The Relationship between Social Comparisons with Social Anxiety in Youth Users Instagram in Jakarta

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Abstract

This study aims to see whether there is a relationship between social comparison and social anxiety in adolescent Instagram users in Jakarta. The approach used in this research is quantitative. The measuring instrument used is an attitude scale that measures a social comparison scale and a social anxiety scale. The social comparison scale uses Upward and Downward Psychological Appearance Comparison (UPADC) by Festinger (2011). It consists of 13 items, while the social anxiety scale is measured using the Social Anxiety Scale for Adolescents (SAS-A) proposed by La Gresa and Lopez (2005). Moreover, it consists of 18 items. Subjects in this study amounted to 104 people who fit the research criteria. The study's results obtained a correlation coefficient of 0.767 with a p _ value of 0.000 (p <0.05). These results mean that the null hypothesis is rejected and the alternative hypothesis is accepted by stating that there is a. Based on the results of this study, the researchers concluded that there was a significant relationship with a positive direction between social comparisons and social anxiety among adolescent Instagram users in Jakarta.

I. Introduction

The popular social media platform, for now, is Instagram. Instagram is a photo-based platform that allows users to upload pictures of themselves, and other users will provide feedback in the form of likes and comments (Anixiadis et al., 2019). The number of Instagram users in Indonesia is 61.610,000 million, or 22.6% of the Indonesian population. The most significant Instagram users in Indonesia come from the group of late teens aged 18-24 years (Hamdan, 2019).

Teenagers, as the highest Instagram users, will quickly see the uploads of their peers that display interesting pictures and make comparisons to the images that are considered ideal (Perloff, 2014) because they believe that peers have a more achievable level of attractiveness (Fardouly, 2014). 2015). In addition, as many as 39% of adolescents experience excessive fear or social anxiety in missing certain moments that occur in their lives. As many as 32% of adolescents said they experienced fear when they could not achieve their goals when they saw photos of friends or other people who quickly exposed their success on social media (Azka, Firdaus, & Kurniadewi, 2018).

Anxiety about other people's judgments on social media can affect anxiety about other people's judgments in real life (Chen, 2017). Research shows that about 88% of people will compare their lives with the lives of others seen on social media. This can make teenagers

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feel inferior and think negatively about themselves (Nareza, 2020). Then Instagram users unconsciously make social comparisons when they see the latest posts from other users. Social comparison is a person's tendency to evaluate his situation, skills, and overall identity with others (Jiang & Ngien, 2020). In social media, individuals and groups interact with each other online through the internet network (Indriyani, 2020). With the internet, citizen media is able to disseminate information in the form of text, audio, video, photos, comments and analysis (Saragih, 2020).

In Indonesia itself, a study by Vriends (2013) regarding the comparison of the level of social anxiety in students in Indonesia with students in Switzerland stated that the level of social anxiety in students in Indonesia is very high when compared to the level of social anxiety in students in Switzerland. (Vriends, Pfaltz, Novianti & Hadiyono, 2013).

According to Dayakisni and Hudaniah (2009), every individual must have felt anxiety in his life, even sometimes when dealing with other people or unfulfilled demands that require individuals to fulfill these demands. Someone with social anxiety will tend to be anxious and uncomfortable when dealing with other people, accompanied by feelings of shame and fear because they think something terrible will happen.

If this social anxiety continues to exist, it can affect the functioning of a person's life. Social anxiety causes a person not to be able to adapt to a new environment because of low social skills and will also increase the risk of developing symptoms of depression because they continue to live in fear of other people's judgments of themselves. The destructive effect of social anxiety you want to avoid is the thought or act of an attend suicide (Arif, 2021).

Based on the background of the problem above, the researcher is interested in examining the relationship between social comparison and social anxiety in adolescent Instagram users in Jakarta.

II. Research Methods

Research subjects. The sample in this study were teenagers aged 18-24 years old Instagram users in Jakarta. Based on the calculation of the Lemeshow formula, the results of the minimum number of samples needed in this study are 96 respondents, who will be rounded off by the researcher to 100 respondents. The sampling technique in this study used a purposive sampling technique. Purposive sampling is a non-probability method chosen by the researcher directly. The criteria set are: respondents aged 18-24 years, active Instagram users residing in Jakarta.

This study uses a quantitative approach. A comparative research method is a research approach that uses many numbers, starting from data collection, interpretation of the data obtained, and exposure of the results (Arikunto, 2006). Specifically, this study aims to determine the relationship between social comparison and social anxiety among adolescent Instagram users in Jakarta.

Research instrument. The instrument used in this study is a psychological scale, which uses closed cushions with a Likert scale and is directly given to the data source. As for the social comparison variable, it is described that individuals tend to compare their attributes and characteristics with others because of their inability to give an objective self-assessment. The scale used in this study is Upward and Downward Physical Appearance Comparison (UDPAC). This scale is based on the social comparison aspect proposed by Festinger (2011), namely the upward and downward comparison aspects.

The social anxiety instrument is the experience of fear, anxiety, or worries about social situations and the fear of being evaluated by others. The scale used in this study is the Social Anxiety Scale for Adolescents (SAS-A). This scale is based on aspects of social anxiety

proposed by La Greca and Lopez (2005), namely Fear of negative evaluations (Fear of negative evaluation), Social avoidance and distress in general (Social avoidance and distress in general), Social avoidance and pressure on a new social environment (Social avoidance specific to a new situation).

Research procedure. In the research preparation process, the researcher reviews the emerging phenomena by reviewing the suitability of the objectives to be achieved. To explore phenomena and problems, researchers conducted observations and interviews. This is followed by literature studies from various sources, including books, journals, theses, and other literature sources that can support research.

Furthermore, the researchers determined the measuring instrument to measure the research variables, namely social comparison, and social anxiety, tested measuring instruments, or tried out as many as 30 respondents to get the items that fell out or used items and get a valid and reliable measuring instrument. The research continued with data collection, namely data collection in this study was carried out by distributing two psychological scales through google Forms to research subjects. After going through the data processing stage, the researchers compiled a research report in the form of a description and analysis results of the research method. The researcher downloaded the data from the trial scale and performed the analysis using SPSS version 16.0 software.

Data analysis. The research data analysis method is divided into three stages, namely: item discriminating power test, measuring instrument validity and measuring instrument reliability testing, normality test, linearity test, and hypothesis testing. Test the hypothesis using parametric statistical techniques with Pearson Product Moment correlation analysis. This technique was chosen because the two variables were normally distributed.

III. Discussion

3.1 Results
a. Item Difference Power Test

Based on the results of the analysis of the different power of the items on the social comparison scale, it is known that there are no items that have a value below 0.3. It can be concluded that the results of the analysis of the different power of the social comparison scale items consisting of 13 items were declared used. It can be seen in table 1 below:

Table 1. Distribution of Social Comparison Scale after Trial

Aspect	Item	
	Favorable	*Unfavorable*
Aspect *upward comparison*	1,2,3,4,5,6,7,8	-
Aspect downward comparison	9,10,11,12,13	-
Total	**13**	**-**

While the results of the analysis of the different power of social anxiety scale items, it is known that there are no items that have a value below 0.3. It can be concluded that the results of the analysis of the differentiating power of social anxiety scale items consisting of 18 items were declared used. It can be seen in table 2 below:

Table 2. Distribution of Social Anxiety Scale after Trial

Aspect	Item	
	Favorable	*Unfavorable*
Fear of negative evaluation	1, 2, 3, 4, 5, 6, 7, 8	--
General social avoidance and stress	9, 10, 11, 12, 13, 14	--
Social avoidance and pressure in a new social environment	15, 16, 17, 18	--
Total	**18**	-

b. Measuring Instrument Validity

Test the validity of the measuring instrument using the Kaiser-Meyer Olkin (KMO) test with the help of SPSS software version 16.0. If the Kaiser-Meyer Olkin (KMO) value is more than 0.50, then the analysis process can be continued. The following are the results of the KMO test on the social comparison scale and social anxiety. It can be seen in table 3 below:

Table 3. Kaiser-Meyer Olkin (KMO) Test Results

Scale	Result test KMO
Social Comparison	.628
Social Anxiety	.669

Based on the results of the KMO test using SPSS on the social comparison scale and social anxiety, the KMO values are 0.628 and 0.669; respectively, in this case, the results show a value greater than 0.50 so that the social comparison scale and social anxiety can be said to be valid.

c. Measuring Instrument Reliability Test

The reliability test in this study used Cronbach's Alpha technique with the help of the SPSS version 16.0 program. The measuring instrument is reliable if it has a Cronbach's Alpha value greater than 0.6. Meanwhile, if Cronbach's Alpha value is less than 0.6, it is said to be unreliable (Arikunto, 2006). The following are the results of the reliability test of the social comparison scale and social anxiety

Table 4. Reliability Test Result

Scale	*Nilai Alpha Cronbach's*
Social Comparison	.879
Social Anxiety	.910

Based on the reliability test on the social comparison scale and social anxiety, Cronbach's Alpha coefficient values are 0.879 and 0.910, respectively. Hence, a value greater than 0.6 on one social comparison scale and social anxiety is reliable. The normality test was conducted to determine whether the data used in this study were normally distributed or not. The testing technique used in this study is the Kolmogorov-Smirnov test with the help of the SPSS version 16.0 program. The rule used to determine the normality of the data distribution is if the value of sig. > 0.05, the distribution is said to be expected or if the value of sig. < 0.05, then the distribution is considered abnormal.

Table 5. Data Normality Test Results

	Significance Value (p)	Information
Social Comparison	. 790	Normal
Social Anxiety	.692	Normal

Based on the results of the Kolmogorov-Smirnov normality test, it is known that the significance value of the two variables is > 0.05, so it can be concluded that the residual values of the two variables are normally distributed.

d. Linearity Test

The linearity test aims to determine whether two variables have a significant linear relationship or not. If the value of deviation from linearity Sig. > 0.05, there is a linear relationship between the independent and dependent variables. Meanwhile, if the value of deviation from linearity Sig. <0.05, then there is no linear relationship between the independent and dependent variables.

Table 6. Linearity Test Results

			Sig.
Social Anxiety Social Comparison	*Between Group*	*((Combined)*	. .000
		Linearity	. .000
		Deviation from Linearity	. .077

Based on the linearity test, it can be seen that the deviation from linearity Sig. is 0.077 > 0.05. So it can be concluded that there is a significant linear relationship.

e. Hypothesis Testing

Hypothesis testing is carried out on research that has been collected from interrelated variables to find out whether the two variables to be tested have a correlation or not. If the significance is < 0.05, then Ho is rejected, and the distribution of scores on the variables is declared to be not normally distributed. If the significance value > 0.05, then Ho is accepted, and the distribution of scores on the variables is declared to be normally distributed.

Table 7. Pearson Data Hypothesis Test Results

		Social Comparison	Social Anxiety
Social Comparison	*Pearson Correlation*	1	. .767
	Sig. (2-tailed)		. 000
	N	100	1 100
Social Anxiety	*Pearson Correlation*	. .767	1 1
	Sig.2-tailed)	. .000	
	N	1 100	100

Based on the results of Pearson's Product Moment hypothesis test, it is known that the social comparison variable and the social anxiety variable show a positive relationship (r = 0.767), meaning that the higher the social comparison, the higher the level of social anxiety. Furthermore, the significance value (p = 0.000) indicates that social comparison has a significant relationship with social anxiety (p < 0.05).

Based on these results, it can be said that the null hypothesis in this study is accepted so that social comparison has a positive and significant relationship with social anxiety in adolescent Instagram users.

f. Categorization

Categorization places research subjects into groups whose positions are tiered according to a continuum based on the measured attributes (Azwar, 2012).

g. Social Comparison Categorization

From the data obtained, the categories for social comparison variables get the following results.

Table 8. Social Comparison Categorization

Categori	Skor	Frekuensi	Persentase
Low	x < 26	7	7%
Currently	$26 \leq x \leq 39$	48	48%
High	$39 \leq x$	35	35%
	Total	**100**	**1100%**

Table 8 above shows that the level of social comparison in adolescent Instagram users is at the level of the medium category, obtaining a percentage of 48%.

h. Categorization of Social Anxiety

Categorization for social anxiety variables obtained the following results:

Table 9. Categorization of Social Anxiety

Category	Skor	Frekuensi	Persentase
Low	x < 36	8	8%
Currently	36≤x≤ 54	49	49%
High	54 ≤ x	43	43%
	Total	**100**	**100%**

Based on table 9 above, it is shown that the level of social anxiety in adolescent Instagram users is at the level of the moderate category, obtaining a percentage of 49%.

3.2 Discussion

Based on data obtained through the online distribution of attitude scales to adolescent Instagram users in Jakarta, it can be seen that there is a significant relationship that is highly correlated, and positive relationship between social comparison and social anxiety with a correlation coefficient value of 0.767 with a p-value of 0.000 ($p < 0.05$). These calculations indicate that the two variables have a positive and significant relationship. That is, the higher the social comparison, the higher the level of social anxiety, and vice versa.

The results of this study are in line with research conducted by Ho et al. (2016) that social comparisons with peers in social networks have a positive relationship with body dissatisfaction. Social media has a significant role in making social comparisons that lead to body dissatisfaction, such as self-presentation by peers so that teenagers can constantly see photos or videos uploaded by their friends.

In addition, this is in line with the results of the categorization test conducted, where social comparisons depend on the moderate category, and social anxiety depends on the moderate category. This means that the two variables are not negatively proportional but positively proportional.

The results of this study are in line with Setiawati (2020), that there is a significant negative relationship between social comparison and body image, so it can be concluded that the higher the subject's social comparison, the lower his body image and vice versa. Shows that the number of respondents in this study consisted of 45% male adolescents and 55% female adolescents. This indicates that in this study, the results of social comparison categorization were highly dominated by female respondents.

The results of this study are in line with research conducted by Elfina (2015) that social anxiety is more common in the female sex (80.6%) compared to the male gender (19.37%).

Suggestions that can be given to researchers who want to do similar research are expected to be able to develop this research again with other variables related to social anxiety, increase the number of subjects, and use qualitative research methods so that it can be widely understood.

Suggestions for adolescent Instagram users should not make too many social comparisons that can cause social anxiety. However, increase motivation in improving self-appearance skills, and expand knowledge so that you understand yourself more fully. The DKI Jakarta Provincial Government or policymakers should make regulations or programs for the development of healthy adolescent characters related to the use of social media.

IV. Conclusion

The results of this study are by the hypothesis proposed previously, namely that there is a positive and significant relationship between social comparisons and social anxiety in adolescent Instagram users. The relationship between the two variables is positive, meaning that the higher the level of social comparison, the higher the level of social anxiety among adolescent Instagram users, and vice versa.

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