

# Social Media Instagram Addiction and Self-Esteem in High School Students

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## ABSTRACT

Social media is widely used among middle adolescents. For many middle adolescents, accessing social media has become a daily part of their normal life (Park and Lee, 2014). As a very popular social media throughout the world, Instagram famous users are middle adolescents (Clement, 2019). Instagram has an impact on self-esteem, both positive and negative, but the focus in this study are the negative impact given by Instagram on each individual that can cause someone to become addicted (Andreassen, 2015; Ryan, Chester, Reece, & Xenos, 2014). This study aims to determine the relationship between Instagram social media addiction to self-esteem in high school students. This study involved 87 high school students aged 15-18 years in Jakarta (14 male students and 73 female students). Data is collected using a Social Media Addiction Questionnaire and Self-esteem Scale. Spearman correlation test results are known to have a relationship  $r = -.234$  and  $p = .029$ . So that the hypothesis of the relationship between Instagram social media addiction to self-esteem is accepted.

**Keywords:** Social media, Instagram, Addiction, Self-esteem, Middle adolescents

## 1. INTRODUCTION

Social media allows people to interact and engage in two-way communication (Bal, Grewal, Mills et al, 2015) [1]. For many middle adolescents, accessing social media has become a daily part of their normal life (Park and Lee, 2014) [2]. According to the researchers, people usually spend about eight to ten hours browsing, liking other people's posts, and posting on social media they belong to. Over the last few years, social media play activities have become recreational replacement activities that are increasingly popular in many countries in the world (Kuss & Griffiths, 2011). [3] In 2015, almost 90%, young adults spent a long time playing with social media, such as Facebook, Twitter and Instagram (Perrin, 2015). [4].

According to a survey conducted by a research institute Piper Jaffray with US teenage respondents (US), showed that 33% of adolescents aged 13 to 19 years tend to access Instagram more (Widiartanto, 2015) [5]. Instagram comes from the words "instant" and "telegram". The word "instant" itself is the underlying word of "insta" which is proximate like a polaroid camera which in its time was better known as "instant photos" (Sendari, 2019) [6]. Instagram is an Android-based social media application for smartphones that is commonly used to share photos and videos (Hermawan, 2019) [7]. Social media has its advantages and disadvantages, but more attention in this research is the negative impact that Instagram social media itself has on each individual that can cause someone to become an addiction to social media (Andreassen, 2015; Ryan, Chester, Reece, & Xenos, 2014) [8].

According to Brown's addiction personality theory quoted from Rendi, Szabo & Szabo (2007), addiction is divided into three components, namely: (1) Salience, is a physical activity or exploring the internet that assumes an obsessive behavior with the activity which is done many times and even during the activity is carried out, other activities of the person will be affected. (2) Mood Modification, is the person affected will control mood by doing sports or surfing the internet, chatting or in general socializing, playing games, playing gambling, watching pornographic films on the internet, and (3) Tolerance, are aspects "close dependent" from sports and internet addiction. The affected person needs to increase the frequency and duration of activities progressively to obtain the same level of satisfaction as before [9].

Addiction can also be interpreted as an unhealthy and self-destructive behavior or behavior where the individual affected by the addiction or addiction has problems to stop (Yee, 2002) [10]. Social media addiction is an excessive use of social media and the habit of always accessing social media, done excessively to the detriment of other activities that must be done (Zivnuska, et al., 2019) [11]. Social media addiction is defined as a psychological disorder in which users add to the amount of use of social media in order to generate excitement that can cause mood, anxiety and mood changes, affective disorders (difficulty adjusting and depressed), and disruption of social life (Nurmandia, 2013) [12]. Addiction in any form is associated with uncontrolled desires accompanied by loss of control, too preoccupied with it, and continued use despite problems arising from the behavior (Young, 2004) [13]. Self-evaluation, namely self-esteem, also has a role in social media addiction (Andreassen, 2015) [14]. Previous studies have shown that

people with low self-esteem consider social media a safer place for them to express themselves than people who have high self-esteem (Forest & Wood, 2012) [15].

Self-esteem, can be defined as a positive or negative evaluation of itself (Smith, Mackie, & Claypool, 2014, p. 107) [16]. From several studies that have been conducted, the relationship between self-esteem and the use of social media shows that someone with low self-esteem tends to spend more time using social media to improve their self-image and self-esteem (Blachnio, Przepiorka, and Rudnicka, 2016 ; Denti et al., 2012; Gonzales and Hancock, 2011; Steinfield, Ellison, and Lampe, 2008) [17-19].

Individuals with high self-esteem tend to be more able to increase initiative, resilience, and self-satisfaction (Baumeister et al., 2003; in Myers, 2005) [20]. Individuals with higher self-esteem tend to have better social relationships and higher levels of academic achievement. Self-esteem is very important for psychological. Without self-esteem, life can be very painful, with many basic needs not being met (McKay & Fanning, 2000) [21]. Self-esteem is seen as one of the important aspects in shaping one's personality (Srisayekti., Et al., 2015) [22]. Srisayekti, Setiadi & Sanitioso (2015) [23] stated that individuals who cannot respect themselves will find it difficult to respect others around them. Thus, self-esteem is an important factor that is in a person. Individuals who have low self-esteem will be vulnerable to depression, drug use and vulnerable to violence.

## 2. RESEARCH METHODS

### *Research Subject*

In this study, the subjects were students from high schools in Jakarta. The number of participants in this study were 87 high school students aged 15-18 years with a total of 14 male participants and 73 female participants. Specific criteria applied in this study is to use social media instagram with a minimum time spent for 3-6 hours / day. The researcher also did not limit the gender, religion, ethnicity, race and culture of the participants in this study. This research uses a quantitative research approach.

### **2.2 Research Instrument**

In this study, the instrument used to measure addiction is the Social Media Addiction Questionnaire or SMAQ which has been modified by replacing the word "social media" to "Instagram". The SMAQ measurement tool is also the result of a modification of the Facebook Intrusion Questionnaire or FIQ measuring tool created by Elphinston and Noller (2011) by replacing the word "Facebook" into "social media". The FIQ measuring instrument was made based on the theory of addiction personality created by Brown. The SMAQ measuring instrument has 8 statement items with 7 point Likert scale

e. The instrument used to measure self-esteem is the Rosenberg Self-Esteem Scale or RSES. The RSES measuring instrument has 10 statements with 5 positive items and 5 negative items. Has 10 statements with a 5 point Likert scale.

## 3. RESULTS AND DISCUSSION

### *Research Result*

In this study, participants were 87 students with 14 male subjects with a percentage of 16.1% and 73 female subjects with 83.9%. For the age of the subjects in the age range of 15-18 years. The minimum age of subjects that can be respondents in the study is 15 years and the maximum age is 18 years. In the 15-year-old subjects as many as 12 subjects with a percentage of 13.8%, 16-year-old subjects were 18 subjects with a percentage of 20.7%, 17-year-old subjects were 42 subjects with a percentage of 48.3%, and 18-year-old subjects were 15 subjects with a percentage of 17.2%.

Based on the research results obtained, the description of subjects with high social media addiction was 43 students (49.4%), followed by the moderate category of 33 students (37.9%), and followed by the low category of 11 students (12.6%). Next to describe the moderate self-esteem variable of 51 students (58.6), followed by a high category of 25 students (28.7%) and a low category of 11 students (12.6%).

The study continued with the normality test using Kolmogorov-Smirnov. For the Instagram social media addiction variable, the value of  $p = 0,200$  while for the self-esteem variable  $p = 0,002$ . This research was tested using a coefficient of 0.05. If the value of  $p > 0.05$  then the data is declared normal distribution. Based on the data obtained, it shows that the two variables have different  $p$  values, meaning that the data is not normally distributed.

The correlation test uses Spearman, because one of the data used is not normally distributed. The results show that there is a relationship between Instagram social media addiction and self-esteem with a value of  $p = 0.029$ . (Table 1).

**Table 1. Instagram Social Media Addiction Correlation Test with Self-Esteem**

	N	Correlation Coefficient	p
Instagram Social Media Addiction*Self-esteem	87	-0,234	0,029

In the study, researchers also conducted different tests based on gender and age of the subject. Different test based on sex using the Mann-Whitney test, because it only has 2 groups. The results of the analysis of different tests found no differences in social media addiction Instagram and self-esteem in terms of gender. (Table 2).

**Table 2. Difference Test Based on Gender**

Jenis Kelamin	Z	p
Instagram Social Media Addiction	-0.601	.548
Self-Esteem	-0.909	.363

Furthermore, the different test was carried out using the Kruskal-Wallis test, because the data had more than 2 groups. Results from the analysis of different tests conducted, it was found that there were no differences in social media addiction Instagram and self-esteem in terms of age. (Table 3).

**Table 3 Difference Test Based on Age**

Usia	df	p
Instagram Social Media Addiction	3	.416
Self-Esteem	3	.779

### **Research Discussion**

The analysis showed that there was a relationship between Instagram social media addiction and self-esteem in high school students in Jakarta. The relationship of social media addiction to self-esteem is, the higher the social media addiction, the higher self-esteem they have. And conversely, if the Instagram social media addiction owned by high school students is low, then self-esteem is also low. The results of this study are consistent with research conducted by Hawi and Samaha (2017) [24].

In the category of Instagram social media addiction shows that, high school students have a high level of Instagram social media addiction. This is not in line with the results of research conducted by Kircaburun & Griffths (2018) [25] who said that users of Instagram social media do not feel addicted when playing social media on Instagram. In the category of self-esteem, the level of self-esteem possessed by high school students is moderate. This can illustrate that high school students have a high level of self-esteem. In a study conducted by Steinfield, Ellison & Lampe (2008) [26] showed that self-esteem is a moderator of the relationship between the use of social media and bridging social capital activities.

This study also analyzes differences in Instagram social media addictions between male sex and female gender. The research data obtained showed no differences in Instagram social media addiction on the sexes of men and women. According to research conducted by Rousseau and Puttaraju (2014) [27] shows that there are no significant differences in the sexes of men and women in social media addiction. This is also in line with research conducted by Hawi & Samaha (2017), that there is no difference in social media addiction between the sexes of men and women. Research conducted by Kirik, Arslan, Cetinkaya & Gul (2015) [28]

also shows that gender does not show significant differences in social media addiction.

Furthermore, this study analyzes the differences in self-esteem between male and female sexes. Based on data processing research that has been done shows that there is no difference in self-esteem between male sex and female gender. Moksnes and Reidunsdatter (2019) [29] found that, self-esteem possessed by male sex is more stable compared to female. However, the study stated that the self-esteem possessed by the sexes of men and women are the same. This study analyzes the differences in self-esteem in terms of the age of the subject. According to the analysis of research conducted, it was found that there was no difference in self-esteem in terms of age of the subject. According to research conducted by Donnellan, Trzesniewski & Robins (2011) [30] self-esteem owned by students in grades 8 through grade 12 is the same. It's just that the 12th grade students have a slightly higher increase in self-esteem. This study also analyzes differences in Instagram social media addiction in terms of the subject's age. Based on the analysis conducted, it was found that there were no differences in social media addiction in terms of the subject's age. This is in line with research conducted by Gazi, Cetin & Caki (2016) [31] that there is no significant difference between the age of the addicted subject and social media.

### **4. CONCLUSION**

#### **Conclusion**

Based on the results of data analysis and processing, it was found that there is a relationship between Instagram social media addiction and self-esteem in high school students in Jakarta. The relationship of social media addiction to self-esteem itself is, the higher the social media addiction owned by high school students, the more self-esteem that is owned. And conversely, if the Instagram social media addiction owned by high school students is low, then self-esteem is also low.

#### **Suggestion**

Suggestions that will be given relating to the science of psychology are additional literature on the social media addiction of Instagram to self-esteem in high school students. Because during high school is a teenager looking for his identity and the process of transition from childhood to adulthood, at that time the possibility of a teenager does not have good control in using social media. And how the use of social media does not have a negative effect and affect the self-esteem of high school students.

In future studies, it is expected to be able to conduct research with an appropriate number of participants in order to be able to provide maximum results from research. The limitations that exist when conducting this research, make the research feel less than optimal. Future researchers may be able to get more than a minimum number of subjects so that the results are more optimal. Future studies are also

expected to be able to make Instagram social media addiction measurement tools that are more focused on Instagram's own social media. Due to this research, the measuring instrument used is a measurement that has been modified from previous studies.

It is hoped that high school students can use social media more wisely and understand at any time that can be used to use social media. This also relates to what can be uploaded to social media. Because of course, not everything can be uploaded to social media. The high school students are also expected to be able to choose information obtained from social media and choose what information can be disseminated, of course, by finding out the truth of the information first.

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