ONLINE SELF-PRESENTATION RELATIONSHIP WITH INSTAGRAM ADDICTION IN STUDENTS OF THE DEPARTMENT OF PHYSICAL EDUCATION, HEALTH AND RECREATION, UNIVERSITY OF MUSAMUS, MERAUKE, INDONESIA

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ABSTRACT

Online self-presentation is a behavior in the online world where one's efforts to create an impression on others and are influenced by a variety of certain motives. Continuous or excessive use of social media that has the potential to become a dependency behavior on the internet. The purpose of this study was to analyze the online relationship of self-presentation with Instagram addiction for students in the Department of Physical Education, Health and Recreation (Pendidikan Jasmani, Kesehatan dan Rekreasi: Penjaskesrek), University of Musamus, Merauke, Indonesia. The research design used a quantitative research approach with a cross-sectional study design. While the data source used in this study is primary data is data obtained from questionnaires, observation and literature study. The populations in this study were all 2017 Students of Penjaskesrek while the sampling was selected in proportionate random sampling as many as 50 respondents where randomly selected respondents were active using Instagram social media. The data analysis technique used was a simple linear regression analysis which showed a significant positive relationship between self-regulation and Instagram social media addiction, with the regression coefficient \( r_{xy} = 0.619 \) and a significance level of 0.000 (\( p < 0.05 \)). That is, the higher the online self-presentation, the higher Instagram addiction, and vice versa. This research is expected to be a consideration for students in the use of social media, parents to monitor internet use for their children, as well as supporting references for future researchers.

Keywords: Online self-presentation, social media, Instagram addiction.
1. INTRODUCTION

The use of the internet in the age of globalization is very rapidly developing where access to use can not only be used on computers or laptops but through the use of mobile phones (HP). The use of mobile phones has also developed into a smartphone. Smartphones are equipped with internet and wifi usage, making it easier for users to access the internet anywhere and anytime. Nurmandia (2013) states that information technology can be interpreted as a technology used to store, produce, process and disseminate information.

The internet is said to be a mass communication medium where the communication used is spread through mass media. The internet is used to communicate between internet users, share photos, and see the development of the world through the internet with various website and site access available. Today many internet facilities can make it easier for humans to communicate and exchange information (Febrian, 2002). The impact of mass communication, especially television and especially the internet becoming an agent of socialization, plays an important role in the transmission of people's attitudes, perceptions, knowledge and beliefs (Elvinaro & Lukiati, 2004; Fitriani et al., 2018).

The Indonesian Internet Service Providers Association (APJII) revealed that the number of Indonesian internet users in 2016 was 132.7 million or 51.5% of the total Indonesian population of 256.2 million in 2016 (APJII, 2016). On average Indonesian people spend a long time to access social media, which is around 54 minutes every day. Internet needs in Indonesian society today are like primary needs which must be the obligation of each individual. The number of internet users in Indonesia has reached 82 million more and is ranked the 8th largest in the world. The penetration rate reached 24.23%, a figure that is quite high when compared to internet users in the Southeast Asia region and Australia (APJII, 2016). With so many smartphones that have been equipped with applications that can make it easier for users to access the internet so that it raises various social networking sites including Facebook (FB), Twitter, Line, Instagram (IG), Whatsapp (WA), and others. The description of the most use in social media is occupied by the use of Facebook by 54% or by 71.6 million people, then followed by Instagram social media with the number of users by 15% or as much as 19.9 million, and in the third position is the use of Youtube social media for 11% or 14.5 million, and the rest are users of Twitter and Linkedin (APJII, 2016). Besides Facebook, which is phenomenal nowadays is Instagram social network (IG). According to Fakhurroja in Munandar (2009), the popularity of Instagram social media is due to the ease of finding friends and sharing without seeing differences in time, place and culture.

Instagram name comes from the understanding of the overall function of this application. Insta words come from instant words. As for the word gram, it comes from the word telegram, where the way the telegram works is to send information to others quickly. The advantage of using Instagram social media compared to Facebook is that it allows internet users to edit photos and videos before they are posted, the use of hashtags makes it easy for Instagram users to display their desired photos or videos with a single typing on the explore page and an Instagram where Instagram users can post photos and videos to display daily activities and will disappear within 24 hours (Sifa & Sawitri, 2018).

Facebook's Country Director in Indonesia, Sri Widowati said that Instagram's active monthly or monthly active user (MAU) penetrated 1 billion as of June 2018. Its growth was
the most significant compared to Facebook and Snapchat, reaching 5 percent from quarter to quarter (QoQ). Indonesia is a country with the largest Instagram users in Asia Pacific. Of the 700 monthly active users who get Instagram globally, 45 million are from Indonesia. In January 2016 MAU Instagram in Indonesia was only 22 million users, this is a significant increase because its use is not only to share photos but can be used for business. In addition, Instagram users in Indonesia are also very active using the Stories feature. Every day, Instagram users can upload Stories content twice as much as the average global user (Bohang, 2017).

On the internet, someone no longer has the same norms as the offline world because someone can become anonymous on the internet (Rozika & Ramdhani, 2016). Jones & Pittman (1982) state that self-presentation is an attempt to create an impression on others and is influenced by various kinds of motives. These motives, among others, are the desire to be considered as a good person and liked by others, the desire to show his strength to others, and also the desire to be considered as an authoritative person. Lewis & Neighbors (2005) consider self-presentation as an attempt to influence others that affect individual self-concepts and feelings of worth. Online self-presentation is a behavior in the online world, so this study explains the factors that affect self-presentation specifically in the online world.

Jones & Pittman (1982) explain that there are five forms of self-presentation strategies, each of which is distinguished by its goals and motives. The five self-presentation strategies are: ingratiation, intimidation, self promotion, exemplification, and supplication. Ingratiation behavior is the desire to be liked by others where the individual will make an impression that will make others like him for example being considered humorous, warm and friendly. Intimidation is the opposite of ingratiation. Intimidation is an attempt to display a dangerous impression to others, where this behavior will make people afraid and subject to what will be conveyed. This behavior is considered as a desire to show power over others. Self promotion is the desire to be appreciated by others for their abilities and expertise, where someone tries to present themselves as capable and competent, both in general matters such as smart and smart and in specific matters such as expertise in playing musical instruments, technical practices (Utama et al., 2018) etc. Exemplification is a behavior when an individual tries to display his self-image as a kind person or desire to be considered as a generous person where this behavior is always shown by giving to others. The fifth self-presentation strategy is supplication, which is the desire to get sympathy from others where the behavior when individuals try to display the impression that they are weak, one of them is by showing their weaknesses to others.

Continuous or excessive use of social media that has the potential to become a dependency behavior on the internet. Dependency behavior developed by a person in a particular activity is called addiction (Cardwell, 2007). Andreassen (2015) defines addiction to social media as the behavior of individuals who pay too much attention to the social media that they have, driven by very strong motivation to enter or use social media, and to spend a lot of time and energy to play social networks that disrupt social activities, work / academic, interpersonal relations, and psychological well-being / health of the individual. Addiction can also be defined as a habitual pattern that is repeatedly done automatically without thinking that can increase the risk of mental illness and / or social problems so that the person's behavior looks irrational and out of control (Marlat & Vanderboss, 1997).

Based on the results of observations on students in the Penjaskesrek Department, it was found that internet use was more used to access social media than to be used to find assignments. The use of social media is used to communicate with each other and share photos and videos. Especially on Instagram with many features for editing photos and videos makes students tend to use Instagram more. With the intastory feature, they can make live...
broadcasts to show their activities. Some students also claimed to use Instagram so that it was not considered outdated, this made them feel happy and recognized for their abilities.

Based on the description above, the authors are interested in analyzing the online relationship of self-presentation with Instagram addiction for students of the Department of Physical Education, Health and Recreation (Pendidikan Jasmani, Kesehatan dan Rekreasi: Penjaskesrek), University of Musamus, Merauke, Indonesia of the Teaching and Education Faculty at the University of Musamus.

2. METHODS
The study design used an analytic observational method with a cross sectional study approach where the measurement of several variables at one time at a time. This study uses a quantitative approach because independent variables and dependent variables are numbers or can be estimated, and analyzed based on statistical analysis. In this study researchers used two variables, according to the problem being studied, namely the independent variable is a variable that affects the dependent variable. The dependent variable in this study is Instagram Addiction while the independent variable is online self-presentation (Fig. 1).

![Research Design](image)

**Figure 1** Research Design

The type of data in this study is quantitative data. While the data sources used in this study are primary data which are data obtained from questionnaires, observation and literature study. The population in this study were all 2017 Students of the Penjaskesrek Department while sampling was selected in proportionate random sampling where the sampling was taken randomly by comparison ie sampling from each sub-population taking into account the size of the sub-population (Sugiyono, 2013) namely as many as 50 respondents where active respondents use Instagram social media. The instrument of this study uses a Likert scale model, the Instagram Addiction scale consists of 27 items that have the validity of the item 0.38-0.72 and reliability of 0.94. While the scale of self-presentation in this study amounted to 24 items, which were divided into five parts, namely first is ingratiation test validity and reliability obtained reliability value of 0.603 with item validity ranging between 0.086-0.435. Intimidation indicators get a reliability value of 0.710, with item validity ranging from 0.467 to 0.556. The exemplification indicator gets a reliability value of 0.824 with the validity of items from vulnerable 0.428 to 0.712 and the supplication indicator has a reliability value of 0.724 with item validity ranging from 0.498-0.678. Self promotion dimension gets reliability value of 0.773 with validity ranging from 0.386-0.746. The data analysis technique used was simple linear regression analysis using Statistical Package for Science (SPSS) 22 for windows.
3. RESULTS AND DISCUSSION

Table 1 Normality Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>SD</th>
<th>Kolmogorov Smirnov</th>
<th>Probability</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Self-Presentation</td>
<td>100.780</td>
<td>6.825</td>
<td>0.122</td>
<td>0.61</td>
<td>Normal data distribution</td>
</tr>
<tr>
<td>Instagram Addiction</td>
<td>98.920</td>
<td>6.117</td>
<td>0.120</td>
<td>0.68</td>
<td>Normal data distribution</td>
</tr>
</tbody>
</table>

Based on the results of the normality test, it is known that data from online self-presentation variables are normally distributed. This can be seen in Kolmogorov Smirnov's score of 0.122 with p = 0.61 (p > 0.05). In Instagram addiction variable Kolmogorov Smirnov score is 0.120 with p = 0.68 (p > 0.05) which indicates that data from this variable is normally distributed.

Table 2 Linearity Test

<table>
<thead>
<tr>
<th>F</th>
<th>Sign.</th>
<th>Probability</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.22</td>
<td>0.027</td>
<td>&lt; 0.05</td>
<td>Linear relationship</td>
</tr>
</tbody>
</table>

Based on the results of the linearity test obtained F value of 4.92 with significance = 0.227 (p <0.05). From these results it can be said that there is a significant linear relationship between online variables self-presentation with Instagram addiction variables.

Table 3 Relationship Online Self-Presentation with Instagram Addiction

<table>
<thead>
<tr>
<th>R</th>
<th>R²</th>
<th>F</th>
<th>p</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.619</td>
<td>0.481</td>
<td>62.593</td>
<td>0.000</td>
<td>There is a relationship</td>
</tr>
</tbody>
</table>

The results above can be seen that between the online variables self-presentation with Instagram addiction variable has a regression coefficient showing a score of 0.619 with a significance value of p = 0.000 (<0.05) which means there is a positive relationship between the two variables. This proves that the hypothesis of a positive relationship between online self-presentation and Instagram addiction is accepted. A positive relationship means that the higher online self-presentation, the higher Instagram Addiction. This study received an effective contribution of R² = 0.48.1 which shows the existence of 48.1% online variables self-presentation influenced by Instagram addiction.

From the results of the study it can be seen that the value of p = 0.000 (<0.05) means that online self-presentation has a positive relationship with intagram addiction. Someone who is addicted to the internet has a tendency to have the desire to be recognized by others. In certain circumstances the activities experienced will be disseminated through Instagram. Not just to edit photos or videos but to communicate with people. In Instagram you can also get other entertainment that is seeing other people's activities or photos or videos of other people. In a sad situation, internet users also prefer to show their sadness through Instagram or Instagram because they will feel that many will have empathy for them. This also makes students unable to escape from their cellphone or smartphone. Where they are located, the cellphone must exist. Moreover internet access in the campus using free Wifi makes students feel at home on campus but not for learning but for playing the internet. From the results of the study found that they have more desire to show their abilities and expertise where they feel proud if many like the photos and videos they edit. Then followed by the desire to be liked by others where they feel happy when many comment or like their activities. The desire to get sympathy where they feel accepted when many give speeches or give encouragement when they are sad. While to show more power to make other friends feel they have to follow what they make on Instagram. And the desire to be considered generous when they feel what is given to friends is
responded to again or posted by friends on Instagram. This is what makes them prefer to play Instagram rather than having to do their work, namely learning.

The results of the study in line with those conducted by Buente & Robbin (2008) show that the use of Instagram social media can make a student's grades decline where students learn less and spend more time accessing Instagram. The results showed that 68% of Instagram social media users open their accounts every day where they spend time every day looking for friends and messaging. The results of Koc's study (2011) show that when students use Instagram with high intensity, there are psychiatric symptoms, such as depression, obsessive compulsive disorder, hostility, anxiety, paranoid, and high psychotism. Research conducted by Azher (2014) shows that internet addiction will affect how to think and influence the anxiety in individuals. A similar study conducted by Akin (2012) also shows that Instagram addiction is positively associated with a decrease in social interaction, depression, loneliness, and low self-esteem so that lack of subjective vitality because Instagram addicted individuals tend to spend time accessing Instagram continuously. They have more high intensity upload photos and videos.

According to Rozika & Ramdhani (2016) Instagram social media gives control to its users to make the account private or not, so any account that is not in privacy will have followers that are not even known at all, which will increase the likelihood that an account that is not This privacy uses Instagram to support popularity. Instagram account is no longer only used personally, but is used to support business activities (profit oriented), such as selling directly on Instagram pages, selling shoutouts (promoting other people's accounts), and also endorsors (promoting other people's products). The three aspects of Online Self-Presentation, namely ingratiation (to be liked by others), self promotion (self-promotion), and exemplification (to be respected by others) also apply to the business side. A product of course wants consumers to like the product, a product is certainly promoted, and a product of course wants its product to be trusted as a good product (Rozika & Ramdhani, 2016).

4. CONCLUSION
The results of the study showed that there was a relationship between online self-presentation and Instagram addiction in the Department of Physical Education, Health and Recreation (Pendidikan Jasmani, Kesehatan dan Rekreasi: Penjaskesrek), University of Musamus, Merauke, Indonesia. A positive relationship means that the higher online self-presentation, the higher Instagram Addiction. Likewise, the lower the online self-presentation, the lower the dependency behavior using Instagram social media. From the results of simple linear regression analysis, it is known that 48.1% of online self-presentation variables are influenced by Instagram addiction while 51.9% are determined by other factors. The advice given in this study is to be wiser in using social media for students themselves, making parents know about internet use activities and can help future researchers who will conduct research.

REFERENCES


