

Exploring The Relationship Between Instagram And Self-Esteem Among University Students

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ABSTRACT : The increased number of Instagram users demonstrated that this platform is expected to grow in the current time and has the potential to influence the young generation because they are exposed to the platform on a daily basis. Instagram exposure is frequently associated with low self-esteem among users. Therefore, the current study was designed with two main objectives 1) to investigate the relationship between Instagram and self-esteem of namely university students, and 2) to investigate the influencing factor of Instagram in affecting the level of self-esteem of university students. Low self-esteem is often associated with negative emotions such as depression, antisocial behaviour, and suicidal thoughts. As for the student, self-esteem plays an important role in academic achievement as it is stated in this study which was conducted by using quantitative approach. Findings showed that student who have low self-esteem often experiencing in poor academic performance to be compared with those who have a high level of self-esteem. According to the findings, there is no significant relationship between Instagram and the third-year communication student's self-esteem. Aside from that, the results show that the number of likes on photos and videos on Instagram is an influencing factor in determining one's level of self-esteem.

Keywords: Instagram, Self-Esteem, Young Generation, Influencing Factor, University Students

1 INTRODUCTION

Social Media is defined as tool or medium that allows users to communicate as well as to interact with each other (Joshua & Helenek, 2013). With social media, many things can be done more easily as this platform enable the users not just for the communication, interaction, and information purposes but also as the platform to get an income (business), educational, and entertainment. Besides that, social media also provides an environment for the users to share or connect through similar interest which means enables them to share comment with one another regarding a certain topic on social media. With the various function that social media provided had attract the attention of people. With the increased number of Instagram users as explained earlier, it is actively demonstrated that Instagram is expected to grow in the present and has the potential in affecting the young people. As mentioned by Abdulahi and Aida (2014), the young generation is seen to be the most affected since they are exposed to the use of social media (Instagram) on daily basis. The statistic of Instagram users worldwide of January 2021 proved that the users between the ages of 18 until 24 years old which is considered as the group of young people were the most active users of Instagram (H. Tankovska, 2021). Instagram function as a socializing medium for the people all over the world makes interaction more convenient among them. However, a frequent exposure of Instagram can give a certain impact on a person psychological well-being, especially the self-esteem. The exposure to the content, message, and information that various people from different background shared on Instagram can influence the perception and views of a person with the reality of his or her life. Moreover, the beauty filter, editing and photoshop tools provided has made people to create high quality and aesthetic photograph to be uploaded on the app. Instagram often refers as a photo and video platform which mean the users mostly updated their lives activities in the form of photo and video. With the exposure of the beautiful images, and fancy lifestyle introduced by the people which is completely strangers on Instagram has the potential in influencing a person's perception and views towards the true definition of perfect life, beauty standard, body image etc. Furthermore, when they are unable to meet the expectations of the perfect life and certain standard set by Instagram in reality, they tend to have a negative evaluation on themselves, which in the end will affecting their level of

self-esteem. Low self-esteem is the biggest mental health issue among the college or university student which is also refers to the young adults. During a study phase, indeed numerous factors can contribute to triggering the psychological well-being of the students. Therefore, the frequent exposure to social media is seen to be one of the potential predictors of low self-esteem problem among the students. This statement can be supported by past studies that had been conducted by various scholars. For instance, as mentioned by Woods and Scott (2016), the frequent time spend on social media caused the users to have poor sleep quality that then could increase the potential of social comparison to happened which in the end will affecting their mental well-being such as low self-esteem, depression, and anxiety.

1.1 Research Question

RQ 1: What is the relationship between Instagram and the self-esteem of the University students?

RQ2: What is the influencing factor of Instagram in affecting the self-esteem of the University students?

1.2 Research Objective

RO1: To investigate the relationship between Instagram and the self-esteem of the University students.

RO2: To examine the influencing factor of Instagram in affecting the self-esteem of the University students.

2 SCOPE OF STUDY

This study primarily focused on the relationship between social media (Instagram) and the self-esteem of its users. The researcher aims to explore the component of Instagram such as content, activity, promotion, and hashtag that would influence the level of self-esteem of the users. Through the comprehensive exploration on the relationship between social media (Instagram) and the self-esteem of the final year students, therefore, the finding of this study could somehow give us a better understanding regarding the relationship or connection between digital communication technology which is obviously social media and our level of self-esteem on how the platform could influence our perception and views towards the content that we are exposed in daily basis. Besides that, this study could be a form of awareness specifically to young people

regarding the negative consequences of social media (Instagram). Since, social media is increasingly used these days it is important for us to stay aware of the negative effect that the platform could bring in our life. Furthermore, the outcome of this study will be beneficial for the future researcher who want to conduct a study related to Instagram and its users' self-esteem. Therefore, the research design that was provided in this study could be a reference for the future researcher in creating new theory and perspective related to this topic. This study could improve the young people knowledge regarding digital media literacy. Since, young people were seen to be the generation that exposed to the use of new digital technology such as social media (Abdulahi & Aida, 2014), a proper knowledge and education regarding this topic is important as it will train the young people in controlling and managing their uses on social media.

3 LITERATURE REVIEW

3.1 Self-Esteem

According to Elisa and Stefano (2018), self-esteem is defined as a positive or negative assessment of oneself, and a person needs to enhance his or her self-esteem to have a positive self-perception. Meanwhile, Lisa and Maria (2017) described self-esteem as an individual's overall opinion of themselves, as well as the way they judge or assess themselves and the importance they place on themselves. Therefore, individual self-esteem is linked to a personal perception about their specific talents, abilities, and social relationships. Besides that, Henricksen et al (2017) claimed self-esteem refers to how much value a person place on himself or herself. The definition of self-esteem related to the ability of a person to hold favourable attitude towards one-self and to retain positive belief in situation that are challenging especially the situation that include being evaluated by others. Although the concept of self-esteem has been widely debated among psychological literature, however, despite it unsettled definition, there are more studies has been conducted regarding self-esteem and its relation in the aspect of an individual's well-being, quality of life and a domain such as school, work, and sports activities (Henriksen et al, 2017) and on the other hand, many past scholars suggested more study regarding self-esteem will be established in the future to have better understanding from a wide and various context. The statement above can be supported by Ahmed (2016) that claimed, self-esteem as an individual overall evaluation either it is positive or negative self-evaluation that in turn reflect on how they treated themselves in term of self-respect and self-worthy. Self-esteem is also known as a self-evaluation and descriptive conceptualization that an individual makes and maintained with a regard to themselves. It differs from the overall aspect of an individual self for instance on how they feel about their social standing, race, ethnic group, belief, school performance etc. Self-esteem is also defined as an individual overall evaluation on themselves which is negative and positive self-evaluation which then will reflect on how they perceive their self-worth (Minev, et al, 2018). As we grew up, we tent to gained new skills, new experience and build potential. The development of our self-esteem related to the life experience

we gained as we grew up therefore from birth phase until adolescence phase. Self-esteem is believed to have a strong connection with academic performance and mental health especially during adolescence. This is because, an adolescence phase is a crucial, critical period in a person's development, a transition period between childhood and adulthood in a particular cultural environment.

3.2 Low self-esteem among adolescence and young adults

Masselink, et al (2018) stated, having low self-esteem can increase the risk to develop depressive symptom during adolescence and it is the main factor that can increase vulnerability to depression. Thus, the correlation between self-esteem and depressive symptom is interesting to examine especially during adolescence since self-esteem plays an important element in adolescents' life as it is giving an impact on every developmental aspect that adolescent must deal with such as identity formation, social interaction, academic achievement, personal skills etc. The statement above supported by Anis, et al (2019) that claimed, low self-esteem is the biggest mental health issue for college student. In this study, search data was used to examine the correlation between an individual's self-esteem and the uses of search data in detecting self-esteem behaviour among students. Therefore, the finding shows, search log contained a strong signal that can identify an individual with current low self-esteem. For instance, participants with low self-esteem have fewer searches about family, friend, and money attributes. In addition, based on the finding, there is a difference in the search category attributions, over time, when compared to an individual with high self-esteem. Thus, this study concluded self-esteem and stress condition are more likely to correlate with suicidal ideation among the youths. Kagan (2016) said, low self-esteem is a significant risk factor of depression. Therefore, an individual who have low self-esteem tended to avoid real interaction, become more sensitive and fragile to negativity surrounding them that then leading to psychological and emotional damage. This study concluded, self-esteem, daily internet use and social media addiction was the significant predictor of depression among adolescents in Turkey. As the self-esteem levels of students decreased, probability of showing depressive symptoms were going up. Low self-esteem is linked to the predictor of stress symptom among adolescents (Dalia Saleh & Nathalie, 2017) stressed on adolescence to be one of an essential component which is usually associated with mental health problem especially in their study phase. The emergence of stress on the self is due to various factors and indeed every person has a different way of handling stress. Therefore, the result of this study strongly shows, number of students were suffering from psychological distress, anxiety, depressive symptom, low self-esteem, optimism, self-efficacy, and these are the main predictors of stress problem to happened among the students. Self-esteem is associated with body dissatisfaction and psychological distress among adolescents (Annie-Pier et al, 2016). Self-esteem to be the mediator in the relationship between body dissatisfaction and psychological distress such as symptom of anxiety and depression of adolescence. Therefore, the findings explained, body dissatisfaction predicted symptom of depression and anxiety through its association with self-esteem. For instance, the negative perception of a person

towards his or her body image tended to affect in lowering his or her self-esteem which in turn has an impact on the psychological distress. A person's level of self-esteem influences the success and well-being in important life domains such as relationship, work performance and health (Ulrich, 2017). This study claimed, the development of self-esteem is actively increase during an adolescence and young adulthood phase and decreased during the old age and this strongly means the level of a person self-esteem constantly change in systematic ways across the life course. Therefore, a person with good level of self-esteem will experience positive life outcomes such as relationship, work performance, academic achievement etc. Meanwhile, a person who having low level of self-esteem is seen motivated to experience social avoidance which strongly influence the relationship, job performance and health.

3.3 The Relationship between Instagram and Users' Self-Esteem

Recently, many people used social media as an engagement and communication medium. Instagram is one of the most popular apps these days, particularly among the younger generation, and it is considered a new rising platform after Facebook. Instagram is a web-based image network where users can upload and share photos and videos. Also, Instagram users can use a variety of beauty filters and editing tools before uploading an image. Users would be able to create high-quality photos and videos to post online because of this. While social media has grown in popularity in recent years, it has the potential to have long-term effects on its users, according to Alice G. Walton (2017) the effects of social media are linked to the users' self-esteem. In young adults or adolescence, social media use may have a detrimental effect on a various aspect of well-being. Woods and Scott (2016) identified a connection between social media usage and users' well-being, claiming that social media use was linked to poor sleep quality, depression, low self-esteem, and anxiety. The amount of time spent on social media was found to be one of the main factors in adolescents experiencing the negative effects of their use on those platforms. Therefore, for instance, based on the findings, people who spend more time on social media at night have low sleep quality, which then affects their mental health and well-being, such as low self-esteem, depression, and anxiety. Besides that, this can be supported by Muqaddas, Sanobia and Nawaz (2017) the increased amount of time spend on social media caused an individual to experience a low level of self-esteem. Therefore, the amount of time spends on social media is also associated with the possibility of social comparison to happened among the users. Hence, users who spend more time on social media are exposed to other users' profiles, which increases their chances of developing envy and jealousy behaviour. As a result, they begin to form a negative opinion about themselves that will lower their self-esteem. In placing more emphasis, based on the study conducted by Dian et al, (2018) stated the negative consequences of social media strongly depends on what and whom the users choose to see on their main social media account. Since every individual in this world has a different way of processing information or post, it is clearly stated the impacts of social media one experiences might be different.

Thus, the users will gain positive effects if they do not compare themselves with other users who are considered strangers on social media. This statement can also be supported by related research by O'Reilly et al. (2018) found that social media would affect users' mental well-being from the viewpoint of adolescents. Despite the increased use of social media (Instagram), especially among adolescents, it is important to understand their perspectives on the impact of social media. Surprisingly, this research found that adolescents are aware of the harmful impact of social media, and hence, they believe that social media has the potential to influence their mood and anxiety disorders, as well as provide as a medium for cyberbullying and addiction. Ana et al (2016) claimed, social media uses has both positive and negative consequences, especially among depressed adolescence. Therefore, 23 adolescents were interviewed regarding how social media use influenced them. More frequent exposure to social media or the Internet has been associated with the negative psychological well-being of an individual. For instance, the finding of this study shows, social comparison is one of the negative consequences of social media uses. Therefore, adolescents felt that activities such as 'checking for like' constantly could affect their self-esteem by turning likes into a unit of comparison with others for popularity so that getting more likes would increase self-esteem, but not getting like would decrease it. According to Ariel, et al (2017), problematic social media use was associated with the depressive symptom. Therefore, with the aims of the study to assess the association between 'Problematic Social Media Use' (PSMU) and depressive symptom controlling for the overall time and frequency of 'Social Media Use' (SMU) among a large sample of U.S young adults, the findings described, a significant correlation between PSMU and depressive symptom among young adults in the U.S and meanwhile the association between an increased frequency of SMU with an increase depressive symptom was also shown a significant relationship. Problematic Social Media Uses (PSMU) affect the way an individual internalizes online experiences, which may contribute to depression. For instance, an individual who spends much time thinking about social media may engage in excessive self-comparison with others' idealized portrayals of themselves. This can be supported by Yvonne, et al (2018) that claimed, social media was associated with depressive symptom especially among young people. Therefore, the finding of this study explained, social media use and depressive symptom have a significant correlation where girls were more experiencing that than boys. Social media use also was associated with poor sleep quality, involvement with online harassment, low level of self-esteem and poor body image which in turn were strongly related to depressive symptom. Adolescents experiencing online harassment were more likely to have poor sleep and body image that will contributed to low self-esteem problem. Moreover, Nazir and Maya (2016) explained, addictive use of social media was associated with self-esteem. With the aims of the study to examining the relationship between the addictive use of social media, self-esteem and life satisfaction, the result clearly shows a strong correlation between social media addiction and the level of self-esteem. Therefore, this statement can be

proved based on the collected data in the study whereby university students who have a high score on social media addiction reported to have a lower level of self-esteem compared to the students who scored low on social media addiction. Although people with low level of self-esteem tented to depends on social media use with the intention to enhance their self-image, however, they also are at a risk of damaging their self-esteem more and affecting their life satisfaction. This study, however, did not support the hypotheses regarding the association between social media addiction and its users' life satisfaction. Thus, it was recommended to have more future research regarding the relationship of these variables since the advancement of new technologies and the Internet continuously to grow from time to time (Nazir & Maya, 2016). However, Nichole (2016) study, on the other hand, found the opposite. The impact of Instagram on an individual's self-esteem has no statistical significance. Therefore, a person's self-esteem is influenced by social comparisons such as celebrities, friends, and families which strongly means an individual's self-esteem was unaffected when the social comparison group consisted solely of friends and families. However, if the social comparison group is celebrities, then the outcome may be the absolute opposite. Thus, someone who follows celebrities on social media has a higher risk of having their self-esteem affected than someone who just follows a friend and family. Cheyanne (2018) came to the same conclusion as Nichole Annete Dion (2016), notably, that there is no significant association between the variables used. Therefore, Cheyanne aims to identify some of the key negative effects of Instagram on young adults in terms of usage, gender gaps, likes, and followers. The results indicate that the variables have an insignificant relationship. However, there was a positive association found between the number of hours spent on Instagram and the level of loneliness. This study claimed the higher use of Instagram is related to the feeling of loneliness. Thus, the study suggests, people should spend more time socializing in the real world to overcome the feeling of loneliness. Furthermore, according to Wiedenold (2019), Instagram is one of the most damaging apps for mental health, fear, body dissatisfaction, establishing feelings of inadequacy, and decreasing well-being. Therefore, since this platform is a web-based image site, users are exposed to the large number of unknown people online, which increases the likelihood of social comparison when they begin to compare themselves to Instagram's photoshop and filtered images. Despite the potential negative impact that Instagram may have on its users, Brenda's research also found that the platform may promote positivity by encouraging users, especially young women, to be positive about their bodies. Hence, as shown in this study, Instagram does not have a significant impact on users' self-esteem since the users are aware of the platform's negative side when using it. Nur Izyan (2019) supports this claim, stating that Instagram usage does not seem to have a substantial impact on users' self-esteem. Therefore, someone with a high level of self-confidence and a positive self-evaluation did not seem to think that Instagram usage could impact their self-esteem. However, there are differences in self-esteem between males and females.

Females having a higher level of self-esteem than males, which has led to males spending more time on Instagram. Since this study was conducted with a limited sample of respondents, it does not necessarily reflect the whole population, making it difficult to clarify the connection between Instagram and users' self-esteem. As a result, this study recommended that more research be done regarding Instagram usage and users' self-esteem with a larger sample size in the present time.

4 METHODOLOGY

The increased number of Instagram users are actively demonstrating that this app is expected to grow in the present time and have the potential in affecting the young people. Therefore, the purpose of this study is to investigate the relationship between Instagram and the self-esteem of the third-year communication student in Universiti Malaysia Sabah (UMS). Specifically, this study was designed to answer the research question and to test the validity of the research hypotheses.

4.1 Data Analysis and Result

There are a total of 73 (77.7%) female respondents and 21 (22.3%) male respondents that were participated in this study. This data concluded, the majorities of the respondents in this study were females. In term of ages, there are 76 (80.9%) of respondents that aged between 21-23 years old and 18 (19.1%) of respondents that aged between 24-26 years old. Thus, it is clearly show most of the respondents that was participated in this study are among the students aged between 21-23 years old. There are total of 40 (42.6%) respondents were using Instagram more than once a day, 38 (40.4%) once a day, 11 (11.7%) few times a week, 3 (3.2%) less than few times a month and 2 (2.1%) few times a month. Thus, the data above concluded, most of the respondents which is the third-year communication student in UMS used Instagram more than once a day.

TABLE 1

TIME SPENT ON INSTAGRAM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-10 minutes	8	8.5	8.5	8.5
	10-20 minutes	32	34.0	34.0	42.6
	20-30 minutes	22	23.4	23.4	66.0
	30-60 minutes	13	13.8	13.8	79.8
	1-2 hours	14	14.9	14.9	94.7
	3-4 hours	2	2.1	2.1	96.8
	> 5 hours	3	3.2	3.2	100.0
	Total	94	100.0	100.0	

Table 1 above shows there are 32 (34.0%) respondents spends at least 10-20 minutes on Instagram. Therefore, the rest of the respondents spend 20-30 minutes 22 (23.4%), 1-2 hours 14 (14.9%), 30-60 minutes 13 (13.8%), 0-10 minutes 8 (8.5%), more than 5 hours 3 (3.2%) and 3-4 hours 2 (2.1%).

**TABLE 2
NUMBER OF FOLLOWERS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-100	3	3.2	3.2	3.2
	100-200	7	7.4	7.4	10.6
	200-300	25	26.6	26.6	37.2
	300-400	10	10.6	10.6	47.9
	400-500	13	13.8	13.8	61.7

Table 2 shows there are 25 200-300 followers on Instagram. Meanwhile 20 (21.3%) respondents have 100-200 followers, 16 (17%) respondents have 300-400 followers, and 10 (10.6%) respondents have 400-500 followers, and 7 (7.4%) respondents have 1-100 followers on Instagram.

500-1000	16	17.0	17.0	78.7
>1000	20	21.3	21.3	100.0
Total	94	100.0	100.0	

(26.6%) respondents has 100-200 followers, 13 (13.8%) respondents has 300-400 followers, 10 (10.6%) respondents has 400-500 followers, and 7 (7.4%) respondents has 1-100 followers on Instagram.

TABLE 3
POSTING ACTIVITIES ON INSTAGRAM

	Frequency	Percent	Valid Percent	Cumulative Percent
once a day	3	3.2	3.2	3.2
more than once a day	3	3.2	3.2	6.4
few times a week	19	20.2	20.2	26.6
few times a month	26	27.7	27.7	54.3
less than few times a month	41	43.6	43.6	97.9
other	2	2.1	2.1	100.0
Total	94	100.0	100.0	

Based on Table 3, there are total of 41 (43.6%) respondents posting activities on Instagram less than few times a month, 26 (27.7%) few times a month, 19 (20.3%) few times a week, 3 (3.2%) for both once a day and more than once a day. Lastly, there are 2 (2.1%) respondents choose the other options.

4.2 The Level of Self-Esteem of The Third-Year Communication Student in UMS While on Instagram

An analysis of item 1 which is related to the question regarding the important of the number of followers on Instagram, therefore, a total of 32 (34.8%) respondents choose Neutral, 20 (21.7%) Agree, 19 (21.7%) Strongly Disagree, 12 (13%) Strongly Agree and 9 (9.8%) Disagree. Next, an analysis of items 2 shows, there are 32 (34.8%)

respondents choose Neutral, 24 (26.1%) Agree, 14 (15.2%) Strongly Agree, 13 (14.1%) Strongly Disagree and 9 (9.8%) Disagree. There are 33 (35.9%) respondents shows Strongly Disagree, 26 (28.3%) Neutral, 13 (14.1%) Disagree and Agree and finally 7 (7.6%) Strongly Agree regarding the statement willing to spend money to gain Social Network Connection. An analysis of items 4 concluded, there are 36 (39.1%) respondents choose Neutral regarding the statement of the number of followers on Instagram make them feel important. Besides that, 21 (22.8%) respondents were Strongly Disagree, followed by 16 (17.4%) Disagree, 11 (12%) Agree and 8 (8.7%) Strongly Agree. Furthermore, items 5 are the question regarding the important to impress people on Instagram, therefore, there are 34 (37%) respondents on the Neutral sides, 22 (23.9%) were Strongly Disagree, 15 (16.3%)

Agree, 11 (12%) Strongly Agree and 10 (23.9%) Strongly Disagree. Items 6 shows, there are 32 (34.8%) respondents choose Neutral, 23 (25%) Strongly Agree, 19 (20.7%) Agree and 9 (9.8%) for both Disagree and Strongly Disagree. Moreover, items 7 are the question regarding whether the respondents were more comfortable on Instagram or in real life. Therefore, a total of 32 (34.8%) respondents chooses Neutral for this statement, followed by 21 (22.8%) were Strongly Disagree, 19 (20.7%) Strongly Agree, 12 (13%) and 8 (8.7%) Agree. There are a total of 29 (31.5%) respondents were Strongly Agree with the statement of using filter on photo and video made them feel more confident, followed by 28 (30.4%) were in Neutral sides, 20 (21.7%) Agree, 9 (9.8%)

Disagree and 6 (6.5%) Strongly Disagree.

An analysis of items 9 shows, there are a total of 35 (38%) respondents choose Neutral, 22 (23.9%) Strongly Disagree, 12 (13%) for both Agree and Strongly Agree and lastly, 11 (12%) Disagree. Finally, an analysis of items 10 explained, there are a total of 34 (37%) respondents were in a Neutral side, 19 (20.7%) Strongly Agree, 17 (18.5%) Strongly Disagree, 14 (15.2%) Agree and 8 (8.7%) Disagree.

4.3 The Influencing Factor of Instagram in affecting level of Self-Esteem

An analysis on data shows a total of 28 (30.4%) respondents chooses both Neutral and Strongly Agree regarding the statement the increase of self-esteem when gain followers on Instagram. Meanwhile, there are 23 (25%) respondents were Agree, 9 (9.8%) Strongly Disagree and 4 (4.3%) Disagree. There are 31 (33.7%) respondents were Strongly Agree with the statement an increase of self-esteem when gain many likes on photo or video on Instagram. While the rest of it choose Agree 26 (28.3%), Strongly Disagree 5 (5.4%) and Disagree 5 (5.4%). There are a total of 25 (27.2%) respondents in a Neutral side regarding the statement the decrease of self-esteem when losing followers on Instagram, followed by 20 (21.7%) Disagree, 19 (20.7%) Agree, 16 (17.4%) Strongly Disagree and lastly, 12 (13%) Strongly Disagree. An analysis of items 14 concluded, there are a total of 23 (25%) respondent choose for both Neutral and Agree. Meanwhile, the rest of them choose 18 (19.6%) Strongly Disagree, 16 (17.4%) Agree and 12 (13%) Strongly Agree. As high as 25 (27.2%) respondents choose Neutral, 24 (26.1%) Agree, 17 (18.5%) Strongly Agree, 14 (15.2%) Strongly Disagree and 12 (13%) Agree regarding the statement of feel envious to those who have more followers on Instagram. There are 25 (27.2%) respondents were Strongly Agree regarding the statement of feel envious to those who have pretty photo and videos uploaded on Instagram. While the rest of it choose, 24 (26.1%) Neutral,

22 (23.9%) Agree, 12 (13%) Strongly Disagree and 9 (9.8%) Disagree. An analysis of items 17 shows, there are a total of 27 (29.3%) respondent choose Agree, 24 (26.1%) Strongly Agree, 16 (17.4%) Neutral, 14 (Strongly Disagree and 11 (15.2%) Disagree. Whereas, 31 (33.7%) respondents show Agree regarding the statement of making comparison whenever viewing a celebrity post on Instagram. There are 30 (21.7%) for both Neutral and Strongly Agree, 11 (12%) Strongly Disagree and 10 (10.9%) Disagree. An analysis of item 19 shows, there are 26 (28.3%) respondents Strongly Agree, 21 (22.8%) Agree, 20 (21.7% Neutral, 14 (15.2%) Strongly Disagree and 11 (12%) Disagree with the statement of making comparison whenever viewing strangers post on Instagram. There are a total of 26 (28.3%) respondents choose Neutral, 21 (22.8%) Strongly Disagree, 16 (17.4%) Agree, 15 (16.3%) and 14 (15.2%) Strongly Agree. Finally, item 21 concluded, there are a total of 32 (34.8%) respondents choose Strongly Agree regarding the statement of having a fear of being judge by other when posting on Instagram. Meanwhile, the rest of the respondents choose, Agree 23 (25%), Neutral 20 (21.7%), Strongly Disagree 9 (9.8%) and Disagree.

4.4 Correlation Analysis

Pearson's Correlation Coefficient (r) was used to express the strength of the relationship between the variables used in the study when measuring correlation. When the value of $r = +1$, it strongly indicates that there is a perfect correlation, whether it is positive or negative. If the r value is zero, it is claimed that there is no or zero correlation. According to Fawad (2020), the interpretation of the correlation coefficient range from 1 which indicates a perfect positive or negative correlation, 0.90 to 0.99 very high positive or negative correlation, 0.70 to 0.90 high positive or negative correlation, 0.50 to 0.70 moderate positive or negative correlation, 0.30 to 0.50 low positive or negative correlation, 0.10 to 0.30 very low positive or negative correlation and 0 to 0.10 markedly low and negligible positive or negative correlation. Thus, the result of Table 4 shows person correlation of Instagram and self-esteem was found to be moderately positive and statistically insignificant with the r value $= .520$ and p value $p > .062$ ($r = .520 > .062$).

TABLE 4
THE CORRELATION BETWEEN INSTAGRAM AND SELF-ESTEEM

Correlations			
		Self Esteem	Instagram
Self Esteem	Pearson Correlation	1	.520
	Sig. (1-tailed)		.062
	N	10	10
Instagram	Pearson Correlation	.520	1
	Sig. (1-tailed)	.062	
	N	10	11

4.4.1 Hypothesis one (H1)

The first hypotheses seek to investigate whether, there is a significant relationship between Instagram and self-esteem of the third-year communication student in UMS. Therefore, to test the significant relationship between these variables, a Pearson's Correlation Coefficient was used in this study. The result indicates that there is no significant relationship between Instagram and self-esteem of the third-year communication student in UMS ($r=.520$ $p>0.05$). Thus, it is concluded that hypotheses one (H1) is rejected.

4.4.2 Hypotheses two (H2)

The second hypotheses aim to examine whether, social comparison is the influencing factor of Instagram in affecting the level of self-esteem of the third-year communication student in UMS. Therefore, descriptive statistical were used to assess the mean value and standard deviation to prove the hypotheses. Based on table 4.8, the result indicates that the number of likes on photo is the influencing factor of Instagram in affecting the level of self-esteem of the third-year communication student in UMS. Therefore, with the highest mean value 3.79 to be compared with other items, the third-year communication student agreed to feel an increase in their self-esteem when gain likes on their photo or video uploaded on Instagram. Thus, it is concluded that hypotheses two (H2) is rejected.

5 DISCUSSION

This study was conducted based on two main objectives. The first objective of this study aims to investigate the relationship between Instagram and the self-esteem of the third-year communication student in UMS. The researcher used correlation analysis technique to test the relationship between those variables. Correlative measurements can be positive, zero, or negative. When measuring correlation, Pearson's Correlation Coefficient (r) was used to express the strength of the relationship between the variables used in the study. The interpretation of the result was based on the r value and p value which strongly mean if the r value is +1 ($r=+1$) it indicated a perfect correlation (negative or positive) and if the r value is zero, it indicated that there is no or zero correlation. Therefore, the result shows person correlation of Instagram and self-esteem was found to be moderately positive and statistically insignificant with the r

value $r=.520$ and p value $p>.062$. Thus, it can be concluded that, there is no significant relationship between Instagram and the self-esteem of the third-year communication student in UMS. The second objective of this study aim to examine the influencing factor of Instagram in affecting the level of self-esteem of the third-year communication student in UMS. In this section, the discussion focuses on the descriptive analysis of the variables based on the mean (m) value. The result show, the number of likes on photo and video has the highest mean value which is 3.79. Therefore, it can be concluded that the number of likes on photo or video is the influencing factor of Instagram in affecting the level of self-esteem of the third-year communication in UMS. The number of likes on the photo and video could increase the level of self-esteem of the third-year communication student in UMS.

6 CONCLUSION

As people continuously exposed to the usage of this app in everyday life especially the young generation, a huge risk to experience the consequences of the app that then affect our level of self-esteem generally. The world including Malaysia experiencing the rapid growth of social media uses. Thus, the current study is important as it contributed to the growing literature and scientifically evidence regarding Instagram and self-esteem on how actually this platform correlated with the well-being of our self-esteem. Besides that, the current study also important for the young generation out there who constantly expose or have an addiction towards Instagram use in their life. Therefore, this study could be an awareness for the young generation on the consequences of Instagram uses in their life generally. It is impossible to ask people to stop using Instagram due to its consequences that could affect our self-esteem. Even a campaign that being conduct is not fully change the attitude or behaviour of people towards a certain thing. Therefore, this study could at least give some knowledge on how they should manage their time and uses on the platform in daily basis.

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