The Influence of Self-Concept on Feeings of Insecurity Among Students Using Social Media: Study of Instagram and TikTok

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ABSTRACT: In this modern era, more and more social media users exist. Instagram and TikTok are social media widely used by various age groups, from children to adults. Feelings of insecurity can arise as an influence of social media because, from social media, we can see people who are more than us. Feelings of insecurity are feelings of insecurity, inadequacy, and always lacking within oneself. Therefore, it is necessary to have a positive or high self-concept; self-concept is an individual's way of viewing himself, self-knowledge, self-assessment, and what the individual wants. This research aims to see the influence of self-concept on insecurity in male students who use Instagram and Tiktok. The method used in this research is a quantitative causality approach; the sampling technique used is purposive sampling, with the criteria being male college students aged 18-25 years and Instagram and Tiktok users. A questionnaire containing self-concept and insecurity scales was distributed online via WhatsApp, Instagram, and Twitter. After data collection, a simple linear regression hypothesis test was carried out, obtaining a significance value of $0.00 < 0.05$, so it can be concluded that there is an influence between self-concept and insecurity in male college students who use Instagram and Tiktok. For further research, looking at self-concept in early and final semester male students is recommended.

Keywords: Self Concept, Insecurity, Male College Student

INTRODUCTION

In this era of globalization with the advancement of communication and information technology. We can access all information and communicate easily just by using a smartphone. Social media is a place that facilitates users in sharing activities and collaboration can be done (Van Dijk in Nasrullah, 2015). According to Fachri Syauqii (2022) social media is a place to socialize via the internet with universal reach. Social media is also widely favored by the public because it has no limitations in space and time (Rahmawati, 2021).

Instagram is a social media platform where we can share photos, videos, and snap grams easily, which followers on Instagram can see. We can also easily provide feedback, such as by giving likes or commenting on other people's posts (Rania & Yuliana, 2023); Instagram is widely loved by various age groups, one of which is students. According to Databoks.id Indonesia is in 4th position as one

of the countries with the most Instagram users, reaching 104.8 million. We are Social in 2023 also stated that Instagram users worldwide reached 1.64 billion users and will increase every year by 18.1%. Tiktok is a media where we can make short videos using interesting effects and can be distributed widely with interesting content, it will certainly make information easy to convey, and people are easily interested in seeing it (Armando & Esti, 2022). According to Databoks.Indonesia is ranked 2nd worldwide for TikTok users after America, with 106.52 billion users. The total number of TikTok users worldwide in 2023 is 1.22 billion.

The large number of TikTok and Instagram social media users has positive and negative impacts; positive impacts can be seen by using these media: people can easily see other people's activities and meet many people, whereas social media users can represent themselves ideally in profiles or videos that are uploaded. However, it can also have negative impacts, such as making other users compare themselves with people on social media who seem better in terms of appearance (physical), lifestyle, skills, and so on, which should be used by individuals as motivation to improve themselves, if you cannot control this comparison, it will indirectly make other people insecure (Fauziah, 2020).

Previous research on the influence of social media use on feelings of insecurity conducted by Syauqii (2022) found that social media influences the emergence of feelings of insecurity but can also be used as material to motivate yourself to be better. Likewise, research conducted by Vinni *et al.* (2023) stated that social media does influence insecurity. Still, it depends on how individuals can control the comparison level made with other people on social media.

Insecure is a condition of an individual who feels afraid, lacks self-confidence, and has low self-esteem (Sabaruddin, 2022). Based on a survey conducted by Dove in the Indonesia Beauty Confidence Report 2017, 38% of Indonesian women often compare themselves to others because they feel less beautiful and confident. It was also stated that 84% of Indonesian women do not know that they are beautiful, and 72% of them believe that by being beautiful, success can be achieved (Dove, 2018). According to the 2023 ZAP Beauty Index survey, the percentage of Indonesian women who feel insecure reaches 50.1% in their faces and body appearance, such as weight 44.9%, stomach 39.7%, and teeth 27.6% (Parapuan, 2023). Men also have anxiety about their physique; around 30%-40% of men feel anxious about their weight, and 85% of them are dissatisfied with their muscles (Magdalene, 2024). According to the ZAP Menology Index 2024 survey, as many as 42% of men are insecure about their skin, and 37% feel that the pores on their faces are too large; 22.4% of men also feel insecure about their hair.

Excessive insecurity will have an impact on physical and mental health, such as the emergence of feelings of depression, unhappiness, eating disorders, and difficulty sleeping, which can lead to self-harm or suicidal behavior (Nelwan *et al.* 2023). Self-concept is an individual's image of themselves regarding their beliefs, abilities, and self-assessments (Novita & Sumiarsih, 2021).

According to Acocella and Colhoun (1995), self-concept is an individual's view of themselves, including knowledge, assessment, and expectations. A positive self-concept is an individual who knows themselves from their weaknesses, strengths, desires, and potential. Individuals with a positive self-concept respect themselves and others and are realistic (Acocella and Colhoun, 1995). Individuals with a positive self-concept can accept their shortcomings and strengths and gain self-confidence by accepting their condition (Suprastowo et al., 2020). Meanwhile, individuals with a negative self-concept do not know their weaknesses or strengths, are unrealistic, judge themselves negatively, and

feel they are always lacking. Other people's achievements are more valuable than themselves (Acocella and Colhoun, 1995).

Previous research conducted by Willianto (2017) found a relationship between self-concept and body image in early adult women, where when the individual's self-concept is positive, they will have a positive body image too. The study showed the same results as the study conducted by Novida (2021), which stated that the higher the self-concept, the higher the body image of UINAr Raniry Banda Aceh students, whereas when the self-concept of students is high, the higher the self-image. Based on a webinar conducted by Mahanani *et al.* (2020) regarding self-concept training for young women to build an understanding of beauty standards, which resulted in understanding self-concept, respondents became more confident so that respondents did not feel insecure and understood that beauty is subjective. When negative things will not easily influence individuals who accept themselves and do not tend to experience insecurity and lose self-confidence (Ukhti & Nina, 2023).

Based on the explanation above, various studies have highlighted the impact of social media use on feelings of insecurity. Previous studies generally focused on the general population of female students, who are considered more vulnerable to feelings of insecurity due to pressure from beauty standards. Thus, there is a gap in the literature on how this phenomenon impacts male students. This study explores how social media platforms, namely Instagram and TikTok, can cause insecurity in male students. This analysis not only broadens the understanding of the effects of social media on male students but also provides a basis for more specific interventions for this group.

The researcher has a problem formulation: "Is there an influence of self-concept on feelings of physical insecurity in male students who use Instagram and Tiktok?" Therefore, this study aims to determine the influence of self-concept on feelings of physical insecurity in male students who use Instagram and Tiktok. The researcher proposes two hypotheses. First, H0: There is no influence of self-concept on feelings of physical insecurity in male students on Instagram and Tiktok users. Second, H1: Self-concept has an influence on feelings of physical insecurity in male students on Instagram and TikTok users. This study adds insight into the influence of social media on a group that is rarely the main focus, namely male students. In addition, the results of this study are expected to enrich the literature by offering new perspectives on the relationship between the type of social media platform and its impact on insecurity.

METHOD

The method used in this study is quantitative causality. According to Sugiyono (2016), causality research is a study that examines the causal relationship between two or more variables. This study aims to determine how much influence the concept of self (independent variable) has on insecurity (dependent variable).

Population is a general area consisting of subjects or objects that have qualities and characteristics determined by the researcher. The sample is part of the population taken to represent the population and is taken according to the characteristics determined by the researcher (Sugiyono, 2016). The sampling technique uses a purposive sampling technique. The purposive sampling technique is a sampling technique with certain considerations or characteristics that the researcher has determined.

The characteristics of respondents in this study were male students, active users of Instagram and Tiktok, aged 18-25 years.

The instrument used to collect data on self-concept in this study is the Acocella and Calhoun (1990) scale, which consists of three dimensions of self-concept: knowledge, expectations, and self-esteem. Forty-eight items are declared valid in measuring self-concept. This scale is taken based on research conducted by Willian (2017). The scale was tested in the study; the initial items numbered 60, then several items were removed so that 48 items were obtained with a reliability test result of 0.914 and declared valid with a total item correlation coefficient rix = 0.253-0.621, which then the scale in the study was modified, and 15 items were used in measuring self-concept in the author's research.

Second, The instrument used to measure insecurity in Instagram and Tiktok users was adopted based on Arumsari (2023), with a reliability test result of 0.60, which means that the scale is reliable and valid with a value above Rtable (0.235) with 18 items. The author modified the items into 16 items to measure insecurity.

Both instruments contain favorable and unfavorable items. A favorable instrument or question supports the behavior of the measured aspects, while an unfavorable instrument or question does not support the measured aspects (Azwar, 2015). This study uses a Likert scale with four answer choices: very appropriate, appropriate, inappropriate, and very inappropriate. The Likert scale measures a person's attitude, phenomenon, opinion, or perception.

The measurement of content validity in this study is the Content Validity Ratio (CVR) Aiken's V based on the assessment of several experts or specialists on an item, whether the item is appropriate in measuring an aspect to be studied, the Aiken's V coefficient value moves between 0 to +1 so that it can be declared valid (Hendryadi, 2017). The expert judgment used in this study was 6 people. The calculation results showed that on the self-concept scale with 15 items and insecurity with 16 items, the CVI coefficient was 0.916 to 1, where the value is above zero, so it can be said that the items on the self-concept and insecurity scales are valid.

The Cronbach Alpha coefficient of the self-concept scale is 0.826 above 0.06, so it is reliable with 15 items. The insecurity scale is 0.847 above 0.06, so it is reliable with 16 items and can be used in research.

The questionnaire, which contained instruments measuring the scale of self-concept and insecurity, was distributed online through social media such as Whatsapp, Instagram, and Twitter from April 2-18. It obtained 54 respondents who were students in various regions and actively used Instagram or TikTok.

The data obtained were then analyzed using SPSS 26 to obtain research conclusions. Assumptions and hypothesis tests were conducted using simple linear regression tests to see the influence between variables. Simple linear regression is an appropriate statistical model to see the direct relationship between two variables, namely self-concept (independent variable) and insecurity (dependent variable), thus allowing researchers to analyze whether changes in self-concept are related to the level of insecurity in male students. The level of significance used was $p > 0.05$, so it can be concluded that there is an influence between variables.

RESULT AND DISCUSSION RESULT
Normality Test

One-Sample Kolmogorov-Smirnov Test

		KonsepDiri	Insecurity
N		54	54
Normal Parameters[a,b]	Mean	45.24	47.17
	Std. Deviation	6.512	7.852
Most Extreme Differences	Absolute	.110	.109
	Positive	.066	.109
	Negative	-.110	-.058
Test Statistic		.110	.109
Asymp. Sig. (2-tailed)		.154[c]	.161[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on the significance value seen from the row "Asymp. Sig. (2-tailed)," both variables are normally distributed because their values are above 0.05. The variable "Self-concept" has a significance value of 0.154 (0.154>0.05). The variable "Insecurity" has a significance value of 0.161 (0.161>0.05). Because both variables are normal, the next step is the linearity test.

Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Insecurity * KonsepDiri	Between Groups	(Combined)	2313.943	23	100.606	3.165	.002
		Linearity	1731.448	1	1731.448	54.473	.000
		Deviation from Linearity	582.495	22	26.477	.833	.667
	Within Groups		953.557	30	31.785		
	Total		3267.500	53			

The data can be stated as linear because the result of Deviation from Linearity is greater than 0.05. The Anova Table shows a result of 0.667 (0.667>0.05), which means that the data is linear.

Regression test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1731.448	1	1731.448	58.615	.000[b]
	Residual	1536.052	52	29.539		
	Total	3267.500	53			

a. Dependent Variable: Insecurity
b. Predictors: (Constant), KonsepDiri

Based on the regression test, the significance value was 0.00, which is below 0.05. It can be concluded that the variable X (Self-concept) significantly influences the variable Y (Insecurity), which means that Ha is accepted and H0 is rejected.

This study involves 54 male university students who are active Instagram and TikTok users. After data collection, assumption tests were carried out, followed by hypothesis tests, and descriptive statistics were presented. These statistics were used to categorize positive self-concepts and insecurity into low, medium, and high categorizations.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KonsepDiri	54	27	60	45.24	6.512
Insecurity	54	23	64	47.17	7.852
Valid N (listwise)	54				

Self-Concept and Insecurity Categorization Self-Concept

High	$= X > M + SD$	$= X > 51,75$
Moderate	$= M - SD \leq X \leq M + SD$	$= 38,72 \leq X \leq 51,75$
Low	$= X \leq M - SD$	$= X \leq 38,72$

Insecurity		
High	$= X > M + SD$	$= X > 55,02$
Moderate	$= M - SD \leq X \leq M + SD$	$= 39,31 \leq X \leq 55,02$
Low	$= X \leq M - SD$	$= X \leq 39,31$

Categorization result

Self-concept male collect students.

The self-concept of male students is in the moderate category of 40 (74%), while the high category is 9 (17%), and the remaining 5 (9%) students are in the low category.
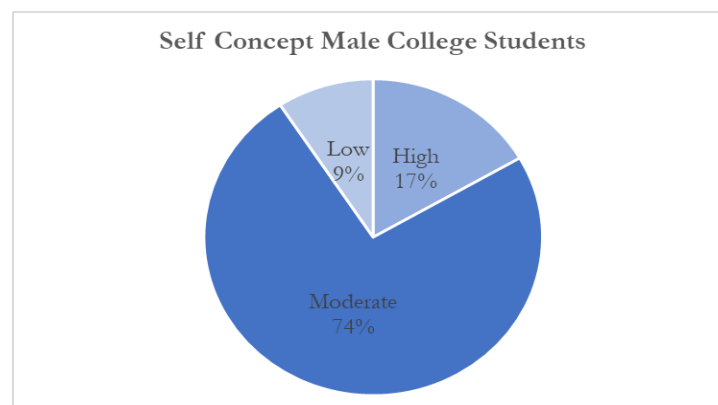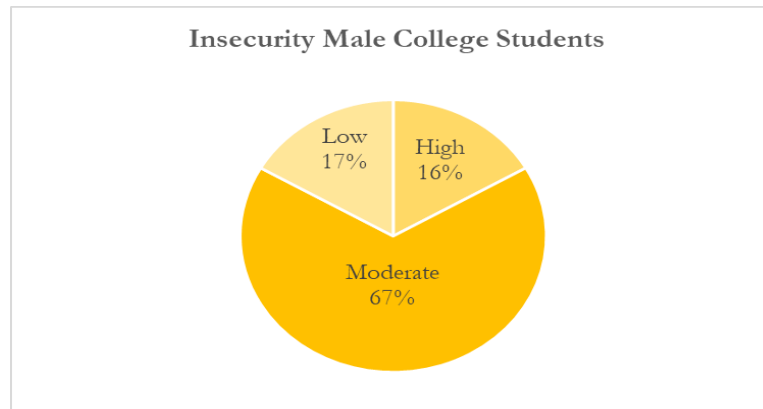
Insecurity of male collect students

Insecurity of male students is categorized as moderate 36 (67%), while the high category is 9 (17%), and the remaining 9 (16%) students are categorized as low.

This study aims to determine the effect of self-concept on the insecurity of male students who use Instagram and TikTok. Based on the simple linear regression test that has been carried out, a significance value of 0.00 <0.05 was obtained, which states that self-concept influences the insecurity of male students who use Instagram and TikTok, with a negative coefficient which means that when the self-concept of students who use Instagram and TikTok is high, insecurity is low and vice versa, when the self-concept of students who use Instagram and TikTok is low, insecurity is high. Based on the categorization results, it was found that physical insecurity in male students who use Instagram and TikTok tends to be moderate, following a positive self-concept that tends to be moderate.

Based on the categorization results, physical insecurity in male students who use Instagram and TikTok tends to follow a moderately positive self-concept. This study's results align with research conducted by Nazhifa (2022) on the relationship between self-concept and body image in female students, which states that self-concept and body image have a significant relationship; the higher the self-concept, the better the body image. This is also supported by the findings of Wahyu (2021), who found that individuals can have a negative self-image if their self-concept is low. Although this second study was conducted on female students and early adult women, research by Hidayati (2021) shows a general pattern of the influence of self-concept on physical insecurity beyond gender boundaries. In contrast, men also, when they have a positive self-concept, individuals do not easily feel insecure. In this study, it was found that insecurity is not limited to women but also men. Men with a low self-concept will be prone to feeling insecure regarding their physical appearance due to exposure to appearance standards on social media, for example. Social media can trigger insecurity when individuals cannot control the comparison (Greenberg, 2015).

The large number of Instagram and TikTok users impacts feelings of insecurity. The emergence of communication between oneself and others on social media can cause insecurity when individuals are less able to control communication and do not accept their shortcomings (Vinni et al., 2023). Therefore, it is necessary to have a positive self-concept. When you already have a positive self-concept, then when playing Instagram and TikTok and seeing people who are better than you, you will not feel inferior because a positive self-concept will make individuals more accepting of

their shortcomings and themselves, focus on self-development and not easily influenced by negative things about themselves (Acocella and Colhoun, 1995). Research by Wimona and Loisa (2022) states that male students generally have a more stable self-concept and are less influenced by external comments. However, they can still experience insecurity in certain social contexts. and strong internal factors in the self-concept of male students allow them to reduce the negative impact of social media exposure compared to females.

Self-concept is how individuals view themselves and what they want, which includes knowledge, assessment, and expectations of themselves. When individuals have a positive self-concept, they have accepted themselves, have self-confidence, and accept their situation. They will not be easily influenced by the standards or words of others about themselves (Acocella and Colhoun, 1995). People with a positive self-concept will have self-confidence and knowledge and be able to display cognitive and affective aspects in themselves. (Novianti and Merida, 2021). In line with Widiarti's statement (2017), people with a positive self-concept will have confidence in solving problems, be able to solve or improve themselves and accept praise without shame. Research conducted by Nazhifa (2022) states that when someone can accept themselves and make peace with their past, they will radiate a positive aura toward their body image. Self-concept can affect social support, especially from the campus environment and family, which greatly strengthens self-concept and reduces insecurity. Students who get social support feel more accepted and appreciated, thus strengthening their positive evaluation of themselves and increasing their resilience to themselves—negative impacts of social media (Rania & Yuliana, 2023).

The results of this study can be used to raise awareness of the importance of positive self-concept among social media users, especially male students exposed to often unrealistic physical standards (Amalia, 2013). Programs such as counseling that emphasize self-acceptance and self-potential development can help students better manage the impacts of social media, with a focus on improving self-concept (Felita et al., 2016). Higher education institutions can provide counseling services that focus on developing self-concept to mitigate the influence of social media on insecurity (Saraswatia et al., 2015). Campus environmental support involving counselors and peers is also important to help students deal with social compensation and strengthen their self-concept (Utami & Kusumalestari, 2023).

CONCLUSION

Based on the simple linear regression test that has been carried out, a significance value of 0.00<0.05 was obtained, so it can be concluded that the Ha hypothesis in this study is accepted, namely that self-concept influences the insecurity of male students who use Instagram and Tiktok, with a negative coefficient which means that when the self-concept of students who use Instagram and Tiktok is high, insecurity is low and vice versa, when the self-concept of students who use Instagram and Tiktok is low, insecurity is high. Based on the categorization results, it was found that the self-concept of male students was moderate and had a moderate level of physical insecurity.

With this research, it is hoped that readers can increase their knowledge and have a positive self-concept by participating in activities to find out and develop their potential, such as attending self-development seminars or motivational seminars. This will help readers be more accepting of shortcomings, focus on themselves to develop more and build self-confidence so that feelings of

insecurity do not arise.

This study has limitations in the theory that examines insecurity and the lack of research on the relationship between self-concept and insecurity in male students. The research sample is too small. It is hoped that further research can cover a wider population. Research on the Influence of Self-Concept Based on Semester Level by comparing the influence of self-concept on feelings of insecurity in first-year and final-year students. This can help see whether the level of education and experience affects the level of self-concept and feelings of insecurity. In addition to quantitative approaches, in-depth research with qualitative methods can reveal how students build their self-concept and overcome feelings of insecurity caused by social media. Further studies can explore the influence of self-concept on students' self-confidence in their beliefs about their future careers.

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