



# ANALYSIS OF THE PHENOMENON OF SOCIAL COMPARISON FOR INSTAGRAM USERS AS A FORM OF SELF-CONFIDENCE

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## ABSTRACT

Self-confidence is essential in our daily lives. When we are confident, we can participate in our surroundings. If someone wants to be happy, they must need high self-confidence so as not to be underestimated by others and show skills in the form of work on social media, one of which is Instagram. Social media reflects the youth's identity through Instagram's high-quality pictures. However, the survey's findings showed that late adolescents (18 to 24 years old) had diminished self-confidence and made social comparisons with other people. Social comparison is a phenomenon that affects people's sense of worth. Social comparison can be caused by social media, where social media users tend to compare themselves with others. This affects the Self-confidence of the community. Therefore, this study analyzes the Self-confidence of a person who experiences the phenomenon of Social comparison. This research uses the theory of Social comparison and Self-confidence. This research uses qualitative methods with a phenomenological approach. The subject of the study itself was an Instagram user who experienced Social comparison. The subjects of this study were Instagram users who experienced the phenomenon of Social comparison. The results of this study show that a person who experiences the phenomenon of Social comparison has an impact on decreasing self-confidence. Still, on the other hand, a positive mindset is formed, namely motivation which increases a person's self-confidence.

**Keywords:** Social comparisons; self-confidence; social media

## 1. INTRODUCTION

Self-confidence is essential in our daily life. Someone who can interact and has high self-confidence can cause happiness, one of which is that happiness is displayed on Instagram social media. Not only pleasure but too much expression on Instagram may also result bad effects, such as thinking anxiety. Many people in the digital era upload their work on Instagram in the form of

photos and videos. But someone who expresses himself too much on Instagram might have a negative impact, such as causing the trust to drop.

Self-confidence is a description of a person's ability to achieve specific goals. According to Bukhori (2016), self-confidence is a belief in a person's ability to do something. But that self-confidence changed when there was social media. Someone always wants to compete to show their best, but instead, they get a negative response, namely self-comparison and a drop in self-confidence. According to Lauster, self-confidence is objective, optimistic, responsible, and confident in one's abilities. According to (Surya, 2007), aspects of self-confidence are self-control, the mood that is being lived, physical image, social image, and self-image. Several factors influence self-confidence, namely internal factors consisting of self-concept, self-esteem, physical condition, and life experiences. External factors consist of education, environment, and life experience.

There is a form of self-confidence phenomenon that occurs on Instagram accounts. One example of a general description of Instagram users who feel that people on Instagram often show the good side in terms of good looks and beauty, which can cause a feeling of decreased self-confidence and insecurity. Because individuals cannot display similar things to others they see through social media. This explains if social media dramatically affects a person's self-confidence. Social media has an impact because it considers the posts of people with wealth and handsome and beautiful faces. A person's visual is a factor in the emergence of the Social comparison phenomenon.

Social comparison is when individuals compare themselves with others who aim to make more real reasons about themselves in society (Mustofah, 2021). Social comparison aspects include opinions and abilities, according to Festinger (in Baron & Branscombe, 2012); height, weight, shape, face, and style. The factors of someone who makes social comparison are self-evaluation, self-improvement, and Festiger's self-improvement (in Baron & Branscombe, 2012).

The study of the effect of social comparison through the Life Satisfaction of Late Teenagers who use Instagram by Gina Azkia Amelia states that late adolescents aged 18-24 experience upward social comparison. This states that someone tends to do social comparisons of better individuals. When someone experiences excessive upward Social comparison, it can become down and negative feelings arise, leading to depression.

There is a social comparison phenomenon; users feel that Instagram compares itself to other people who are more perfect than them. Initially, individuals are confident in the results of the photos or content they create, but after seeing other people, they become insecure and embarrassed to upload these photos. This is an example of a case of social comparison, which states that he is jealous of people on social media. Without us realizing it, social comparison can have an impact on dropping self-esteem (self-esteem). Individuals often do social comparisons, which in the end makes self-confidence decrease.

Social media can raise a new phenomenon, namely social comparison. According to Festiger (in Myers & Crowther, 2009), social comparison also helps determine the progress and level of a person's position in life (Rizal Aina Nur Alifa, 2020). Social comparison can make teenagers to evaluate themselves as a whole. This can include assessing and evaluating activities, posts and styles used. Through social comparison, one learns to recognize how visionary concepts are in society, whether their appearance is attractive or not, and what are the ideal standards that society has, then one identifies through social comparison (Ida Ayu Wika Permata Sari, 2018).

Cases that occur on social media have certain impacts, this is because many people have perceptions of social comparisons or social comparisons of the posts that are displayed. Individuals always have consideration for content uploaded as posts on social media. If someone feels their content or photos are not attractive, their self-confidence decreases because they are considered not attractive. Instagram social media has a vital role in reducing self-confidence. This is because adolescents begin to experience psychosocial changes. Apart from that, the decline in Self-confidence on Instagram is also caused by the environment and bad experiences when using Instagram (Khoerunnisa et al., 2021). People tend to look at themselves and compare with others from the environment and on social media.

This research is fully based on the many social comparison phenomena on Instagram social media. Unknowingly, people want to display self-actualization through Instagram but it creates comparisons and causes decreased Self-confidence. This interests researchers and will raise research on "Analysis of the social comparison Phenomenon for Instagram Users as a Form of Self-Confidence."

## **2) METHODS**

This study uses a qualitative research method with a phenomenological approach that seeks in-depth understanding and tries to understand the meaning of events and their relationships to people who are in certain situations. Phenomenological research is an action to capture the meaning of something being studied. Thus, a study with a phenomenological approach seeks to explain the meaning of many people's life experiences regarding a concept or symptom.

The study took five informants as research subjects. In this study, the in-depth interview technique was used which was conducted by researchers with relevant informants in order to be able to dig up various information from the point of view of Self-confidence of someone who experienced the phenomenon of social comparison. The following is data from five sources that researchers have managed to get. The first informant, an RBP, an 18-year-old presenter, experienced social comparison with co-workers due to a busy work schedule, wearing branded fashion and getting negative comments from the public. The second informant from IAC was a 19-year-old model who experienced social comparison with her surroundings because of acne-prone skin and only 160 cm tall. The third source, ADK, an Emina brand ambassador and a 20-year-old cover girl semifinalist, experienced social comparison with neighborhood friends, always showing the achievements they had achieved. The fourth resource person, AW, is a content creator in the field of beauty, 21 years old and experiences social comparison because she often looks for people who are more than herself and gets negative comments on the content she creates. The fifth informant, SA, is a content creator in the field of photography, 21 years old and experiencing social comparison due to the work environment. Of course, the presence of five sources will assist researchers in reviewing research based on the theory of social comparison and self-confidence.

Interviews in this study used data collection techniques used were interview and observation methods. The interview used in this research is in-depth interview, which is a process of obtaining information through question-and-answer face to face and online between the interviewer and the informant. Triangulation techniques will be used in this study to ensure the credibility of the data. Triangulation techniques are two or more data sources that are interconnected and the data is valid in actual circumstances.

### **3) RESULTS AND ANALYSIS**

#### **Social Comparison**

Social comparison is a way when individuals compare themselves with others who aim to make more real reasons about themselves in society. When experiencing social comparison, it is said that individuals will compare themselves with others when individuals need external standards to judge thoughts or opinions. According to Festinger (in Baron & Branscombe, 2012) This aspect of opinion shows individual comparisons and considerations when seeing other people on Instagram, this comparison arises from the individual's own mind about what the individual feels and thinks about himself. The RBP source said he was amazed and wanted to be another individual but didn't know how to start. IAC sources argue that other individuals on Instagram have advantages over him. The ADK source argued that if you want to be like other individuals, you will feel jealous of the surrounding environment, the community that the individual lives. AW sources argue that someone on Instagram always does a lot of hard work to build personal branding. The informant SA believes that seeing someone on Instagram is like a cover and a place for self-image because of personal experience.

From the explanation above, the informants have different opinions when they see other individuals on Instagram. The resource person always races or looks at the individual above them. This is in line with the theory of upward social comparison. According to Festinger (Baron & Branscombe, 2012) upward social comparison, that is, someone compares their abilities or characteristics with other individuals who are better than them. RBP resource persons experienced social comparison upward due to job demands so they felt less self-conscious. IAC resource persons experienced social comparison upward due to incitement from external parties conveyed from direct messages and made comparisons of themselves with other individuals above them so that they felt dissatisfied with themselves. The ADK informant experienced social comparison upward because of job demands, but it motivated individuals, so they felt that other people could do it, not me. AW resource persons experience social comparison upward because they explore Instagram because someone who has an advantage over the resource person often appears.

The presentation of the source person proves that the phenomenon of social comparison actually occurs and the source person experiences upward social comparison or self-comparison

with the individual above. When the informant shares this, the informant must see several aspects to make self-comparisons. According to (Hastuti, 2018), there are aspects of social comparison, namely height, weight, shape, face, and style. RBP informants often compare in terms of height because they feel their height is not ideal. IAC and ADK interviewees compared in terms of height due to career factors wanting to be a model and if the interviewees found someone with the perfect height on Instagram they wanted to be like him. In addition to the aspect of body weight, the AW resource person compared the aspect of body weight because he was looking for inspiration on Instagram to form the ideal body weight. The ADK resource person compared his body weight because Instagram friends in his environment have the ideal body weight. In addition to aspects of body shape, IAC sources compared aspects of body shape because they always look at foreign models with perfect body shapes. AW resource person because they often look for inspiration on Instagram, which leads to self-comparisons. In addition to aspects of body shape, facial comparisons with other individuals or facial aspects are also important in the Social comparison phenomenon. Informant SA compared aspects of the face on Instagram because they feel that if a beautiful or handsome face is nice to look at and interact with. The IAC interviewee felt that she had a pimple-prone face that was difficult to accept old makeup even though the interviewee was a model. The style aspect of how we dress is also important in Social comparison. Informant SA compared the style aspect on Instagram because they feel that neat fashion is nice to watch and interact with. AW sources compared the style aspect on Instagram because they often look for inspiration to update their content.

After experiencing the social comparison phenomenon, the resource person has a positive mindset to become even better. This is in line with the social comparison factor, according to Festiger (in Baron & Branscombe, 2012) including self-evaluation, self-improvement, and self-improvement. Self-evaluation, namely, individuals have the urge to evaluate their opinions or abilities through other people. The resource persons from IAC, RBP and SA self-evaluated by reflecting on their own shortcomings. The ADK resource persons self-evaluated by thinking whether it was still appropriate to compare themselves at this age. After conducting a self-evaluation, the resource person will provide action, namely self-improvement, learning more about the resource person's abilities so that they become better. AW's resource person took further action as an example of social comparison on aspects of the body. AW began registering at gyms for body improvement to the next level. ADK resource persons made self-improvement by making to-do lists and reminders not to make social comparisons. RBP resource persons improve themselves by being

grateful always to see the church's verses. The IAC resource person took action because the resource person has acne-prone skin and is trying to improve it by consulting a beauty clinic. The SA resource person looked for sources related to what he wanted, such as finding out the style or fashion aspects of his expertise and immediately taking action, for example, buying these clothes. After making self-improvement, the resource person gets a good impact, namely self-improvement. The RBP resource person felt calm and loved himself more. AW resource persons feel happy and have high motivation.

### **Self-Confidence**

Social media, especially Instagram, was created to have fun, exchange information, and share happiness. But now, social media is misused as a place for self-image. Someone competes to show their strengths to get a good self-image. Social media has also turned into a place for competition. This can lead to self-comparison from a person and a decrease in self-confidence. The results of the social comparison phenomenon above show that after someone compares himself. Individuals always evaluate themselves, improve, and feel self-improvement to achieve their goals. The above analysis also says that if the five informants form a positive mindset, they become motivated by the phenomenon of self-comparison.

Self-confidence is very important in social media. We will feel comfortable and happy playing Instagram if we have high self-confidence. This is based on self-confidence, namely believing in one's abilities, acting independently, having a self-concept, and having the courage to express opinions. According to Lauster (2002:04), believing in one's abilities, a belief in oneself towards the phenomenon that occurs, relates to one's ability to evaluate the phenomenon of social comparison. Resource persons RBP, IAC, ADK, AW, and SA said that if you believe in your abilities, you believe you can be better than other individuals. According to Lauster (2002:04), acting independently is an act in deciding what to do in a manner independently without the involvement of others. RBP and AW resource persons always act independently in making decisions on Instagram because they believe the results they choose are the best. Sources from IAC, ADK, SA did not act independently in making decisions on Instagram, they felt insecure and always asked people around them to upload photos, comment and so on. When someone plays Instagram, it definitely creates a positive self-concept, namely a good assessment of oneself. According to Lauster (2002:04) has a positive concept, namely existence evaluation which good from within yourself, both from views and actions

conducted which give rise to taste positive to self. Resource persons RBP, IAC, ADK, SA and AW deeply absorbed the positive concept they became motivated and grateful for positive content from Instagram. Instagram is a place for exchanging information, resource persons RBP, IAC, ADK, SA and AW really sort out content if it is positive and the aim is to inform the source that they will dare to reveal it but if it is negative the source chooses to be silent. This is in line with Lauster's characteristic theory of daring to express opinions, namely the attitude of expressing something that other people want to express, without coercion.

A person's self-confidence, especially late adolescents, can be influenced by internal and external factors. Internal factors consist of self-concept, self-esteem, physical condition and life experience. External factors consist of education, environment and life experience. For example, the internal factors of the RBP resource person revealed that they had self-confidence and lack of confidence from their friends around them. RBP has also accepted other people as himself. RBP believes that someone has their own strengths and weaknesses. RBP realizes that physical condition or appearance can cause self-esteem and self-confidence to drop if RBP feels that his condition is in a low phase, more avoidance of narcissism and after that self-upgrade. RBP has experienced being humiliated by humans on Instagram and self-confidence has dropped, from this RBP feels that any life experience has a great influence on self-confidence. Another ADK informant revealed that he had a self-confidence factor from himself and was not confident from the environment around him. ADK has also accepted other people as himself and made it all the motivation to move forward. ADK does not feel that physical condition influences self-confidence. ADK realizes that life experiences have an effect on self-confidence, for example when ADK expects their family to be proud of them because of their achievements, but the family compares themselves to other people. For external factors, the IAC resource person said that the education factor increased self-confidence because IAC always sorted out which education suited him. IAC also said that the environment and life experiences affect high self-confidence. Having support from friends makes IAC more confident. AW's source said that if the education factor increases self-confidence because education according to AW is very valuable, then one must have increased self-confidence. According to AW, the environment and life experience influence self-confidence because positive or negative support can make self-confidence go down or up.

The phenomenon of social comparison is an event where individuals compare themselves with others who aim to make more real reasons about themselves in society. This phenomenon

influences self-confidence because Instagram users want to show self-image or self-actualization to their personal accounts. This makes someone consider social media as a benchmark but in reality social media is just a virtual world. Someone who experiences excessive Social comparison phenomenon will experience depression and mental decline. The impact caused by social comparison is not limited to the negative impact, but through the findings of social comparison research, it also positively impacts self-confidence. Based on the results of this study, the positive impact is that someone becomes confident and motivated by the Social comparison phenomenon, and individuals become consistent with their work on Instagram and continue to improve their abilities.

Based on the study's results, Instagram is very influential on the phenomenon of social comparison. Various problems that arise through the phenomenon of social comparison provide various impacts. One of them is the opinion of the source when someone sees other people on Instagram who have similar professions or desires, but when they want to follow in the footsteps of other people they have obstacles in the form of not knowing how to start, they become jealous and think of Instagram as a place for self-image. The resource person cannot arrange certain stages so that he can only compare himself with other people because of his ignorance. When the informant expresses his opinion, he refers to other individuals who are better than him or upward social comparison.

Social comparison also impacts aspects of height, weight, shape, face and style. The aspect that greatly impacted the interviewees was the aspect of body weight. When the resource person wants to achieve high goals according to the desired profession but must include aspects of body weight that exceed the resource person. Apart from that, there was also the experience of the resource persons who often looked for inspiration to realize their goals. Seeing someone from explore, posting, homepage with perfect body weight creates self-comparison to body weight.

The explanation above proves that self-comparison makes self-confidence go down. However, the advantages of these five sources turned the mindset into a positive one, making self-motivation comparisons better. The first stage that was carried out was the self-evaluation of the resource persons in the mirror and seeing the deficiencies that existed in them. After that, do self-comparisons and take actions such as making to-do lists and positive reminders. After that, the resource persons experienced a positive impact from what they did, namely self-improvement. The

resource person felt a positive impact from the surrounding community, such as Instagram likes and responses became numerous and positive.

Confidence is very influential with the phenomenon of social comparison. The source said that self-confidence will increase if there is a positive mindset from social comparison. The five informants believed and believed they could get better at their abilities on Instagram. When making decisions on Instagram, such as uploading photos of informants ADK, IAC, SA, they don't act independently, they always ask the opinions of friends around them. RBP and AW informants are independent in making decisions on their Instagram because they are sure and believe their choices are the best. Informants in this study also said that when they saw content on Instagram that had a positive meaning, the informants were carried away by positive currents, they became motivated and believed to be better. Informants dare to express opinions when it comes to themselves but if there is no informant choose to remain silent.

High and low self-confidence arises because of internal and external factors. Internal factors of high self-confidence arise from oneself and the surrounding environment. Low self-confidence internal factors arise from the family and the surrounding environment. Informants have accepted other people as themselves because they believe humans have their own strengths and weaknesses. Life experience is also an internal factor for the informant's self-confidence, through experience the informant's self-confidence increases or decreases. After that, external factors also affect self-confidence. Educational factors influence self-confidence. Informants consider education as one of their goals. Besides that, environmental factors and life experiences also affect self-confidence; encouragement from the surrounding environment and responses around determine the informant's self-confidence. If the informant is in a supportive environment, his confidence will improve.

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