Please look at me? Connecting self esteem and online self-presentation among teenagers on social media instagram

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Abstract. The evolving landscape of social media in the present day contributes to the revitalization of social relationship. The use of social media platforms continues to integrate into adolescents of life and essential for identity development. Adolescentes have a need for self-existence, and social media serves as a medium to fulfil this need within their friendship circles. This research aims to seek the relationship between self-esteem and online self-representation among adolescents who use instagram. This study employed quantitative approach with correlation method. The data were collected using two instruments: a self-esteem scale and online self-representation scale. The respondents of this research were 154 adolescents in MAN Bangkalan. The analysis was conducted using simple regression. The results showed that the self-esteem had a significant effect on online self-representation, resulting in meaningful contribution of 6%..

Keywords: instagram, online self-presentation, self esteem .

1 Introduction

Social media is a medium used to communicate by exchanging information and sharing through virtual networks used (Kusumasari &; Hidayati, 2014), connected and showing self-expression (Jackson &; Luchner, 2018). Various social media are scattered on gadgets today such as twitter, instagram, whatspps, facebook and others. Instagram is a social media that is quickly gaining popularity as the social media of choice. Compared to other social media, instagram has a uniqueness and appeal with the basic visual concept (photo or video). Instagram features instastory, direct message, reels and IGTV. Social system on Instagram by following other people's accounts. Communication between fellow instagram users can establish by giving likes or commenting on other people's photos uploaded on instagram (Nabila, 2016). The use of instagram certainly affects a person's attitude or behavior. Individuals can change into someone who is more creative, looks attractive, shows self-achievement or activities carried out, as if instagram becomes a place to compete. The lifestyle in today's teenagers wants to get recognition from the virtual world rather than the real world.

The activities of individuals managing impressions on social media tend to show a certain side according to what they want to be seen in front of others. This is not a new thing if social media has a lot of posts that we often encounter such as pictures, writings, videos, reposts of other people's uploads that are considered to represent themselves. Before showing on social media, people will carefully pay attention on choosing or editing what to publish on social media. This effort to control social media posts is called self-presentation. So it is not surprising that today individuals everywhere and anytime are taking pictures, taking videos, editing photos and videos, looking for appropriate photo quotes and so on. In fact, one of the most important motives people use social media is for self-presentation [5]. The more often individuals use social media, the more likely they are to present themselves online by 58.5% [6]

1.1 Youth and media social

Teenagers are the largest market of instagram social media users. This is related to adolescents development, whereas adolescents is a transitional period between childhood and adulthood which involves various aspects, especially biological, cognitive, and socio-emotional. Adolescents can begin at the age of 10 to 13 years and will end at the age of 18 to 22 years. [8]explained the fact that adolescents need self-existence, as social media helps them to channel this need in a friendship environment. It is undeniable that teenagers need recognition from others. Teenagers who actively use Instagram will feel that there are people who pay attention and appreciate them when they post selfies that get likes or positive comments. The results

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of research [9] showed that the majority of adolescents show online self-presentation on social media instagram and there are no adolescents.

1.2 Online self-presentation

Self-presentation refers to how individuals try to convey messages or images about themselves to others, controlling or shaping how others see them [10]. Instagram users have various social and psychological reasons when using Instagram, two of which are to archive or create documentation and the need to express themselves [11]. Looking back, self-presentation has been described by one of the figures in the field of sociology, Erving Goffman. Goffman sees a big difference in acting when actors are on stage front stage and back stage of life drama. Goffman found that waiters or kitchen staff behave differently when they are in the dining room compared to how they behave in the kitchen. Goffman concluded that a person must perform those actions to maintain and protect themselves on the front stage because the activities of a person occur in the presence of others. While behind the stage, individuals can express their true selves.

Online self-presentation is a conscious process in which people try to influence perceptions of their image. It is performed by controlling and managing the information presented on social media [12]. This can be achieved through multimodal communication (e.g. text, images, videos, or a mixture thereof). Instagram users' efforts to show self-presentation must organize appearances with different strategies. [13] built a system with five classes of self-presentation strategies identified as the most widely used are ingratiation (the desire to be liked by others), self-promotion (giving the impression of being capable and competent), exemplification (the impression of being considered generous), intimidation (showing a frightening impression), supplication (showing the impression of getting sympathy from others). Instagram users have the space to show the appearance of self-visualization as best as possible, this is supported by the many features presented by this social media.

1.3 Self-esteem dan online self-presentation

[10] that there are three major factors that influence self-presentation, such as individual personal factors, inter-individual factors, and situational factors of the social environment. One of the individual personal that refers to self-confidence, self-awareness, personality type [14], [15], self-esteem [16]–[19], gender [14]. Self-esteem refers to a judgment of one self ranging from negative to positive. Individuals with low self-esteem tend to have good self-presentation on social media [20]. However, individuals who have an interest in beauty-based social content tend to have high self-esteem and engagement in social media content [21]. [22] related self-presentation to self-esteem, finding that self-esteem is an important factor for people doing self-presentation. Those with low self-esteem engage in self-presentation

to promote themselves in order to improve their impression of themselves. However, a study conducted by Tazghini & Sielecki found different results, when individuals have low self-esteem, they will not do self-presentation to maintain their impression. This shows that the higher the individual's self-esteem, the higher the self-presentation carried out on instagram social media.

Self-esteem as a personal assessment of worthiness that is expressed in behavior shown to oneself [23]. The assessment is in the form of rejection or acceptance of himself, rejection or acceptance indicates the extent to which the person has abilities, success, and a sense of worth in himself. Aspects of self-esteem consist of: (1) performance, refers to an individual's assessment of their abilities including competence, confidence in their ability to do something; (2) social, individual judgment and awareness of self as a social object. If individuals believe others appreciate and respect them, then individuals will feel they have high social self-esteem, otherwise if others insult them, individuals feel they have low self-esteem; and (3) physical, refers to individuals viewed physically such as appearance or physical attributes, stigma, race, and ethnicity.[23].

Online self-presentation refers to [13] theory that self-presentation is an attempt to make an impression on others and is influenced by various motives. These motives include the desire to be considered a good person and loved by others, the desire to show power or strength to others, and also the desire to be considered an authoritative person [13]. This theory consists of five self-presentation strategies, including: (1) ingratiation, an effort to display the impression of being liked and attractive in front of others. The usual forms of action are praising oneself and others, showing agreement with other people's opinions; (2) intimidation, an attempt to present oneself as dangerous and frightening. Some indicators include making threats and showing anger; (3) exemplification is a behavior when individuals try to display the impression of wanting to be respected and admired for high morality and integrity. Some indicators that show this strategy are helping others, showing examples and providing denial; (4) self-promotion, individual efforts to try to display the impression that they are capable and competent, more descriptive in explaining about themselves, especially those related to their abilities, this is done so that others are convinced of their abilities. Some of the indicators shown are making claims about things done and showing their abilities; and (5) supplication, a behavior in which the individual tries to display an impression of self-dependence and weakness. This is done in order to get sympathy and provide assistance to.

Self-esteem can predict online self-presentation on instagram users. Then the hypothesis of the research proposed has an influence on self-esteem on online self-presentation of teenagers in Bangkalan?

2 Method

This study uses quantitative correlational research to reveal the influence of self-esteem on online self-presentation in adolescent Instagram users. The research participants involved 154 teenagers in Bangkalan who were 15-20 years old. The sampling technique used is accidental sampling, by taking respondents who happen to be in a place that is in accordance with the research context. The scale used is a Likert scale. Likert scale have two types of items, which is favorable and unfavorable with four choices very appropriate, suitable, inappropriate, very unsuitable.

The self-esteem scale was prepared using the theory of [23] that self-esteem consists of three components, performance self-esteem, social self-esteem, and physical self-esteem. While the online self-presentation scale was prepared based on [24] theory which consists of five strategies, they are ingratiation, intimidation, exemplification, self-promotion, and supplication. The self-esteem and online self-presentation scales were tested for validity and reliability. The validity test on these two scales uses content validity with aiken's v formula involving 5 raters. Raters have a minimum qualification of master's education, psychology background and work as psychology lecturers. The validity test results show that the self-esteem scale has an aiken's v value that moves between 0.85-0.95. This scale has 15 statement items with a range of item discrimination index values that move from 0.34 to 0.74. The online self-presentation scale has an aiken's v value between the range of 0.75 to 1.00. This scale consists of 20 statement items with an item discrimination index moving from 0.25-0.71. The reliability of the self-esteem scale using cronbach alpha is 0.90. While the online self-presentation scale has a cronbach alpha value of 0.87, this means that scale is reliable.

The data analysis used in this study is simple regression. The use of simple regression analysis is intended to calculate the effect of self-esteem on self-presentation of teenage social media users Instagram. There are classic assumption tests that must be met, including normality test, linearity test, and finally heteroscedasticity test.

3 Result and disccussion

Table 1. Subject score categorization.

	Category	N	Percentage
Self-esteem	High	48	31.2%
	Moderate	90	58.4%
	Low	16	10.4%
Online self-presentation	High	29	18,8%
	Moderate	103	66,9%
	Low	22	14,3%

Assumption tests are carried out before conducting research hypothesis tests. Based on the results of the prerequisite tests carried out, it shows (1) the normality test is normally distributed with a significance value of $0.474 > 0.05$; (2) The linearity test shows a value of $0.378 > 0.05$, meaning that the data is linear; (3) heteroscedasticity test used with the Glejser method shows a value of $0.833 > 0.05$, therefore there is no heteroscedasticity in the regression model.

The study participants are 154 adolescents consisting of 38 males and 113 females. Teenagers aged 15-20 years old who live in Bangkalan. Participants who have a second account are 113 people and 41 people do not have one. Based on the length of time having Instagram is one year were 11 people, two years were 16 people, three years were 33 people, four years were 23 people, five years were 30 people, and more than five years were 41 people.

From the data above, it is known that out of 154 subjects, 16 people or around 10.4% have a low level of self-esteem. A total of 90 people or 58.4% of the subjects were at a moderate level of self-esteem, and the remaining 31.2% or 48 people had a high level of self-esteem. Furthermore, in the self-presentation category, 22 people or 14.3% had a low level of self-presentation. Then as many as 103 or 66.9% had a moderate level of self-presentation, and the rest 29 people or 18.8% had a high level of self-presentation.

Hypothesis testing is done with simple regression analysis. Based on the results of simple regression testing, the significance of $0.000 < 0.05$ was obtained. The results show that online self-presentation can be predicted by self-esteem. The direction of the relationship between the two variables is positive, meaning that the higher a person's self-esteem, the higher the self-presentation shown on social media. This is in line with [16] that there is a positive relationship between self-esteem and online self-presentation. These results contradict [20] that individuals with low self-esteem tend to have a higher intensity to upload photos (do self-presentation), while the results of this study indicate that low self-esteem is a predictor of low self-presentation, because the direction of the relationship obtained from the regression analysis is positive.

In line with previous research that [25] [26][18] found a negative relationship between self-esteem and daily social media use. The results showed that the lower the individual's self-esteem, the higher the level of self-presentation carried out on social media, and vice versa. Self-esteem is an individual's assessment of oneself both positively and negatively [27]. Low self-esteem is a form of individual judgment and assessment that the self is less competent and views the self as a bad person. Social media is a form of escapism for individuals with low self-esteem. Individuals with low self-esteem prefer to reject real contact and choose a virtual world where they can be who they want to be [25]. Individuals with low self-esteem tend to use social media in order to be accepted by others, on the other hand individuals with high self-esteem use social media to support their popularity [28]. The effective contribution of the predictor variable of self-esteem to online self-presentation can be seen from the coefficient of determination (R^2 value) obtained based on simple regression of 0.060. This means that online self-presentation can be explained by the self-esteem

variable by 6%, while the remaining 94% is explained by other variables outside this study.

Based on the average self-presentation strategies in this study, there are two strategies that are most widely used by teenagers who are using instagram as a social media based on the average value, those are ingratiation and self-promotion strategies. This ingratiation presentation strategy shows that individual efforts to display the impression of being liked and attractive in front of others. The forms of behavior shown include praising oneself and others, showing agreement with the opinions of others. The majority of people show pleasure when they receive positive feedback. Feedback from others has reinforcing value that can act as a reward. Conversely, if individuals get negative feedback, the behavior will tend to decrease or not be repeated (Martin & Pears, 2015). Rewards increase the intensity or frequency that behavior will reappear or be repeated by individuals because it is a form of motivation or encouragement to be able to show maximum performance. This applies to teenagers who show self-presentation, positive feedback aims to confirm the impression that wants to be displayed on Instagram so that it encourages teenagers to continue to do self-presentation.

It's in line with the findings [29], [30] that self-presentation is related to feedback. The correlation between the two makes teenagers have a goal to show the impression they want to show through uploading can be accepted by their environment. The tendency among young people from different cultural backgrounds to consider being liked by others is a human trait. In addition, humans engaged in online communication typically engage in more intimate and friendly interactions than in face-to-face communication.

Self-promotion self-presentation strategy. This strategy refers to an individual's effort to display the impression that he is capable and competent, more descriptive in explaining about himself related to this ability so that others are convinced of the abilities that exist in him. Some of the indicators shown are making claims about things done and showing their abilities (Jones & Pittman, 1982). This strategy is a prominent self-presentation strategy after ingratiation. The results of factor analysis show that there are 4 needs that encourage teenagers to send photos or videos to Instagram, such as the need to explain themselves, the need to pay attention and be noticed by others, the need to look good, and the need to get support [31].Reflecting on the development of adolescents who tend to want to get recognition from others and also be appreciated. Teenage uploads of videos or photos on Instagram are taken in order to connect with others, knowing what others are doing.

4 Conclusion

After conducting this research, several conclusions emerge; first, the acceptance of the first hypothesis shows if there is influence between self-esteem and adolescents' online self-presentation. The effect is positive, signifying that lower individual self-esteem correlates with higher levels of online-presentation, and vice versa. It was observed that the majority of adolescents who are the Instagram users fall into the average category in terms of both self-esteem and online self-representation. The most kinds of strategy of online self-representation according to average ratings is ingratiation and self-promotion.

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