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Self-esteem of students who use social media

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ABSTRACT

Individuals who like to socialize tend to build a positive self-image on social media to increase their self-esteem. Self-esteem is a selfevaluation formed by individuals by describing themselves both positively and negatively. Social media, which is a means of communication and interaction for every individual, also has a role in increasing a person's self-esteem. The aim of this research is to determine the self-esteem of students who use social media at the Faculty of Psychology, Riau Islamic University. This type of research is quantitative with a statistical descriptive approach. The scale used is a self-esteem scale consisting of 32 items. The number of samples used was 300 people using a non-probability sampling technique using the consecutive sampling method. The results of the research conducted in this study, if viewed as a whole, students who use social media have the highest self-esteem in the medium category, namely 127 people (42.3%), there is no difference in the level of self-esteem of students who use social media, both male and female, female, there is no difference in the level of self-esteem of students who use social media based on age and there is no difference in the level of self-esteem of students who use social media based on semester.

Keywords: Self-Esteem, Socialize Tend, Social Media

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INTRODUCTION

The use of social media is one of the most popular activities in life. Apart from being used to interact, social media is widely used for various activities according to the needs of each individual. Social media itself is a communication tool that produces interactions for many people who previously did not have such media for the community (Brogan, 2010). Social media has various platforms such as Youtube, Whatsapp, Instagram, and so on. Based on the results of a survey conducted by We Are Social in 2020, it was recorded that the platform most frequently visited by social

media users in Indonesia is Youtube, then the second rank is Whatsapp and then Facebook.

The emergence of social media has various meanings according to its users. This is explained in research by (Maryani & Arifin, 2012) which describes several meanings of social media, namely a) social media as a means for self-existence, a place to express thoughts, entertainment and build social networks, b) social media is used as an efficient means for sharing, publishing work, forming communities, and means of educating thoughts, c) social media concerning freedom is interpreted as being able to provide space and break away from the bonds of cultural values or norms, d) social media is used as a place to dialogue and sharpen thoughts.

This is due to several factors, including women wanting to look existent and to save or share memories through posting photos or videos on Instagram. Women are very different from men. So far, some men tend not to be so interested in social media. Men tend to choose to use devices/smartphones for other purposes, such as playing games. Women are more likely to express feelings, express, or share things that women do on social media for the benefit, even pleasure of each person (Barker, 2009; Whiting & Williams, 2013).

Sheldon (2008)) in his research explains that women prefer social media to establish relationships with people they already know, while men use social media more to meet new people. Individuals who have feelings of inferiority tend to be more sensitive to the views of others towards themselves. This is in line with the results of research conducted by Fazriyati (2013) in his research finding that individuals who feel low self-esteem are more likely to worry and think about other people's comments when posting about themselves. Conversely, individuals with high self-esteem will maximize themselves to accentuate a positive self-image on their social media.

Individuals who like to socialize tend to build a positive self-image on social media to increase their self-esteem. Santrock (in Baron & Byrne, 2003) explains that self-esteem is a self-evaluation formed by individuals by describing themselves both positively and negatively. Social media, which is a means of communication and interaction for each individual, also has a role in increasing a person's self-esteem. This is in line with the opinion of Mukhlis (Ghufron & Risnawitaq, 2011) explaining that self-esteem has been formed starting from individuals gaining experience and social interaction, where a person already has the ability to understand perception.

Self-esteem is also the result of judgments made and maintained by individuals, which are obtained from interacting with people around, and from the praise received, as well as the treatment of others towards themselves (Klass & Hodge in Ghufron & Risnawitaq, 2011). In accordance with this opinion, social media can be a tool to increase or decrease a person's self-esteem. This is because individuals who actively use social media tend to evaluate themselves from comments and interactions obtained from fellow social media users.

Based on the results of a survey conducted on 119 Riau Islamic University students, 119 people (100%) stated that they used social media. The most widely used

social media is Instagram, namely 118 people (99.2%). The most viewed content is entertainment content, namely 102 people (85.7%). Furthermore, it was found that Riau Islamic University students use social media in a day with the most intensity of 5-6 hours, namely 33 people (27.5%).

The survey results found that students checked their social media accounts more than 9 times a day with a percentage of 76 people (63.3%). Some respondents, namely 41.7% of students, stated that they felt inferior when posting videos/photos on social media. Meanwhile, 37.5% of respondents stated that they were worried if they received negative comments and felt inappropriate to provide education on social media. So it can be concluded that based on the survey results, students of the Faculty of Psychology, Riau Islamic University show indications of experiencing low self-esteem in using social media.

Individuals who have poor self-esteem will tend to show off their strengths because they feel they do not depend on others to feel comfortable and vice versa, individuals will tend to use social media to get praise and judgment to increase self-esteem, which contains various fantasies about the success of what is achieved (Bhakti, 2016). This explains that a person's low self-esteem can cause individuals to tend to ask for admiration and self-esteem from others for their appearance and advantages (Adi & Yudiati, 2009).

This is also reinforced by the opinion of Wirawan (2001) regarding factors that affect self-esteem, which include physical, psychological and social factors. Physical appearance will be a person's initial assessment, if the individual feels badly viewed, his self-confidence will decrease and will reduce his self-esteem. Likewise, what happens to social media users, for example, such as social media Instagram, if they get negative comments about the individual's appearance, social media users Instagram will delete the photo and replace it with a better photo.

Internal and external factors become two groups in influencing the formation of self-esteem. Gender, intelligence and physical condition are internal factors that influence the formation of self-esteem. Then, the social environment, school and family become external factors in shaping self-esteem (Ghufron & Risnawitaq, 2011). Research conducted by Walters and Martin (2000) explains that there are no significant differences in self-esteem between men and women. However, only a few of the studies explain the difference in self-esteem between women and men, where it is explained that women have higher self-esteem than men (Bhardwaj & Agrawal, 2013).

Based on the phenomenon described above, researchers are interested in describing the self-esteem of current social media users. Researchers took from students of the Faculty of Psychology, Riau Islamic University social media users based on gender. Therefore, this study is entitled "Self-esteem Overview of Social Media User Students at the Faculty of Psychology, Riau Islamic University".

RESEARCH METHODOLOGY

The research method used is descriptive research with a quantitative approach (Sugiyono, 2012). The population to be studied is students of the Faculty of Psychology, Riau Islamic University. The population in this study was 1,176 students. To determine the sample size in this study, researchers used the Slovin formula $n = N / (1 + Ne^2)$ with an error of 5%. So the sample of the population was 298.4 people. However, in this study the sample used amounted to 300 people. The sampling technique used in this study was non-probability sampling with consecutive sampling method. This sampling technique was chosen in consideration of the research time to be shorter and faster to get the sample in accordance with the provisions (Nursalam, 2013). The criteria are active students of psychology at Riau Islamic University and social media users. Self-esteem is measured using a measuring instrument made by Coopersmith in Taufa's research, (2022) which consists of 32 items with four aspects, namely meaningfulness (signidicance), strength (power) ability (Competance) and virtue (Virtue).

RESULT AND DISCUSSION

1. Self-esteem by gender Table 1 Self-esteem by Gender

Categorisation	Ge	- Total	
- -	Male	Women	- 10tai
Very high	0	0	0
High	11	31	42
Medium	26	101	127
Low	27	91	118
Very low	1	12	13
	300		

Based on the results of the table analysis above, it can be concluded that the level of self-esteem in male students is mostly in the low category. While the level of self-esteem in women is mostly in the moderate category. After conducting a chi-square analysis, it is known that there is no difference in the category of self-esteem levels between male and female students of the Faculty of Psychology, Riau Islamic University. This can be seen from the asymptotic significance value of 0.530 (p>0.05). The results of the chi-square analysis can be seen in the table:

Table 2 Chi Square Based on Gender

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)		
Pearson Chi-	2,212 ^a	3	0,530		

Square			
Likelihood	2,562	3	0,464
Ratio	2,302	3	0,404
Linear-by-			
Linear	0,557	1	0,456
Association			
N of Valid	300		
Cases	300		

2. Self-esteem by age

Table 3. Self-esteem by age

	Age						
Category	20	21	22	23	24	27	Total
	Year	Year	Year	Year	Year	Year	
Very High	0	0	0	0	0	0	
High	13	22	4	3	0	0	42
Medium	44	70	13	0	0	0	127
Low	40	60	14	2	1	1	118
Very Low	7	4	1	1	0	0	13
Total	104	156	32	6	1	1	300

Based on the results of the analysis of the table above, it can be concluded that students aged 20 years and 21 years have a majority level of self-esteem in the moderate category and the ages of 22 years, 24 years and 27 years are mostly in the low category, while the age of 23 years is mostly in the high category. In the chi-square analysis, it can be seen that there is no difference in the category of self-esteem level in terms of age in students of the Faculty of Psychology, Riau Islamic University. This can be seen from the asymptotic significance value of 0.341 (p>0.05). The complete chi square analysis results can be seen in the following table.

Table 4. Chi Square by Age

	Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)			
Pearson Chi-Square	16,642 ^a	15	0,341			
Likelihood Ratio	16,709	15	0,337			
Linear-by- Linear Association	0,004	1	0,951			

N of Valid	200	
Cases	300	

3. Self-esteem by Semester

Table 5. Self-esteem by Semester

Categorisation	Semester				
	Semester Semester Semester				Total
	4	6	8	10	
Very High	0	0	0	0	0
High	12	24	4	2	42
Medium	46	70	11	0	127
Low	42	63	10	3	118
Very Low	8	4	0	1	13
Total	108	161	25	6	300

Based on the results of the analysis of the table above, it can be concluded that students in semester 4, semester 6 and semester 10 mostly have a level of self-esteem in the moderate category and semester 10 mostly in the low category. The following is a histogram of self-esteem based on semester. In the chi-square analysis, it can be seen that there is no difference in the category of self-esteem level in terms of semester in students of the Faculty of Psychology, Riau Islamic University. This can be seen from the asymptotic significance value of 0.212 (p>0.05). The complete chi square analysis results can be seen in the following table.

Table 6. Chi Square Self Esteem Based on Semester

Chi-Square Tests					
			Asymptotic		
	Value	df	Significance		
			(2-sided)		
Pearson Chi-	12,018 ^a	9	0,212		
Square	12,010	J	0,212		
Likelihood	14,143	9	0,117		
Ratio	14,143	9	0,117		
Linear-by-					
Linear	1,169	1	0,280		
Association					
N of Valid	300				
Cases	300				

4. Self-esteem picture based on domicile

Table 7. Self-esteem based on domicile

Tabel 7. Harga Diri Berdasarkan Domisili

Categorisation	Domisili		- Total
	Migrants	Non-	- Total

		migrants	
Very High	0	0	
High	40	2	42
Medium	109	18	127
Low	106	12	118
Very Low	9	4	13
Total	264	36	300

Based on the results of the table analysis above, it can be concluded that the majority of migrants and non-migrants have a level of self-esteem in the moderate category. The following is a histogram of self-esteem based on domicile status. In the chi-square analysis, it can be seen that there is no difference in the category of self-esteem level in terms of domicile in students of the Faculty of Psychology, Riau Islamic University. This can be seen from the asymptotic significance value of 0.061 (p>0.05). The complete chi square analysis results can be seen in the following table.

Table 8. Chi Square Self Esteem Based on Domicile

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	7,363 ^a	3	0,061	
Likelihood Ratio	6,774	3	0,079	
Linear-by- Linear Association	1,766	1	0,184	
N of Valid Cases	300			

Based on the results of research conducted by researchers from 300 samples of social media user students at the Faculty of Psychology, Riau Islamic University. When viewed as a whole, students who use social media have the most self-esteem in the moderate category, namely 127 people (42.3%). When viewed by gender, there is no difference in the level of self-esteem of students who use social media, both men and women are in the moderate category. When viewed by age, there is no difference in the level of self-esteem of students who use social media, in terms of age in the moderate category. However, students aged 20 years and 21 years the majority have a level of self-esteem in the moderate category and ages 22 years, 24 years and 27 years the majority are in the low category, while age 23 years the majority are in the high category. When viewed based on semester, there is no difference in the level of self-

esteem of students who use social media. However, students in semester 4, semester 6 and semester 10 mostly have a level of self-esteem in the moderate category and semester 10 mostly in the low category.

In this study, the highest number of participants had a level of self-esteem in the moderate category, this category indicates that individuals have a good level of self-esteem in using social media. Rosenberg (1965) revealed that good self-esteem describes individuals can appreciate themselves as they are, but do not admire themselves and do not expect others to admire themselves, and do not consider themselves higher than others. Thus people who feel that there are positive things in themselves will of course like themselves more and develop a feeling that they are very valuable. When this happens, it can provide inner peace and is a source of mental health, in other words, self-admiration is an indication of good mental health.

Sarwono (2002) states that good self-esteem reflects superiority to others and people are motivated to maintain it. This is in line with Pradana's research (2018) that active users of social media networks do many ways to be able to increase their self-esteem. This research is supported by research conducted by Clarke et al., (2014) which states that the main reason behind self-esteem, depression and super ego development is excessive use of social media.

Another study conducted by Dyane (2013) suggests that social media applications are a place to show an individual's self-identity. Based on the explanation above, it can be concluded that good self-esteem will tend to use social media less, but on the other hand, people who have low self-esteem will open up opportunities for someone to use social media more intensely or frequently.

In communication individuals can share many things, ranging from stories to pictures and videos that can increase their self-esteem through positive feedback. In addition, the number of friends and the behaviour of uploading status (in the form of writing or pictures) can increase the self-esteem of individuals (Hawi & Samaha, 2017). In essence, the results showed that 42.3% of participants who were sampled in this study had moderate self-esteem. Individuals who have good self-esteem are characterised by a sense of meaningfulness in the individual and will see themselves as better than others, believe in their opinions, have high self-confidence, and can show a more active attitude and the extent to which individuals can accept their own condition as a valuable person (Coopersmith, 1967; Rosenberg, 1965).

CONCLUSION

Based on the results of the research that has been conducted in this study, it can be concluded that students who use social media at the Faculty of Psychology, Riau Islamic University have the most self-esteem in the moderate category. This category shows that individuals have a good level of self-esteem in using social media. Good self-esteem describes individuals can appreciate themselves as they are, but do not admire themselves and do not expect others to admire themselves, and do not consider themselves higher than others.

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