The Influence of Social Comparison and Self-Concept on Social Anxiety in Early Level Students of The Faculty of Psychology X Who Use Social Media Instagram

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Abstract: This study aims to examine the effect of social comparison and self-concept on social anxiety in early-level students of the Faculty of Psychology UPI Y.A.I who use Instagram social media. Social media is a place to interact with other people and as a means that can be used to express oneself, personal information and vent one's emotions through the internet or social media. The population in this study were undergraduate students of class 2022/2023, 2023/2024 with a total of 189 people. The sampling technique used in this study was purposive sampling. Data collection methods using the Iowa-Netherlands Comparison Orientation Measure (INCOM) social comparison scale, self-concept scale and Social Anxiety Scale for Social Media Users (SAS-SMU) with a Likert scale model. The research results were processed using the JASP version 00.19.00.0 application for Windows. Based on the results of partial hypothesis testing, it shows that there is an influence with a negative direction between social comparison on the social anxiety of students who use Instagram social media, the results of partial hypothesis testing show that there is an influence with a positive direction between self-concept on student social anxiety. The results of simultaneous hypothesis testing show that there is a significant influence between social comparison and self-concept on social anxiety in early level students of the Faculty of Psychology UPI Y.A.I.

Keywords: Social Anxiety, Social Comparison, Self-concept.

INTRODUCTION

The use of social media has become part of the pattern of life in society. In the current digital era, there is a change in interaction patterns from conventional interactions to digital interactions, in this case using social media. Social media may also be used as a link for people to establish relationships in real life and social interactions with others (Forest & Wood, 2012). Social media is a place to interact with others and as a means that can be used to express oneself, personal information and vent one's emotions through the internet or social media.

Now along with the development of social media facilities are not only limited to writing, each individual can share their moments and thoughts using images and videos. One

of the latest social media that is in great demand by various groups is Instagram. Instagram is a social media to share and get information in the form of messages, photos, videos, and even *live streaming* (Mahardika & Farida, 2019). Therefore, the use of Instagram is an alternative choice for people to carry out wider social interactions. Posts on Instagram can easily be shared on an account to an unlimited public (Rizaty, 2021). This feature allows users to share their daily moments and thoughts in *real-time* and without a *limit* that limits the number of uploads.

In an article on the BBC News website (2017) informs that Instagram is rated as the worst social media *platform* and has an impact on children's mental health. Thus suggested a survey in the UK, the poll asked 1,479 people aged 14-24 to rate popular apps on issues such as anxiety, depression, loneliness, bullying and body image. The survey results proved that the apps Instagram and Snapchat have an impact on individuals' mental health. Instagram impacts the demands on individuals to maintain self-image. As reported by Hutomo (2018) in the VICE news page, the demand to maintain self-image on Instagram makes many standards that must be met when uploading photos and videos.

Currently on social media Instagram people are competing to show their existence by highlighting the beauty and luxury that can trigger flattery because it is part of one's identity online (Ilma, 2019). Boyd & Ellison (2007) suggest that most social media is widely used because it has a role in self-identification and authenticity. This has the potential to have an impact on individual social anxiety in social interaction patterns in the current era of digitalization. In research by Azka, et al. (2018) found that the higher the social anxiety, the higher the dependence on social media among students. In research conducted by Krol (2015), the results show that social anxiety is a significant predictor of the level of addiction media. Social anxiety is an excessive fear of social situations. People with social anxiety will be wary of unfamiliar people. They feel they are doing embarrassing things so they are afraid of social situations (Prameswari et al., 2015). An article in the Forbes news site, Cowdhry (2018) reported the results of research conducted in the UK showing that social media is considered more addictive than cigarettes and alcohol. This is why social media is often associated with anxiety, depression, and poor sleep quality.

One that tends to have an impact on social anxiety is *social comparison.* Jiang & Ngien (2020) show that *social comparison* can increase a person's social anxiety. One of the social media, Instagram, provides various filters to edit and enhance photos that can activate negative emotions, contributing to poor psychological well-being such as social anxiety (Sherlock & Wagstaff, 2018).

A low self-concept tends to make a person not have the belief that there are positive values within themselves, resulting in low self-esteem and confidence. Low self-concept can trigger anxiety in interacting and relating socially because a negative self-view will result in fears of rejection and humiliation. According to Agustiani (2009), self-concept is a picture that a person has about himself that is formed through experiences gained from interactions with the environment. Self-concept then has another role in social anxiety. Some studies show that people with high levels of social anxiety show low levels of self-concept (Elizabeth & Moscovitch, 2014; Prameswari et al., 2015).

METHOD

The technique used in sampling in this study is non-probability sampling, which uses a non-random method where the sample selection is based on certain assessments (Showkat & Parveen, 2017). Usually sample selection based on certain assessments (Showkat & Parveen, 2017). The type of non-probability sampling used by researchers is purposive sampling, namely researchers deliberately choose participants for certain characteristics. (Arikunto, 2002). In this research in, the researcher used a questionnaire for data collection using the

google form application with and the results of the questionnaires are available online at in an interactive or online format. The data collection technique in this study used a scale with a Likert model consisting of four answer options, namely Very Suitable (SS), Suitable (S), Not suitable (TS), and Very unsuitable (STS). This alternative answer was chosen to avoid neutral answers in the middle. The subjects in this study were UPI YAI undergraduates totaling 189 people. The characteristics of this research sample are psychology students of UPI Y.A.I Class 2022/2023 and 2023/2024, male and female, using Instagram social media. Respondents in this study consisted of 56 men (29.6%) and 133 women (70.4%). Furthermore, in the description of class research subjects, the respondents of class 2022 were 90 people (47.6%) and the respondents of class 2023 were 99 (52.4%).

RESULT AND DISCUSSION

The subjects in this study were UPI YAI undergraduates totaling 189 people. From the results of descriptive statistics, the minimum value of the *Social Comparison* variable is 10 and the maximum value is 33 with a range of 22.249. The self-concept variable value has a minimum value of 28 and a maximum value of 73 with a value range of 47.085. The social anxiety variable has a minimum value of 34 and a maximum value of 77 with a value range of 55.079.

Based on the results of the research that has been done, it is known that of the two independent variables studied, namely *Social Comparison* and Self-concept significantly affect social anxiety. The results of the analysis of independent data distributed to189 respondents were obtained using simple linear analysis technique on the effect of social comparison on Social Anxiety obtained a calculated T value of 7.253> r t table of 1.65291 and p <0.001<

0.05, the effect of self-concept on Social Anxiety obtained t count of -2.243 > t table of 1.65291 and p equal to 0.026 < 0.05. This shows that there is a significant influence with a positive direction between Social Comparison on Social Anxiety; negative direction between self-concept and social anxiety in early level students of the Faculty of Psychology UPI Y.A.I who use Instagram. Instagram social media. This is in line with research from Prameswari (2015) showing that people with high levels of social anxiety show low levels of self-concept.

In the second analysis using multiple regression analysis techniques regarding the effect of social comparison and self-concept on social anxiety which then obtained the results of the calculated f value of 26.341 > f table 3.04 and p equal to 0.001 < 0.05. Based on this analysis then, there is a significant influence between the initial level students of the Faculty of Psychology UPI Y.A.I who use social media Instagram in a positive direction which means that the lower the social comparison and self- concept owned, the lower the social anxiety. Vice versa, the higher the social comparison and self- concept, the higher the social anxiety.

CONCLUSION

There is a and significant effect between *social comparison* and social anxiety in early level students of the Faculty of Psychology UPI Y.A.I who use Instagram social media. This that the early level students the Faculty of Psychology UPI Y.A.I who have a high level of *social comparison* will tend to have high social anxiety as well, on the other hand, the early level students the Faculty of Psychology UPI Y.A.I who a low level of *social comparison* will tend to have low social anxiety as well. There is a negative and negative effect between self-concept and social anxiety among early-level students of the Faculty of Psychology UPI Y.A.I who use Instagram social media. This that of the Faculty of Psychology UPI Y.A.I who have a low level self-concept will tend to have high social anxiety, while of the Faculty of Psychology UPI Y.A.I who a low level of self-concept will tend to low social anxiety.

There is a positive and effect between *social comparison* and self-concept on social anxiety in early-level students of the Faculty of Psychology UPI Y.A.I who use social media instagram. This that the first-year students of the Faculty of Psychology UPI Y.A.I who use social media instagram have a low level of *social comparison* and self-concept will tend to low social anxiety as well, the first- year students of the Faculty of Psychology UPI Y.A.I who use social media instagram who have a low level of *social comparison* and self-concept will tend to social anxiety as well.

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With Low Self-Esteem Recognize But Do Not Reap The Benefits Of Self-Disclosure On