THE INFLUENCE OF INSTAGRAM USE ON SOCIAL ANXIETY IN EARLY ADULTHOOD

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ABSTRACT

One of the online social media platforms is instagram, which can connect individuals to communicate remotely and visually, which can lead to anxiety as a result of negative social comparison and fear of missing out. Anxiety is a condition where individuals experience fear if they do not get support and acceptance from their environment. The purpose of this study is to determine the influence of instagram use on social anxiety in early adulthood. A total of 258 psychology students, from university X who use instagram at least once a week with an age range of 20-40 years, participated in this study. Quantitative non-experimental correlation was the research method used. Social anxiety was measured using the Social Anxiety Scales for Adolescent (SAS-A) from La Greca and Lopez (1998) which has been translated by Ivana (2022), with a total of 18 items and a Cronbach Alpha of 0.928. Meanwhile, instagram was measured using The Passive Active Use Measure (PAUM) by Gerson et al. (2017) which has been adapted by Amanda (2020), with 10 items and a Cronbach Alpha of 0.822. The correlation test results show that the p value is -0.072 and the significance value of p = 0.248 > 0.05 which means that social anxiety has no correlation with instagram, but one of the dimensions, namely Social Avoidance and Distress-General (SAD-G) has a significant negative correlation with instagram usage. Regression tests were not performed because there is no correlation between variables. The conclusion of this study is the higher the social anxiety, the lower the use of instagram.

Keywords: Social anxiety, instagram, early adulthood

1. INTRODUCTION

Social media is an online platform that is increasingly favored by various groups to connect with each other over long distances (Rahardjo et al., 2020), one of which is instagram. Social media has an influence on its users, such as sharing photo uploads of the positive aspects of its users lives which can often influence the perceptions of other users. Social media shows a constant and strong flow of information about other people's social lives (Alfasi, 2019).

Based on data submitted by Badan Pusat Statistik Provinsi DKI Jakarta (2019), the number of internet usage in DKI Jakarta in 2017 was 60.65%. In 2018, internet usage in DKI Jakarta was recorded at 65.89% and increased in 2019, which amounted to 73.46%. Research conducted by Rizaty (2022) also said that Jakarta is one of the areas with the highest percentage of residents accessing the internet or doing online activities, reaching 85.55%. The use of instagram social media has also increased every year. Based on data submitted by NapoleonCat, the number of instagram social media users in Indonesia as of February 2022, which amounted to 101.760.400. In February 2023, there was an increase in the number of instagram social media users in Indonesia, which amounted to 106.721.600 with the majority of users being female, which is 53%.

Instagram is one of the social media with a large number of users among the community. This is because instagram can not only be used as a virtual communication medium, but can also be used as a medium to share moments, images between users, and to maintain social relationships in a more relaxed way (Bjornsen, 2018). Excessive use of social media can have a negative impact such as addiction. The individual will use social media to get pleasure equal to himself, suffering if prohibited from using social media to sacrifice his responsibilities (Andreassen et al., 2017).

The function of instagram that emphasizes as a platform for sharing visual things, such as photos and videos accompanied by photo filters and retouching support can cause anxiety due to negative social comparisons and feelings of 'fear of missing out' after seeing other people's interesting activity posts (Vannucci, 2019).

Feeling excessively anxious and worried when out in the community is called social anxiety. Anxiety is an emotional feeling due to the emergence of a threat, either from within or from outside, either real or expected, causing fear in the body (Djajasaputra & Basaria, 2021). According to other statements, social anxiety is a condition where individuals experience fear or anxious if they do not get support and acceptance from their environment (La Greca & Lopez, 1998). Acceptance means that individuals are not ignored or rejected by their peers (Greca & Lopez, 1998) which can make individuals feel anxious when in their social environment (Ekajaya, 2019) and prefer to interact online to find social relationships that may be lacking in the real world (O'Day & Heimberg, 2021). In addition, individuals with high social anxiety can make individuals miss important events in their lives (Azka et al., 2018), lead to negative behavior towards themselves, feelings of being isolated (O'Day & Heimberg, 2021).

The feeling of anxiety that arises in individuals with social anxiety due to fear of negative judgment from the surrounding environment (Aldiyus & Dwatra, 2021) makes sufferers tend to avoid interpersonal interactions or still face them, but with feelings of discomfort (Herman et al., 2018). Individuals who experience social anxiety tend to have a significant risk of engaging more frequently in social media use (O'Day & Heimberg, 2021). The anxiety that arises can hinder an individual's social relationships with their peers or have a limited friendship environment and show low socialization skills, thus hindering their social functioning (Herman et al., 2018). This anxiety impacts the individual's daily life patterns (Heng et al., 2021).

Similar research was conducted by Azka et al. (2018), where the conducted research with student participants at the Universitas Islam Negeri Sunan Gunung Djati Bandung in Indonesia, the results of the study revealed that the use of social media can cause anxiety and dependence as a result of the convenience provided. However, in a study conducted in Singapore by Jiang and Ngien (2020), there was no direct correlation or influence between the use of instagram on social anxiety. Indonesia and Singapore are two countries that have differences, both in culture, language, and the level of use of social media instagram. Based on this description, the researcher is interested in conducting further research to find out whether there is an effect of using Instagram on social anxiety in early adulthood at the Faculty of Psychology, University of X, located in Jakarta.

2. RESEARCH METHOD

The participants in this study consisted of 267, but only 258 participant data could be processed from students of the Faculty of Psychology at University X Jakarta, Indonesia. There were 216 female (as much as 83.7%) and 42 male (as much as 16.3%) who participated in this study. Sampling was done by purposive sampling. Participants who are willing to participate in this study will be asked to fill out informed consent first before proceeding to the demographics and research instruments section. The participants' ages ranged from 20 to 35 years old (as much as 48.4%) with average instagram usage of 3 hours (as much as 40.7%).

Table 1

The gender of participant

Gender	Frequency	Percentage (%)
Female	216	83.7
Male	42	16.3
Total	**258**	**100.0**

Table 2

The age of participant

Age (year)	Frequency	Percentage (%)
20	125	48.4
21	106	41.1
22	19	7.4
23	3	1.2
24	2	.8
25	1	.4
26	1	.4
35	1	.4
Total	**258**	**100.0**

Table 3

The duration of instagram usage

Duration (hour)	Frequency	Percentage (%)
1	69	26.7
2	84	32.6
3	105	40.7
Total	**258**	**100.0**

This research is a type of non-experimental correlational quantitative research. The measurement being used Social Anxiety Scales for Adolescent (SAS-A) and The Passive Active Use Measure (PAUM). SAS-A was constructed by Greca and Lopez's (1998) which has been translated by Ivana (2022). This scale was to measure social anxiety which consists of 3 dimensions and 18 items. It was originally being used to measure social anxiety in adolescents, but a number of studies have shown that the SAS-A can also be used to measure social anxiety in adults (Watson & Friend, 1969 in Greca Lopez, 1998). The scale has three dimensions: (a) The Fear of Negative Evaluation (FNE) with 8 items; (b) Social Avoidance and Distress with New situations or unfamiliar peers (SAD-New) with 6 items, and (c) Social Avoidance with Distress General (SAD-General) with 4 items. An example of an item on the SAS-A instrument tool is "I worry about what others think of me".

The Passive Active Use Measure (PAUM) of Gerson et al. (2017) which has been adapted and translated by Amanda (2020). PAUM is to measure instagram. Initially the measurement was being used to measure the use of Facebook social media, then the measurement was adapted for instagram. An example of an item on the PAUM instrument tool is "Commenting on photos or videos uploaded by others". The Google Form provided for the respondents consist of informed consent, data demography as well as the SAS-A and PAUM scales. The Google Form was administered to undergraduate students of the Faculty of Psychology from University X.

3. RESULT AND DISCUSSION

The description of social anxiety and instagram usage variables is assessed using a likert scale consisting of five points (See Table 4).

Table 4
Differences of Social Anxiety and Instagram Usage Variables

Differences	Hypothetical Mean	Empirical Mean
Social Anxiety	3	3.2150
Instagram	3	3.0109

SAS-A with the Cronbach Alpha 0.928 and PAUM with the Cronbach Alpha 0.822. The normality test was carried out using the One-Sample Kolmogorov-Smirnov Test. The normality test on the social anxiety variable obtained a value of p = 0.200 > 0.05 and on the instagram variable obtained a value of p = 0.052 > 0.05.

When the correlational test was conducted between social anxiety and instagram usage, it was found that there was no correlation at all. However, each dimension of social anxiety was being correlated to the use of instagram, and it was found that the SAD-General dimension has a significant negative correlation with instagram usage.

Previous research shows a value of r = -0.072 with a significance level of p = 0.248. Regression tests were not carried out because there was no correlation between variables. Because it is obtained that if the use of instagram is higher, then the level of someone doing social avoidance and distress is lower.

Based on research conducted on undergraduate students of the Faculty of Psychology, University of X it shows that there is no correlation between instagram usage and social anxiety variables. This is not in line with research conducted by Azka et al. (2018), where in the research it was stated that there was a significant influence between social anxiety on social media dependence in students at the Universitas Islam Negeri Sunan Gunung Djati Bandung in Indonesia. However, this research is in line with research conducted by Jiang and Ngien (2020), where in the research it was stated that there is no direct correlation or influence between the use of instagram on social anxiety in Singapore. Insignificance of this study can be caused by researchers not collecting enough data. Since the results of this study show that there is no correlation between variables, the researchers did not conduct a regression test.

This study has limitations in the form of limited time for distributing questionnaires and there is no direct supervision or control from the researcher when participants fill out the questionnaire. Another shortcoming is that in measuring social anxiety, the SAS-A measuring instrument that researchers use only focuses on social anxiety in general, not focusing on the use of instagram.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research on the influence of instagram use on social anxiety in early adulthood, it is known that there is no significant correlation so that the hypothesis in the study cannot be accepted. It is found that the dimensions of FNE and SAD-New in social anxiety and instagram usage variables have no correlation. Then the results obtained that the SAD-General dimension with the instagram usage variable has a significant negative correlation. This means that the higher the social anxiety, the lower the use of instagram.

Based on the conclusions and discussions that have been presented, researchers put forward several suggestions related to theoretical benefits that can help further develop and refine the influence of instagram use on social anxiety in early adulthood. First, strengthening references regarding aspects that affect social anxiety, especially on the use of instagram. Second, future researchers are advised to use other measurement methods, such as experimental research methods to find and know more about the use of instagram and social anxiety in individuals who are in early adulthood. Third,

future researchers are advised to consider the specific activities, frequency, and patterns of use of instagram, because the diversity and uniqueness of features can have a different impact on each individual. In addition, it is hoped that the results of the study can contribute to social psychology related to the variables of instagram use and social anxiety.

Based on the research results and data analysis, this study has implications for the development of psychological studies in developing interventions that enable early adult individuals to utilize technology and social media positively. In addition, the results of the study are expected to contribute to efforts to increase understanding of the impact of using social media, especially instagram as a means of communication and information. Thus, in using social media instagram, it is expected that early adult individuals can use it wisely and not excessively. This research also serves to inform parents and the community to know and understand the characteristics of social media so that children can avoid unwanted things. The wise use of instagram social media can help early adult individuals avoid social anxiety. In addition, this research is also expected to be widely disseminated through campus organizations, social media, and even national seminars.

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