# RELATIONSHIP BETWEEN INSTAGRAM'S SOCIAL MEDIA USE INTENSITY AND SELF-ACCEPTANCE IN STUDENTS

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## Abstract

Some people have the main goal in using social media, namely to get satisfaction when their psychological needs are met, that way someone will be motivated to continue meditating. social media so that when he gets satisfaction through the many positive comments and is liked by many people, this encourages someone to continue sharing photos or videos of his activities via Instagram. But if he is dissatisfied with what he has uploaded on Instagram so that he feels neglected and unappreciated, it will cause someone to be reluctant to upload his photos again. The number of negative comments that often appear on Instagram can trigger someone to do unwanted things, one of which is Self Low acceptance. Self-acceptance a low is characterized by someone who feels worthless, depressed, difficult to adapt to their environment, and lacks motivation because they often blame and hate themselves. Instagram social media use and self-acceptance on students. This research uses quantitative research methods. The subjects in this study were 48 students. Data analysis in this study used product analysis moment. product analysis moment aims to test whether there is a relationship (correlation) between variables. Collecting data using the method of distributing scale questionnaires. The results of this study using the product test moment which shows the results of the analysis of data correlations sig value (2-tailed = 0.000) <0.05 then Ho is rejected, meaning that Ha is accepted so that the conclusion is obtained There is a relationship between Intensity of Use of Instagram Social Media and Self-acceptance. While the Pearson value correlation obtained by 0.622 means that the Intensity of Use of Social Media Instagram contributes 62.2% to Self Acceptance, the remaining 37.8% is influenced by other factors.

**Keywords:** Intensity of Use of Social Media Instagram, Self-acceptance

## Introduction

As time goes by and development of the time, technology is also growing. Likewise with social media. In the past, it was difficult to convey news when you were in a place far away. Then the discovery of the telephone that can connect humans who are in far-flung places through sound. Until the discovery of technology that allows us to share the latest images even from a great distance. Likewise Instagram, social media which in its application allows everyone to share their stories through the latest pictures.

When someone gets satisfaction through lots of positive comments and is liked by many people, this encourages someone to continue sharing photos or videos of their activities via Instagram. But if he is dissatisfied with what he has uploaded on Instagram so that he feels neglected and unappreciated, it will cause someone to be reluctant to upload his photos again. On the other hand, there are not a few people who keep trying to present their perfect figure without gaps to get praise and be liked by many people.

The number of negative comments that often appear on Instagram can trigger someone to do unwanted things, one of which is Self Low acceptance. In the case that occurred in 2019 where a former idol group member named Suli was found to have committed suicide, it is suspected that she was depressed due to frequent negative comments from fans (Kompas.com, 2019). *Self-acceptance* a low is characterized by someone who feels worthless, depressed, difficult to adapt to their environment, and lacks motivation because they often blame and hate themselves.

The definition of *Self Acceptance* according to Berger (in Nisa '2019) is someone who believes in his abilities and has personal standards of behavior so that he can be responsible and consistent for everything. As for the aspect of self-acceptance according to Berger (in Nisa '2019), namely:

1) Confidence in his ability to face life. 2) Seeing himself as valuable and having the same degree as other individuals. 3) Don't see yourself as weird and don't expect to be rejected by others. 4) Have a self-orientation and not be ashamed (*self-conscious*). 5) Responsible for what is done. 6) *Prefer to follow personal standards according to his circumstances rather than confront social pressure.* 7) *Objective in receiving praise or blame.* 8) *Accept the strengths and limitations that are owned and think realistically about them.* 9) *Accept human nature to accept its impulses and emotions and not feel guilty about it.*

Social media can have an impact on *Self Someone's acceptance*. Previous research that examined the Intensity of the Use of Instagram social media and Self-Acceptance was conducted by Kamuli (2018). The research was conducted on high school/vocational high school students in East Java. The results of this study can be concluded that there is no significant relationship between the two variables.

Instagram social media is the time and effort spent by someone to operate or use an internet-based application, namely Instagram, the aspects contained therein are duration and frequency.

From the problems that have been described, *self-acceptance* becomes important to study because the impact of low self Acceptance can be in the form of behaviors that harm oneself, such as suicide, or harm others, such as aggression and anarchy. therefore the purpose of this study was to determine the relationship between the intensity of Instagram social media use and self-acceptance among students

## Self-acceptance

*Self Acceptance* according to Berger (in Nisa '2019) is someone who believes in his abilities and has personal standards of behavior so that he can be responsible and consistent for everything. From the above understanding, it can be concluded that *self-acceptance* is how the individual can accept the characteristics that exist in him, be able to know

and accept the weaknesses and strengths that exist in him, and not feel inferior to himself.

As for the aspect of self-acceptance according to Berger (in Nisa' 2019), namely:

1. Confident in his ability to face life.
2. Seeing himself as valuable and having the same degree as other individuals.
3. Doesn't look at himself as weird and doesn't expect to be rejected by others.
4. Have outgoing self-orientation and not be ashamed (*self-conscious*).
5. Take responsibility for what is done.
6. *Prefer to follow personal standards according to his circumstances rather than confront social pressure.*
7. *The objective of receiving praise or blame*
8. *Accept your strengths and limitations and think realistically about them.*
9. *Accept human nature to accept its impulses and emotions and not feel guilty about it.*

According to Hurlock (in Vera 2016) several factors make up *Self Someone's acceptance* namely;

1. *Self-understanding* (*self-understanding*), namely self-perception marked by *genuineness,* reality, and honesty. The more a person understands himself, the better *the Self-acceptance* is.
2. *Realistic expectations*, when a person has realistic expectations in his desire to achieve something, it will affect self-satisfaction which is the essence of *Self-acceptance*. The hope itself will be realistic if the one who makes the hope is ourselves because we know our abilities.
3. *The absence of obstacles from the environment* ( *absence of environment obstacles* ). Obstacles from an uncontrollable environment can lead to an inability to achieve realistic goals. These barriers can be in the form of racial, gender, or religious discrimination. A person can obtain satisfaction for his achievements if these obstacles can be removed and

family, peers, or people around provide motivation in achieving his goals.

4. *Positive social attitude,* a person will be more able to accept himself if he has a positive social attitude. Three main conditions produce a positive evaluation, namely the absence of prejudice against someone, respect for social abilities, and individual willingness to follow the traditions of a social group.

5. *There is no heavy stress,* someone who does not have stress or heavy emotional pressure makes him able to work optimally and is more environmentally oriented than self-oriented, and can be calmer and happier.

6. *Effect of success.* Having experience failure can cause self-rejection, and conversely getting success can produce *Self acceptance.*

7. *Identify well-adjusted people.* This attitude can produce a positive self-assessment and bring *Self-acceptance.* The identification process is most powerful during childhood.

8. *Broad self-perspective.* Someone who has a broad perspective as he sees himself as others see him will be able to develop self-understanding more than someone who has a narrow perspective.

9. *Good parenting in childhood.* Education given to children at home and school is very important, adjustments to life are formed in childhood so good training at home and school during childhood is very important.

10. *Stable self-concept.* Only a positive self-concept can lead a person to see himself inconsistently.

Hurlock (in Vera 2016) shares the impact of *Self Acceptance* into two categories:

a. On adjustment. Able to recognize strengths and weaknesses, have self-confidence (*self-confidence*), and self-esteem (self-esteem), more able to accept criticism, *Self Acceptance* accompanied by a sense of security will make a person evaluate himself more realistically so that he can use his potential effectively.

b.  In social adjustment. Individuals who have *Self Acceptance* will feel safe to accept other people and give attention to others as showing empathy or sympathy.

**Instagram Social Media Usage Intensity**

Putri, Erlyani, and Mayangsari (2016) argue that intensity is judged by frequency and duration. It can be concluded that the intensity of use is the level of behavior and the amount of time spent using something.

Instagram social media is the time and effort spent by someone to operate or use an internet-based application, namely Instagram, the aspects contained therein are duration and frequency.

Intensity according to Del Bario (in Andarwati, 2016) consists of four aspects, namely attention, appreciation, duration, and frequency. In the intensity of using social media, these aspects are rearranged into two, namely quality and quantity aspects. The quality aspects include attention and appreciation, while the quantity aspects include duration and frequency. However, because what is meant by intensity is the size of behavior, the aspects of frequency and duration are used to measure intensity.

a.  Frequency

Is the amount of behavior that is done repeatedly either intentionally or unintentionally. The frequency of using social media means how often users access social media at a certain time. The categorization of frequency measurements is:
1. Height : ≥ 4 times/day
2. Low: ≤ 1 - 4 times/day

b.  Duration

Is how long a person carries out his behavior. In social media, often a person is not aware of time because he enjoys it too much. duration measurement criteria:
1. High : ≥ 3 hours/day

2. Low:1-3 hours/day

The intensity of use of Instagram social media itself is the level of how much behavior and how much time an individual spends using a *website-based application* so that the individual can carry out activities that lead to interactive dialogue from taking photos or videos instantly and being able to share them with other account owners. So it can be concluded that the intensity of using Instagram social media is the amount of behavior and the amount of time individuals spend when using Instagram social media.

Its use, of social media, has various impacts on its users, whether positive or negative. The following is the impact of using social media in general and specifically in the Instagram application.

a. Positive impact
   1) Make it easy for individuals of the same stream to group together, so they can form a community that can work together and express themselves through posts that are uploaded every day.
   2) Many companies use social media as a marketing tool in the form of product advertisements. Through these advertisements, they can promote products, discuss products and form consumer awareness.
   3) Social media can deliver a wide variety of information faster than any other traditional media.
   4) Helping users to be able to interact with friends and family to see what is going on.
   5) Help users share their content with available applications or services.
   6) Helping users to find information they like through content created by other users.

b. Negative impact
   1) Anxiety, Anxiety begins with the stress generated by the individual's desire to form an unrealistic self-image and form a perception of perfection that individuals cannot achieve in their social media.

Stress caused by social anxiety is usually described by individuals who always try to project themselves perfectly and consistently from time to time.

2) Depression. The use of social media can lead to depression, one of which is triggered by the experience of failure in building intimacy. In their social media, people tend to show the positive side of their life more often than being honest about who they are.

3) Criminal Activity, some irresponsible users are hiding behind their accounts using fake identities. That way they can perform various actions such as *cyberbullying,* human trafficking, and drug trafficking

**Research Methods**

**Research design**

The research design used in this research is quantitative research, where quantitative research is a method for testing certain theories by examining the relationship between variables. Azwar (2016) also said that quantitative research is a research method that emphasizes its use of numbers or numerics in the analysis process which is then processed using statistical procedures. That way, this is by the purpose of this study, is to find out the relationship between the intensity of Instagram social media use and *self-acceptance* among students.

**Population and sample (research target)**

The population in this study were 239 second-year students of the Faculty of Psychology, State Islamic University of Maulana Malik Ibrahim Malang. According to Arikunto (In Harmoko, 2015) if the research subjects are less than 100 it is better if all are taken and while subjects with more than 100 can be taken between 10-15% or 20-25%. Based on the method proposed by Arikunto, the researchers took a sample of 20% of the population, namely 48 students.

The sampling technique in this study was using *purposive sampling*. So that several characteristics have been determined for the subject,

namely: second-year psychology students who are active in using Instagram social media.

## Data collection techniques and instrument development

In this study, researchers used a scale as an instrument for data collection. The scale used is the Likert scale, which is a data collection technique that uses several questions given to the research subject and must be answered by the research subject.

## Instagram Social Media Usage Intensity Scale

The scale used in this study is a scale compiled by researchers based on the intensity aspect of Putri, Erlyani, and Mayangsari (2016) where intensity is assessed from frequency and duration.

## validity

This scale has been tested with almost the same subject criteria, namely second batch students and the results of the trial were that of the 16 items that were made, 0 items were dropped so the remaining items were 16 items. Item is declared valid if its correlation coefficient is above 0.30 (Azwar, 2016).

## Reliability

Based on the results of trials conducted by researchers, it was found that *Cronbach's Alpha value* from the intensity scale of the use of Instagram social media is 0.760

**Table 1**

**Reliability of the intensity of the use of Instagram social media**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .760             | 17         |

Instagram social media shows a reliability coefficient of 0.760 so the scale as a measuring tool can be categorized as reliable. Azwar (2016) states that a measuring instrument will have a high-reliability coefficient if it gets closer to 1.00.

## *Self* Scale *acceptance*

*Self* Scale *The acceptance* used is a scale compiled by researchers based on the *Self aspect Acceptance* by Berger (in Nisa '2019), namely:

1. Confident in his ability to face life.
2. Seeing himself as valuable and having the same degree as other individuals.
3. Doesn't look at himself as weird and doesn't expect to be rejected by others.
4. Have outgoing self-orientation and not be ashamed (*self-conscious*).
5. Take responsibility for what is done.
6. *Prefer to follow personal standards according to his circumstances rather than confront social pressure.*
7. *The objective of receiving praise or blame*
8. *Accept your strengths and limitations and think realistically about them.*
9. *Accept human nature to accept its impulses and emotions and not feel guilty about it.*

## validity

This scale has been tested with almost the same subject criteria, namely second batch students and the results of the trial were that of the 36 items that were made, 5 items were produced fall so that the remaining item is 31 items. Item is declared valid if its correlation coefficient is above 0.30 (Azwar, 2016).

## Reliability

Based on the results of trials conducted by researchers, it was found that *Cronbach's Alpha value* from the intensity scale of the use of Instagram social media is 0.747

**Table 2**

**reliability Self-acceptance**

| Cronbach's Alpha | N of Items |
|:---:|:---:|
| .747 | 32 |

The results of the calculation of the reliability of the self-scale acceptance show a reliability coefficient of 0.747 so the scale as a measuring tool can be categorized as reliable. Azwar (2016) states that a measuring instrument will have a high-reliability coefficient if it gets closer to 1.00.

**Engineering data analysis**

The data analysis technique used in this research is *the product moment.* The analysis was used because the purpose of this study was to determine the relationship between the two variables. To find out the correlation between the two variables, namely the Intensity variable of using Instagram social media with Self Acceptance, the researcher uses the product correlation formula moment assisted by the SPSS 16 program for Windows. The use of this formula is because researchers use two variables and their functions to find the relationship between the two.

The formula used is:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum Y^2 - (\sum Y)^2]}}$$

Information:

Rxy: product correlation moment
N: The number of responses
X: Instagram social media usage intensity score
Y: Score self-acceptance

## Research Result

Based on the data analysis that has been done, the values are obtained:

**Table 3**
**Instagram social media use and self-acceptance**

|  | PMI intensity | SelfAcceleration |
|---|---|---|
| Pearson Correlation | 1 | .622 ** |
| Sig . (2-tailed) |  | .000 |
| A sum of Squares and Cross-products | 5187.312 | 5481,500 |
| Covariances | 110,368 | 116,628 |
| N | 48 | 48 |
| Pearson Correlation | .622 ** | 1 |
| Sig . (2-tailed) | .000 |  |
| The sum of Squares and Cross-products | 5481,500 | 14972000 |
| Covariances | 116,628 | 318,553 |
| N | 48 | 48 |

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the data analysis above correlations sig value (2-tailed = 0.000) < 0.05 then Ho is rejected, meaning that Ha is accepted so that conclusions can be drawn There is a relationship between the Intensity of Instagram Social Media Use and *Self-acceptance*.

pearson's value of a correlation of 0.622 means that the intensity of use of social media Instagram contributes 62.2% to *self Acceptance*, and the remaining 37.8% is influenced by other factors.

## Discussion

Based on the results of the data analysis above, the value of the overall correlation is obtained, sig value (2-tailed = 0.000) <0.05, then Ho is rejected, meaning that Ha is accepted so that the conclusion is obtained. There is a relationship between the Intensity of Instagram Social Media Use and *Self-acceptance*. While Pearson values a correlation of 0.622 means that the intensity of use of social media Instagram contributes 62.2% to *self Acceptance*, the remaining 37.8% is influenced by other factors.

This research is in line with research conducted by Kamuli (2018) who examined the intensity of Instagram social media use and self-acceptance. This research was conducted on young high school/vocational school students in East Java. The results of this research on the linearity test have a linear F relationship of 1.655 with a significance of 0.075. This means that social media can also have an impact on *Self Someone's acceptance*.

The explanation above gives an illustration of the intensity of Instagram social media use here is one part of the factors that influence self-acceptance, so it is very closely related to the relationship between the two, because logically if part of the factors that affect something is problematic then it is likely that something will also be problematic. The more intensely a person plays Instagram social media, the more it will make a person compare himself with others which will lead to dissatisfaction with himself or lower his self-acceptance.

## Conclusion

Based on the results of the data above, it can be concluded that the relationship in this research variable is the intensity of Instagram social media use that affects the self-acceptance of students of the second batch of

Faculty of Psychology State Islamic University (UIN) Maulana Malik Ibrahim Malang with correlations of sig ( 2-tailed = 0.000) <0.025, meaning that there is a relationship between Intensity of Instagram Social Media Use and *Self-acceptance*. While Pearson values a correlation of 0.622 means that the intensity of use of social media Instagram contributes 62.2% to *self Acceptance*, the remaining 37.8% is influenced by other factors.

**Suggestion**

From the results of this study, several suggestions can be taken into consideration by various parties:

1. Students can reduce the use of social media Instagram. Because based on this research, the intensity of Instagram social media use has a fairly important relationship to self Acceptance is an individual's ability to accept the characteristics and strengths, and weaknesses that exist in him without feeling inferior compared to other people

2. For further research, we can develop theories related to the intensity of the use of social media Instagram, and deep self-acceptance. In addition, the researcher also recommends that further researchers examine the influence or relationship and other factors that contribute to self someone's acceptance. Because besides the intensity of using Instagram social media, many other factors shape self acceptance of a person, such as self-concept and body image.

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