents (67.4%).

Table 2. Data of the Intensity of Social Media Use on Instagram among Youth

Intensity of Social Media Use on Instagram	Frequency	Percentage
Very Low	1	1,2
Low	59	68,6
Moderate	25	29,0
High	1	1,2
Total	86	100

Table 2 shows that the intensity of social media uses on Instagram among youth is mostly in the low category, with as many as 59 respondents (68.6%).

Table 3. Frequency Distribution of The Intensity of Social Media Use on Instagram among Youth

Indicator	Category	The Intensity of Social Media Use on Instagram	
		Frequency	Percentage
Attention	Low	24	27,9
	Moderate	55	64,0
	High	7	8,1
Total		86	100%
Appreciation	Low	9	10,5
	Moderate	67	77,9
	High	10	11,6
Total		86	100%
Duration	Low	58	67,4
	Moderate	26	30,2
	High	1	1,2
	Very high	1	1,2
Total		86	100%
Frequency	Low	48	55,8
	Moderate	33	38,4
	High	4	4,7
	Very High	1	1,2
Total		86	100%

Based on table 3, it was found that the most attention indicator was in the medium category, 55 respondents (64.0%), while the most appreciation indicator was in the medium category, 67 respondents (77.9%). The indicator of duration was in a low category as many as 58 respondents (67.4%), and in the frequency indicator was also in a low category as many as many 48 respondents (55.8%).

DISCUSSION

The intensity of social media uses on Instagram among youth is mostly in the low category. It means that many youths use other social media such as Facebook, Twitter, WhatsApp and they use more

than one social media in their daily living. The indicator of appreciation shows that the respondents are in the medium category, where the youths can understand and absorb the information conveyed in Instagram social media, whatever its form. By understanding the available information, youth can enjoy accessing Instagram social media. However, the results of the intensity of using Instagram social media found that most of them were in a low category because there were indicators of duration that influenced it. In the duration indicator, most of the respondents were in the low category where the youth did not take too long to access Instagram social media.

The next indicator is the frequency with mostly in the low category. It shows that youth do not access Instagram social media very often. They are accessing Instagram social media less than 2 times a day. This data is supported by previous research conducted by Rizki (2017) which stated that the intensity of social media used in youths was in the moderate category. Youths in this study accessed Instagram social media less than 3 times a day and only used about 1 hour a day. Activities carried out on Instagram social media are just seeing notifications and uploading a few photos and videos. Based on the research results and data analysis conducted on eleventh-grade youth of SMA Negeri 4 Malang, the highest level of self-esteem was found in the high category. The results of self-esteem level data show that on the indicator of feeling accepted, there is more youth with low categories than high categories. This is following the opinion of Ghufon (2012) which states that youth self-esteem can be formed from the form of self-acceptance in their environment. Youth will adjust themselves when they are in groups and in their environment. Youths of the eleventh grade of SMA Negeri 4 Malang who are included in the high category, feel that they have been accepted in their group and environment, while other youth who are in the low category still feel that they have not been accepted by their environment or groups.

The result of the next indicator that affects the level of self-esteem is the feeling of being able where most of them are in the high category This is following the opinion of Zhafira & Dinardinata(2020) which states that youths with high self-esteem tend to like new things and will try to deal with existing problems. These results indicate that the eleventh graders of SMA Negeri 4 Malang can do everything well. The next indicator that supports the high level of self-esteem in eleventh-grade youth of SMA Negeri 4 Malang is the feeling of worth, which is mostly in the high category. Youths who can respect themselves will be able to respect others as well. Youths of eleventh grade SMA Negeri 4 Malang can assess them positively and can respect themselves. Youths in eleventh grade SMA Negeri 4 Malang with high self-esteem are also able to accept input given by the group and the surrounding environment

This is following the research conducted by Lukman et al (2012) which stated that most respondents had high levels of self-esteem. The researcher stated that youth who have a high level of self-esteem will feel satisfied with what they have, so they can take advantage of all their abilities. This also provides a safe and comfortable situation in social interaction with the surrounding environment. This

statement is also supported by Rosenberg (1978) where youth with a high level of self-esteem can receive verbal and non-verbal suggestions and feedback from others for evaluating themselves. The youth of eleventh grade in SMA Negeri 4 Malang tend to be able to respect themselves and others. This study suggests that social media such as Instagram is no longer one of the ways to enhance the self-concept among young people, especially to increase their self-esteem. Mental health nurses need to understand that many other social media channels and other factors contribute to the self-esteem of young people. Mental health nurses need to be understood that it is well while young people cannot reach their hope and their dream, as long as they can maintain their physical and psychological well-being.

LIMITATION

The limitation in this study is focused on one of the social media, namely Instagram, while in youths there is the possibility of using other social media together.

CONCLUSION

The intensity of social media uses on Instagram in the eleventh-grade youths of senior high school in Malang is mostly in the low category. The self-esteem among eleventh-grade youths of senior high school in Malang is mostly in the high category. There is no significant correlation between the intensity of social media use on Instagram and the self-esteem level among youth in the eleventh grade of senior high school in Malang. The school and the parents should optimize the role of parenting and using counselling guidance for assisting social media use among youth. Further, this activity should collaborate with the local community health centre for maintaining youth mental health through training on healthy use of social media to improve youth self-concept and achieve physical and psychological well-being.

AUTHOR CONTRIBUTION

Ridhoyanti Hidayah : Conceptualization, methodology, writing-original draft, Software, validation, formal analysis, supervision, writing-review and editing
Kadek Aryandari : Investigation, resources, visualization, project administration, funding acquisition and data duration

ORCID

Ridhoyanti Hidayah : <https://orcid.org/0000-0002-7533-4633>

CONFLICT OF INTEREST

The authors have consented and no conflicting interests.

ACKNOWLEDGEMENT

Thank you to all respondents and to those who have helped in completing this research until the compilation of this manuscript.

REFERENCE

- Ali, M & Asrori, M. (2012). *Psikologi Remaja Perkembangan Peserta Didik*. Jakarta: PT. Bumi Aksara.
- Andarwati, I. (2016). *Citra Diri Ditinjau dari Intensitas Penggunaan Media Jejaring Social Instagram pada Siswa Kelas XI SMA N 9 Yogyakarta*. Skripsi. Yogyakarta: Universitas Negeri Yogyakarta
- Burns, R.B. (1998). *Konsep Diri: Teori, Pengukuran, Perkembangan dan Perilaku*. Alih Bahasa oleh Eddy. Jakarta: Arcan.
- Ghufron. (2012). *Teori-teori Perkembangan*. Bandung: Refika Aditama.
- Lukman dkk. (2012). *Harga Diri pada Remaja Menengah Putri di SMA Negeri 15 Kota Semarang*. Jurnal. Univeristas Diponegoro
- Oberst, U., Wegmann, E., Stodt, B., Brand. M., & Chamaro, A. (2017). Negative Consequences from Heavy Social Networking in Youths: The Mediating Role of Rear Missing Out. *Journal of Adolescence*. Vol. 4, No. 2.
- Oktaviani, Aulia. (2019). *Hubungan Penerimaan Diri dengan harga Diri Pada Remaja PenggunaInstagram*. Psikoborneo : Jurnal Ilmiah Psikologi. Vol 7, No 4
- Rizki, A. I. (2017). *Hubungan antara Intensitas Penggunaan Media Sosial Instagram dengan Harga Diri*. Skripsi. Surakarta: Universitas Muhammadiyah Surakarta.
- ROSENBERG, F.R (1978). Self-Esteem and Delinquency. *Journal of Youth ADOLESCENCE*, Vol. 7, No. 2.
- Santrock, J.W. (2007). *Psikologi Perkembangan*. Edisi 11 Jilid 1. Jakarta: Erlangga.
- Zhafira, S & Dinardinata, A. (2020). *Hubungan Antara Citra Tubuh dengan Harga Diri Pada Siswi SMA Kesatrian 2 Semarang*. Jurnal Empati, vol 7, No.2