

# The Influence of Online Social Support with Self-Disclosure on Instagram, Mediated by Confidence in Generation Z

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## Abstract

*Generation Z, which is different from the previous generation, is closer to technology and information, in other words, generation Z tends to choose ways to solve their problems with technology, for example, when completing academic tasks they tend to look at ebooks and internet sources, where the internet now provides many new social networks through various applications and websites, one of which is the social media Instagram. The use of social media, of course, relates to the self-disclosure and online social support that is received and the confidence of its users. In this regard, this study aims to determine the relationship between online social support and self-disclosure mediated by self-confidence in generation Z. This study uses a quantitative research approach with purposive sampling data collection techniques. The subject of this study is generation Z.*

## Keywords

online social support; generation Z; self-confidence; self-openness



## I. Introduction

Whether we realize it or not, the development of information technology is developing rapidly. Information technology provides various facilities and containers that can meet all human needs. Along with the development of technology, of course, the human population also develops to create various generations or groups of individuals with the same age range based on the similarity of the first experiences (Manheim, 1952). Generation can also be defined as a group of individuals that can be identified based on the date of birth, age, location, and similarity of events in the life of a group of individuals (Kupperschmidt, 2000). Generational differences are divided into 6 groups based on the year of birth according to research by Bencsik, Csikos, and Juhez (2016), namely the Veteran Generation (1925-1946), Baby Boom Generation (1949-1960), X Generation (1960-1980), Y Generation (1980-1995), Z Generation (1995-2010) and Alfa Generation, which is born above 2010.

The six generations certainly have different characteristics. Just as generation Z is different from the previous generation, which is closer to technology and information, in other words, generation Z tends to choose how to solve their problems with technology, for example, when completing academic tasks they tend to look at ebooks and internet sources, where the internet now provides many new social networks through various applications and websites. In addition, they can also use online spaces in discussing problems or to obtain useful information when facing certain stressors so that they can meet their needs for a sense of belonging in social life, divert themselves from stressors, or to Social life also takes skills in the environment. One of the important aspects of social skills is self-disclosure, without self-disclosure, the individual usually receives poor social acceptance which can affect the development of his personality (Buhrmester, 1998;

Septiani, Azzahra, Wulandari and Manuardi, 2019). Self-disclosure or self-disclosure can be a message about oneself that a person communicates to others (Wheless & Grotz, 1976). Communication is the process of delivering messages by someone to other people to tell (Hasbullah, et al: 2018). Self-disclosure is also a type of communication in which the individual reveals information about himself that is usually hidden (Devito, 2010). As the phenomenon encountered by Gamayanti (2018), it was found that among students who were experiencing stress working on their thesis, some of them had made a status on social media containing complaints about their feelings when experiencing problems in completing the thesis.

Research Devi & Indryawati (2020) also says that adolescents p... Furthermore, social media users can also receive online social support. Online social support is a new form of social support as a manifestation of the development of the internet. Online social support leads to the user's supportive interaction with others and the support provided or received through social networks (Lin, Zhang, and Li, 2016). Online social support can be.

Research conducted by Fitri and Nidatul (2017) also proves that there is a relationship between social support and self-disclosure on Instagram social media in students of the faculty of psychology, Sunan Gunung Djati State Islamic University Bandung with the results of online social support students are included in the high category, namely 67 students. So it can be said that the existence of the Instagram application is a kind of new forum for the community, especially generation Z, which in its use is inseparable from social interactions with fellow Instagram users or netizens related to real and virtual life (Irwanto & Hariatiningsih, 2019).

The instagram application is related to the ability of individuals to interact with fellow instagram users which results in how to understand a person's existence changes, instagram seems to be part of the social life that is a place to communicate.

To communicate and express yourself on Instagram certainly requires confidence from its users. Competent individuals do more self-disclosure, the individual has more confidence to reveal his or her state. The basis of this theory gives rise to the assumption that the more confident the person is, the easier it is to reveal his state of himself to others. This also means that the individual has confidence, self-awareness, and a positive attitude towards himself when communicating with other individuals (De Vito, 2010). To be able to forming self-confidence basically starts from our own self-belief, how we can face all the challenges in life, so that we are able to do something to face all the challenges that exist (De Angelis, 1997). Referring to the above, this study focuses on examining the relationship between online social support and self-disclosure on the instagram app mediated by self-confidence in generation Z.

## II. Review of Literature

### 2.1 Self-Disclosure

Self-disclosure or self-disclosure can be a message about oneself that a person communicates to others (Wheless & Grotz, 1976). Self-disclosure is also a type of communication in which the individual reveals information about himself that is usually hidden (Devito, 2010). In Psychology, the term that describes the activity of sharing or conveying self-information to others is called self-disclosure (Hasan, 2016). Self-disclosure can be interpreted as the deep delivery of personal information or anything that others may not understand if not notified (Rosyida, 2018). The aspects of self-disclosure according to Wheless and Grotz (1976) are intents, meaning earnestness in doing self-expressing, the amount that is quantity in expressing oneself, and positiveness that is, the

individual can express both positive and negative things depending on who the individual does it too, depth that is the depth of the individual in

## 2.2 Online Social Support

In principle, online social support is the same as getting real social support. Online social support also provides the most important benefits in social relationships are a tool for measuring the quality of relationships and a person's mental well-being. Aspects of online social support according to Lin, Zhang & Li (2016) are information support, emotional support, and social network management.

Associated with social networks, this online social support or called an online social network that has grown on many networking sites, one of which is Instagram. There are various forms of support on Instagram social media, such as sharing information and helping to spread the loss of goods and others (Kesi, Hartati & Syaf 2019). Online social support on social media can be in the form of pressing the "like" sign on a friend's page post, or commenting on a friend's post with positive words (Wei & Gao, 2016).

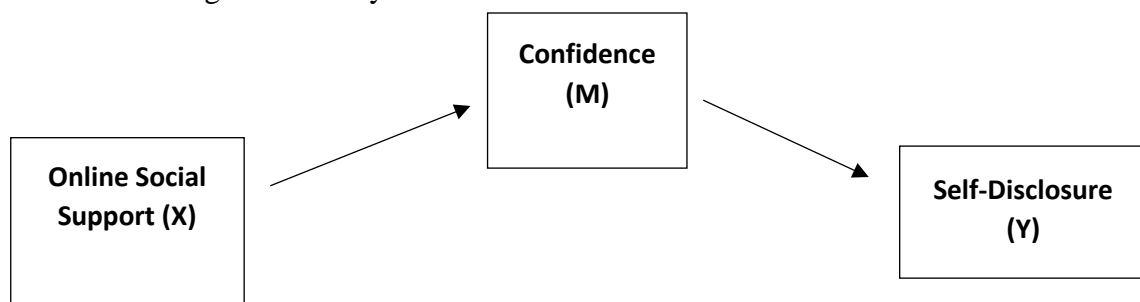
## 2.3 The Role of Self-Confidence in Online Social Support and Self-Disclosure

For the uploader of the post on Instagram, of course, it is related to his willingness and ability to self-disclose. Self-disclosure is a form of intentional communication to convey information about oneself, orally or in written form to another person or group of people (Masur, 2019). In essence, by using social media, a person can determine what information he wants to convey, when he wants to disclose information about himself, how the information is conveyed, as well as to whom the information will be conveyed (Fauzia, Maslihah, and Ihsan, 2019).

Self-confidence is a very important thing that everyone should have. The existence of self-confidence that a person will be able to achieve all desires in his life (Lengkana, Tangkudung, & Asmawi, 2018). Self-confidence is an important factor that makes a big difference between success and failure (Chaouali, Souiden, and Ladhari, 2017). Self-confidence is the attitude or feeling of an individual who believes in his abilities so that the individual is not anxious in doing his actions, can feel free to do what he likes and is responsible for his actions, and is warm and polite in interacting with others and has the urge to excel (Lauster, 1978).

As information technology advances, building relationships with individual people can not only get real social support but also be able to get social support online. Online social support is often obtained by social media users, one of which is when a person can more honestly reveal himself in cyberspace than in the real world.

The thinking in this study can be described as follows:



## Hypothesis

Based on the literature review that has been described above, the hypotheses proposed in this study are:

H1: *There is a relationship between Online Social Support and Self-Disclosure.*

H2: *There is a relationship between Online Social Support and Self-Disclosure*

## III. Research Method

### 3.1 Research Design

This research is quantitative. A quantitative approach is a research approach where many use numbers starting from data collection, and data interpretation to the appearance of the results (Sugiono, 2012).

This design selection is because quantitative research is one type of research activity whose specifications are systematic, planned, and structured from the beginning to the creation of research designs, both about research objectives, research subjects, research objects, data samples, data sources, and methodology (Creswell, 2014). This approach aims to find out the extent to which the Online Social Support variable (X) relates to Self-Disclosure (Y) through Self-Confidence as a mediation variable (M).

### 3.2 Research Subjects

The subjects in this study were generation Z totaling 38 people from the population in this study used the purposive sampling method is a sampling technique by determining certain criteria (Sugiyono, 2010). The criteria for subjects in this study are subjects born from 1995 to 2010 (Generation Z) and Instagram social media users.

### 3.3 Research Instruments

The research data collection method to determine the relationship between online social support and self-disclosure on Instagram and self-confidence as mediation in this study used three scales. The first scale is the online social support scale adapted from Kulsumawati (2018) as many as 47 items refer to the form of online social support according to Zhang, He, & Sang (2013) with aspects of emotional support, instrumental support, informational support, and assessment support, with a validity value between 0.319 to 0.670 which has an alpha Cronbach of 0.930. The scale is a modification of the Likert scale which is divided into two categories, namely favorable and unfavorable with answer choices STS (Strongly Disagree), TS (Disagree), S (Agree), and SS (Strongly Agree). An example of an item on the online social support scale is "I once told a friend through Instagram and was given advice on my situation".

The second scale is to measure self-disclosure adapted from Pohan (2017) which is arranged based on dimensions according to (Devito, 1986) with aspects revealed, namely quantity, valence, accuracy and honesty, intention, and intimacy

The scale consists of 42 items with two categories, namely favorable and unfavorable which have a Cronbach's Alpha reliability value of 0.948. The scale has the answer choices STS (Strongly Disagree), TS (Disagree), S (Agree), and SS (Strongly Agree). An example of an item on the self-disclosure scale is "I shared an important event in my life on Instagram".

The third scale is measuring self-confidence adapted from Wulandari (2019) which refers to aspects of Lauster's theory, namely self-confidence, optimism, objective, responsible, and rationale, and realism. The scale consists of 23 items, with a reliability value of Cronbach's alpha of 0.890. Granting suspensions in scales by using the Likert

scale options STS (Strongly Disagree), TS (Disagree), S (Agree), and SS (Strongly Agree). An example of an item on a confidence scale is "I will keep trying until it works well".

### 3.4 Research Procedure

First, researchers are looking for information related to the phenomenon to be studied. After obtaining information and compiling a literature review, the researcher asks permission from the scale owner to adapt the scale. After obtaining permission, the researcher spread the scale of the study through social media on Instagram and waited for a response from the subject. Finally, analyze the research data to find out the influence of each variable studied.

### 3.5 Data Analysis

The analysis in this study used Mediated Regression Analysis (MRA) analysis with the help of the spss (Statistical Program of Social Science) program version 26 for windows.

## IV. Results and Discussion

### 4.1 Results

**Table 1.** Description of the Research Subject

Category	Frequency	Percentage
<b>Year of Birth</b>		
<b>1996</b>	1	2,6%
<b>1997</b>	1	2,6 %
<b>2000</b>	1	2,6%
<b>2001</b>	2	5,3%
<b>2002</b>	14	36,8%
<b>2003</b>	18	45,8%

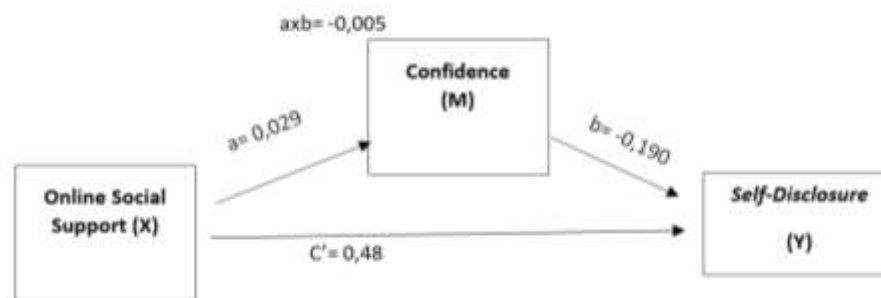
The results of the third research variable are known to have the most frequency in two categories, namely in the medium category on the Online Social Support variable of 19 respondents with an interval value of 123 – 145, and a low category in the Confidence variable with the same amount, namely 19 with an interval value of 67. The Online Social Support Variable had a total of 15 respondents in the low category with an interval of less than 123 and 4 respondents in the high category at intervals less than or equal to 146. In the low category, the self-disclosure variable has an interval of less than 104 with a total of 16 respondents, the medium category has an interval of 104-124 with 18 respondents and the high category has an interval of less than or equal to 125 with a total of 4 respondents. While in the Confidence variable, in the medium category has an interval of 67-76 with a total of 13 respondents, and 6 respondents in the low category with an interval of less or equal to 77.



## Hypothesis Test



**Figure 1. Total Effect**



**Figure 2. Indirect Mediation Relationship Model  $X/M \rightarrow Y$**

From the mediation model it shows that online social support (x) has a positive relationship with self-confidence (m) (Path a:  $\beta = 0.029$ ,  $p < .000$ ) and self-confidence (m) are negatively related to self-disclosure (y) (Path b:  $\beta =$  Meanwhile, path c shows a significant relationship between online social support (x) and self-disclosure (y) (Path c:  $\beta = 0.484$ ,  $p < .000$ ), while in line c' shows (Path c':  $\beta = 0.489$ ,  $p < .000$ ) with indirect effect (-0.005,  $p < .000$ ) which means that self-confidence is not directly related to mediating the relationship of online social support with self-disclosure, then mediation in this study is partial mediation (partial mediation).

## 4.2 Discussion

The purpose of this study was to test self-confidence as a mediation of the relationship between online social support and self-disclosure on Instagram in generation Z. Results showed that there was a positive and significant relationship between online social support and self-disclosure.

The higher the online social support received, the higher a person does self-disclosure. This finding is by the research of Lee et al. (Adzani et al, 2020), which shows that interactions that occur in the real world can be carried out also on social media, which can affect social capital or relationships that individuals live in the presence of trust and mutual understanding. Based on this, this study also shows that online social support received by individuals can affect self-disclosure on social media.

This research also shows that online social support influences a person's self-confidence. According to Fleming (Jarmitia, 2016) that one of the things that influence self-confidence is social support. Such social support includes helping and helping friends, and family, and giving them the time they need. Research conducted by Jenaabadi (2013) in 100 students with as visually impaired and visually impaired in Zabol, Turkey proved that high social support can increase an individual's self-confidence. Along with the development of technology, social support is not only obtained in the real world but can be through cyberspace or a social media platform, or what can be called online social support.

Research conducted by Fitri and Nidatul (2017) also proves that there is a relationship between social support and self-disclosure on Instagram social media in students of the faculty of psychology, Sunan Gunung Djati State Islamic University Bandung with the results of online social support students are included in the high category, namely 67 students. So it can be said that the existence of the Instagram application is a kind of new forum for the community, especially generation Z, which in its use is inseparable from social interactions with fellow Instagram users or netizens related to real and virtual life (Irwanto & Hariatiningsih, 2019).

The difference in the previous study with the researcher's research was that the previous researcher only used two variables, namely online social support and self-disclosure, while in this study used the mediation variable as a variable that could weaken or strengthen the other two variables.

Another study conducted by Rahmawati (2014) related to the relationship between self-confidence and self-disclosure shows that there is a positive and very significant relationship between self-confidence and self-disclosure, which can be interpreted to mean that the higher the level of self-confidence, the higher the disclosure carried out. Conversely, the lower the confidence, the lower the disclosures made. Self-disclosure is an act to reveal how we interact with people about a situation that occurs today, and provide information about the relevant past, and that can explain the reaction we are currently making (Nofembri, Fitria, Radyuli (2021).

Based on the results obtained in this study, shows that self-confidence can affect the relationship of online social support that a person receives with the intensity of one's self-disclosure on the Instagram application. Self-Confidence is convincing on one's ability and judgment in performing tasks and choosing an effective approach (Nofembri et al, 2021). This is supported by the research of Nofemberi et al (2021) which obtained self-confidence results to make students dare to express opinions when ordered by teachers or voluntarily. Self-confidence helps students achieve even better achievements and learning outcomes. This can be because generation Z will become more confident and reveal themselves more often on Instagram. After all, they get online social support from their virtual opponents or followers on Instagram.

The advantage of the research conducted by researchers is that this research raises a theme that is still unique and rarely used, especially when it is associated with generations.

## **V. Conclusion**

Based on the research conducted, it can be concluded that the results of the study are following the first hypothesis, namely the influence of online social support on self-disclosure, where when the higher a person receives online social support, the higher the self-disclosure ability possessed. However, the lower a person receives online social support, it affects the low self-disclosure ability. Subsequently, it was discovered.

The influence between online social support and self-confidence, where when the higher the online social support received, the more someone has high self-confidence. However, the lower the online social support obtained, it affects the low self-confidence of a person. As for this study, there was no influence between self-confidence and self-disclosure ability.

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