

The Influence of Intensity of Social Media Use on Confidence in Adolescents in Banjarmasin

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Abstract

Social media is used by various ages, one of which is adolescents. Adolescents are the most significant users of social media. The purpose of this study was to determine the effect of the intensity of using social media on self-confidence in adolescents in Banjarmasin. The hypothesis in this study is the influence of the intensity of using social media on self-confidence in adolescents in Banjarmasin. The subjects of this study found 280 people, with the criteria of adolescents aged 18-21 years, actively using social media and domiciled in Banjarmasin. Measurements were made using the intensity scale of social media use and the self-confidence scale. Analysis of the data used is a simple linear regression test. From the R-value, it can be found that there is a relationship between media social and adolescent self-confidence, with a negative relationship direction. The analysis shows a significant effect between the intensity of social media uses on self-confidence in adolescents in Banjarmasin.

Keywords: *intensity of social media use, self-confidence, adolescents, Banjarmasin.*

Introduction

The development of technology and information in Indonesia is experiencing rapid progress. This is marked by advances in the field of technology and information. The internet is the field of technology and information (Ameliola & Nugraha, 2015). The internet is used to find information and as a medium for socializing with the community. Social media is a collection of internet-based applications based on the ideology and technology of Web 2.0 that allows the creation and exchange of content by its users (Kaplan & Haenlein, 2010). The average time each individual spends using social media increases yearly (Perrin, 2015).

The use of the internet, especially social media, is increasingly in demand by adolescents in Indonesia. Adolescents are the most significant social media users (Hawk et al., 2019). The Association of Indonesian Internet Service Providers (2020) stated that internet users in Indonesia totaled 196,71 million people, or 73,7% in 2019-2020. This increased from the previous year, which amounted to 171,17

million people or 64,8% in 2018. The percentage of internet users in South Kalimantan in 2019-2020 was 3.259.199 residents or 77,3%, while in 2018, it was 2.822.107 residents or 67,8% of the total population. For the Banjarmasin area, internet users totaled 2.388.992,87 residents, or 73,3%, in 2019-2020.

Adolescents often use social media are Facebook, Instagram, WhatsApp, Twitter, YouTube, and others (Fauzi et al., 2019). Adolescents use social media to interact with other people. The benefits of social media are not only as a medium of interaction but also as a form of communication, sharing ideas and information, entertainment, and self-development (Zurafa & Dewi, 2021). Individuals can develop themselves as a form of gaining recognition from others. Adolescents use social media to show their identity, which is the need for self-discovery. This follows the stages of adolescent developmental tasks, which require them to have a self-concept about themselves (Esa, 2019).

Social media has both positive and negative impacts. The negative effect of social media is

eliminating the boundaries that should exist in socializing. In social media, there are no boundaries of space and time, so they can communicate whenever and wherever they are (Primasti & Sulih, 2017). The positive impact of social media is as a place to find and expand friendships, a place to find helpful information with easy access, and a place to share photos, news, daily life, and others (Putri et al., 2016).

Social media seems to be inseparable from everyday life. It is undeniable that social media greatly influences a person's life, especially adolescents (Cahyono, 2016). Adolescents who cannot control the time they use social media can become addicted. This will make adolescents dependent on social media, so they are willing to spend a long time to achieve satisfaction (Fauziawati, 2015).

The use of social media with high intensity can lead to a decrease in self-confidence (Ehrenberg et al., 2008). This can make adolescents overthink the posts they will share on their social media pages. They will think about the views of others regarding the posts shared, are afraid of getting negative comments from others, feel it is inappropriate to share posts on social media, feel inferior, feel insecure with other people's posts that are better than their posts, and judge themselves by negative views, and often compare themselves with other people's posts (Vogel et al., 2014). This makes them discouraged from sharing posts on their social networks due to these negative thoughts.

Various things cause low self-confidence in adolescents. Santrock (2012) explains that physical appearance is one factor that influences self-confidence. Physical changes cause unwanted psychological effects. Most adolescents pay more attention to their appearance than other aspects of themselves, and many do not like seeing their reflection in the mirror.

Based on the results of research by Farida et al. (2014) on adolescents, 25% of adolescents' self-confidence is in the medium category, while 75% of

adolescents' self-confidence is in a low sort. In line with the results of Amri's research (2018) found that 15,38% of students were in the category of low self-confidence, 75% were in the class of sufficient self-confidence, and 9,62% were in the type of good self-confidence. Based on the results of the research that has been done, it can be seen that adolescents' self-confidence is in the medium category and even low.

Self-confidence is a belief that a person has in himself and will arise because of a positive attitude towards his abilities (Ramadhani & Putrianti, 2017). According to Mardatillah (in Syam & Amri, 2017), a person will have good self-confidence if he knows his weaknesses and strengths well, will not blame others for his failures, and always thinks positively.

Self-confidence comes from the process of identity formation. A good self-identity will produce high self-confidence. Meanwhile, a lousy identity can reduce self-confidence (Stets & Burke, 2014). Self-confidence can affect a person's ability to communicate and interact with others. Self-confidence can affect interpersonal communication, meaning self-confidence also affects how adolescents communicate on social media (Annisa et al., 2020).

Social media can affect the self-confidence of its users and a person's feelings about their appearance, especially adolescents. Spending time on social media and posting selfies will make someone lose their sense of hope. The research linking self-confidence and social media, which was first conducted at the University of Strathclyde, Ohio University and t, and the Uni visit and y of Iowa, surveyed 881 students in the United States (Pikiran Rakyat, in Azizan, 2016). This study determined that there was a significant relationship between the time spent on social media and comparing themselves negatively. Self-comparison emerges from looking at other users' content and comparing it with one's context or situation. The comparison is to reach one's weaknesses with the strengths of other social media users (Chou & Edge, 2012).

Social media is a medium of interpersonal communication that is very dependent on the

character of its users. Social media that is used excessively can have a negative impact in the form of increasing indirect communication (non-face-to-face communication) (Annisa et al., 2020). Social media, which is done indirectly, can affect self-confidence. Social media often provides unfavorable information that can hinder self-confidence. Social media often displays a person's advantages through their ideal body shape. This can substantially influence self-confidence, especially for adolescents searching for self-identity (Fitri et al., 2018). Individuals with high self-confidence can also be interpreted as having positive self-evaluation, feelings, appreciation, and self-acceptance. At the same time, low self-confidence is defined by negative self-evaluation, feelings of inferiority, and self-hatred (Hasmayni, 2014).

Different self-confidence in each individual at this age will affect the intensity of their use of social media. In the use of social media, adolescents tend to have different attitudes because they have quite different experiences, motives, behaviors, and personality types using social media (Widiantari & Herdiyanto, 2013). According to Horrigan (2000), two essential things must be observed to determine the intensity of a person's use of social media, namely the frequency of social media that is often used and the length of time that users use it each time they access social media. So to see the intensity of social media use, it can be reviewed with the frequency and time when accessing social media (duration).

Based on previous research, Evelin and Adishesa (2020) stated a relevant negative relationship between the intensity of Instagram use and adolescent self-confidence. This means that the higher the intensity of using Instagram, the lower adolescents' self-confidence. Concerning previous research, Ranjani and Fauzi (2018) found that social media influenced students' self-confidence at Azharyah High School Palembang.

The difference between this research and previous research is the research conducted in Banjarmasin. Banjarmasin adolescents are more significant in South Kalimantan than adolescents in

other cities. Therefore, the purpose of this study was to determine the effect of the intensity of using social media on self-confidence in adolescents in Banjarmasin.

Method

The variables in this study are the intensity of social media use and self-confidence in adolescents in Banjarmasin. The method used is quantitative. Quantitative is a research approach that emphasizes the analysis of data in the form of numbers collected through a measurement procedure and then processing of the data by statistical analysis methods. The study used a simple linear regression test to examine the influence of the intensity of social media use on self-confidence in adolescents in Banjarmasin. The criteria for participants in this study were adolescents aged 18-21 years who had social media, actively used social media in their daily lives, and lived in Banjarmasin. The sampling technique was carried out using simple random sampling, which was carried out in two ways, namely offline and online.

The measuring instrument used is the intensity scale of the use of social media and the self-confidence scale made by the researcher. The ranking used for the intensity of social media use is based on the construct according to Ajzen (1991), while the self-confidence constructs according to Lautser (2015). Before research, a trial was conducted on the scales used for research. The analysis scale of social media use has 42 items. Still, after passing the test, only 28 valid items remain, and the self-confidence scale has 66 items but after the trial only contains 50 valid items. The social media intensity scale uses measures of appreciation, duration, attention, and frequency aspects. Meanwhile, self-confidence measures aspects of belief in self-ability, optimism, objectivity, responsibility, and rationality. The scale is a rating scale, with answer choices 1-4 (*Strongly Disagree-Strongly Agree*).

Furthermore, the scores of all items are summed and categorized into three groups: low, medium, and high. On the intensity scale of social media use, scores of less than 56 are classified as low, 56-84 are

categorized as moderate, and more than 84 are categorized as high. On the self-confidence scale, a score of less than 100 is classified as low, a score of 100-150 is in the medium category, and a score of more than 150 is categorized as high.

Results

A total of 348 participants have filled out surveys both offline and online. However, after going through the normality test, the data were not normally distributed, so the remaining data in this study were only 280 subjects.

It was found that the significance value for the variable intensity of social media use was $0,200 > 0,05$. A significance value of $0,054 > 0,05$ was obtained for the self-confidence variable. This states that the *Kolmogorov-Smirnov* in this study is normally distributed because the significance value for each variable is more significant than 0,05 (Azwar, 2019). The significance value of the data is 0,000, meaning that the information is linear. It can be stated that there is a significant linear relationship between the variables of the intensity of social media use and self-confidence so that the requirements for the linearity test are met.

Table 1. Correlation Test

Model	Standardized Coefficients Beta	t	Sig.
(Constant)	.	16,163	0,000
The Intensity of Social Media	-0,283	-4,921	0,000

Based on table 1, the correlation value is -0,283. This shows a low correlation because it is between the values of 0,200-0,399 (Sugiyono, 2007), with a significance of 0,000. It is known that there is a low relationship between the intensity of social media use and self-confidence, with a negative relationship direction. In other words, the higher the intensity of the use of social media, the lower the self-confidence (Y) in adolescents; on the contrary, the lower the

intensity of the use of social media (X), the higher the self-confidence (Y) in the adolescents in Banjarmasin.

In table 3, the calculated t value is -4,92,1, and the t table value is -1,970. Thus it can be seen that $-t \text{ count} < -t \text{ table}$; $-4,921 < -1,970$ and the significance value obtained is $0,000 < 0,05$. This shows a significant influence between the intensity of social media use (X) variables on the self-confidence variable (Y).

Table 2. Simple Linear Regression Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
-0,283	0,080	0,077	14,680

The R Square (*Coefficient of Determination*) has a value of 0,080. It can be concluded that the influence given to the variable intensity of social media use on the self-confidence variable is 8%.

Discussion

Based on the results of a simple linear regression test, it was found that the significance value was $p < 0,05$ ($0,000 < 0,05$), which means that the intensity of social media use has a significant effect on self-confidence. The results of this analysis can be

concluded that the hypothesis in this study is proven to be significant, namely that there is an effect of the intensity of social media use on self-confidence in adolescents in Banjarmasin. While the results of the R Square value of 0,080 show the impact of the intensity of using social media on self-confidence by 8%, the rest is the influence of other factors, namely self-concept, self-esteem, physical condition, life experience, education, and work.

One of the causes of the decline in self-confidence is the use of social media with high intensity

(Ehrenberg et al., 2008). Adolescents are included as the most prominent social media users. Social media often provides unfavorable information to foster a sense of self-confidence in adolescents, for example, showing each of the advantages that adolescents have, such as an ideal physical shape. If adolescents make excessive comparisons in the use of social media, they will evaluate themselves badly, which can ultimately reduce their self-confidence. The more time adolescents spend accessing social media, the more likely they will make comparisons. The more content adolescents see during social media use, the higher the comparison will be. This is in line with Esa (2019), who explains that adolescents use social media to show their identity, which is the need for self-discovery. This has a significant influence on growing a sense of self-confidence in adolescents (Fitri et al., 2018).

Adolescents with relatively high-intensity use of social media can affect their self-assessment resulting in decreased self-confidence (Chou & Edge, 2012; Zurafa & Dewi, 2021). This makes adolescents overthink the content they share on their social media pages. They will think about other people's views about the content being shared, feel it is inappropriate to share content on social media, feel insecure with other people's posts that are better than their posts, are afraid to get negative comments from others, and compare themselves with other people's content, feel inferior. Self and judge oneself with a negative view (Vogel et al., 2014).

Confidence in your abilities means knowing your weaknesses and strengths without being influenced by others and being optimistic about achieving your life goals. Individuals who have firm beliefs about themselves will have a favorable view of the abilities that exist within them (Lautser, 2015). Low self-confidence can make individuals judge themselves with a negative view (Ghufroon & Risnawita, 2020).

Adolescents with high self-confidence will not compare themselves with others and can accept their weaknesses and strengths. Individuals believe in their abilities and have good self-control, so they do not need praise or recognition from others. In addition, being yourself means having the courage to accept

and face the rejection of others and having a positive perspective on yourself and others (Fatimah, in Deni & Ildil, 2016). In addition, when individuals have high self-confidence, they will have positive feelings of appreciation, self-evaluation, and self-acceptance (Hasmayni, 2014).

Individuals with low self-confidence will continue to compare themselves with others and find it difficult to accept their shortcomings. They were always looking down on one's abilities negatively but trying to get recognition and acceptance from others (Fatimah, in Deni & Ildil, 2016). Individuals with low self-confidence can be interpreted as having negative self-evaluations, feelings of inferiority, and self-hatred (Hasmayni, 2014). Someone with high self-confidence dares to communicate directly. Still, in contrast to individuals with low self-confidence, they tend to be afraid or unable to maintain direct communication for a long time (Annisa et al., 2020). So indirect contact, such as social media, can affect self-confidence.

The results show that most adolescents are in the moderate category, 78% or as many as 271 people. In the aspect of self-confidence, it can be seen that the element that most influences self-confidence in adolescents is objective, with a percentage of 35% or as many as 123 adolescents. This is in line with Lautser (2015), individuals with good self-confidence will have an objective view in deciding everything and looking at a problem according to the truth. Every individual needs self-confidence because self-confidence is one aspect of personality or self-concept that can actualize all the potential within oneself.

Meanwhile, it is known that the dominant intensity of social media use is in the moderate category, which is 91% or as many as 317 people. Regarding the intensity of social media use, it is known that the most influencing aspect is duration, with a percentage of 71% or as many as 246 adolescents. This is in line with the results of Indrawati's (2021) research, which shows that the duration aspect significantly influences the variable intensity of social media use. Using social media for a long time makes the individual feel more satisfied when they get the correct information and

can interact with others. Sometimes they forget one thing, namely the length of time or duration they use to access social media (Rahmawati et al., 2017). The use of social media can be said to be active if its use is more than 3 hours a day (Juditha, 2011).

Ajzen (1991) and Lautser (2015) explain that individuals with low self-confidence will lower their positive attitude towards themselves and know what they want to do without being influenced or influenced by others. Individuals with high experience when using social media will increase their understanding of information obtained by individuals from their social media. When individuals get too much negative information from social media, it can reduce their confidence in their abilities because this can reduce some of the positive aspects that individuals have. To gain high self-confidence, the intensity of the use of social media must be appropriately considered because low usage of social media can make high self-confidence. This is in line with the research of Maulana et al. (2019) and Annisa et al. (2020), which state that the higher the intensity of using social media, the lower the individual's self-confidence.

For further researchers, when they want to take this variable, the researcher can add more references to enrich further research, conduct research by modifying, adding, or replacing other variables and adding research instruments, so that they can be compared with previous research, and can include other variables or factors which can affect self-confidence. Because the results of this study turned out to have a low relationship, there may be other factors that can influence a higher relationship, such as self-concept, self-esteem, physical condition, life experience, education, and work.

Conclusions

This study concludes that there is an effect of the intensity of using social media on self-confidence in adolescents in Banjarmasin. When individuals use social media for a long time, the more comparisons they make to themselves, this will affect the objectivity of their assessment of others as well. The

practical contribution of the intensity of using social media to self-confidence is 8%, while the rest is the influence of other factors, namely self-concept, self-esteem, physical condition, life experience, education, and work (Ghufron & Risnawita, 2020; Vandini, 2016)

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