Youth Self-esteem

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Abstract: Social media has become a part of youth life in Indonesia, especially Instagram. Although research on the detrimental impacts of social media on youth well-being has been extensive, it is possible that the content of social media has a positive effect on youth self-esteem. In addition, Instagram accounts can be an educational medium for youth especially for mental health education and communication. The purpose of this study is to investigate self-comparison and Instagram @selflovewarrior. id accounts affect youth's self-esteem. Therefore, this study analysed the effect of an Instagram account that campaigns mental health awareness and and self-comparison behaviour on youth self-esteem. This research used a quantitative approach with a survey 48.5% in youth self-esteem. The two variables together influenced youth self-esteem of 21.2%. It seems that compare themselves with others still has a considerable influence on self-esteem. It is worth multiplying the youth.

1 INTRODUCTION

Media nowadays vary from an overabundance of devices (smartphones, robots) to channels (Internet, cable) to venues of channels (social networking sites, home shopping network) and/or devices (smartphone apps), affording users the ability to not only interact with these "media" (human-computer interaction) but also interact through them to communicate with other users (computer-mediated communication). Sundar (2008) asserts that the affordances of computerized advances change our media involvement by welcoming us to lock in with substance in such an individual way that we not as it acted, but actively construct meaning (Sundar and Limperos, 2013). More specifically, some new communication technologies are changing the manner of reception by which individuals acquire information from institutional, interpersonal, and peer information sources (Papacharissi, 2010).

One of the most popular communication technologies today is social media. Social media users can upload information and ideas in order to build virtual relationships with other users online and often a means to share part of the user's life with the public. Today, a significant part of youths' interactions with close friends and peers occur via social network sites (SNSs), such as Facebook, Snapchat, and Instagram (Valkenburg et al., 2017). Youth is the largest social media user age group in Indonesia, with a total percentage of 37.3 percent or around 23 million users (Pertiwi, 2019).

Some social media platforms have a variety of features that are appropriate for engaging in discussion, research, knowledge exchange, and other activities. One of the popular social media amongst Indonesian youth is Instagram. Instagram is a social media for uploading photos or videos followed by a comment, like, save content, and follow feature. By uploading photos or videos, users become attached to each other. In the period January 2020 - January 2021 Instagram was ranked third with a percentage of 6.61% (Statcounter, 2021) by reaching 69.2 million (69.2700,000) active users according to data released

by NapoleonCat (Mustafa, 2020). According to data from Statista taken in August 2020, it says that most Instagram users in Indonesia are in the 18-24 year age group as much as 36.3%.

However, despite its popularity and role in information technology and means of communication, there are issues that develop as a result of using Instagram. UK Royal Society for Public Health research on 1,500 youth shows Instagram to be a major contributor to youth's poor mental health (Solstice, 2021), which is also associated with high levels of anxiety and depression (Amerensw, 2021). The use of Instagram has been shown to have an effect on social anxiety mediated by self-esteem (Jiang and Ngien, 2020). This is also supported by a survey conducted by Scope of 1,500 people aged 18 to 34 years, that social media makes them feel unattractive (Amerensw, 2021).

Naturally, youths like to compare themselves with their peers, celebrities, or other people even in conditions at unusually high levels (Academy, 2019). It is feared that the use of social media and self-comparison behavior can worsen the condition of youth self-esteem. Moningka and Eminiar (2019) research on Jakarta's youth shows that the more often youths do selfcomparisons via social media, they tend to have low self-esteem. Individual who highly engage in comparison behaviors with their peers tend to be dissatisfied with themselves. This clearly affects the formation of self-esteem (Moningka and Eminiar, 2019).

Based on the findings of these studies, we determined that it was important to conduct research on self-esteem, Instagram use, and self-comparison among young people. Moreover, the youth period is a critical period for the development of self-esteem and self-identity, and low self-esteem can endanger youth's emotional regulation (Khalek, 2016). In addition, social media has a very strong impact on individual self-esteem, such as using social networking sites for information, communication and building and maintaining relationships, but the majority of people end up doing upward and downward comparisons with other people, resulting in an impact on self-esteem (Jan et al., 2017). Various studies have proved that wellbeing is directly related to self-esteem, particularly the developing youngsters with whom they interact (Ackerman, 2021).

In the midst of accusations and suspicions of social media as the cause of low youth self-esteem, it turns out that there are several parties who are concerned with this condition to create social media accounts that aim to help social media users increase their self-esteem. On social media Instagram, some accounts motivate and increase one's self-esteem, namely @selflovewarrior.id. @nkcthi, @menjadim anusia and many more. @selflovewarrior.id is an Instagram account that contains content that spreads awareness of mental health, self-love and well-being. This account is based on an online organization that focuses on increasing mental health awareness through self-love, youth empowerment, development, and advocacy. When social media is accused of being a cause of low self-esteem in young people, we saw @selflovewarrior.id as an example of creativity to empower youth, enhance well-being, and care for mental health. We wanted to see how this account influences youth's self-esteem.

2 LITERATURE REVIEW

2.1 Social Comparison

Social comparison theory began with an American social clinician in 1954, Leon Festinger. He proposed that individuals have a thought process to self-evaluate by comparing their capacities and suppositions to others, which can lead to consistency (UKEssays, 2021). The social comparison theory clarifies how people compare themselves to others to assess their possess suppositions and capacities to diminish any vulnerability in these regions and memorize how to characterize the self (Dion, 2016). Early formulations assumed that people generally contrast themselves with others and that this can lead to better or worse self-evaluations (Elmore and Smith, 2018). This sort of comparison is regularly made in an exertion adapted toward self-improvement, in that recognizing others who outflank us may give important data that in turn can offer assistance to make strides in our claim execution (Guyer and Vaughan-johnston, 2020). Schachter's tests tried the speculation that individuals who were feeling on edge would favor to affiliate with others instead of being alone since having others around would decrease their uneasiness (Kong, 2016).

Social comparison theory can also be related to social media. It is claimed that these social networking sites lead numerous individuals to do self-evaluations and make social comparisons between themselves and others based on social classes, social parts, magnificence, ubiquity, riches amassing, and other social capacities (Jan et al., 2017).

2.2 Self-esteem

Self-esteem is essentially an aesthetic or valuative phenomenon (Tafarodi, 2021). Self-esteem is how we value and perceive ourselves (Jan et al., 2017), it's based on our opinions and beliefs about ourselves, which can sometimes feel really difficult to change. Selfesteem includes all of the various beliefs that people hold about themselves including those related to how they look and feel, as well as how they feel about specific attributes or abilities (Cherry, 2021). Numerous studies have indicated that self-esteem is one of the most important risks and protective factors in the development of mental disorders and social problems. Selfesteem refers to a person's overall sense of his or her value or worth (Ackerman, 2021).

Self-esteem has two measures, low self-esteem, and high self-esteem. Those with low self-esteem, in extreme cases, actively dislike themselves and feel worthless. Those with high self-esteem like themselves and believe strongly in their inherent worth as individuals (Jordan and Zeigler-Hill, 2017). In specific, the characteristic of self-esteem may be influenced by long-term presentation to social media in existence, whereas state self-esteem may be influenced by accidental utilize (e.g., brief exposure to an unknown social media profile in a lab setting) (Vogel et al., 2014). These opinions of other people, either friends or public, and the feedback from them have a very strong effect on people's self-esteem (Jan et al., 2017). Jan et al., Heatherton and Polivy (1991) claimed that the concept of self-esteem can be either steady or liquid in nature i.e. it can take time to create for a few individuals whereas it can alter with patterns and day by day occasions for others. According to S. Ahmed, self-esteem consists of four dimensions, namely, view of life, family relations, tolerance, and sociability (Ahmed et al., 1985).

Self-esteem is strongly related to self-concept. Self-concept is not innate but is developed or constructed by the individual through interaction with the environment and reflecting on that interaction. It is learned, not inborn, it is affected by organic and natural components, but social interaction plays a huge part as well; Self-concept creates through childhood and early adulthood when it is more easily changed or updated. It can be changed in later years, but it is more of an uphill battle since people have established ideas about who they are (Ackerman, 2021). In enlargement to self-concepts, people too understand themselves in alternative ways that – they need self-images, selffeelings, additionally as footage drawn from the opposite colleges – a way of what they sound like, what they feel like tactically, a sense

of their bodies in motion. There are six particular spaces related to self-concept: scholarly, victory or disappointment in school; influence, the mindfulness of enthusiastic states; competence, the capacity to meet fundamental needs; family, how well one functions within the family unit; physical, feelings about looks, health, physical condition, and overall appearance, Social: the ability to interact with others.

2.3 Uses and Gratification (UG)

Uses and Gratification theory focuses on understanding user motivation for media use, access, and understanding of their perspective towards a selected media. The uses and gratifications approach is predicated on the belief that motivation springs from each "psychological and social aspects on consuming media", and deciding needs for device usage. In uses and gratifications studies, audience members "are not passive recipients of or reactors to media stimuli; rather they're purposive and acutely aware selectors of messages that fulfill personal wants (such as 'keeping in contact with necessary events' or 'escape from boredom')". This hypothesis places more accentuation on how the group of onlookers responds to the media. How these modern juxtapositions of organization, peer, and interpersonal sources may alter information-processing designs, and impacts of data utilization will have much to do with the exchange of thought processes that drive specific intelligent.

The researchers found that individuals use the web for social reasons, to pass time, information-seeking, convenience, and diversion functions. During a study conducted by prince Ryan Johnson (2014) on ", it's explicit that associate degree individual's expectations of the satisfaction are directly influenced by accessibility and previous Twitter experience if it's perceived as straightforward to use, user expectations of satisfaction are higher. Once talking regarding the employment and gratification of social media, the employment of social media is predicated on motivation, the satisfaction of motivation, and familiarity with the media. Viewing posts, the necessity of social connection, and the cyber-psychological demands of young people in social communication are all reasons why youth use Instagram.

The purpose of this study was to investigate how self-comparison and Instagram @selflovewarrior. id accounts affect youth's self-esteem. Social comparison theory to find out how the user's history compares themselves to other people, social media, and how the social environment compares themselves

to others. The uses and gratifications theory used to find out motives and patterns of using @selflovewarrior.id account.

3 MATERIAL AND METHOD

This research used a quantitative approach with a survey method. Because the research was carried out during the Covid-19 pandemic, an online survey was conducted using the Google Form platform for distributing questionnaires. The population was taken from the followers of the Instagram @selflovewarrior.id account, which has 40300 followers. The sampling design of this research was non probabilitypurposive sampling with sampling technique convenience sampling for Instagram users aged 17-25 years old. We distributed the questionnaires to @selflovewarrior.id Instagram account followers. With a margin of error of 5%, the confidence level of 95%, and the proportion of the population taken was 20%, assuming a minimum sample size of 220 respondents. The response rate in this study was 44.91.

The research instrument (questionnaire) for the concept of Self-Esteem refers to the Rosenberg SelfEsteem Scale (RSE) of 10 items and the Coopersmith Self-Esteem Inventory of seven items (view of life). For the Self-Comparison scale, refer to The Questionnaire of the Iowa-Netherlands Comparison Orienta Measure proposed by Gibbons and Buunk, which consists of 11 questions about comparing self. As for the Uses and Gratification theory (UG), asking about how long respondents spend time using their Instagram, and how their engagement with Instagram and the @selflovewarrior.id account. Including several questions about how the @selflovewarrior.id account can influence the respondents' lives to improve their self-esteem and well-being. In the model in Figure 1 below, we proposed the following hypothesis:

H1: Instagram account @selflovewarrior.id influences youth's self-esteem.

H2: Self-comparison influences youth's self-esteem

H3: Instagram account @selflovewarrior.id and self-comparison influence youth self-esteem.
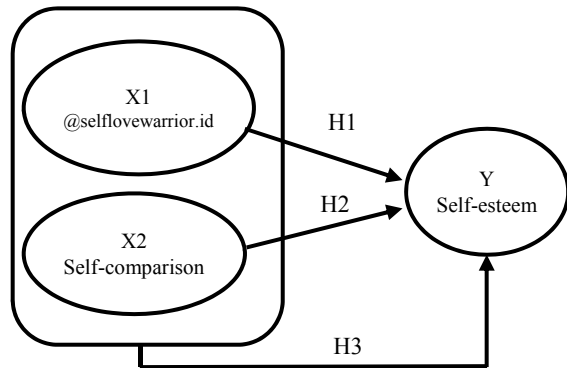

Figure 1: Proposed mod.

4 RESULTS AND DISCUSSION

Validity and reliability test were performed to check the instrument. The results show in Table 1 that all questionnaire items are valid when the Pearson's correlation value > 0.128 with N = 200-300 at the significance level of 0.05. The Instagram @selflovewarrior.id account variable has a Cronbach's Alpha value of $0.872 > 0.6$. The self-comparison variable has a Cronbach's Alpha value of $0.727 > 0.6$. As for the self-esteem variable, it has a Cronbach's Alpha value of $0.612 > 0.6$. It can be said that the questionnaire items for the Instagram @selflovewarrior.id, self-comparison, and self-esteem variables are declared reliable or consistent to be carried out in the research.

Table 1: Validity, Reliability, Descriptive Statistics.

Variables	Items	Validity	Reliability	Mean	SD
@selflove warrior.id	10	0.670 - 0.909	0.872	2.414	0.675
Self-comparison	11	0.519 - 0.916	0.727	2.899	0.522
Self-esteem	17	0.676 - 0.916	0.612	3.133	0.378

Table 2: Correlations.

		@selflove warrior.id	Self-esteem	Self-comparison
@selflove warrior.id	Pearson Correlation	1	.027	-.271**
	Sig. (2-tailed)		.685	.000
	N	224	224	224
Self-esteem	Pearson Correlation	.027	1	.422**
	Sig. (2-tailed)	.685		.000
	N	224	224	224
Self-comparison	Pearson Correlation	-.271**	.442**	1
	Sig. (2-tailed)	.000	.000	
	N	224	224	224

Based on the data above, for the variable (X1) the Instagram account @selflovewarrior.id with the variable (Y) self-esteem has not significance value (2-tailed) of $0.685 > 0.05$, the relationship of the two variables is not correlated. For variable (X2) self comparison with variable (Y) self-esteem has a significance value (2-tailed) of $0.00 < 0.05$, the relationship of the two variables is correlated. While the Pearson Correlation value of the two variables is 0.442 a positive relationship. This value is in the Pearson Correlation value range 0.41 to 0.60, so that the correlation of these two variables is moderate. For normality test using the One-Sample Kolmogorov-Smirnov Test, the result shows the significance value is $0.20 > 0.05$, it can be concluded that the residual value is normally distributed. Multiple regression analysis was performed to test the hypotheses. The result is showed in Table 3. Table 3 showed, both @selflovewarrior.id and self-comparison variables influence youths' self- esteem, as the F value is 30,946 and significant value $0.00 < 0.05$, so hypothesis 3 (H3) is accepted.

Table 3: Model Summary and ANOVA Results.

R	R Square	Adjusted R Square	Std. Error of the Estimate	df	F	Sig.
0.468	0.219	0.212	0.336	2	30.946	0.000

Based on Table 3, the @selflovewarrior.id and self-comparison variables both concurrently influence the self-esteem variable of 0.219 (adjusted R square). This means that self-comparison and Instagram @selflovewarrior.id account influence of 21.9% on youth self-esteem. Meanwhile, the other 78.1% were influenced by other factors outside of this study.

To find out the amount of influence of each variable @selflovewarrior.id and variable self comparison on youth self-esteem can be seen in Table 4 below, by looking at the value in regression standardized coefficient Beta (). @selflovewarrior.id variable has = 0.159 and significance value p ¡ 0.05, this result shows the influence of @selflovewarrior.id on youth self-esteem of 15.9%, and hypothesis 1 (H1) is accepted. The self-comparison variable has = 0.485 and a significance value p ¡ 0.01, indicating the effect of this variable on youth self-esteem of 48.5% and hypothesis 2 (H2) is accepted.

Table 4: Regression Coefficients.

Model	Unstandardized Coefficient	Standardised Coefficient	t	Sig.
	B	Std Error	Beta	
(Constant)	1.839	.191	9.645	.000
@selflovewarrior.id U&G	.093	.036	2.569	.011
Self-Comparison	.351	.045	7.854	.000

4.1 Dependent Variable: Self-esteem

The regression equation from this study is Y = 1.839 + 0,093 + 0,351 + e. Next, the Constanta value was 1,839. The unstandardized regression coefficient 1 @selflovewarrior.id was 0.093, which indicates that the youth self-esteem increases by 0.093 (on a fivepoint scale) for a one-unit change in usage of @selflovewarrior.id. The 2 of self-comparison was 0.351, this indicates that youth self-esteem affects by 0.351 for a one-unit change in youth self-comparison behaviour.

Furthermore, to find out more details about the benefits of using @selflovewar rior.id in youths, see Table 7 below. @selflovewarrior.id usage variable consists of 10 items of questions regarding the Instagram @selflovewarrior.id account and used a scale of 1 to 5, 1 = Strongly Disagree to 5 = Strongly Agree. Researchers sorted statement items based on the smallest to largest mean values.
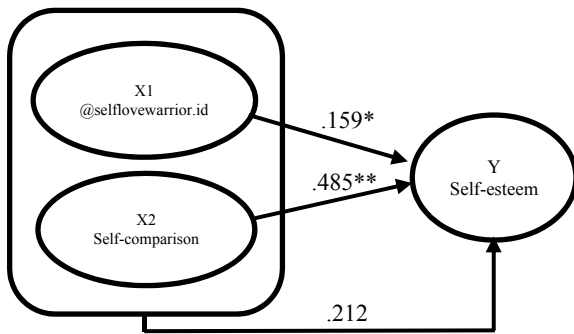
Figure 2: The result of multiple regression analysis.

Table 5: @SELFLOVEWARRIOR.ID.

No	@selflovewarrior.id U&G Question Items	Mean	SD
1	I participated in the activities offered by @selflovewarrior.id	1.52	0.689
2	How often do you comment on @selflovewarrior.id account content?	1.83	0.943
3	How often have you saved content on your @selflovewarrior.id account?	2.51	1.160
4	How often you like content on @selflovewarrior.id account?	2.84	0.892
5	How often do you open a @selflovewarrior.id account?	2.85	0.833
6	Are you read and view each substance from @selflovewarrior.id carefully?	2.94	1.248
7	@selflovewarrior.id account helps me increase my confidence and self-esteem	3.71	0.900
8	@selflovewarrior.id account helps me understand my self	3.71	0.905
9	I gain new knowledge on @selflovewarrior.id content	3.80	0.887
10	@selflovewarrior.id account enhanced my understanding of mental health and self-love	3.84	0.856

From the Table 5, can be seen in item number 10, "@selflovewarrior.id account enhanced my understanding of mental health and self-love", has the highest mean score of 3.84. And the number 9 question item "I gain new knowledge from @selflovewarrior.id content" has a mean value of M=3.80. It can be said that the Instagram account @selflovewarrior.id can improve youth self-esteem, especially because this account increases the knowledge or understanding of its followers about mental health and self-love. As shown in Table 6, the Instagram account @selflovewarrior.id has a positive effect on self-esteem by 15.9%. In item number 7 "@selflovewarrior.id account helps me increase my confidence and selfesteem" the mean value is M=3.71. This means Instagram users (followers of the @selflovewarrior.id account) feel this account helps them increase their selfconfidence and increase their self-esteem. Followed by item number 3 "@selflovewarrior.id account helps me understand myself" with a mean value of 3.71. This means, users felt this Instagram account helps them better understand themselves. These things are part of the positive effects of the @selflovewarrior.id on the self-esteem of its followers.

Figure 3 below shows the content of @selflovewarrior.id that educates their audience. @selflovewarrior.id account optimizes all the features Instagram provides. So the overall content is very educational, interactive, even connected with mental health e-learning links. Followers of this account can also learn from other users who share their experiences and opinions in the comments field and are guided by the administrator @selflovewarrior.id

5 DISCUSSION

The first purpose of this study was to measure the influence of the Instagram account @selflovewarrior.id on the self-esteem of its followers. Our finding showed the use of Instagram @selflovewarrior.id did not have a negative effect on youth self-esteem, according to the data in Table 6 that Instagram @selflovewarrior.id contributes positively to self-esteem. We compared to other studies, the research of Jan et al., (2017) showed the negative effect of social media on person self-esteem, social media decreasing self-esteem. Another research which conducted by de Calheiros Velozo and Stauder (2018) showed there were no relation between looking at others' content (as an account followers) and emotional symptoms, even though the other activities on social media are related to various aspect of mental health. These findings differ from our study. In our study, the relationship between social media (Instagram account @selflovewarrior.id) and self-esteem is positive due to the goal of this well-being account for increasing

users' knowledge about self-love, mental health awareness and healthy self-esteem.

When compared with Shaohai Jiang and Annabel Ngien (2020) study, their research results showed that the use of Instagram itself does not directly affect the deterioration of healthy self-esteem or well-being. Another research of Chaturvedi, et al., (2021) showed social media has a positive aspect for mental health and mental health self-management strategy for kids. Both studies are supporting our findings that the social media account could give positive impact to selfesteem or mental health.

Second purpose of our study is to measure the effect of self-comparison on self-esteem. Our study showed that Instagram @selflovewarrior.id account and self-comparison both influence youth selfesteem. This is in line with a research by Chusniah et al (2020), that social comparison on Instagram has a significant effect on self-esteem. If we compare, our study differs from the research conducted by Jiang et al (2020), which stated that the relationship between social comparison and self-esteem was negative and significant. While the results of our study state that the relationship between social comparison and self-esteem is a positive and significant relationship.

Figure 3: @selflovewarrior.id post on Instagram feed.

6 CONCLUSION

Social media is considered to have a negative influence on youth self-esteem. Some studies have proven such negative influences. However, this study actually aimed to show that there are positive accounts on Instagram that contain content and have goals for youths' well-being and mental health awareness, one of which is the @selflovewarrior.id. With the different aspects that social media has, it is extremely possible to use it for learning. This study proves that positive accounts such as @selflovewarrior.id can actually increase youth self-esteem even though the influence is still low by 15.9%. The respondents (Instagram @selflovewarrior.id followers) tend to think that this account can help them understand, get more information and knowledge about mental health awareness, self-love, and healthy self-esteem. They also feel that this account helps them increase their level of selfconfidence, self-esteem and better understand themselves. In conclusion, the Instagram @selflovewarr ior.id account can be used as E-Learning platform to increase and bring youth to a more well-being life, self-love awareness to healthy self-esteem. Because Indonesian youth utilize this Instagram account to learn about mental health, self-awareness, self-love, and self-esteem.

Besides, self-comparison behavior factor still overshadows the addition of @selflovewarrior.id influence on youth self-esteem because the influence of self-comparison is higher than @selflovewarrior.id usage, by 48.5%. Therefore, since this account is used as a means of learning about mental health, awareness of self-love, and healthy self-esteem by youth in Indonesia, the @selflovewarrior.id account should add the type of content that can increase youth engagement on this account with the aim of to increase self-esteem, mental health, and well-being could be higher. It is worth multiplying the types of well-being accounts like @selflovewarrior.id to offset the negative influence of social media on youth.

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