THE CORRELATION BETWEEN SELF-ESTEEM AND SELF-DISCLOSURE IN STUDENTS ON INSTAGRAM

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Abstract

Article Info Received: 29/01/2023 Revised: 10/02/2023 Accepted: 23/02/2023	Instagram has been growing rapidly during the past decade. This makes researchers want to know how students' self-disclosure on Instagram. This study aims to see the correlation between self-esteem and self-disclosure in students on instagram. This research method uses quantitative methods. The population of this study was students who actively used instagram accounts and the sample of this study was 153 students. sampling technique using purposive sampling. Data collection uses a self-esteem scale and a self-disclosure scale measured using the likert scale form. Data analysis techniques used to product moment, the results showed that there was a significant correlation between self-esteem and self-disclosure in students. This result is evidenced by a correlation coefficient of rxy=0.462 with a signification value of p= 0.000 >0.05. Self-esteem of students has influenced the emergence of self-disclosure in Man Panyabungam students on Instagram.

Keywords: Self-Disclosure, Self-Esteem, Instagram

1. INTRODUCTION

Information technology basically does not only function as a medium for providing information, but also to build an increasingly wide social network for its users. Social media is currently not only used in adults, but also in demand by teenage students. Social media is often used by teenagers as a place of self-disclosure, which is deliberate communication through verbal behavior that explains someone's experiences or feelings (Sagiyanto & Ardiyanti, 2018).

The interactions carried out in adolescence are used to increase relationships and find identity, one of which is Instagram. Instagram is one of the social media in the form of an application that allows it to be used to share photos or videos with other users. The completeness of features and ease of using Instagram makes this application the most popular application including students in their teens. Through the Instagram account, it can interact with other users as well as tell or upload their personal information. Telling or sharing information about their self is called self-disclosure. Self-disclosure is defined as a form of communication in which there is an individual who discloses information about himself to others. This information in self-disclosure is descriptive and evaluative (Devito, 2011).

Self-disclosure that occurs to MAN Panyabungan students through Instagram users wants to stay up-to-date with news and current events, interact with other users through the direct message feature, fill free time by viewing other users' posts/stories, and also as a medium in sharing personal information. Through Instagram they can do self-disclosure by sharing interesting information such as unique facts about themselves through Instagram's latest feature, namely add yours, with this feature users are challenged to reveal personal things about themselves that others have never known before, such as favorite foods and music that is often played. In addition to uploading photos or videos on Instagram, they also used the share location feature to inform other users of their whereabouts and they also see users' posts. According to one of the students, sharing personal information about their daily activities on social media makes users feel more considered than before, get replies from other user and knowing what others feel about their existence or feelings, this makes them a feeling of appreciation.

One of the factors of self-disclosure is self-esteem (Liliweri, 2015). Self-esteem is an individual's evaluation of matters related to himself, which expresses an attitude of accepting or rejecting, indicating the magnitude of the individual's confidence in his abilities, meaningfulness, success, and worthiness (Coopersmith, 1967). It is obtained from its interaction with the environment such as; appreciation,

acceptance, and treatment of others towards the individual concerned. A people with high self-esteem has an assertive and confident attitude, will reveal about their self as he is either about his advantages or disadvantages in the absence of a persona to cover up this. whereas people who have low self-esteem tend to lack self-confidence and feel afraid not to be accepted by others, thus inhibiting self-disclosure behavior (Michener & DeLamater, 1990).

The results of this research are in accordance with research conducted by Arum & Eva (2022) in students, showing that there is a very strong and unidirectional correlation between self-esteem and self-disclosure. This research states that generation Z has the ability to do self-disclosure through Instagram, such as tending to share daily activities. In addition, this research is in accordance with the first research conducted by Nabillah & Hanurawan (2022) at Female University Students as second instagram account users, the results showed that there is a significant and positive correlation between self-esteem and self-disclosure in female students. Users of the second Instagram account will disclose information publicly about the situation they are in, the account is designed by its users to limit followers, will be free to provide information and openly provide in-depth information about him. Based on the description above, this study aims to see the correlation between self-esteem and self-disclosure on Instagram. This research was conducted in Man panyabungan students.

2. LITERATURE RIVIEW

Self-disclosure is defined as a person's ability to reveal information about their self to others (Lawrence R Wheeless, 1978). The information in question can be opinions, tastes and interests, physique, health, and personality. Self-disclosure is the activity of sharing familiar feelings and information with others. Humans so willingly self-disclose because doing so represents an event with intrinsic value, in the same way as with primary rewards such as food or sex (Tamir & Mitchell, 2012). Self-disclosure can also be interpreted as providing information about their self to others. The information conveyed can include various things, such as life experiences, feelings, emotions, opinions and others (Gainau, 2009).

Self-disclosure can be defined as a process of providing and communicating personal information to others through the Internet (Masur, 2018). Taylor & Belgrave (1986) said individuals who self-express have the characteristics of having a sense of attraction to others, believing in themselves, and believing in others. Self-disclosure is a method carried out in order to make self-disclosure to the environment (Wood, 2012). Aspects of self-disclosure According to Wheeless & Grotz (1976) include; intent to disclosure, amount of disclosure, the positive-negative nature of disclosure, the honesty accuracy of disclosure, general depth-control of disclosure. While the factors that influence self-disclosure, such as self-concept, self-awareness, self-esteem, cultural factors, gender and topics or conversational themes (Liliweri, 2015).

Baron & Byrne (2008) also explain that self-esteem is a self-evaluation made by each individual of attitude of others towards himself within the range of positive and negative dimensions. It is related to how a person feels about himself, the degree to which a person values and judges himself. It can be concluded that self-esteem is the level of positive or negative assessment associated with one's self-concept.

According to Coopersmith (1967) the factors that influence self-esteem consist of: acceptance or contempt for the self, leadership or popularity, family and parents, self-openness and depravity. While the aspects that favor one's self-esteem, such as strength, meaningfulness, virtue and ability. An individuals with reduced self-esteem often have less interactions with others, hindering the development of intimate or supportive relationships that are important for one's well-being (Fatima et al., 2017).

Several researchers have identified the main benefits and advantages of instagram sites. the intensity of instagram social media use will affect self-esteem, this includes Individuals who always use instagram social media will cause feelings of pleasure in themselves, such pleasure. Can allow individuals to carry out various activities by using Instagram (Dalila et al., 2021). It also helps shy and introvert students, who find it difficult to initiate conversation, to build social capital as it reduces the level of restrictions involved in communication and offers a forum to build healthy and strong bonds

and relationships (Ellison et al., 2007). Through Instagram, it can build relationships and carry out social interactions, where some students have difficulty during face-to-face interactions.

3. RESULTS AND DISCUSSION

This study aims to determine the correlation between self-esteem and self-disclosure in MAN Panyabungan students on Instagram. This research method uses quantitative methods with correlational models. The population of this study was 489 students who had an instgram account. The technique used in this study is purposive sampling, which is the selection of subjects based on certain traits that are considered to be closely related to the characteristics of the population known to the researcher before. So the sample in this study was 153 students, which is according to the required criteria including students doing self-disclosure on Instagram through instastory posts at least 2 times a week and actively using features on Instagram. Data collection using a self-esteem scale and a self-disclosure scale measured using the likert scale form.

Based on the results of the product moment, the results were obtained that there was a significant between self-esteem and self-disclosure with a correlation coefficient of $rxy=0.462$ and significance $p=0.000 < 0.05$. Thus, the higher the self-esteem, the higher the self-disclosure. Conversely, the lower the self-esteem, the lower the self-disclosure. Based on the results of the study empirical data for self-esteem $=85.18$ and self-disclosure is $=89.54$. In addition to the hypothetical mean on self-esteem is 72.5 and self-disclosure is 80, from these results it can be seen that there is a correlation between self-esteem and self-disclosure in student on instagram users. The results of this study are that self-esteem is classified as high and self-disclosure is classified as high.

The determinant coefficient (r^2) of the correlation between self-disclosure and self-esteem, is $r^2=0.213$ which means that there is a 21.3% influence of self-esteem on self-disclosure, while 78.7% is influenced by other factors that are not included in the research model. Based on the phenomenon in Man Panyabungan students according to the results of data analysis which shows that self-esteem is relatively high. The use of an Instagram account with high self-esteem, able to open up and have the confidence to reveal information about him. Meanwhile, self-disclosure based on phenomena is known to be relatively high and likewise with data results that show high, it can be seen that subjects tend to be able to self-disclosure by involving their feelings, emotions, desires, and personalities to others through Instagram. Students who have high self-esteem can spend time on social media doing self-disclosure aimed at building a positive self-image. Students with high self-esteem have the confidence to reveal information about themselves, the activities being carried out, express feelings regardless of the assessment of others towards themselves. As for the use of social media with low self-esteem, it tends to worry about other people's responses regarding posts, as well as fears that others will reject after uploading a status.

The results of the demographic analysis of the study based on gender found that the male sample was 26 people (17.0%) and the female sample was 127 (83.0%). So in this study, female students dominated this study. Thus, that female students often do self-disclosure on Instagram compared to male students at MAN Panyabungan. Then based on the age of the respondents, the age that dominated this study was 17 years old as many as 83 students (54.2%), followed by 16 years old as many as 56 students (36.6%) and 18 years old as many as 14 students (9.2%).

4. CONCLUSION

There was a significant positive correlation between self-esteem and self-disclosure of MAN Panyabungan students. That is, the higher the self-esteem, the higher the self-disclosure that the student makes. Conversely, if the lower the self-esteem, the lower the self-disclosure made by the student. Thus, the hypothesis proposed in the study is accepted. The results of this study also stated that self-esteem is classified as high and self-disclosure in MAN Panyabungan students is relatively high as well.

Since the study is based on a correlational method, it is hoped that subsequent researchers will use different methods as well as using different variables of influencing factors, such as self-awareness and self-concept, gender, as well as subsequent researchers using largest populations. Then, students

should always be vigilant in determining attitudes and responses when using Instagram. To prevent the negative impact of Instagram, students are given directions regarding the use of social media to students in order to be able to use social media for positive purposes and not forget their obligations as a student.

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