

**THE RELATIONSHIP BETWEEN MENTAL HEALTH
CONTENT ON INSTAGRAM AND SELF-CONFIDENCE**



UNDERGRADUATE THESIS

**Submitted to Fulfil the Requirements for Obtaining a bachelor's degree in
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Universitas Islam Indonesia

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2024

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INSTAGRAM AND SELF-CONFIDENCE**

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Thus, I truly agree with this remark.

Yogyakarta, 2 Augustus 2024

Sincerely,

Muhammad Al Dzikri

MOTTO

“I must be strong and resilient; I can do it”

*“Many things happen in this world. So, don't get discouraged. If this problem arises again,
you just need to behave as you see fit”*

- Lee Ik Joon, Hospital Playlist-

*“There are times when time can solve problems. If you've tried but can't find a solution,
avoid it and persist.”*

-Ju Jong Su, Hospital Playlist

DEDICATED

This paper is dedicated to my parents and my siblings who never stop encouraging and praying for every step of my struggle. Then, the big family of the Communication Science Study Program at the Islamic University of Indonesia who have provided guidance so far, and all parties involved in this process, who have always accompanied the lecture process to this final project full of joy and love.

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ABSTRACT

The surge in social media usage, especially among adolescents, has been associated with an increase in mental health issues. Numerous studies have established a correlation between social media use and various mental health symptoms, including depression, anxiety, diminished self-esteem, and overall well-being (Hussain & Griffiths, 2018). This research delves into the dual impact of social media on adolescents' mental well-being, highlighting both positive effects such as improved socialization, and negative consequences like depression and cyberbullying (Kaur & Bahsir, 2015). The duration of social media use is linked to the level of depression, emphasizing the need to understand the relationship between online activities and mental health (The Hearty Soul, 2016).

Amid the rising mental health concerns, especially among Generation Z, there is a corresponding growth in mental health services. The Deloitte report (Auxier, Bucaille, & Westcott, 2021) indicates a rapid expansion of the mental health market, with over 20,000 mental health apps available globally. The popularity of mental health content on platforms like TikTok and Twitter further underscores the increasing discourse on mental health issues (Tia, 2022; Natalie Berry, 2017).

This research focuses on the impact of mental health content on Instagram, particularly on the account @satupersenofficial, which addresses mental health issues among Gen Z adolescents. Instagram was chosen due to its popularity among young people, with data from Datareportal (2022) indicating its dominance among users aged 16-24. The study aims to investigate how the content on @satupersenofficial influences the self-confidence of its audience.

Data collection involved 100 respondents, revealing a diverse demographic with 44% male and 56% female participants. The age distribution ranged from 16 to 24 years, reflecting the target Gen Z population. Statistical tests, including Validity, Reliability, Normality, and Linearity tests, were employed to analyze the data. The results indicate a robust correlation between Media Exposure and Self-Confidence, with a significant positive impact of Media Exposure on Self-Confidence.

The study draws on the concept of self-confidence as a mindset enabling individuals to maintain a positive perception of themselves. While the mental health content on @satupersenofficial positively influences followers' knowledge and actions in dealing with mental health issues, the overall impact on self-confidence is modest at 19.8%. Factors not explicitly addressed in the content contribute more significantly to followers' self-confidence.

This research contributes to understanding the intricate relationship between social media content, particularly on Instagram, and the self-confidence of adolescents. The findings have implications for mental health content creators and suggest avenues for future research to delve deeper into the multifaceted dynamics of social media and mental health

Chapter I

Introduction

A. Study Background

The rise of social media as a communication technology has caused mental health issues to increase especially among adolescents, who constitute its most frequent users. Numerous research studies have discovered a correlation between the utilization of social media and the emergence of different mental health symptoms, including depression, anxiety, diminished self-esteem, and adverse well-being. (Hussain & Griffiths, 2018). These studies indicate that the influence of social media on mental health and well-being is directly attributed to the type of content and interactions encountered on social media platforms. While most research focuses on the heightened vulnerability of young individuals, adults are also susceptible to experiencing significant mental health symptoms due to their social media usage (Nicholle, 2020)

In their study, Kaur (Kaur & Bahsir, 2015) investigated the dual impact of social media on the mental well-being of adolescents. They identified several positive effects, such as improved socialization, enhanced communication, increased learning opportunities, and access to valuable health information. On the other hand, they also highlighted various negative consequences, including depression, online harassment, cyberbullying, sexting, feelings of fatigue and stress, suppression of emotional expression, and a decline in intellectual capabilities.

The duration of social media use correlates with the level of depression, which means that the longer the use of social media, the more likely adolescents will feel depressed. According to The Hearty Soul (2016), there is a direct correlation between the amount of time spent on social media and feelings of depression. The article further suggests that popular social networking platforms such as Facebook and Twitter are not particularly beneficial for students in terms of improving focus and reducing stress. These findings underscore the significant impact of social media on depression.

Mental health is an issue faced by many adolescents today. The survey from Harmony (Harmony Healthcare IT, 2022) indicates that an overwhelming majority of Generation Z individuals diagnosed with mental health conditions, specifically nine out of ten, experience challenges related to anxiety. Additionally, nearly eight out of ten (78%) individuals from this generation are grappling with depression. Gen Z also encounters other mental health conditions such as ADHD, which affects 27% of them, followed by PTSD which affects 20%, and OCD which affects 17%.

Additionally, the Harmony Healthcare IT survey (2022) found that almost one-third (31%) of Generation Z individuals expressed that their overall mental health was poor. When asked to assess their mental health over one month, one in four respondents reported experiencing more bad days than good. On average, the members of Gen Z reported facing around ten challenging mental health days within a month. This data highlights the significant

magnitude of mental health issues, as a substantial number of adolescents worldwide are affected by them.

As mental health issues become more prevalent, the popularity of mental health services is also increasing. According to Deloitte (Auxier, Bucaille, & Westcott, 2021), the market for mental health issues is growing rapidly. There were more than 20,000 apps for mental health issues available around the world. Similarly, the popularity of mental health content on social media has also risen significantly. As reported by *Netray.id*, the popularity of mental health content is very high on social media.

According to the official government reports from Manitoba, a province in Canada, approximately 20% of Canadians will personally encounter a mental illness during their lifetime. Notably, more than 70% of adults who struggle with mental health issues started experiencing symptoms when they were children or teenagers. This phenomenon brings them concern about mental health literacy in their population. On their official website, they make some content aimed at raising awareness about mental health literacy, emphasizing that families and schools have the responsibility and opportunity to teach young people about it for their future well-being.

The social media population nowadays often discusses mental health issues on social media. *Netray.id* (Tia, 2022) conducted research on Tiktok users by monitoring content related to mental health issues in Tiktok for 10 days. The result explains that mental health content has a high impression on TikTok. The total impressions reached 977,900 times and were shared 40,900 times. The number of comments reached 19,400, and the total likes were 917,700.

Additionally, some researchers have done research concerning to popularity of mental health content on Twitter with interesting results. This report focuses on a study conducted to explore the reasons why individuals discuss mental health on the social media platform Twitter. The researchers collected and analyzed tweets using the study-specific hashtag #WhyWeTweetMH, aiming to understand the key motivations behind discussing mental health on Twitter. The study found four overarching themes: a sense of community, raising awareness and combating stigma, a safe space for expression, and coping and empowerment. These themes highlight the perceived therapeutic benefits of Twitter, such as support, information sharing, and self-management strategies. The study also demonstrated the feasibility of using study-specific hashtags for mental health research and their potential for combating stigma and raising awareness. The findings provide valuable insights for researchers and can serve as a foundation for future health-related studies utilizing social media platforms (Natalie Berry, 2017).

This popularity means that mental health issues keep increasing. The adolescents seek content related to their problem to find solution. This research will examine how impactful mental health content is to adolescent mental health.

The social media that will be used as an object in this research is Instagram. Instagram was chosen because It is the most widely used social media platform by adolescents. According to data from Datareportal (Data Reportal, 2022), Of all the social media platforms available, Instagram ranks first as the most used social media platform by young people. Among internet users in the age range of 16-24 years, Instagram ranks first at 25.6 percent for women and 22.8

percent for men. This figure far exceeds TikTok and Twitter which are less than 10 percent. Therefore, Instagram is the best social media platform to use for this research.

This study aims to investigate how the content shared on influential Instagram accounts affects the self-confidence of their audience. Specifically, the focus will be on @satupersenofficial, a widely followed account with over 650,000 followers that centers its content around mental health issues among Gen Z adolescents. The selection of this account is based on its status as the most-followed Instagram account within the mental health domain in Indonesia.

Based on all information described so far, the researcher is interested in examining the effectiveness of their mental health content on their followers which will be carried out in research entitled The Relationship of Mental Health Contents on Instagram and SelfConfidence. The reason is first, the researcher is curious about how effective mental health content is in solving the viewer's problems, and second, the object of this research is on social media which makes it easy to observe, contact, and research.

B. Research Question

Based on the above discussion, the primary research question for this research is as follows:

- a. What is the relationship between the consumption of mental health content on Instagram and adolescents' self-confidence?

C. Research Purpose

The purpose of conducting this research is:

1. To determine the strength of the relationship between the consumption of mental health content in social media and self-confidence
2. To investigate users' perceptions of how consuming mental health content on Instagram influences their self-confidence and to understand whether exposure to positive mental health messages enhances self-esteem, resilience, and overall confidence levels.

D. Research Benefit

1. Academic Benefit

This research can significantly contribute to the field of communication and mental health because this topic is still not popular to discuss in the academic world. Also, this research may serve as valuable reference for future studies on mental health communication in social media.

2. Practical benefit

This research is also practically useful for evaluating and providing feedback to the @satupercent account in the production content and communication strategies, aiming to make the content more effective and impactful for their audience. This study can also give some picture to the audience about the results might they get when involved in this kind of content.

E. Theoretical Framework

1. Previous study

The first study similar to this research is by Rachman (Ronaldho Rachman Jonn, 2021) titled The Effect of Instagram Content on the Interest of Buying Space Coffee Roastery Yogyakarta Consumers. The journal's name is Cantrik. The research uses a survey method. The study comprised a sample size of 100 participants, and data collection was conducted through a questionnaire employing a Likert scale. This research uses quantitative descriptive analysis and simple linear regression analysis for data processing and analysis, along with individual parameter significance tests (t-tests), simultaneous significance tests (F-tests), and coefficient of determination analysis (R^2). The finding reveals that most of the Instagram content variable was rated as "very interesting" by 71 respondents (71% of the sample). Similarly, the purchase interest variable was predominantly rated as "very high" by 76 respondents (76% of the sample). The t-test results indicate a value of 0.000, which is less than 0.05. This suggests that Instagram content has a significant impact on buying interest. In other words, the study concludes that the more captivating the Instagram content, the higher the consumer's buying interest in Space Coffee Roastery Yogyakarta is likely to be.

This study has a similar research question investigating the effect of Instagram content on its audience. The method is also similar, employing quantitative analysis with simple linear regression analysis. However, this research differs in that it focuses on mental health content and the data collection method will use an online questionnaire.

The second research is research from Junko (Alessandro, 2021) with the title The Effect of Instagram Content on Intention to Visit UC_IBMRC with Online Engagement as a Mediating Variable. This study utilizes a quantitative approach with structural equation modeling, wherein the researcher initially develops a research model. The validity and reliability tests were conducted, leading to the final research model. The study involved 96 followers of UC_IBMRC on Instagram as participants. The finding reveals that Instagram content positively influences visiting interest. Furthermore, Instagram content was found to have a direct impact on online engagement. Online engagement, in turn, influences visiting interest and also partially mediates the relationship between Instagram content and visiting interest.

The study has a similar objective to understand the effect of Instagram content on the audience. The subjects of the study are also the followers of the Instagram account. The difference from this research is the method uses structural equation modeling.

The third study is by Anna Terttunen (Terttunen, 2017) titled *The Influence of Instagram on Consumers' Travel Planning and Destination Choice*. The objective of this study is to explore the potential impact of Instagram on travel planning and destination selection, as well as to investigate the opportunities presented by Instagram marketing within the travel industry. The study employs quantitative research methods, specifically an online survey with a few open-ended questions. The survey was conducted using Webropol software and targeted young adults residing in Finland, particularly those who actively use Instagram. Data analysis was performed using SPSS statistics and Webropol. The findings reveal that 82% of the respondents acknowledge that Instagram had some degree of influence on their travel planning, although it is not the sole determining factor. The results in this research also indicate variations in information search behavior and Instagram usage among different gender and age groups. The study further discovers that individuals tend to place more trust in user-generated content rather than information provided by service providers. Photos shared by actual travelers are deemed significant when making travel plans. People demonstrate independence in their travel planning and rely heavily on online information searches. Recommendations from family and friends are identified as the most valued and trusted source of travel information.

This research also uses a quantitative method with the survey. The objective is similar, aiming to understand the influence of Instagram content as a recommendation for travelling and destination choices. The difference is that this study focused on travel-related content.

2. Theoretical Review

2.1 Social Media

Social media is a communication technology that helps humans communicate. Social media has become a very familiar and important tool for various groups, enabling communication with family, friends, and companies anytime and anywhere. According to Jenny (Davis, 2019), social media encompasses a wide range of interactive online applications that enable users to create, curate, and share user-generated content either individually or collaboratively. There are numerous examples of social media platforms, including Facebook, Friendster, Wikipedia, dating sites, Craigslist, recipe-sharing sites, YouTube, and Instagram. Although these platforms share common features, they also possess distinct characteristics in terms of their architectures, structures, norms, and user communities.

In today's society, social media plays a crucial role in both individual and organizational contexts. With the rapid advancement of communication technologies, it has evolved into a fundamental tool that profoundly influences personal lifestyles and organizational operations. (Berstrom & Backman, 2013)

According to Manning (Maning, 2014), social media serves several functions. Firstly, social media platforms provide individuals with opportunities for identity exploration and expression. Creating a profile requires self-reflection, and as people receive reactions and feedback on their online presence, they may develop a new understanding of themselves. Online interactions also allow individuals to express their thoughts, opinions, and inquiries more openly, both positively and negatively.

Secondly, social media enables individuals to nurture their relationships in diverse ways. Despite common criticism that platforms like Facebook or Twitter promote narcissism and superficiality, research indicates that they offer avenues for connection to individuals who may otherwise struggle to establish relationships. Many people report forming strong friendships and even finding life partners through computer-mediated communication platforms.

Thirdly, social media platforms serve as tools for work-related activities. For some individuals, social media is their primary occupation, such as managing a popular blog or being hired to promote events through their extensive social network. Additionally, people often use social media sites to interact with colleagues or handle work-related communication, with email being a particularly prevalent channel for professional exchanges.

Furthermore, social media platforms facilitate information-seeking and idea-sharing among individuals. The scope of information shared on these platforms is vast, spanning from political campaigns and local concerns to disaster relief efforts and recommendations for purchasing plus-size clothing. Additionally, social media provides a space for individuals to express their opinions or engage in discussions with others, fostering a sense of collective participation. Lastly, these platforms also serve as a source of entertainment, offering diverse forms of content for users to enjoy.

According to Muqaddas (Muqaddas Jan, 2017), The influence of social media on individuals' self-esteem is profound. Students commonly utilize these social networking platforms for various purposes, such as seeking information, communicating, and establishing and nurturing relationships. However, a significant number of individuals find themselves engaging in upward and downward comparisons with others on these platforms. Comparing oneself to others who appear to have a more desirable lifestyle can evoke feelings of envy and diminish one's sense of gratitude for their blessings. Consequently, the self-esteem of these individuals is negatively impacted.

2.2 Instagram

Instagram is a popular online photo-sharing application and social network that was acquired by Facebook in 2012. It provides users with a mobile app to edit and upload photos and short videos. Each post can be accompanied by a caption and can be tagged with hashtags and geotags to enhance searchability within the app. Posts are displayed on the feeds of the user's followers and can also be viewed by the public through the use of hashtags and geotags. Users have the option to set their profiles as private, allowing only approved followers to see their posts. Similar to other social networking platforms, Instagram enables users to like,

comment on, and bookmark others' posts. The Instagram Direct feature allows for private messaging between friends. Additionally, photos can be shared on various other social media sites, such as Twitter, Facebook, and Tumblr, with a single click. (Holak, 2017)

A good explanation of Instagram was explained by Amaral (Amaral, 2015). Instagram is a mobile application that functions as a social network centered around sharing photos and videos. It operates on a location-based platform, allowing users to add digital filters to their visual content before sharing it on various social networks and other social media platforms. This application was founded by Kevin Systrom and Mike Krieger. Instagram was first named Burbn to incorporate features from popular social media services like Foursquare. However, the founders later shifted their focus solely to photo sharing. Instagram was officially launched exclusively for the iPhone on October 6, 2010, in San Francisco, California.

Instagram can be described as a fusion of the concepts of an "instant camera" and a "telegram." Its creators, Systrom and Krieger, aimed to recreate the nostalgic experience of capturing snapshots popularized by Polaroid and Kodak Instamatic cameras in a digital format. When users upload photos to the mobile application, they are automatically converted into a square shape, deviating from the typical 4:3 aspect ratio used by mobile device cameras. Alongside this unique characteristic, Instagram also provides users with a variety of manipulation tools to modify their images. The platform offers a selection of 20 filters that can be applied to alter the lighting and tone of the photographs.

Users have the ability to follow other users' feeds, engage with content through "likes" and comments, and link their Instagram accounts to other social networking platforms for photo sharing. Notably, Instagram incorporates a built-in location-based feature that allows users to attach geo-located data to their content. By including geographical identification metadata on Instagram, the content gets both economic and social value as it becomes more discoverable. In January 2011, Instagram announced hashtags as a new feature, following the trend initiated by Twitter. The platform encourages users to utilize specific and also relevant tags to explore photos and connect with other users who share similar interests. The use of hashtags has also fostered the formation of various interest-based communities and facilitated the widespread dissemination of photographs. In 2012, web profiles were introduced, enabling users to interact with their accounts similar to a social networking website. Over time, Instagram has evolved from a location-based social photo-sharing application to a location-based social network. In June 2013, Instagram expanded its features by introducing the capability to share 15-second videos. Furthermore, in August 2014, the release of Hyperlapse, a separate application, empowered users to create captivating time-lapse videos.

According to (Hiram ting, 2015), although Instagram offers various features, its primary usage revolves around personal indulgence. Users primarily utilize the platform to document their own experiences or showcase them to others. The motivation behind their usage is to share personal updates and activities with their friends or followers.

The dissemination of product information occurs when users share and post details about specific products on Instagram. Subsequently, this information can be viewed by their friends or followers and subsequently re-posted or shared with a wider network of acquaintances. Instagram capitalizes on its photo-sharing capabilities, making it a preferred platform for sharing information and engaging with others. Some users favor Instagram over Facebook due to its advantage in sharing relevant information that resonates with them.

Instagram content refers to any type of material or content shared or posted by Instagram users on the platform. Instagram content can include images, videos, writing, audio, and various other multimedia formats. Instagram content is usually shared to interact with other users, share information, entertain, or promote certain products, services, or brands. Instagram content can be accessed by other users through the platform's share, comment, like, or search features. In addition, Instagram content can also be followed or liked by other users, thus increasing the visibility and influence of the user's account.

2.3 Mental Health

Mental health has become a well-known issue after the emergence of social media. Social media has been associated with an increase in mental health issues such as anxiety, insecurity, and depression. Therefore, mental health has become very important in today's society.

According to WHO (2017), mental health encompasses a state of well-being that includes psychological, social, and emotional dimensions. It encompasses an individual's capacity to manage and adapt to the demands and difficulties of life, build positive social relationships, and express emotions in a healthy manner. It also involves an individual's ability to make informed decisions, pursue meaningful life goals, and contribute to society.

According to CDC (2021), mental health encompasses our emotional, psychological, and social well-being, influencing our thoughts, emotions, and behaviors. It plays a crucial role in how we manage stress, interact with others, and make healthy decisions. Mental health is significant throughout all stages of life, from childhood and adolescence to adulthood. While poor mental health and mental illness are often used interchangeably, they are not identical. An individual can have challenges with mental health without receiving a formal diagnosis of mental illness. Conversely, someone diagnosed with a mental illness can experience periods of overall well-being in physical, mental, and social aspects.

According to MHA (2016), Individuals with a healthy mental state exhibit certain characteristics. Firstly, they possess a positive self-image and feel content with themselves. They are capable of managing their emotions effectively and avoiding being overwhelmed by them. Moreover, they possess resilience and can navigate through life's disappointments without losing their stride. They maintain a tolerant and easy-going attitude towards both themselves and others, displaying the ability to laugh at their shortcomings. They embrace self-acceptance and hold a high level of self-respect. Additionally, they feel confident in their ability to handle various situations and find joy in the simple pleasures of everyday life.

Secondly, they possess a sense of ease and comfort in their interactions with others. They are capable of expressing love and compassion, while also taking into account the needs and interests of those around them. They cultivate meaningful and enduring personal relationships. They possess a genuine liking and trust for others, while also believing that they are liked and trusted in return. They hold a deep respect for the diverse characteristics and individuality of others. They neither exploit others for their gain nor allow themselves to be

taken advantage of. They experience a sense of belonging and connection within a community, fostering a strong sense of responsibility towards their fellow human beings.

Lastly, they possess the capacity to effectively handle life's challenges. They take proactive steps to address problems as they arise. They acknowledge and fulfill their responsibilities. They exert influence over their surroundings whenever feasible and adapt when needed. They engage in proactive planning and approach the future without fear. They embrace new experiences and ideas with openness. They leverage their talents and establish attainable objectives. They possess the autonomy to make their own decisions and derive satisfaction from investing their best effort in their pursuits.

2.4 Social Media Promotion

Social media promotion is a marketing strategy that uses social media platforms to achieve marketing objectives, increase brand exposure, and interact with target audiences. The following is a theoretical framework that explains the factors that influence social media promotion.

According to M. Laeeq Khan (Khan, 2017), user engagement is an important factor in social media promotion. User engagement can affect the extent to which promotional messages are delivered and received by the audience. Factors that influence user engagement include:

Interaction: The use of interactive content, such as sweepstakes, questions, or challenges, can increase user engagement.

Engaging content: Interesting, informative, or entertaining content will capture users' attention and encourage their engagement.

Responsiveness: Responding quickly and relevantly to user comments, questions or feedback will increase user engagement and trust.

According to M. Saravanakumar (M. Saravanakumar, 2012), content relevance and proper targeting are also important in social media promotion. Content that is relevant to the interests, needs, and characteristics of the target audience will increase the effectiveness of the promotion. Factors that influence relevance and target segments include:

Audience analysis: Understand the characteristics, preferences, and behaviors of the target audience to generate content that is relevant and suits their needs.

Ad targeting: Using targeting features provided by social media platforms to direct promotions to the right audience based on their demographics, interests, or behaviors.

According to Hennig-Thurau (Thorsten Hennig-Thurau, 2004), word-of-mouth and virality play an important role in social media promotion. When promotional content is liked, shared, or recommended by users, it can expand reach and increase consumer trust. Factors that influence word-of-mouth and virality include:

Content that shares value: Content that is inspiring, funny, controversial, or meaningful is more likely to be shared by users.

Ease of sharing: Providing social sharing buttons, short links, or other sharing features can facilitate and increase the chances of content going viral.

According to Chan Guo (Chao Guo, 2013), interaction and engagement with the brand are important factors in social media promotion. Positive interactions with users, including responding to comments, providing customer support, or providing useful content, can build strong relationships with users and increase brand loyalty. Factors that influence brand interaction and engagement include:

Brand responsiveness: Responding quickly and relevantly to user comments, feedback, or requests.

Valuable content: Providing useful, informative, or entertaining content to users can increase brand engagement.

2.5 The Role of Social Media In Promoting Mental Health

Social media platforms offer both opportunities and challenges in promoting mental health. However, the potential positive effects, particularly in terms of health promotion, have not been fully explored. The widespread use of technology is evident, with a significant majority of adolescents regularly engaging with social media. These platforms encompass various dimensions, including information sharing, media engagement, and social interaction, providing adolescents with opportunities to enhance their technical skills, establish social connections, and engage in digital communication. Consequently, a considerable portion of their social and emotional development takes place in the digital realm. (O'reilly, 2018)

Adolescents are actively utilizing the internet to gain knowledge about mental health and seek support during times of anger, stress, or sadness. This suggests that healthcare and educational institutions have an opportunity to leverage social media platforms to specifically target adolescents to promote well-being, prevent mental illness, and provide support to those who have been diagnosed with such conditions.

The internet, including certain social media platforms, offers adolescents a sense of relative anonymity, enabling them to search for information and engage with a supportive community, including learning from celebrities. However, they acknowledge challenges such as determining the credibility and trustworthiness of information sources. Adolescents value quick and easily accessible information but often fail to critically evaluate its quality, emphasizing the importance of trustworthiness. Interestingly, participants suggest that mental health promotion should be integrated into social media platforms supported by schools, combining the credibility of school-based initiatives with the engagement and accessibility of digital platforms. Despite the existence of numerous school-based mental health programs, there has been limited integration of social media in these efforts. (O'reilly, 2018)

People experiencing higher levels of stress are prone to engaging in sedentary activities as a means of stress relief. Specifically, millennials are more likely to adopt passive strategies for managing stress. Among individuals facing significant stress, browsing the Internet emerges as the preferred sedentary behavior, particularly among millennials. These findings imply that when millennials encounter stress, they are inclined to seek information about stress management through online resources. (Mullis, 2021)

Social media serves as a source of knowledge and inspiration for individuals facing mental health issues. Instagram is one of the social media platforms. According to Ivan (Ivan Jati Kusuma, 2019) Instagram has the potential to enhance an individual's psychological well-being in the offline world. It can serve as a source of inspiration, encouraging individuals to strive for a better life. When someone comes across posts or stories on Instagram that highlight the values of life and spirituality, it can influence their perspective and inspire them to pursue a more fulfilling existence. Additionally, Instagram offers the advantage of providing diverse information and knowledge that can be valuable for personal growth. Users can come across posts containing scientific knowledge, scholarship opportunities, training resources, and global insights, among others, which can contribute to their personal development. Moreover, Instagram can act as a motivator for individuals to engage in positive and meaningful activities. When friends share stories or pictures related to productive pursuits, such as learning activities, it can inspire others to follow suit and engage in similar beneficial endeavors.

3. Conceptual Framework

3.1 The Consumption of Social Media

According to the Big Indonesian Dictionary, intensity is an intense level or measure. The level in question is described by the frequency of using the media with a specific purpose or interacting with other people. In the KBBI, 'use' refers to the process, method, or application of something. Tubbs and Moss explain that the total time used when doing something affects intensity. This total time is usually seen from the duration and frequency of doing activities (Tubbs and Moss, 1996). Thus, the intensity of use refers to how often and how long the individual engages in an activity intensely.

The intensity of using Instagram is measured by the duration and frequency of use of Instagram application. By reviewing the duration and frequency, the level of intensity or strength of the individual's behavior can be assessed.

According to Falda (Desthania, 2018), the intensity of using Instagram can be determined by analyzing the frequency and duration of time spent accessing the content. Researchers use media exposure theory in measuring the intensity of social media use, namely:

- a) Frequency
- b) Duration
- c) Attention

3.2 Self-Confidence

Self-confidence is not a uniform trait that encompasses every aspect of a person's life. It is common for individuals to feel confident in certain areas, such as academics or athletics, while lacking confidence in other areas, such as personal appearance or social relationships. The definition of self-confidence is often tied to specific tasks or situations in which individuals feel anxious, nervous, or concerned. For example, one person may associate self-confidence with public speaking, while another may strive to be confident in social interactions. (Dammani, 2014)

Self-confidence according to Dammani (Dammani, 2014) Self-confidence is a mindset that enables individuals to maintain a positive and realistic perception of themselves and their circumstances. Self-confident individuals have faith in their own abilities, possess a sense of control over their lives, and believe that, within reasonable limits, they can achieve their desires, plans, and expectations. It is important to note that self-confidence does not imply the ability to excel in every endeavor. Self-confident individuals have grounded expectations and, even when faced with unmet expectations, they remain positive and accepting of themselves. On the other hand, individuals lacking self-confidence rely excessively on external validation to feel good about themselves. They often shy away from taking risks due to a fear of failure and typically hold low expectations of success. They frequently undermine their own abilities and struggle to accept compliments. In contrast, self-confident individuals are willing to take the risk of disapproval from others as they are generally secure in themselves, recognizing that they don't need to conform to be accepted.

A person with self-confidence views themselves as socially adept, emotionally resilient, intellectually capable, accomplished, content, decisive, optimistic, independent, self-reliant, self-assured, proactive, reasonably assertive, and possessing leadership abilities.

According to Gita (Nursanti, 2020), indicator of self-confidence include:

1. Perform each activity without hesitation;
2. Able to make decisions quickly;
3. Not easily discouraged;
4. Courageous in action;
5. Always think positively;
6. Independent;
7. Optimistic;
8. Be calm;
9. Creative, experimenting, and risk-taking;
10. Is not anxious in his/her actions;
11. Feels free to do the things he likes;
12. Is warm and polite in interacting with others;
13. Has a drive for achievement;
14. Can recognize one's strengths and weaknesses.

F. Research Hypothesis

Ha: Media Exposure of @satupersenofficial's content influences the self-confidence of followers

H0: Media Exposure of @satupersenofficial's content does not influence the self-confidence of followers

G. Research Method

According to Sugiyono (Sugiyono, 2018), the research technique is described as a systematic approach to data collection with clear objectives and applications. The research method is a technique for gathering information based on requirements.

The method used in this research is a quantitative method using a survey in the form of a questionnaire. The analysis technique that will be used is regression analysis. The population of this study is followers of the Instagram account @satupersen with a total of 100 respondents. This research method aims to explain the relationship between the influence of the variable intensity of Instagram use (X1) on self-confidence (Y1).

1. Research Method and Approach

This research uses a quantitative approach. According to Sugiyono (Sugiyono, 2018), quantitative research is a methodology rooted in positivism that aims to study specific populations or samples through the collection of data using research instruments, statistical analysis, and the testing of predetermined hypotheses. This approach allows for the objective measurement of the relationship between variables related to mental health content and self-confidence.

2. Research Timeframe and Location

The duration of this study spans over 6 months, with the initial two months dedicated to observation, beginning with the formulation of the proposal and a seminar on the proposal. The subsequent two months involve the actual research phase, encompassing the distribution of questionnaires and data analysis. The final two months focus on compiling the research findings and engaging in thesis consultation.

The research is conducted online, utilizing the Google Forms distributed to the followers of @satupersenofficial.

3. Population, Sample, and Sampling

3.1 Population.

According to Sugiyono (Sugiyono, 2018), a population refers to a defined group of objects or subjects that possess specific qualities and characteristics, which researchers select to study and draw conclusions. The population of this study consist of followers of the Instagram account @satupersen, which number around 650.000 followers,

3.2 Sample

According to Sugiyono, (Sugiyono, 2018), the sample is part of the number and characteristics of the population. The number of samples in this study was determined using Solvin's Formula. According to Sugiyono, (Sugiyono, 2018), the Slovin's formula is used to determine the size of a representative sample of a population with a certain level of error. This formula is expressed as follows:

$$n = N / (1 + N * e^2)$$

Where:

n = Required sample size

N = Total population

e = Desired error rate (10%)

$$n = 650.000 / (1 + 650,000 * (0.1) ^2)$$

$$n = 650,000 / (1 + 650,000 * 0.01)$$

$$n = 650,000 / (1 + 6,500)$$

$$n = 650,000 / 6,501$$

$$n \approx 99.85$$

So, based on calculations using the Slovin Formula above, for a population of 650,000 followers with an error rate of 10%, this study uses a total of 100 respondents.

3.3 Sampling

According to Sugiyono (Sugiyono, 2018), sampling is a technique to get the sample. In this study, the authors used nonprobability sampling techniques. According to Sugiyono (Sugiyono, 2018), non-probability sampling is a method of selecting a sample from a population where each member does not have an equal chance of being chosen.

The non-probability sampling technique has several methods to determine the sample. These include systematic, quota, incidental, purposive, saturated, and snowball sampling. Of the several methods of non-probability sampling techniques, the author uses the purposive sampling method in deciding the sample. According to Sugiyono (Sugiyono, 2018), purposive sampling is a deliberate sampling technique that involves selecting participants for a study based on specific criteria that are relevant to the research objectives. The criteria for the respondents in this research are followers of @satupersenofficial who are adolescents aged 14-24.

4. Data Collection Technique

A. Questionnaire

Data collection involves distributing online questionnaires to chosen participants. The questionnaire is a method of gathering data by presenting a series of questions or written statements for respondents to answer. This approach is considered efficient when the researcher has a clear understanding of the variables to be measured and knows what responses to expect from the participants (Sugiyono, 2018). In this research, the questionnaire will be the main source of data. The questionnaire will be divided into two parts, each representing one of the variables listed below:

Variable	Indicators	Scale	Number Of Question
Intensity Of Social Media Usage	Frequency	Ordinal Scale	1,2,3,4
	Duration	Ordinal Scale	5,6,7,8
	Attention	Ordinal Scale	9,10,11,12
Self- Confidence	Perform each activity without hesitation;	Ordinal Scale	13

Able to make decisions quickly;	Ordinal Scale	14
Not easily discouraged;	Ordinal Scale	15
Courageous in action;	Ordinal Scale	16
Always think positively;	Ordinal Scale	17
Independent;	Ordinal Scale	18
Optimistic	Ordinal Scale	19
Be Calm	Ordinal Scale	20
Creative, experimenting, and risk-taking;	Ordinal Scale	21,22
Is not anxious in his/her actions;	Ordinal Scale	23
Is warm and polite in interacting with others;	Ordinal Scale	24
Has a drive for achievement;		25

Can recognize
one's strengths and
weaknesses.

26

Table 1, Questionnaire Items

B. Literature study

According to Sugiyono (Sugiyono, 2018), The literature study links to theoretical studies and other references related to the values, culture, and norms that develop in the social situation under study.

5. Data Analysis

A. Descriptive statistic

In this study, researchers used descriptive analysis to get percentage results regarding the variable Intensity of Use of the One Percent Instagram Account (X1) on Fulfilling Followers' Information Needs (Y1) by using a questionnaire as a data collection technique.

B. Instrument Testing

1. Validity Test

The validity test is conducted to determine whether the questions used to collect data truly represent the intended inquiries. In other words, it checks if the questions are valid (Yusuf, 2011).

2. Reliability Test

Reliability testing can be employed to calculate the alpha coefficient of each instrument by using a single variable. An instrument is considered reliable if the alpha coefficient is 0.6. Researchers use the SPSS program to accurately test reliability.

C. Prerequisite Tests

1. Normality Test

The normality test aims to determine whether the residual variable in the regression model follows a normal distribution. This is assessed by examining the probability plot corresponding to the cumulative distribution and normal distribution, observing if they form a diagonal line. If the residual data follows a normal distribution, it implies that the line correctly follows the diagonal.

2. Linearity Test

This test is employed to ascertain whether the relationship between one variable and another is linear or not, using the significance of the coefficient. According to Gunawan (2013), if the coefficient significance is less than the preset alpha of 5%, it can be stated that the relationship between independent and dependent variables tends to be a straight line (linear).

D. Hypothesis Testing

1. Correlation Test

Correlation testing involves exploring the relationship between variables X and Y and analyzing the correlation between dependent and independent variables. If the probability value (p-value) is less than the significance level ($\text{sig} < 0.05$), there is a significant correlation, and the null hypothesis (H_0) is rejected; otherwise, the null hypothesis is accepted, and the alternative hypothesis (H_a) is rejected.

2. Linear Regression

In this study, simple linear regression analysis is based on variable X and variable Y. Simple linear regression according to Sugiyono (Sugiyono, 2018) is a regression analysis that explains the relationship between the response variable (dependent variable) and only one influencing factor (independent variable). The purpose of simple linear regression analysis is to measure the intensity of the relationship between two variables and make predictions about the value of Y on X and estimates of the value of Y on X. The formula for simple linear regression equations is as follows:

$$Y = a + bX$$

Description:

Y = dependent variable (bound)

X = Independent variable (free)

a = Constant (Y value if X = 0)

b = Regression coefficient (increase or decrease value)

CHAPTER II OVERVIEW OF THE RESEARCH OBJECT

1. Instagram

Instagram appeared on October 6, 2010; Instagram originated from an application found on the iPhone called Burbn. Burbn is a slightly complicated application but two people work behind it, namely, Mike Krieger and Kevin Systrom, they make it easier to use. Now the application is what we usually know as Instagram. Instagram is one of the most popular apps in Indonesia. Currently, Instagram has many features, namely followers, upload photos, cameras, photo effects, photo titles, like marks, Explore, Instagram Live, Instastory, Instagram Reels, and Avatars.



picture 2 |Instagram Icon, Source Image: Wikipedia

Instagram social media is sometimes used by users to create content that contains a person's life, information, lessons, tips & tricks, promoting a product, etc. This social media also supports businesses to market here through paid ads with the desired targets.

2. Instagram Followers

In Instagram, "followers" are the people who decide to subscribe to an account because they like what this account shares. These followers are important and do different things on the platform.

Firstly, followers are like account audiences. They see the photos and videos they post on their Instagram feed. This way, the account's updates reach people who enjoy the content. Followers don't just watch quietly; they can like, comment, and share the posts, creating a sense of interaction and community.

Followers also help build a kind of group around the account. These are folks who like similar things or find your perspective interesting. If an account has a lot of followers, it not only makes the account look trustworthy but also helps more people see what the account shares. This is especially good if they use Instagram for personal stuff, showcasing skills, or promoting something like a business.

If an account wants to work with brands or become an influencer, having many followers is a plus. Companies like to team up with people who have a lot of engaged followers. Instagram provides tools to understand followers better, like their age and what they like. This helps the account make content that suits what your followers enjoy.

In simple terms, followers are the backbone of the Instagram experience. They make the account lively and affect how others see and share the content. It is not just about numbers; followers shape the social atmosphere that makes Instagram a fun and connected place.

3. Follower's interactions with the Account and its Content

The interactions between followers and the content of an Instagram account can encompass various forms. Here are some common interactions between followers and content:

- a. Likes: Followers can give likes to the posts they appreciate. This is the most common and straightforward form of interaction, indicating their approval of the content.
- b. Comments: Followers can leave comments to directly engage with the account owner or other followers. Comments may contain questions, opinions, or responses to the content.
- c. Shares: Followers can share posts to their stories or directly send them to their followers. This helps increase the content's reach.
- d. Direct Messages: Followers can send direct messages to the account owner to provide personal feedback or inquire about something.
- e. Participation in Polls and Surveys: If the account uses polling or survey features, followers can participate by voting or filling out questionnaires.
- f. Mentions and Tags: Followers can mention or tag the account in their posts or stories, enhancing the visibility of their content on that account.

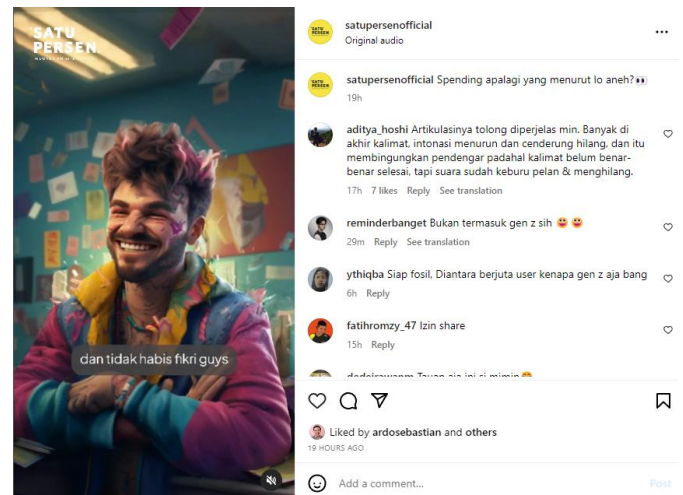
- g. Participation in Contests: If the account holds contests or challenges, followers can participate by following the established rules and making relevant contributions.
- h. Reactions: Followers can use emojis or specific reactions provided by Instagram (such as love, haha, wow) to express their feelings about a particular post.
- i. Story Views: Followers can view the stories uploaded by the account, and they can respond by sending direct messages or reacting to the stories.

All these interactions help build an engaged community and provide feedback to the account owner on how their content is received by the audience.

4. @Satupersenofficial Instagram Account



picture 2 3, @satupersenofficial Instagram Profile. Source: Instagram.



picture 2 2.3. @satupersenofficial Video Post. Source: Instagram

The focal point of this research is the Instagram account @satupersenofficial, an integral component of the mental health service company Satu Persen-Indonesian Life School. Established by Ifandi Khoinur Rahim in 2018 and based in Jakarta, Indonesia, this company is dedicated to providing online mental health counseling services. The research delves into the intricacies of @satupersenofficial, exploring its content, audience engagement, and the broader impact of its offerings on adolescents within the Gen Z demographic.

A. Social Media Presence:

As of January 10, 2023, @satupersenofficial has garnered a substantial following of 650,000 on Instagram. Throughout its activity, the account has crafted 6153 posts, encompassing a diverse array of content formats such as slides, posters, videos, and more. This

dynamic social media presence serves as a platform for addressing the psychological phenomena prevalent in the Gen Z community.

B. Content Focus and Strategies:

@satupersenofficial's content is strategically curated to address mental health challenges faced by adolescents. Utilizing videos and Instagram posts, the account offers practical solutions aimed at aiding adolescents in coping with prevalent mental health issues. The content extends beyond mere advice, often presenting alternative perspectives, reviews of societal occurrences, and strategies for overcoming challenges.

C. Integrated Mental Health Services:

Integral to the research object is the provision of mental health services, which constitutes the core business of Satu Persen-Indonesian Life School. These services encompass a comprehensive range, including online mentoring, counseling, multimedia content creation (videos and posts), psychological tests, and collaborative initiatives with schools and companies. The company's commitment to online mental health counseling aligns with the evolving landscape of mental health support in the digital age.

D. Holistic Approach:

@satupersenofficial engages with a diverse range of mental health issues and self-development, addressing topics that have gained prominence in societal discourse or are commonly faced by a significant audience. The content reflects a holistic approach, offering advice, diverse perspectives, and reviews to cater to the varied needs of its followers.

Chapter III Research Findings

In Chapter III, we'll take a closer look and explain all the findings in detail. This includes how we processed the data using a tool called SPSS, discussing things based on theories, making comparisons, and testing the research ideas. We'll break down everything in a simple way in the following parts of the chapter.

1. Respondent's Identity

The data collected regarding respondent identities in this study is divided into two categories: gender and age of each respondent. The obtained data includes questionnaires that have been distributed.

a. Number of Respondents Based on Gender

Based on gender, respondents are divided into two groups: male and female. The following table shows the distribution of respondents into these two groups:

Table 3 1 Distribution of respondents' gender

Gender	Number	Percentage
Male	44	44%
Female	56	56%
Total	100	100%

Source: Primary Data, 2024

According to the data presented in Table 3.1, it is evident that the respondents from followers of @satupersenofficial Instagram Account consist of 56% women, with a total of 56 respondents, and 44% men, totaling 44 respondents. It can be assumed that the data distributed well by the female respondents is more than male respondents by 12%.

2. Number of Respondents based on Age

Based on age, the respondents are distributed across the age range of 18 to 23 years. The following table illustrates the breakdown of respondents into age groups:

Table 3 2, Distribution of respondents based on age

Age	Amount	Percentage
Age 16	1	1%
Age 17	6	6%
Age 18	10	10%
Age 19	12	12%
Age20	19	19%
Age 21	9	9%
Age22	13	13%

Age 23	13	13%
Age 24	17	17%
TOTAL	100	100%

Based on the data described in Table 3.2, the youngest respondent is 16 years old, and the oldest respondent is 24 years old. Among the 100 respondents' data, those aged 20 years have the highest percentage, at 19%, equivalent to 19 respondents, followed by those aged 22 and 23 years with a percentage of 13%, with each of them 13 respondents. Meanwhile, the smallest data percentage is for the age of 16, accounting for 1%. It can be assumed that the average age of followers of @satupersenofficial Account is 20 years old.

3. Media Exposure Variable

In the variable Endorsement Influencer, there are Three indicators used as benchmarks for formulating questions in the questionnaire. These Three indicators involve Frequency, Duration, and attention. The use of these Three indicators resulted in 116 questions within the Media Exposure variable. The following are the findings based on the distributed questionnaire.

Table 3 3, Distribution of Respondent Percentages Based on How often do you visit the Instagram account @satupersenofficial in the last month?

Statement	Amount	Percentage
Very Rarely	9	9%
Rarely	13	13%
Occasionally	42	42%
Often	25	25%
Very Often	11	11%
TOTAL	100	100%

Table 3.3 provides a breakdown of data for one of the questionnaire items with the Frequency indicator. Table 3.3 indicates that the majority of respondents answered "Occasionally," accounting for 42% or 42 respondents, followed by the response "Often" with 25% or 25 respondents, expressing the frequency of their content consumption. It can be concluded that most of the followers often visit the content in the last month.

Table 3 4 Data distribution based on How often have you seen posts from @satupersenofficial in the last month?

Statement	Amount	Percentage
Very Rarely	8	8%
Rarely	11	11%
Occasionally	36	36%
Often	35	35%
Very Often	10	10%
TOTAL	100	100%

Table 3.4 provides a breakdown of data for one of the questionnaire items with the Frequency indicator. Table 3.3 indicates that the majority of respondents answered "Occasionally," accounting for 36% or 36 respondents, followed by the response "Often" with 35% or 35 respondents, expressing that most respondents saw the content of @satupersenofficial through their Instagram in the last month.

Table 3 5, Data distribution based on questions How often have you clicked and opened @satupersenofficial posts in the last month?

Statement	Amount	Percentage
Very Rarely	9	9%
Rarely	21	21%
Occasionally	29	29%
Often	30	30%
Very Often	11	11%
TOTAL	100	100%

Table 3.5 provides a breakdown of data for one of the questionnaire items with the Frequency indicator. Table 3.3 indicates that the majority of respondents answered "Often," accounting for 30% or 30 respondents, followed slightly by the response "Occasionally" with 29% or 29 respondents, expressing that most of the respondents have interest in @satupersenofficial content and open it if pop up in their Instagram.

Table 3 6. Data distribution based on Question How often do you share @satupersenofficial posts?

Statement	Amount	Percentage
Very Rarely	39	39%
Rarely	27	27%
Occasionally	29	29%
Often	4	4%
Very Often	1	1%
TOTAL	100	100%

Table 3.6 provides a breakdown of data for one of the questionnaire items with the Frequency indicator. Table 3.3 indicates that the majority of respondents answered "Very Rarely," accounting for 39% or 39 respondents, followed by the response "Occasionally" with 29% or 29 respondents, expressing that most respondents are very rarely and are reluctant to share the content from @satupersenofficial Instagram account.

Table 3 7, Data distribution based on Question How often do you save (bookmark) @satupersenofficial posts to look back on later?

Statement	Amount	Percentage
Very Rarely	19	19%
Rarely	15	15%
Occasionally	34	34%
Often	23	23%
Very Often	9	9%
TOTAL	100	100%

Table 3.7 provides a breakdown of data for one of the questionnaire items with the Frequency indicator. Table 3.3 indicates that the majority of respondents answered "Occasionally," accounting for 34% or 34 respondents, followed by the response "Often" with 23% or 23 respondents, expressing that most respondents rather often save content from the @satupersenofficial Instagram account.

Table 3 8. Data distribution based on the statement You spend more than 2 minutes browsing @satupersenofficial content in one visit

Statement	Amount	Percentage
Very Rarely	10	10%
Rarely	8	8%
Occasionally	34	34%
Often	38	38%
Very Often	10	10%
TOTAL	100	100%

Table 3.8 provides a breakdown of data for one of the questionnaire items with the Duration indicator. Table 3.3 indicates that the majority of respondents answered "Often," accounting for 39% or 39 respondents, followed by the response "Occasionally" with 34% or 34 respondents, expressing that most respondents often spend 2 minutes consuming content from @satupersenofficial Instagram account.

Table 3 9. Data distribution based on the statement You spend more than 15 minutes browsing @satupersenofficial content in one visit

Statement	Amount	Percentage
Very Rarely	23	23%
Rarely	30	30%
Occasionally	29	29%
Often	13	13%
Very Often	5	5%
TOTAL	100	100%

Table 3.9 provides a breakdown of data for one of the questionnaire items with the Duration indicator. Table 3.3 indicates that the majority of respondents answered "Rarely," accounting for 30% or 30 respondents, followed by the response "Occasionally" with 29% or 29 respondents, expressing that most respondents rarely spend 15 minutes consuming content from @satupersenofficial Instagram account.

Table 3 10. Data distribution based on the statement You immediately change content when you encounter content from @satupersenofficial

Statement	Amount	Percentage
Very Rarely	26	26%
Rarely	32	32%
Occasionally	33	33%
Often	9	9%
Very Often	0	0%
TOTAL	100	100%

Table 3.10 provides a breakdown of data for one of the questionnaire items with the Attention indicator. Table 3.3 indicates that the majority of respondents answered "Occasionally," accounting for 33% or 33 respondents, followed by the response "Rarely" with 32% or 32 respondents, expressing that most respondents rarely skip the content if they encounter content from @satupersenofficial Instagram account.

Table 3 11. Data distribution based on the statement You immediately change content when you encounter content from @satupersenofficial

Statement	Amount	Percentage
Very Rarely	26	26%
Rarely	32	32%
Occasionally	33	33%
Often	9	9%
Very Often	0	0%
TOTAL	100	100%

Table 3.11 provides a breakdown of data for one of the questionnaire items with the Attention indicator. Table 3.3 indicates that the majority of respondents answered "Occasionally," accounting for 33% or 33 respondents, followed by the response "Rarely" with

32% or 32 respondents, expressing that most respondents rarely skip the content from the @satupersenofficial Instagram account if they encounter.

Table 3 12. Data distribution based on the statement You often give "like" to @satupersenofficial's content?

Statement	Amount	Percentage
Very Rarely	7	7%
Rarely	11	11%
Occasionally	30	30%
Often	35	35%
Very Often	17	17%
TOTAL	100	100%

Table 3.12 provides a breakdown of data for one of the questionnaire items with the Attention indicator. Table 3.3 indicates that the majority of respondents answered "Often," accounting for 35% or 35 respondents, followed by the response "Occasionally" with 30% or 30 respondents, expressing that most of the respondents are often like and interested in the content from @satupersenofficial Instagram account.

Table 3 13. Data distribution based on the statement You often give "comments" to @satupersenofficial's content?

Statement	Amount	Percentage
Very Rarely	50	50%
Rarely	31	31%
Occasionally	14	14%
Often	4	4%
Very Often	1	1%
TOTAL	100	100%

Table 3.13 provides a breakdown of data for one of the questionnaire items with the Attention indicator. Table 3.3 indicates that the majority of respondents answered "Very Rarely" accounting for 50% or 50 respondents, followed by the response "Rarely" with 31%

or 31 respondents, expressing that most of the respondents vary rarely in giving comments to the content from @satupersenofficial Instagram account.

Table 3 14. Data distribution based on the question Do you share @satupersenofficial posts with other people (mention) in your comments or stories?

Statement	Amount	Percentage
Very Rarely	36	36%
Rarely	35	35%
Occasionally	20	20%
Often	9	9%
Very Often	0	0%
TOTAL	100	100%

Table 3.14 provides a breakdown of data for one of the questionnaire items with the Attention indicator. Table 3.3 indicates that the majority of respondents answered "Very Rarely" accounting for 36% or 36 respondents, followed by the response "Rarely" with 35% or 35 respondents, expressing that most of the respondents vary rarely in mentioning the content from @satupersenofficial Instagram account to their friend or stories.

Table 3 15. Data distribution based on question How often do you express your opinion about content from @satupersenofficial in messages or comments?

Statement	Amount	Percentage
Very Rarely	40	40%
Rarely	24	24%
Occasionally	23	23%
Often	9	9%
Very Often	2	2%
TOTAL	100	100%

Table 3.15 provides a breakdown of data for one of the questionnaire items with the Attention indicator. Table 3.3 indicates that the majority of respondents answered "Very Rarely" accounting for 40% or 40 respondents, followed by the response "Rarely" with 24% or 24 respondents, expressing that most of the respondents vary rarely in expressing their opinion in the content from @satupersenofficial Instagram account.

Table 3 16. Data distribution based on the question Do you feel interested or captivated by the content posted by @satupersenofficial rather than just looking at the picture or title??

Statement	Amount	Percentage
Very Rarely	3	3%
Rarely	7	7%
Occasionally	28	28%
Often	44	44%
Very Often	18	18%
TOTAL	100	100%

Table 3.16 provides a breakdown of data for one of the questionnaire items with the Attention indicator. Table 3.3 indicates that the majority of respondents answered "Often" accounting for 44% or 44 respondents, followed by the response "Occasionally" with 28% or 28 respondents, expressing that most of the respondents are not only attracted by design or visual but also what message inside the content from @satupersenofficial Instagram account.

Table 3 17. Data distribution based on the statement You watch until the end of the @satupersenofficial video post.

Statement	Amount	Percentage
Very Rarely	5	5%
Rarely	6	6%
Occasionally	19	19%

Often	50	50%
Very Often	20	20%
TOTAL	100	100%

Table 3.17 provides a breakdown of data for one of the questionnaire items with the Attention indicator. Table 3.3 indicates that the majority of respondents answered "Often" accounting for 50% or 50 respondents, followed by the response "Very Often" with 20% or 20 respondents, expressing that most of the respondents often feel that the videos type of content from @satupersenofficial Instagram account relate and give them a solution or good insight.

Table 3 18. Data distribution based on the statement You read until the end of @satupersenofficial's post (slide).

Statement	Amount	Percentage
Very Rarely	4	4%
Rarely	4	4%
Occasionally	20	20%
Often	50	50%
Very Often	22	22%
TOTAL	100	100%

Table 3.18 provides a breakdown of data for one of the questionnaire items with the Attention indicator. Table 3.3 indicates that the majority of respondents answered "Often" accounting for 50% or 50 respondents, followed by the response "Very Often" with 22% or 22 respondents, expressing that most of the respondents often feel that the slides type of content from @satupersenofficial Instagram account relate and give them a solution or good insight.

Table 3 19. Data distribution based on the statement *You feel a connection between the content of @satupersenofficial content and yourself*

Statement	Amount	Percentage
Very Rarely	1	1%
Rarely	4	4%
Occasionally	16	16%
Often	47	47%
Very Often	32	32%
TOTAL	100	100%

Table 3.19 provides a breakdown of data for one of the questionnaire items with the Attention indicator. Table 3.3 indicates that the majority of respondents answered "Often" accounting for 47% or 47 respondents, followed by the response "Very Often" with 32% or 32 respondents, expressing that most of the respondents give their attention because they often feel that the content from @satupersenofficial Instagram account discussed and answered their problem.

4. Self-Confidence Variable

The dependent variable in this study is self-confidence. In this study, self-confidence is measured through 12 indicators, they are

1. Doing every activity without hesitation;
2. Able to make decisions quickly;
3. Not easily discouraged;
4. Courageous in action;
5. Always think positively;
6. Independent;
7. Optimistic;
8. Calm;
9. Creative, experimental, and risk-taking;
10. Not anxious in action;

- 11. Feels free to do things he likes;
- 12. Can recognize one's strengths and weaknesses.

These 14 indicators resulted in 12 questions that were formed on the Self-Confidence Variable. The following are the findings based on the questionnaires that have been distributed.

Table 3 20. Distribution of Respondent Percentages Based on the statement I carry out every activity without hesitation or hesitation.

Statement	Amount	Percentage
Strongly Disagree	1	1%
Disagree	10	10%
Neutral	41	41%
Agree	38	38%
Strongly Agree	10	10%
TOTAL	100	100%

Table 3.20 provides a breakdown of data for one of the questionnaire items with the “Doing every activity without hesitation” indicator. Table 3.3 indicates that the majority of respondents answered "Neutral," accounting for 41% or 41 respondents, followed by the response "Agree" with 38%, or 38 respondents. It can be concluded that most of the followers choose neutral in the “Doing every activity without hesitation” indicators.

Table 3 21 Distribution of Respondent Percentages Based on the statement I can make decisions quickly.

Statement	Amount	Percentage
Strongly Disagree	6	1%
Disagree	19	10%
Neutral	31	41%
Agree	42	42%

Strongly Agree	2	10%
TOTAL	100	100%

Table 3.21 provides a breakdown of data for one of the questionnaire items of the “Able to make quick decision” indicator. Table 3.3 indicates that the majority of respondents answered "Agree," accounting for 42% or 42 respondents, followed by the response "Neutral" with 31%, or 31 respondents. It can be concluded that most of the followers choose Agree on the “Able to make quick decision” indicators.

Table 3 22 Distribution of Respondent Percentages Based on the statement I don't easily feel down or be negatively affected by obstacles or failures.

Statement	Amount	Percentage
Strongly Disagree	1	1%
Disagree	24	10%
Neutral	29	41%
Agree	36	38%
Strongly Agree	10	10%
TOTAL	100	100%

Table 3.22 provides a breakdown of data from one of the questionnaire items from the “Not easily discouraged;” indicator. Table 3.3 indicates that the majority of respondents answered "Agree," accounting for 36% or 36 respondents, followed by the response "Neutral" with 29%, or 29 respondents. It can be concluded that most of the followers choose Agree with the “Able to make quick decision” statement.

Table 3 23. Distribution of Respondent Percentages Based on the statement I am brave in taking action in challenging situations.

Statement	Amount	Percentage
Strongly Disagree	0	0%

Disagree	8	8%
Neutral	29	29%
Agree	47	47%
Strongly Agree	16	16%
TOTAL	100	100%

Table 3.23 provides a breakdown of data from one of the questionnaire items from the “Courageous in action;” indicator. Table 3.3 indicates that the majority of respondents answered "Agree," accounting for 36% or 36 respondents, followed by the response "Neutral" with 29%, or 29 respondents. It can be concluded that most of the followers chose Agree with the “Courageous in action” statement.

Table 3 24. Distribution of Respondent Percentages Based on the statement I always see the positive side of every situation, even when facing difficulties

Statement	Amount	Percentage
Strongly Disagree	3	3%
Disagree	3	3%
Neutral	18	18%
Agree	45	45%
Strongly Agree	31	31%
TOTAL	100	100%

Table 3.24 provides a breakdown of data from one of the questionnaire items from the “Always think positively;” indicator. Table 3.3 indicates that the majority of respondents answered "Agree," accounting for 45% or 45 respondents, followed by the response "Strongly Agree" with 31% or 31 respondents. It can be concluded that most of the followers significantly Agree with the “Always think positively” statement.

Table 3 25. Distribution of Respondent Percentages Based on the statement I feel capable of acting independently, without depending on others.

Statement	Amount	Percentage
Strongly Disagree	1	1%
Disagree	6	6%
Neutral	24	24%
Agree	37	37%
Strongly Agree	32	32%
TOTAL	100	100%

Table 3.25 provides a breakdown of data from one of the questionnaire items from the independent indicator. Table 3.3 indicates that the majority of respondents answered "Agree," accounting for 37% or 37 respondents, followed by the response "Strongly Agree" with 32% or 32 respondents. It can be concluded that most of the followers feel that they are independent enough.

Table 3 26. Distribution of Respondent Percentages Based on the statement I have an optimistic view of the future and my potential to achieve my goals.

Statement	Amount	Percentage
Strongly Disagree	1	1%
Disagree	9	9%
Neutral	17	17%
Agree	42	42%
Strongly Agree	31	31%
TOTAL	100	100%

Table 3.26 provides a breakdown of data from one of the questionnaire items from the Optimistic indicator. Table 3.3 indicates that the majority of respondents answered "Agree," accounting for 42% or 42 respondents, followed by the response "Strongly Agree" with 31% or 31 respondents. It can be concluded that most of the followers are optimistic enough about themselves.

Table 3 27. Distribution of Respondent Percentages Based on the statement I can remain calm and in control in stressful situations

Statement	Amount	Percentage
Strongly Disagree	2	2%
Disagree	14	14%
Neutral	34	34%
Agree	38	38%
Strongly Agree	12	12%
TOTAL	100	100%

Table 3.27 provides a breakdown of data from one of the questionnaire items from the Calm indicator. Table 3.3 indicates that the majority of respondents answered "Agree," accounting for 38% or 38 respondents, followed by the response "Neutral" with 34%, or 34 respondents. It can be concluded that most of the followers can remain calm in stressful situations.

Table 3 28. Distribution of Respondent Percentages Based on the statement I am creative like to experiment and dare to take risks.

Statement	Amount	Percentage
Strongly Disagree	0	0%
Disagree	14	14%
Neutral	28	28%
Agree	42	42%
Strongly Agree	16	16%
TOTAL	100	100%

Table 3.28 provides a breakdown of data from one of the questionnaire items from the Creative, Eksperimental, and Risk takers indicator. Table 3.3 indicates that the majority of respondents answered "Agree," accounting for 42% or 42 respondents, followed by the

response "Neutral" with 28%, or 28 respondents. It can be concluded that most of the followers feel that they are creative, experimental, and risk-takers.

Table 3 29. Distribution of Respondent Percentages Based on the statement I rarely feel anxious when taking actions or making decisions.

Statement	Amount	Percentage
Strongly Disagree	3	7%
Disagree	30	30%
Neutral	39	39%
Agree	21	21%
Strongly Agree	7	7%
TOTAL	100	100%

Table 3.29 provides a breakdown of data from one of the questionnaire items from the Not Anxious in action indicator. Table 3.3 indicates that the majority of respondents answered "Neutral," accounting for 39% or 39 respondents, followed by the response "Disagree" with 30%, or 30 respondents. It can be concluded that most of the followers choose neutral in the statement "Not anxious in action".

Table 3 30. Distribution of Respondent Percentages Based I feel very free to do things I enjoy without thinking too much about other people's opinions.

Statement	Amount	Percentage
Strongly Disagree	4	4%
Disagree	14	14%
Neutral	27	27%
Agree	34	34%
Strongly Agree	21	21%

TOTAL 100 100%

Table 3.30 provides a breakdown of data from one of the questionnaire items from the “Feels free to do things he likes” indicator. Table 3.3 indicates that the majority of respondents answered "Agree," accounting for 34% or 34 respondents, followed by the response "Neutral" with 27%, or 27 respondents. It can be concluded that most of the followers feel free to do what they like without worrying about others' judgment.

Table 3 31. Distribution of Respondent Percentages Based on the statement I can recognize my own strengths and weaknesses well.

Statement	Amount	Percentage
Strongly Disagree	0	0%
Disagree	5	5%
Neutral	32	32%
Agree	47	47%
Strongly Agree	16	16%
TOTAL	100	100%

Table 3.31 provides a breakdown of data from one of the questionnaire items from the “Can recognize one's strengths and weaknesses” indicator. Table 3.3 indicates that the majority of respondents answered "Agree," accounting for 47% or 47 respondents, followed by the response "Neutral" with 32%, or 32 respondents. It can be concluded that most of the followers feel that they know well about their strengths and weaknesses.

Chapter IV

Result and Discussion

1. Instruments test and Reliability test

The first test we're talking about is checking if the questions in the survey are good and if the survey gives consistent results. We did this by looking at the answers from 30 people as a sample respondent. We did these checks before doing more work on the data. So, these are what we found from each of these tests.

A. Validity test

The validity test is employed to assess whether each item within each variable in the questionnaire is valid or not. Each item is deemed valid if, upon testing, the obtained correlation coefficient (r-number) has a value greater than the critical value from the table ($r_{\text{calculated}} >$

r critical). That's why, before proceeding with data processing, it is essential to examine the validity of each item. The initial step involves determining the calculated correlation coefficient (r calculated). In this study, a sample of 30 respondents is used for the calculation. According to the correlation coefficient table, the critical value (r critical) is determined as 0.361. The subsequent section provides a comparative analysis of the validity test results for each item per variable within the questionnaire.

Table 4 1. Result of Validity Test of Media Exposure Items (X)

Variable	Items	R Table	R Counting	description
Social Media Exposure	1	0,361	0,809	
	2	0,361	0,809	Valid
	3	0,361	0,810	Valid
	4	0,361	0,697	Valid
	5	0,361	0,857	Valid
	6	0,361	0,753	Valid
	7	0,361	0,167	Invalid
	8	0,361	0,690	Valid
	9	0,361	0,612	Valid
	10	0,361	0,664	Valid
	11	0,361	0,444	Valid
	12	0,361	0,591	Valid
	13	0,361	0,629	Valid
	14	0,361	0,582	Valid
	15	0,361	0,683	Valid
	16	0,361	0,597	Valid
	17	0,361	0,493	Valid
	19	0,361	1	Valid

Based on Table 4.1, it was found that the calculated correlation coefficient (r) is greater than the critical value (r calculated > r critical). Therefore, it can be concluded that only item number 7 is invalid and will be eliminated. All remaining items in the Media Exposure variable (X) are considered valid. This result was obtained by comparing the calculated correlation coefficient (r calculated) with the critical correlation coefficient (r critical) using a significance level of 5% or 0.05. Consequently, the statement items can be utilized, and the collected data can contribute to the overall findings. Thus, 16 questionnaire items from the Media Exposure variable (X) are deemed valid in this study.

Table 4 2 Result of Validity Test of Self-Confidence Variable Items (Y)

Variable	Items	R Table	R Counting	description
Self-Confidence	1	0,361	649	Valid
	2	0,361	425	Valid
	3	0,361	550	Valid

4	0,361	500	Valid
5	0,361	635	Valid
6	0,361	769	Valid
7	0,361	690	Valid
8	0,361	559	Valid
9	0,361	379	Valid
10	0,361	381	Valid
11	0,361	657	Valid
12	0,361	234	Invalid
13	0,361	174	Invalid
14	0,361	374	Valid

Based on Table 4.1, it was found that the calculated correlation coefficient (r) is greater than the critical value (r calculated $>$ r critical). Therefore, it can be concluded that only item number 11 and 12 are invalid and will be eliminated. All remaining items in the Media Exposure variable (X) are considered valid. This result was obtained by comparing the calculated correlation coefficient (r calculated) with the critical correlation coefficient (r critical) using a significance level of 5% or 0.05. Consequently, the statement items can be utilized, and the collected data can contribute to the overall findings. Thus, 16 questionnaire items from the Media Exposure variable (X) are deemed valid in this study.

B. Reliability Test

Reliability testing is conducted to assess the consistency of the questionnaire. A questionnaire is considered reliable if the Cronbach's alpha value exceeds 0.6 (>0.6). The results of the reliability test for the utilized questionnaire are presented below. The items that were invalid in the previous test have already been eliminated.

Table 4 3 Reliability test result

Variable	Cronbach Alpha	Critics Value	Description
Media Exposure of	0,911	0,6	Reliable
Self-confidence	0,853	0,6	Reliable

Based on the results of the reliability test presented in Table 4.3, it is found that the item questions from the questionnaire related to the two variables in this study are deemed reliable. Each question is substantiated by Cronbach's alpha values for both variables, which are greater than 0.6. Specifically, Cronbach's alpha for the media exposure variable is 0.911, and for the

self-confidence variable, it is 0.853. Hence, both the media exposure and self-confidence variables are considered reliable in this study.

Considering the outcomes of the validity and reliability tests, it can be concluded that each item in the questionnaire used for the research satisfies the assumptions of being valid and reliable. This implies that the listed items or the questionnaire as a whole can be utilized for conducting the study with the title the Relationship of Mental Health Contents in Instagram and Self Confidence.

2. The prerequisite Test

A. Normality Test

The normality test is conducted to determine whether the data obtained through the questionnaire follows a normal distribution or not. In this study, the Kolmogorov-Smirnov test is employed for each sample to verify the normality of the collected data distribution. The results for each sample that will undergo the normality test are as follows.

Table 4 4, Result of the Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	10.17891841
Most Extreme Differences	Absolute	.064
	Positive	.037
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on Table 4.4, it can be stated that the data obtained from the @satupersen followers is normally distributed. The criterion for normal distribution is met when the significance level is greater than 0.05 (>0.05). In Table 4.8, the significance level for the data is 0.20, indicating that the data is proven to be normally distributed. In the normality test results for students at Universitas Islam Indonesia, it can be concluded that the variables media exposure and self-confidence are considered normal because their significance values are greater than 0.05 in this study.

B. Linearity Test

The linearity test is used to verify whether two collected datasets have a linear or non-linear relationship. The results of this test, describe the relationship between each independent variable and the dependent variable. The table below is the result of data distribution to followers of @satupersenofficial on Instagram.

Table 4 5, Result of Linearity Test by SPSS

Compare Mean	Sign	Description
Media-Exposure * Self-Confidence	0,299	Linear Data

The requirement for data to have a linear relationship is when the significance coefficient is greater than 0.05 (>0.05). Based on Table 4.10, the significance coefficient is 0.299. It is stated that the relationship between the media exposure and self-confidence variables is linear because the significance coefficient of these variables is greater than 0.05. Therefore, it can be concluded that all data from followers of the @satupersenofficial Instagram account in the media exposure variable have a linear relationship with the data from self-confidence.

3. Hypothesis Analysis

1. Correlation Analysis

The data used to test this correlation were gathered through a questionnaire distributed to a sample of followers on @satupersenofficial Instagram accounts. The results of this test can be observed as follows.

Table 4 6, Result of Correlation analysis, Pearson Correlation

		Media Exposure	Self-Confidence
Media Exposure	Pearson Correlation	1	.317**
	Sig. (2-tailed)		.001
	N	100	100
Self-Confidence	Pearson Correlation	.317**	1
	Sig. (2-tailed)	.001	
	N	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Based on Table 4.6, each variable can be considered to correlate if the significance values are smaller than 0.05 (<0.05). In Table 4.13, the significance values for the variables media-exposure and self-confidence are both 0.001. It is indicated that the relationship between variable media exposure and self-confidence has a strong correlation.

The Pearson Correlation value is 0.317, which is greater than the critical value (r table), where $0.317 > 0.196$. Hence, it means that the Pearson Correlation is positive. This value indicates that the relationship between variable media exposure and Self-Confidence has a strong positive correlation in this study.

2. Linear Regression Analysis

Linear regression is useful for seeing whether or not there is a simultaneous and partial influence between the independent variables on the independent variables in this study. The results of this test can be seen in the following table

Table 4 7, Result of Simple Linear Regression Analysis

Model Summary ^b				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate

1	.317 ^a	.100	.091	6.414
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a. Predictors: (Constant), Media Exposure

b. Dependent Variable: Self-Confidence

Based on Table 4.7, the section shows the value of R = 0.317 and the coefficient of determination (R-square) of 0.100. This shows that variable Y is influenced by variable X by 10%, while the rest (100%-10% = 90%) are other factors that can affect variable Y. R square ranges from 0 to 1, noting that the smaller the R square, the weaker the influence of the two variables.

Table 4 8, Coefficient in Linear Regression Analysis

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	34.212	2.871		11.915	.000		
	Media Exposure	.198	.060	.317	3.304	.001	1.000	1.000

a. Dependent Variable: Self-Confidence

Based on Table 4.17, it can be concluded that both the independent variable, media exposure, and the dependent variable, self-confidence. A variable is deemed to have an impact on another variable if its significance value is < 0.05. In Table 4.13, where the significance value is 0.001 (less than 0.05), we reject the null hypothesis (H0) and accept the alternative hypothesis (Ha). This suggests that there is an influence of media exposure (X) on self-confidence (Y) in the @satupersenofficial Instagram account. In simpler terms, it means that the media exposure (X) has a positive impact on self-confidence (Y). The regression equation obtained from Table 4.13 is as follows:

$$Y = \alpha + \beta X$$

$$Y = 34.212 + 0,198x$$

The coefficient shows 0.198 which means that every one-point increase in media exposure will increase mental health by 19.8%.

4. Discussion

This study used 100 respondents from the mental health account @satupersenofficial on Instagram. Of all the respondents, there were 44 men and 56 women. In percentages, 44% of the respondents were male and the remaining 56% were female. From this number, it can be concluded that the respondents are quite varied between men and women.

In the age classification, this research targets respondents who are Gen-Z or teenagers who range from 14 to 24 years old. In this study, the age of the respondents starts from 16 years old to 24 years old. Of all the respondents, 16 years old is the least number of ages. Only 1 person or in percentages only covers 1% of all respondents. Meanwhile, the highest age in this study was 20 years old, totaling 19 people or in percentages covering 19% of all respondents. The age of respondents is quite well distributed in this study.

The researchers collected data and tested the data through the validity test, reliability test, normality test, and linearity test. In this discussion, the researchers will explain the conclusions of the results of the research analysis. The thing that researchers want to explain is how much influence media exposure of @satupersenofficial's content has on the self-confidence of its followers.

The correlation analysis of each variable is established when the significance values are less than 0.05 (<0.05). For both media exposure and self-confidence variables, the significance values are reported as 0.001 in Table 4.13, signaling a robust correlation between the two. The Pearson correlation value, which is 0.317, surpasses the critical value (r table) of 0.196, thereby confirming a positive Pearson correlation. This outcome suggests a strong positive correlation between media exposure and self-confidence variables in the context of this study.

From the regression analysis a correlation coefficient (R) of 0.317 and a coefficient of determination (R -square) of 0.100, revealing that 19.8% of variable Y is influenced by variable X , while the remaining 90% is impacted by other factors. A lower R -square signifies a weaker influence between the variables. Both the independent variable, Media Exposure, and the dependent variable, self-confidence, demonstrate significance with a significance value of 0.001 (less than 0.05). This leads to the rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_a), indicating an influence of media exposure (X) on self-confidence (Y) in the @satupersenofficial Instagram account. In essence, media exposure (X) positively impacts self-confidence (Y), as suggested by the regression equation.

Self-confidence according to Dammani (Dammani, 2014) Self-confidence is a mindset that enables individuals to maintain a positive and realistic perception of themselves and their circumstances. Self-confident individuals have faith in their abilities, possess a sense of control over their lives, and believe that, within reasonable limits, they can achieve their desires, plans, and expectations.

Good mental health will bring self-confidence. After the rise of social media. Mental health problems are increasingly occurring, especially among adolescents. According to Bashir (Bhat, 2016) The relation between usage of social media and depraved mental health determines the significance of the topic. Social media usage has dangerous effects for the younger generation because problems related to mental health which develop during a young period can act as an

epidemic for any individual throughout life. The significance of continual inquiry and examination of this construct can't be overstated.

Media consumption or in this research can be called media exposure, according to Ardiyanto (Ardiyanto, Komala, & Karlinah, 2014), can be defined as the activity of hearing, seeing, and reading media messages or having experience and attention to these messages that can occur in individuals or groups. Media exposure seeks audience data on media use, both types of media, frequency of use, and duration of use. The use of media types includes audio media, audiovisual media, print media, and online media.

Media exposure, in the context of this research, refers to the extent to which individuals engage with and consume content from the Instagram account @satupersenofficial. It encompasses the auditory, visual, and informational experiences individuals have with the mental health content provided by this account. Understanding media exposure is crucial in unraveling the impact of social media content on the self-confidence of adolescents.

In the broader realm of communication and media studies, media exposure is recognized as a multifaceted concept that encompasses various dimensions. The process of individuals being exposed to media messages can have cognitive, affective, and behavioral effects, as outlined by Effendy (2003). Cognitive impacts involve an increase in knowledge or intellect, affective impacts elicit emotional responses, and behavioral impacts manifest as changes in behavior, actions, or activities.

In the specific context of this research, media exposure plays a pivotal role in shaping how adolescents perceive and engage with mental health content on Instagram. The positive correlation between media exposure and self-confidence highlights the potential of @satupersenofficial's content to influence the cognitive and affective aspects of its audience. As followers engage with the account's information, tips, and case studies, they cognitively increase their knowledge about mental health and emotionally respond to the presented solutions.

The correlation coefficient of 0.317 and the coefficient of determination of 0.100 indicate that approximately 19.8% of the variability in self-confidence can be attributed to media exposure. While this percentage signifies a noteworthy impact, it also underscores the importance of acknowledging other factors that contribute to an individual's self-confidence. Media exposure is just one element in the intricate web of influences that shape how adolescents perceive themselves and their circumstances.

The choice of Instagram as the primary platform for this research is significant, given its prevalence among adolescents, as reported by Datareportal (2022). Instagram's visual nature, storytelling capabilities, and widespread usage make it a compelling space for exploring the effects of media exposure on self-confidence. The content shared by @satupersenofficial, focusing on mental health issues, becomes a lens through which adolescents navigate their understanding of mental well-being and, subsequently, their self-confidence.

This study shows that the mental health content issued by @satupersenofficial can improve the quality of one's self-confidence. The content of this account which contains information, tips, and case studies about mental health allows followers to know what steps to take and how to improve. They cognitively increase their knowledge in dealing with mental health problems, they feel inspired and excited because they know the solution to their

problems, and they may take action according to the information shown in the @satupersenofficial Instagram content.

This research delves into the dynamics between media exposure and self-confidence, acknowledging that while exposure to mental health content on Instagram contributes positively to followers' knowledge and actions, it is not the sole determinant of self-confidence. The nuanced interplay between media exposure and other external and internal factors necessitates a holistic approach to understanding the complexities of adolescent self-confidence in the digital age.

In essence, media exposure serves as a conduit through which adolescents' access and engage with mental health content, providing valuable insights into the potential impacts on their cognitive and affective domains. The research underscores the need to consider media exposure within a broader framework of influences, contributing to a comprehensive understanding of how social media content shapes the mental well-being of adolescents.

Chapter V

Closing

1. Conclusion

The research question is: How does the consumption of mental health content in Instagram affect adolescents' self-confidence? The analysis and discussion lead to the following conclusions:

1. Exposure to mental health content from the @satupersenofficial Instagram account has a strong positive relationship with the self-confidence of @satupersenofficial followers, which means that the more followers consume @satupersenofficial content, the more their self-confidence will increase.
2. Every one-point increase in @satupersenofficial's content consumption corresponds to a 19.8 increase in followers' self-confidence.

2. Limitation

In this research, the author faced some problems and challenges from the beginning of the study through to the completion of the thesis. These limitations include the following:

1. This research only uses one mental health Instagram account, which may not represent the full spectrum of mental health content available.
2. This research uses only 100 respondents, which may not represent all of the sample which amounts to 650,000 followers.

3. Suggestion

For Further Research

- Future research should consider including a larger number of accounts as data sources to provide a more representative sample.
- Future research could employ qualitative methods to obtain deeper insights through direct observation of mental health content consumers and interviews with psychology experts.
- Future studies could involve a significantly larger number of respondents to obtain more valid data.

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Attachment

Attachment 1. Letter of Research Permission

Questi

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**FAKULTAS
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Tanggal : 4 Oktober 2023
Nomor : 1416/DEK/70/DAU/XG2023
Hal : Permohonan Izin Pengambilan Data Skripsi

Yth. Pimpinan Satu Persen-Indonesian Life School
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Assalamualaikum Wt. Wb

Dalam rangka mempersiapkan mahasiswa untuk menempuh ujian, bagi setiap mahasiswa
dijelaskan membuat skripsi/tugas akhir.

Sehubungan dengan hal tersebut diperlukan data, baik pemerintah maupun Swasta. Selanjutnya kami mohon izin penelitian/penelitian mahasiswa Fakultas Psikologi dan Ilmu Sosial Budaya Universitas Islam Indonesia. Berikut ini :

Nama Mahasiswa : Muhammad Al Deikeri
Nomor Induk Mahasiswa : 20321246
Program Studi : Ilmu Komunikasi
Pembimbing : Derrasec Masuduki S.Ag., M.Si.
Judul Skripsi :

"The Relationship between mental health content in Instagram and self confidence"

Demikian permohonan kami, atas perhatian dan bantuan Bapak/Ibu/Saudara/i kami ucapkan
terimakasih.

Wassalamualaikum Wt. Wb

Dean Fakultas Psikologi dan Ilmu Sosial Budaya
Universitas Islam Indonesia



Dr. Phil. Qur'ainil Uyun, S.Psi., M.Si., Psikolog

NIP. 963200142

Attachment 3, Data Collection Result, Media Exposure Variable (X)

x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11	x12	x13	x14	x15	x16	total
4	2	2	2	2	1	2	3	4	1	3	3	5	4	3	4	45
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4	4	4	2	4	2	1	3	4	2	2	2	3	3	4	4	48
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4	3	2	3	3	2	3	3	4	2	2	3	4	5	3	3	49
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1	3	2	1	5	1	1	1	5	1	1	1	5	4	5	5	42
3	4	3	2	3	2	1	3	5	1	2	2	4	5	4	4	48
2	2	2	1	1	3	2	3	2	1	1	1	4	4	4	3	36

Attachment 4. Data Collection Result, Self-Confidence Variable (Y)

v1	v2	v3	v4	v5	v6	v7	v8	v9	v10	v11	v12	total
2	3	2	3	4	2	4	4	4	3	5	3	39
4	3	3	3	4	3	5	3	3	4	4	4	43
3	4	4	5	4	3	5	4	3	2	4	4	45
4	3	3	3	3	3	2	3	4	4	3	4	39
3	4	3	3	3	3	3	3	3	3	3	3	37
3	3	4	5	4	5	4	4	4	3	4	4	47
3	3	4	4	4	3	3	4	3	2	4	3	40
3	5	2	5	1	1	4	4	5	2	4	5	41
3	4	2	3	4	5	4	4	3	5	4	4	45
3	4	4	4	5	5	4	4	5	3	5	5	51
5	3	3	3	5	5	5	5	2	2	5	5	48
3	2	3	3	5	5	5	2	4	1	5	3	41
4	4	4	4	4	4	4	4	4	4	4	4	48
4	3	3	4	5	5	3	3	4	3	4	5	46
3	2	3	4	3	3	3	3	3	3	5	3	38
3	2	3	3	4	3	3	3	3	3	4	3	37
5	4	3	5	4	5	4	3	5	4	5	4	51
5	4	5	4	5	5	5	4	5	2	3	2	49
3	4	2	4	5	3	3	2	4	2	4	4	40
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4	4	2	4	4	4	4	4	4	2	4	3	43
3	2	3	4	4	4	4	4	4	4	4	4	44
3	3	2	3	3	3	3	4	3	3	4	4	38
4	4	4	4	4	4	4	4	3	3	4	4	46
5	5	4	5	5	5	5	5	4	3	4	5	55
3	4	3	5	5	4	5	3	3	3	4	3	45
3	2	2	3	3	2	2	3	2	2	4	4	32
3	4	2	3	1	2	2	1	3	1	4	4	30
4	4	4	3	4	4	4	3	3	3	4	4	44
4	4	4	4	4	4	4	4	4	4	3	4	47
4	3	4	3	5	4	3	3	3	2	5	3	42
4	3	5	4	5	5	5	4	4	4	4	4	51
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3	3	4	3	3	3	4	3	2	3	4	3	38
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4	2	5	2	5	4	4	5	3	2	5	4	45
4	4	4	5	4	4	4	2	4	2	4	3	44
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5	4	5	5	5	5	4	5	4	4	5	3	54
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3	2	3	4	4	5	5	5	5	5	5	5	51
4	4	4	4	4	4	5	4	4	5	4	4	50
3	4	4	5	5	5	5	5	5	3	4	4	52
2	4	5	4	4	5	4	2	2	2	5	3	42
4	3	4	4	5	4	4	4	4	3	3	3	45
4	4	3	4	5	5	5	4	2	5	5	5	51
4	3	3	3	4	4	4	4	3	4	4	3	43
3	2	2	3	3	2	2	2	2	2	2	3	28
2	2	2	2	3	3	3	3	3	2	3	4	32
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3	2	2	3	3	4	4	2	4	2	4	4	37
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4	4	3	4	5	5	4	4	4	3	4	4	48
3	4	2	3	2	3	2	3	4	3	3	4	36
3	3	3	4	3	3	3	4	4	3	4	4	41
5	3	4	5	5	5	5	2	3	4	4	5	50
3	3	4	4	5	4	5	4	4	2	4	3	45
2	1	1	3	1	2	1	2	3	1	2	3	22
4	2	3	4	4	4	4	4	4	3	4	4	44
4	5	4	5	4	3	5	3	5	3	2	4	47
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3	3	4	4	3	4	4	4	5	3	4	3	44
4	4	5	5	4	5	5	5	4	4	5	5	55
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3	4	4	4	4	4	5	4	5	3	4	4	48
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3	3	4	4	5	4	4	3	4	3	4	4	45
4	2	2	4	5	4	4	4	4	2	4	4	43
4	4	4	4	4	4	4	3	4	4	4	4	47
2	3	3	3	5	3	3	3	2	3	4	3	37
4	4	2	4	4	4	4	4	4	2	4	4	44
4	4	2	2	4	2	2	2	2	2	4	2	32
2	2	2	2	4	4	3	3	3	2	3	3	33
4	3	4	3	5	5	5	1	2	2	5	4	43
3	3	4	3	4	3	4	4	3	3	4	3	41
5	4	4	5	4	5	5	5	4	3	5	4	53
4	4	4	3	5	5	4	4	5	3	4	4	49
4	5	4	4	4	5	5	2	5	2	5	4	49
3	2	2	4	4	3	5	2	4	3	4	5	41
3	4	3	4	4	4	4	4	4	4	4	3	45
3	3	3	5	5	5	5	3	3	4	5	5	49
4	2	2	3	4	5	4	2	4	2	5	2	39
5	5	5	5	5	5	5	5	4	4	5	3	56
3	4	3	4	4	4	4	3	4	4	4	4	45
2	2	3	4	4	3	5	3	5	1	5	5	42

Reliability Statistics

Cronbach's	
Alpha	N of Items
.853	12

Reliability Statistics

Cronbach's Alpha	
N of Items	
.911	17

Correlations

		x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11	x12	x13	x14	x15	x16	x17	xtotal
x1	Pearson Correlation	1	.841 ^{**}	.836 ^{**}	.550 ^{**}	.701 ^{**}	.596 ^{**}	.025	.412 [*]	.437 [*]	.371 [*]	.229	.392 [*]	.411 [*]	.409 [*]	.641 ^{**}	.550 ^{**}	.292	.809 ^{**}
	Sig. (2-tailed)		.000	.000	.002	.000	.001	.894	.024	.016	.043	.224	.032	.024	.025	.000	.002	.118	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x2	Pearson Correlation	.841 ^{**}	1	.861 ^{**}	.558 ^{**}	.716 ^{**}	.734 ^{**}	.073	.518 ^{**}	.330	.339	.146	.265	.295	.320	.663 ^{**}	.556 ^{**}	.417 [*]	.809 ^{**}
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.701	.003	.075	.067	.442	.157	.113	.085	.000	.001	.022	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x3	Pearson Correlation	.836 ^{**}	.861 ^{**}	1	.515 ^{**}	.731 ^{**}	.773 ^{**}	.037	.550 ^{**}	.197	.331	.266	.205	.297	.357	.707 ^{**}	.603 ^{**}	.366 [*]	.810 ^{**}
	Sig. (2-tailed)	.000	.000		.004	.000	.000	.848	.002	.297	.074	.155	.277	.110	.052	.000	.000	.047	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x4	Pearson Correlation	.550 ^{**}	.558 ^{**}	.515 ^{**}	1	.747 ^{**}	.350	.031	.346	.491 ^{**}	.357	.486 ^{**}	.687 ^{**}	.647 ^{**}	.175	.164	.154	.370 [*]	.697 ^{**}
	Sig. (2-tailed)	.002	.001	.004		.000	.058	.869	.061	.006	.052	.006	.000	.000	.356	.386	.417	.044	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x5	Pearson Correlation	.701 ^{**}	.716 ^{**}	.731 ^{**}	.747 ^{**}	1	.551 ^{**}	.068	.462 [*]	.488 ^{**}	.528 ^{**}	.572 ^{**}	.536 ^{**}	.589 ^{**}	.355	.412 [*]	.395 [*]	.442 [*]	.857 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000		.002	.723	.010	.006	.003	.001	.002	.001	.054	.024	.031	.014	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

x6	Pearson Correlation	.596**	.734**	.773**	.350	.551**	1	.015	.750**	.307	.353	.148	.150	.253	.375*	.635**	.462*	.320	.735**
	Sig. (2-tailed)	.001	.000	.000	.058	.002		.936	.000	.099	.055	.434	.428	.177	.041	.000	.010	.085	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x7	Pearson Correlation	.025	.073	.037	.031	.068	.015	1	.098	.068	.215	-.027	-.016	.037	.243	.028	.043	-.251	.167
	Sig. (2-tailed)	.894	.701	.848	.869	.723	.936		.608	.720	.253	.885	.932	.845	.195	.884	.820	.181	.378
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x8	Pearson Correlation	.412*	.518**	.550**	.346	.462*	.750**	.098	1	.418*	.367*	.079	.358	.369*	.503**	.469**	.297	.373*	.690**
	Sig. (2-tailed)	.024	.003	.002	.061	.010	.000	.608		.022	.046	.677	.052	.044	.005	.009	.111	.042	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x9	Pearson Correlation	.437*	.330	.197	.491**	.488**	.307	.068	.418*	1	.336	.434*	.695**	.637**	.206	.268	.209	.268	.612**
	Sig. (2-tailed)	.016	.075	.297	.006	.006	.099	.720	.022		.070	.017	.000	.000	.275	.152	.267	.151	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x10	Pearson Correlation	.371*	.339	.331	.357	.528**	.353	.215	.367*	.336	1	.388*	.453*	.439*	.740**	.397*	.370*	.402*	.664**
	Sig. (2-tailed)	.043	.067	.074	.052	.003	.055	.253	.046	.070		.034	.012	.015	.000	.030	.044	.028	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x11	Pearson Correlation	.229	.146	.266	.486**	.572**	.148	-.027	.079	.434*	.388*	1	.544**	.476**	.048	.052	.031	.087	.444*
	Sig. (2-tailed)	.224	.442	.155	.006	.001	.434	.885	.677	.017	.034		.002	.008	.801	.785	.870	.648	.014
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x12	Pearson Correlation	.392*	.265	.205	.687**	.536**	.150	-.016	.358	.695**	.453*	.544**	1	.681**	.210	.114	.045	.270	.591**
	Sig. (2-tailed)	.032	.157	.277	.000	.002	.428	.932	.052	.000	.012	.002		.000	.266	.548	.815	.148	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x13	Pearson Correlation	.411*	.295	.297	.647**	.589**	.253	.037	.369*	.637**	.439*	.476**	.681**	1	.263	.176	.180	.135	.629**
	Sig. (2-tailed)	.024	.113	.110	.000	.001	.177	.845	.044	.000	.015	.008	.000		.161	.352	.341	.478	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x14	Pearson Correlation	.409*	.320	.357	.175	.355	.375*	.243	.503**	.206	.740**	.048	.210	.263	1	.482**	.470**	.294	.582**
	Sig. (2-tailed)	.025	.085	.052	.356	.054	.041	.195	.005	.275	.000	.801	.266	.161		.007	.009	.115	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

x15	Pearson Correlation	.641**	.663**	.707**	.164	.412*	.635**	.028	.469**	.288	.397*	.052	.114	.176	.482**	1	.815**	.429*	.683**
	Sig. (2-tailed)	.000	.000	.000	.386	.024	.000	.884	.009	.152	.030	.785	.548	.352	.007		.000	.018	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x16	Pearson Correlation	.550**	.556**	.603**	.154	.395*	.462*	.043	.297	.209	.370*	.031	.045	.180	.470**	.815**	1	.413*	.597**
	Sig. (2-tailed)	.002	.001	.000	.417	.031	.010	.820	.111	.267	.044	.870	.815	.341	.009	.000		.023	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
x17	Pearson Correlation	.292	.417*	.366*	.370*	.442*	.320	-.251	.373*	.288	.402*	.087	.270	.135	.294	.429*	.413*	1	.493**
	Sig. (2-tailed)	.118	.022	.047	.044	.014	.085	.181	.042	.151	.028	.648	.148	.478	.115	.018	.023		.006
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
xtotal	Pearson Correlation	.809**	.809**	.810**	.697**	.857**	.735**	.167	.690**	.612**	.664**	.444*	.591**	.629**	.582**	.683**	.597**	.493**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.378	.000	.000	.000	.014	.001	.000	.001	.000	.000	.006	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).