The Relationship Between Self-Concept and Psychological Welfare on Influencers in Social Media

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Abstract

With the advent of the 4.0 era, the lifestyle and needs of internet users are increasing, and daily activities are all carried out using the internet network. Internet stands for Interconnected Network and is defined as a very wide or worldwide computer network. This study aims to determine the relationship between self-concept and psychological well-being on social media influencers. The method used by researchers here is a quantitative method using a scale. Based on the results of research on the factors that influence influencers on social media, it shows that they have a low self-concept because it is difficult to accept the present. This situation causes more and more new influencers who have the desire to always look different on social media. Acting to provide content that people know about.

I. Introduction

The development of the era of 4.0 increasingly makes people now have lifestyles and needs that use the internet, all daily activities are carried out using the internet network. Internet is an abbreviation of Interconnection Network which is defined as a computer network on a very wide scale or worldwide. The rapid development of science and technology has made the internet the main source of information that has wide coverage and fast access. the internet has a role as a line of mass communication as a new medium in delivering information that is fast and easily accessible so that it can make internet users continue to increase. Based on the latest report data released by Hootsuite, it is stated that more than half of the population in Indonesia is already connected to the internet network. From this data, it is reported that 202 million Indonesians are connected to the internet, with a population of 271 million in 2021 (Suroso et al., 2021). Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

the internet has become a necessity for some people, an interconnected system makes the internet a medium that makes it easy for users to interact with each other without having to meet in person, the media is called a social network. Social networks that can be used by the internet have various forms such as Instagram, Facebook, Twitter, etc. The birth of social media also creates a trend to assess marketing, namely through influencers. These influencers through their social media are believed to be able to support product marketing techniques.

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The role of influencers is an effort to promote goods through videos or photos uploaded on social media. influencers can influence their followers to buy the product. Generally, the media used by pre- influencers to promote a brand or a product through videos or photos followed by interesting descriptions or captions. Videos or photos are used as a means of communicating to convey information related to the product itself. (Anjani & Irwansyah, 2020) stated that social media influencer is a term that refers to a person's ability to share information with their followers on social media. Referring to the results of previous research, data was obtained that influencers most often use social media in the form of Instagram, because this allows them to interact directly with their followers through comments or likes, or generally called mass-self communication (Anjani & Irwansyah, 2020).

Influencers can come from various circles, both professionals, athletes, or celebrities. "Influencer" an individual who has a significant following on social media who is paid for by brand or product whose purpose is to promote his followers through travel and free products or cash payments on each promotion. (Prasetyo, 2020) explained that influencers are activities that have an impact and are well connected, active in the mind that make them a trendsetter for followers. Social media influencers are defined as individuals who are judged by an opinion leader on social media on a topic of special interest, such as: fashion, lifestyle, beauty, and food. The goal is to persuade followers to buy related products called influencer personal blogs. A personal blog is a site or social media account that is owned by a person who is used to posting things he wants to convey. That way, account owners can practice their writing and conveying skills, while readers will get new information and insights when reading or watching the content. With a personal blog, influencers can share opinions, ideas, information, trade or simply share experiences with the audience in the form of writing, images, or videos to make it more interesting.

In general, there are many popular social media choices that are often used by influencers. Personal blogs include Instagram, TikTok, YouTube, and Twitter. Influencers have the ability to influence other people to make a decision to buy a product because of authority. An important thing to know, that these people are marketing tools that are not simple, but rather lead to social relationship assets where they can collaborate to achieve what they want. the purpose of marketing itself (Arianto & Risdwiyanto, 2021).

The relationship of influencers with social media to their followers provides Psychological well-being is a belief in the audience who is looking at the product reviews being promoted. According to (Gultom, 2021) influencers through their professions get various highlights from the community and have many fans automatically, for that people are not limited to seeing testimonials or content from products but also personal content that influencers display in their lives. In line with the definition of psychological well-being according to another theory, it explains that psychological well-being concerns how a person feels in carrying out their daily activities. Ryff & Singer (Pearl, 2018).

Based on the results of the observation of a common phenomenon that occurs to someone as an influencer, namely flocking to present or create content that can attract the attention of the audience in the general public and not infrequently create contradictory content with the aim of popularizing their social media accounts by ignoring their psychological well-being is considered positive or negative. negative by others who see it. Based on interviews that have been conducted with influencers with the initials FAE, he admits that he has a different life between what is displayed on social media and in real life. The FAE added that the virtual world posts fake pleasures but the real world is inversely proportional to what people see. Influencers stated that they often get negative

and rude comments that make them shut themselves off for a while, stop creating content as a result of being disturbed in building their perceived psychological well-being.

Referring to the results of the interview on December 6, 2021 via zoom at 15.00 WIB, it was found that there is a phenomenon based on the characteristics of psychological well-being. The first phenomenon is having happiness with oneself. Based on interviews that researchers conducted on female subjects with the initials A (personal communication, December 06 2021). A said that in his social media followers not everyone liked him which made him easily restless and overthinking, A added that there was a group of users who followed his account using fake accounts. A said that the content of his posts was often not liked by netizens or the public. A admits that the reality of life is not as good as the reality of his situation on social media. Posts in the world of social media are not a measure that often makes people happy, but only pretend content in front of many people.

The second phenomenon of the characteristics of psychological well-being is having life satisfaction. From the results of interviews that have been carried out by researchers to female subjects with the initials A (personal communication, December 06 2021). A said himself as an influencer is a role model for his followers, including how to dress. So that when A feels he can't be confident, he looks normal in general. A added that he felt embarrassed when he was seen by many people when he came out with style , A admitted that there was no satisfaction that he had even though he had become an influencer. A added that he often creates content with the aim of maintaining its existence without much careful consideration so that it often gets criticism.

The third phenomenon of the characteristics of psychological well-being is the absence of symptoms that cause depression. From the results of interviews that have been carried out by researchers with female subjects with the initials A (personal communication December 06 2021). A said when someone sent a message on his social media using negative words to the point of physical insults, he felt mentally depressed even though he had tried to ignore it. A added that he often experiences frustration which makes him mentally depressed due to ridicule from people who don't like him on social media. A admitted that he had received slander that he did not know from where he originally came from, which made him confine himself for some time.

(Nuramini et al., 2020) One of the determinants of psychological well-being is caused by the individual's self-concept of belief in himself, especially a sense of self-love so as to create happiness. Self-confidence is when a person is able to accept himself, become an optimistic, responsible individual so that someone has good psychological well-being.

In general, self-concept is related to social how a person feels about the quality of his social relationships with other people, for example buying goods on social media that influencers offer and having a self-concept related to emotions such as the individual's opinion that he wants to buy a product because what the influencer offers is interesting, in there must be a sense of satisfaction, and happiness. Self-concept is also related to morals, namely the individual's perspective on how honesty is related to the cognitive existence of individual opinions about intelligence.

Based on an interview on December 1, 2021 at Palembang Icon at 11.00 WIB, it was found that there is a phenomenon of self-concept characteristics towards influencers on social media which is sensitive in terms of criticism. Referring to the results of the researcher's interview with the female subject with the initials C (personal

communication, December 01 2021) C stated that it was difficult to accept the situation when people commented on a different point of view from what he had in himself, C added that he was easily provoked emotionally when he couldn't stand it. criticism with harsh words that made him humiliated, C admits that he cannot control his emotions so he often feels that criticism given to him is an attempt to lower his self-esteem.

The second phenomenon of the characteristics of self-concept is to receive praise responsively. Referring to the results of the researcher's interview with the female subject with the initials C (personal communication, December 01 2021) C admits that when receiving praise from netizens he will hide or pretend to ignore the compliment even though he feels happy when he is given a compliment. C added that he often puts on a show when creating content so that it becomes the center of attention of many people and makes people amazed. C admits that he does everything he can to get a compliment, but even though it sometimes leads him to criticism from his followers.

The third phenomenon of the characteristics of self-concept tends to be hypercritical. Referring to the results of the researcher's interview with the female subject with the initials C (personal communication, December, 01 2021) C stated. That he is not ready to be compared with influencers, C argues that each influencer has its own characteristics. C added frequently spam updates post content in the form of photos or videos every day making followers dislike it even more. C admits that if his closest friends or friends on social media are more in favor of praising influencers, C feels that these friends don't like him.

The fourth phenomenon of the characteristics of self-concept is being pessimistic. Referring to the results of the researcher's interview with the female subject with the initials C (personal communication, December, 01 2021) C stated. that he often feels unworthy of being an example for his followers, C added that when influencers gather in an activity, he feels insecure. C admits that he likes not to believe that he will be able to compete successfully when compared to other influencers in an activity. C argues that other influencers have stronger characteristics than themselves so it will be difficult to

match them. Based on these phenomena, researchers are interested in conducting research to see the relationship between self-concept and psychological well-being of influencers on social media. This study aims to see the relationship between self-concept and psychological well-being of influencers on social media. This research is expected to provide an overview and reference to psychology, especially for developmental psychology and social psychology.

II. Research Method

Here the method used by researchers is a quantitative method with a scale. Azwar (2012) explained that the scale is a set of questions that are structured to describe certain attributes through responses to the question. The scale used by the researcher is closed, that is, the subject is asked to make a choice from one of the available answer choices. The scale in this study uses a *Likert* which is made in the form of a *checklist.* This scale is divided into 2 forms of statements, which include statements that do not support (*unfavorable)* and statements that support (*favorable).*

III. Result and Discussion

3.1 Test Results of Measuring Instruments

Coefficient that shows the relationship between independent and dependent variables with the value of self-concept (X) and psychological well-being (Y) namely F = 107.924 and p = 0.000 based on this value there is a linear relationship between variables because the p value <0.05.

3.2 Hypothesis Testing

After the research data can meet the assumptions, then for further data analysis to test the hypothesis. In this study, there is a hypothesis to be tested, namely there is a relationship between self-concept and psychological well-being of *influencers* on social media using simple regression. The results of the data obtained can be seen from table 14 below:

Table 1. Hypothesis Test Results

Variable	r	R2	P	Terengan
Self-concept (X) with psychological well-being (Y)	.664[a]	.441.000	Based	Very Significant

On the table above, the results of the correlation between psychological well-being and self-concept are r = 0.717 with R Square = 0.513 and p = 0.000 where p < 0.01. This value means that there is a very significant relationship between self-concept and psychological well-being of *influencers* on social media. The analysis was carried out using a simple regression test, the results of which indicated the acceptance of the proposed hypothesis. The amount of the effective contribution given was 51.3% (R^2 = 0.513) while the remaining 48.7% was influenced by other factors related to psychological well-being but were not examined by researchers.

3.3 Discussion

Based on research conducted on self-concept with psychological well-being as many as 104 *influencers* consisting of 16 males and 88 female influencers research subjects on social media. The entire subject also consists of Students, Students, and Entrepreneurial Workers. The students in question are students who have graduated from high school, therefore in the education table, students are included in the student category. All descriptions of research subjects were carried out through a scale distribution. The self-concept scale and overall psychological well-being are 120 statements. From the results of the scale, the subject's income starts from Rp. 1.000.000 - Rp. 5,000,000 obtained from 104 *influencers*. This research was conducted on self-concept and psychological well-being using a simple regression test. The results of statistical calculations show that there is a very significant relationship between self-concept and psychological well-being of influencers on social media. The analysis was carried out using a simple regression test, the results of which showed acceptance of the proposed hypothesis.

These results can be seen from the correlation coefficient r = 0.717 or 71.7% with a significance value (P) = 0.000 < 0.01. This shows that there is a very significant relationship. From the results of the analysis, the value of the contribution given by the self-concept w with psychological well-being is R^2 = 0.513 or 51.3% while the rest is influenced by other factors related to psychological well-being but not examined by researchers.

These other factors as described by Ryff (2011) psychological well-being is influenced by the following factors (a) Age, Age affects the differences that exist in aspects of psychological well-being; (b) Gender, when compared, women than men are more likely to have better personal growth and are highly capable of building positive relationships with others; (c) Religiosity, A person with a strong belief in religion, tends to experience lower negative impact of traumatic events and has higher happiness; (d) Social Support, Supporting someone in the form of help, attention, or a sense of comfort that someone gets can help someone in achieving prosperity and also his life goals.

Psychological well-being in question as defined by Winda Tanujaya (Hastuti & Tatiyani, 2020) is a condition of individuals who are prosperous by having a positive assessment of their lives, having goals so that they function optimally, and being able to fill their lives in a meaningful way. Furthermore, Ryff (Halim & Dariyo, 2017) explains that well-being is a concept that concerns what individuals feel related to daily activities, and leads to the disclosure of personal feelings about what individuals feel as a result of their life experiences

This relationship is supported by Baumeister., Tierney & Gunawan (2018) One of the determinants of psychological well-being is caused by the individual's self-concept of belief in himself, especially a sense of love for oneself so as to create happiness. Self-confidence is when a person is able to accept himself, become an optimistic, responsible individual so that someone has good psychological well-being.

In line with that, the research conducted by seowastika.dkk (2019) with the title of the relationship between student personality and psychological well-being from various universities in Indonesia shows the result that there is a very significant relationship between personality and one's psychological well-being. This is because psychological well-being is determined. from one's internal factors first, the higher the establishment and acceptance of oneself, the higher the level of one's psychological well-being, this is in line with the results of this study which has been carried out showing the higher one's self-concept, the higher the level of one's psychological well-being. and vice versa, the lower one's self-concept, the lower and vulnerable the level of one's psychological well-being.

IV. Conclusion

Based on the results of research and discussions that have been carried out, it can be concluded that there is a very significant relationship between self-concept and psychological well-being of influencers on social media.

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