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Research Article

The Use of Social Media on Self-Concept in Adolescents: A Multiple Case Study

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Abstract

Aims: Adolescent self-concept plays a role so that adolescents can adjust to their environment, adolescent self-concept can be influenced by the use of social media. Social media can have a positive or negative influence on adolescent self-concept.

Method: A qualitative research methodology was utilized with multiple case study design. Data collection using structure interview. The subjects in this study were 2 teenagers who active using social media. This research was conducted in the Bandung area.

Results: Teenagers use social media to express honesty, share photos, and share daily lives. However, excessive use negatively impacts self-concept, productivity, and empathy, leading to distractions like forgetting study time and helping parents clean.

Conclusion: Social media can affect self-concept in adolescents depending on the use made by adolescents, on social media adolescents get a negative or positive self-concept.

Keywords:

Adolescents, Case Study, Influenced, Self-concept, Social Media

INTRODUCTION

The use of social media was increasing years by years, survey in 2023 reported that the proportion of internet use by using mobile phones in Indonesia reached 98.3% across all age groups (1). In the age group of 13-18 years, as many as 99.1% are connected to the internet. The use of social media certainly facilitates many conveniences for life. Social media has a big impact, both positive and negative, especially among teenagers (2). The positive impact of using social media is to facilitate long-distance communication, expand social networks, and provide access to information and educational resources for students (3). Social media has a role in creating a positive environment and also shape the process of self-concept development among teenagers. Social media has the opportunity to highlight one's achievements, increase creativity, share

thoughts or ideas. The positive impact is makes adolescents get recognition that increases adolescent confidence and creates a positive self-concept (4)

The negative impact of social media use can affect the mindset and also the negative self-concept of adolescents' anxiety about body shape or physique. Adolescents will be sensitive to criticism and compare themselves with the achievements of others (4). Adolescents who used social media tend to have difficulty accepting and recognizing themselves (5) . Through social media, teenagers can upload various kinds of activities, photos or short videos to be shown in forming a self-concept. Some adolescents think about how they will be judged, as well as how people perceive them (6).

The Fear of Missing Out (FOMO) phenomenon or a person's fear when looking at things on social media so as not to miss out, the higher the individual's social self-esteem, the lower the FOMO experienced (7). Social media is also an opportunity for cyber bullying carried out by adolescents can occur due to weak social control in adolescents (8). Social media can upload an image, so that the memes phenomenon appears, the content of various memes has positive or negative content (9). Another phenomenon is the spread of hoax information because social media users are also easy to receive news without confirming it first (10) Social media now become a place to show themselves for transgenders, users are free to upload whatever users want. Transgender people will show a different identity from reality, they will maintain their role and also give the impression to other users to understand transgender people(11) In addition to these phenomena, social media provides popular features that attract teenagers. Features that are often used by teenagers are the filter feature that makes teenagers more confident to upload photos and videos where teenagers are looking for existence (6)

Transgender people now use social media to express themselves; they can upload whatever they want. Transgender people will present a different identity than reality, maintain their role, and give the impression that other users will understand transgender people (11). In addition to these phenomena, social media offers popular features that entice teenagers. Teenagers frequently use the filter feature, which increases their confidence in uploading photos and videos in which they seek existence (6). Self-concept is important for adolescents in determining their life roles and influences their behavior patterns. Adolescents who understand self-concept can develop a positive self-concept (12). Most teenagers will strive to maintain a high level of self-esteem while searching for their identity. Adolescents can develop

maladaptive behaviors such as a lack of emotional control, a lack of sense of responsibility, and an inability to tolerate circumstances, which can make it difficult for adolescents to develop a positive self-concept and even lead to a negative self-concept (13).

METHODS

Study Design

A qualitative research methodology was utilized with multiple case study design, and the data was collected through structure interviews.

Sample

The convenience sampling technique was used to select the sample. The sample was adolescents aged 13 to 18 who using a variety of social media platforms.

Instrument

Interview Guidelines

1. How many social media do you have, and explain the reason for using it? How long and how often do you think you use social media?
2. Explain what you do when using social media? Do you create an account on social media according to your real name, gender? Do you like to upload your activities? Describe what you uploaded?
3. How does social media affect your interactions with friends and family?
4. How do you assess your personality, on social media and in the real world and is it in line with what you want? If you post a photo do you use filters?
5. How does social media affect your assessment and achievements? What influences do you feel?
6. Explain whether using social media makes you compare yourself to others? How do you feel when you compare yourself
7. How do you want to be seen or judged by others on social media?
8. Explain what makes you like or dislike your appearance on social media?

Data Collection Procedure

Before conducting the data, the researcher made appointment with respondents who were willing to be interviewed. The researcher determines the time and place to conduct the interview, after getting a mutual agreement with the respondents, the interview was carried out according to the agreement. During the interview, it was recorded using a mobile phone. The time needed for the interview was about 60-70 minutes in each meeting. The interview needs 3 times meeting. After the interview, the researcher informs to the respondents that the recording results will be kept confidential and the recording results will be deleted after the research is completed.

Data Analysis

Data analyzed using content analysis

RESULTS

Interviews conducted on December, 2023 with 2 two respondents. The first respondent was female students in Senior High School, 15-year-old, used several social media platforms. The duration using social media about 8 hours/day on holidays and 5 hours/day in weekday. The respondent uses social media to communicate with friends, family, to find out news about her idols and also to see her idol's music videos. The respondent sometimes uses social media to vent her complaints. The respondent feels that there is a difference in herself between the real life and her life in social media. She said becomes less socializing in the real world after play a lot in social media.

The second respondent was female 14-year-old, uses several social media platforms. The average time using social media approximately 10 hours per day to find out the news and keep up with what's trending. According to the respondent, social media can be used to interaction with her friends and family. Respondent also said that she is an introvert in the real life, but on social media, she is change into extrovert.

The result of the interview, showed the statements from the respondents below

Respondent 1

"So the social media that I use is Instagram, I usually use it for fangirling, updating photos of my daily life, I am rich in participating in cabarets or competitions, then there is WhatsApp for me to communicate with people, and finally there is Twitter to see news updates about Korean idols or places like venting"

"During holidays, I usually use social media for a long time, approximately 8 hours, but during school days, I have a lot of activities, so it will be less than 5 hours"

"On social media, I want to see it as more private, so I don't have too many updates on Instagram, etc., while in real life I'm a more welcoming person, so if I share more in real life than on social media."

"I don't think it has too much influence, it's just that there are times when I feel like on social media there is a positive assessment for ourselves that I want to follow so that I can become a good person."

"On social media, sometimes I see tutorials, such as how to be better or how to show a positive attitude, so sometimes it's not a comparison but more like I want to be like this or oh like if I am like this, it will be better in the future."

Respondent 2

"I use social media for approximately 10 hours a day, especially when I'm on holiday I will keep holding my cellphone"

"I created a social media account with a real account using my real name and showing that I am a woman who is currently attending high school."

"I use social media because I get information about things that are related to something I like or for

example, to find news that I want to know, such as about my favorite idols and also to find out about current trends."

"What I feel is that social media has a big influence on my grades because the more I play social media, the lower my grades at school."

"I use filters to make it look brighter and not dull, but I don't feel like there's anything missing from my face because my face is a gift from God."

"I want them to judge me based on what they see; I won't do something just for other people. I will do whatever I like and want."

"I like social media because I can take pictures and post on social media freely, but I don't like social media because there are often people who wrote bad comments."

From the content analysis occur 3 themes regarding social media toward self-concept: 1) Honesty in social media, 2) Wisely using social media, and 3) Indifferent to the role.

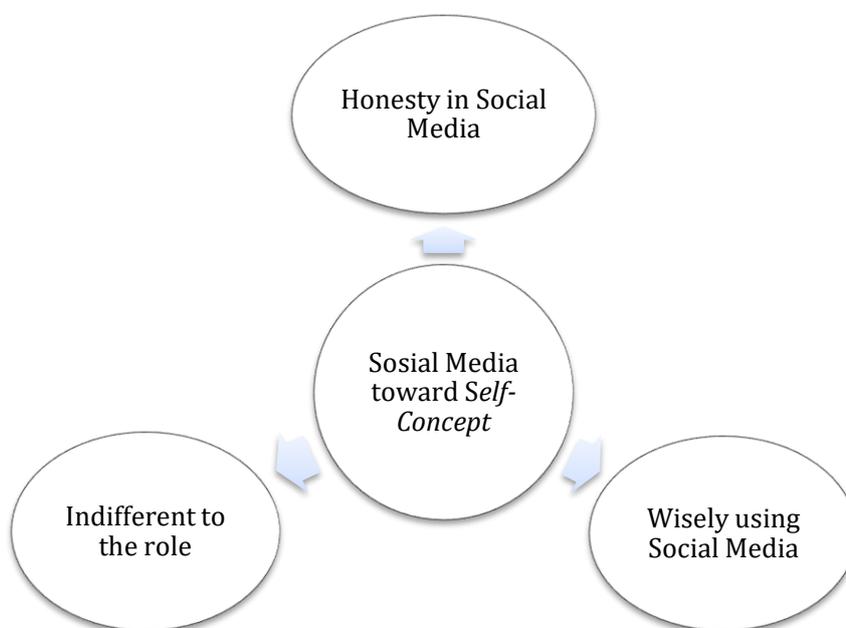


Figure 1. Thematic

DISCUSSION

Honesty in Social Media

Teenagers show honesty in introducing their identity on social media by using their real names, showing their real faces, showing themselves as women and high school students, showing their daily lives as high school students, communicating with people they know, and with their friends and family, teenagers also show and like posts about

their idols on social media, get positive things from social media that can be followed. This statement is in line with Weir (14) who stated that social media is a place for teenagers to upload photos, create profile names and upload about themselves on social media. Teenagers show the identity displayed on social media according to reality, information can be clearly known by others and can be judged by themselves, open characteristics, like social activities such as uploading photos and stories,

reciprocating comments with the displayed identity (15).

Teenagers who deliberately hide their circumstances or problems from others do so in order to maintain their privacy. According to interviews, teenagers want to appear as others see them because they do not have a shadow to be seen or valued by others. Teenagers only want to show positive things on social media. This statement is consistent with Househ (16) assertion that adolescents use social media to express themselves without regard for the opinions of others. However, adolescents consider how to create a self-image that will have a positive impact on their social life in cyberspace.

Wisely using social media

Self-image is one of the components of individual's self-concept. The results of interviews showed that teenagers use social media to show their interests and daily life or things that they like. Teenagers can distinguish between what others can see on social media and what they do not need to show on social media. Teenagers try to project a positive self-image on social media by uploading photos of themselves and videos about their interests or daily activities. Respondents do not feel inferior about their faces and are grateful for them. Teenagers also tend to show what they like by uploading idol videos or quotes (17).

The results of the interviews between the two teenagers revealed distinct individuals in the real world and on social media. In the real world, adolescents have an extroverted personality and are more welcoming to those around them, particularly at school, whereas on social media, adolescents are more introverted because they are more comfortable talking directly and receiving positive feedback than talking on social media. This statement is consistent with Grove (18), who stated that social media can serve as a bridge for teenagers to discover their interests and talents. Teens can share photos or videos of their hobbies, artwork, or favorite activities. Teenagers will behave

in real life based on their circumstances and environment, but on social media, they believe they have the freedom to create a new personality for themselves (19).

Indifferent to the role

The results of this study show that negative self-concept also appears in the respondents' self-role component. This may happen because respondents are unable to do their tasks optimally. One of the reasons for not being able to do these tasks is because teenagers play too much social media so that they forget time to study or help their parents to clean up the house. This statement is in accordance with Hausmann Zubir (20) who said that social media can have an impact on adolescents' self-concept due to excessive use of social media and interpersonal difficulties so that they do not focus on life. According to (21), adolescents' lack of sympathy and empathy for their surroundings is caused by their excessive use of social media. Social media reduces teenagers' productivity in the real world, as well as their sense of socializing with peers and their surroundings.

CONCLUSIONS

Social media can have an impact on adolescents' self-concept, depending on how they use it; adolescents can have both negative and positive self-concepts while using social media. Individuals who exhibit good self-control are expected to use social media to improve their self-concept. Parents' role is needed to monitor adolescents' use of social media so that social media can provide more positive benefits for adolescents.

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