



The relationship of the intensity of Instagram social media use with narcissic behavior (Case study of Ahmad Dahlan University communication science study program students)

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ABSTRACT

Keywords

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Humans as social creatures need communication to interact so they can fulfill their needs. One of the media used to communicate is social media. The most widely used social media currently is known as Instagram. Current use of Instagram can also cause narcissistic behavior. This research is included in quantitative research and data was taken through questionnaires. The analysis technique used is simple regression analysis. Based on the results of research that has been conducted, it shows that the intensity of social media use has a positive and significant effect on narcissistic behavior.

1. Introduction

Humans are social creatures who need communication to fulfill their needs. Communication has two types, namely direct and indirect. Currently, communication is mostly done indirectly using media intermediaries such as Instagram, so it can be done anywhere and at any time. Social media is present and changing the communication paradigm of today's society, where communication can occur anywhere and at any time, without having to meet face to face. Therefore, people's behavior is mostly shown by using Instagram social media, such as uploading photos, following or unfollowing, giving like marks to all photos belonging to one account, providing comments and providing information on the photos or videos they upload. Instagram has now become a mini album for someone. In a report by The Guardian, counselor and psychotherapist Lucy Clyde stated that she believes that everyone actually has narcissistic tendencies (to varying degrees), but the presence of social media makes people increasingly aware of and deepen these traits subconsciously. Based on observations and interviews conducted by researchers with 10 students of the Ahmad Dahlan University Communication Studies Program, the following data was obtained: 1) respondents have smartphones and use social media on them,

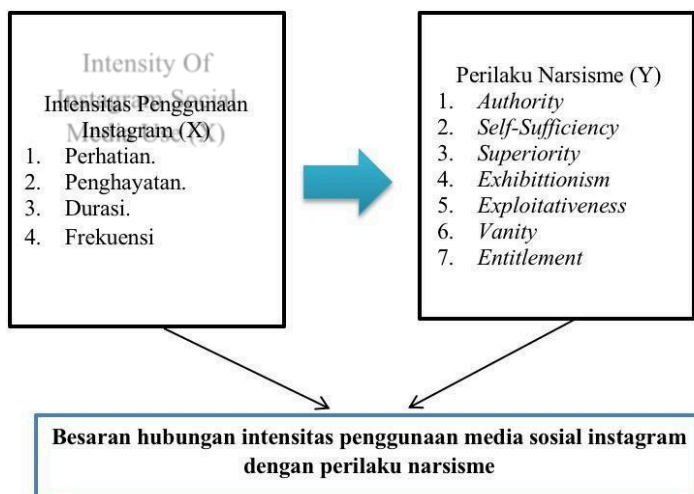
2) the social media that respondents often use is Instagram, 3) respondents use Instagram social media to communicate with their friends, 4) respondents use Instagram social media to upload photos and share their activities, 5) respondents use Instagram social media to stay current and update existing information so that friends don't say it's out of date. friends, 6) students who use Instagram social media are absorbed in their own world and sometimes even forget their time studying, 7) respondents feel proud if they have a large number of followers on Instagram social

media, 8) respondents upload their photos on Instagram social media with the aim of to get other people's attention, 9) respondents feel happy and proud if photos posted on Instagram social media get lots of likes or comments from other Instagram social media users. Furthermore, the results of the researcher's interviews with 10 students of the Ahmad Dahlan University Communication Studies Program showed that on average students open Instagram accounts 2 to more than 20 times a day. Respondents upload photos to Instagram, namely selfie photos, photos showing that they are hanging out with friends, photos with backgrounds of places they have visited, photos of the food they eat, photos wearing clothes they bought, respondents use Instagram to show their friends. regarding current developments, showing that they have visited a place, are close to someone, show their feelings at that time, for example with sad or laughing photos, to see how their friends are developing, and see trends that are developing at that time.

Based on this problem formulation, this research aims to analyze the relationship between the intensity of use of Instagram social media and narcissistic behavior.

2. Method

Fig. 1. Framework



This research is included in the type of correlational explanatory research or research that is intended to explain the relationship between variables and make generalizations. Meanwhile, the strategy used is a quantitative research strategy, namely research that places more emphasis on numerical analysis (numbers) which are processed using statistical methods. The research was conducted at the Communication Science Study Program at Ahmad Dahlan University in the period May 2022. The population used in this research were students from the Communication Science Study Program at Ahmad Dahlan University. The data collection method in this research was carried out by distributing questionnaires or questionnaires distributed via Google Form to predetermined samples or respondents. The analysis technique used in this research is simple regression analysis. The statements used in this research require validity and reliability testing.

3. Result and Discussion

3.1. Presenting the Results

1. Validity

Table 1. Validity

Variable	Instrument	Criteria	Sig. (2 tailed)	Information
Intensity of Social Media Use (X)	X1.1	0,05	0,042	Valid
	X1.2	0,05	0,024	Valid
	X1.3	0,05	0,021	Valid
	X2.1	0,05	0,000	Valid
	X2.2	0,05	0,000	Valid
	X3	0,05	0,000	Valid
	X4	0,05	0,000	Valid
Narcissistic Behavior (Y)	Y1.1	0,05	0,040	Valid
	Y1.2	0,05	0,017	Valid
	Y1.3	0,05	0,040	Valid
	Y2	0,05	0,015	Valid
	Y3.1	0,05	0,017	Valid
	Y3.2	0,05	0,016	Valid
	Y4.1	0,05	0,015	Valid
	Y4.2	0,05	0,017	Valid
	Y5.1	0,05	0,038	Valid
	Y5.2	0,05	0,016	Valid
	Y6	0,05	0,044	Valid
Y7	0,05	0,022	Valid	

According to Ghozali (2018), a statement instrument is said to be valid when the sig value is <0.05 (5%), whereas if the sig value is > 0.05 (5%) then the statement instrument is said to be invalid. Based on the results of validity test data, it shows that all statement instruments used in this research are valid because they have a sig value of <0.05 (5%).

2. Reliability

Table 2. Reliability

Variabel	Cronbach's Alpha	Kriteria	Information
Intensity of Social Media Use (X)	0,633	$>0,60$	Reliabel
Narcissistic Behavior	0,866	$>0,60$	Reliabel

According to Ghozali (2018) explains that if the Cronbach's alpha value is > 0.60 then the questionnaire instrument is declared reliable, whereas if the Cronbach's Alpha value is < 0.60 then the questionnaire instrument is declared unreliable. Based on the results of data

processing using SPSS, it shows that the instruments used for each variable in this study are reliable because they have a Cronbach's Alpha value > 0.60.

3. Regression

Table 3. Table Coefficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.411	7.108		1.465	.160
	X	.323	.201	.354	1.606	.126

a. Dependent Variable: Y

Based on the results of data processing using SPSS, it shows that the form of the simple regression equation for this research is:

$$Y = 10.411 + 0.323X + e$$

Information :

Y = Narcissistic Behavior

X = Intensity of Social Media

Use e = Error or absolute error

These results explain that:

If the variable Intensity of Social Media Use (X) is considered constant then the magnitude of the Narcissistic Behavior variable is 10.411.

If the variable Intensity of Social Media Use (X) increases by 1%, this will cause the value of the Narcissistic Behavior Variable to increase to 0.323.

4. Uji Hypothesis

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.680	1	11.680	2.579	.026 ^b
	Residual	81.520	18	4.529		
	Total	93.200	19			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Hypothesis testing is carried out using the F test. This test is carried out using a significance level of 0.05 or 5% with the criterion that if the significance value is more than 0.05 then the hypothesis is not proven, so the independent variable does not have a significant effect on the dependent variable. Meanwhile, if the significance value is less than 0.05 then the hypothesis is proven. So the independent variable has a significant effect on the dependent variable. The results of the F test in this study show that the significance value is 0.026 < 0.05. This shows that the hypothesis is accepted where the intensity of social media use has a positive and significant influence on Narcissistic behavior.

3.2. Create a Discussion

Based on the research results, it shows that the intensity of social media use, especially Instagram, has a positive and significant influence on narcissistic behavior. This means that the higher the intensity of social media use, especially Instagram, for Communication Sciences students at Ahmad Dahlan University, the higher the narcissistic behavior will be. On the other hand, the lower the use of social media Instagram by Communication Science students at Ahmad Dahlan University, the lower their narcissistic behavior will be. This is not in line with the results of research conducted by Dewi and Ibrahim (2019), and Kusuma et al (2019). The results of their research show the opposite to this research, where research conducted by Dewi and Ibrahim (2019) resulted in a significant negative relationship between self-esteem and narcissistic behavior in using Instagram social media in high school students. Apart from that, research conducted by Kusuma et al (2019) resulted in a significant negative relationship between self-control and narcissistic tendencies.

The tendency for narcissistic behavior is supported by the media as a place to present oneself in various ways to get recognition or attention. As research by Engkus, Himkat & Seminurahmat (2017:130) states, narcissistic behavior among teenagers tends to be carried out as self-actualization about one's existence so that others can see it. One of these media is Instagram. Instagram is an internet and mobile-based application that can be used to take photos and videos instantly, share moments, and share information, one of which is product information, with fellow users (Agustina, 2016)

This tendency to be seen by other people is usually published via social media. Increasingly frequent and prolonged use of social media is related to narcissism (excessive concern for oneself). As research from Pratiwi, Astori, & Yuline (2019:3) states that there are various social media such as Instagram, Facebook, Twitter and Path, which provide a physical exhibition platform, and make people, especially teenagers, more free to reveal their narcissistic side. The action of attracting excessive attention by teenagers shows behavior that leads to narcissistic behavior.

What needs to be underlined is that this research focuses on the intensity of use of social media, especially Instagram, not social media in general, which is then seen in terms of time as an influencing (independent) variable, so that other factors that may have an influence are not taken into account. The intensity of Instagram use is not the main factor that can trigger narcissistic behavior in a person, because there are still many other possible factors that have a relationship but are not discussed in this research, for example self-control and emotional intelligence. The relationship with self-confidence, self-esteem as in research (Dewi & Ibrahim, 2019:5), or the relationship between permissive parenting patterns and narcissistic tendencies in teenagers as in Kurniasari's research (2018:4). Previous research by (Purnamasari & Agustin, 2018: 128) found that friendship factors also influence the increase in narcissistic behavior, individuals who have few friends do not show narcissistic behavior. For this reason, although there is a tendency for a relationship between students who use Instagram intensively and narcissistic behavior, the nature of the relationship in this research variable is still in the weak category.

4. Conclusion

Based on the research results, it shows that the intensity of use of social media Instagram has a positive and significant influence on narcissistic behavior. This shows that the higher the intensity of use of social media Instagram by Ahmad Dahlan University Communication Science students, the higher the narcissistic behavior will be and the opposite applies also in conditions.s.

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6. References

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