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The Influence of Self-esteem and Self-consciousness on Self-presentation among Adolescent Social Media Users

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Abstract. *This study aims to determine the influence of self-esteem and self-consciousness towards online self-presentation of adolescents who used social media. This is a quantitative correlational approach study that collects data using three instruments such as Presentation of Online Self Scale (POSS), State Self-Esteem Scale (SSES) and Self-consciousness Scale (SCS-R). The subjects of this study are 153 adolescents in senior high school in Lamongan. This place is chosen based on survey showing that the entire student is using social media. The survey also notes that most of them doing online self presentation such as editing photo or tailoring a quote before uploading something on their social media. Data in this study are collected using cluster sampling technique and analyzed using multiple regression analysis. The results of this study show that self-esteem has negative effects towards online self-presentation among adolescents. Meanwhile, self-consciousness has no effects towards online self-presentation among adolescents. The final result indicates that self-esteem and self-consciousness simultaneously contribute effects toward online self-presentation among adolescents about 12,2%.*

Keywords: *online self-presentation; self-esteem; self-consciousness; adolescenst; social media*

INTRODUCTION

Life in this sophisticated technological era cannot be separated from the internet. There are so many things that have been facilitated as a result of the existence of internet; from accessing information, shopping, reserving transportation and vacation tickets to increasingly effective and efficient communication. Ease of communication is served through various social media platforms. Globalwebindex: Hootsuit we are social (Kemp, 2019) indicates that 150 million people or 56% of the Indonesian population are active users of social media. Along with the development of technology, social media is not only used as a medium of communication with closely known people but can also be used to share various things with anyone anywhere in the world and this is what is called online self-presentation. Research conducted by Gustina (2015) shows the result of the relationship between the use of social media Instagram and the tendency of online self-presentation is 58.5%.

Social media is a medium used to communicate by exchanging information and sharing through a virtual network that is used (Kusumasari & Hidayati, 2014). Meanwhile, Taylor et al. (2009) explained that self-presentation is any effort used to control special impression that one wants to convey about oneself to others by taking certain actions. In situations where self-presentation

is often experienced, it may be done automatically and unconsciously, while self-presentation is generally done deliberately (Taylor et al., (2009). In an activity of managing impressions, individuals will tend to show certain sides according to what they want to be seen in front of others. It is not a new thing if on social media there are many forms of posts that we are exposed to, such like: images, writings, videos, and reposts of others' posts which are considered describing and representing themselves so that people see it. Before showing to others, the things to display have been carefully prepared and selected, in this case on social media, for example, by editing the things to be posted. These efforts to control impressions on social media are then referred to as self-presentation. Thus, it is not surprising that nowadays people wherever and whenever are holding the camera, capturing interesting activities they are doing, editing photos and videos, looking for the most suitable photo captions or quotes, and so on.

Youth and Social Media

Previous studies have discussed online self-presentation from various sides, through literature reviews to quantitative research. However, in this case no one has specifically discussed the effect of self-esteem and self-consciousness toward self-presentations of adolescent social media users. Considering that in Indonesia based on the data from Globalwebindex: Hootsuite we are social (Kemp, 2019), the largest social media users are teenagers between 13-24 years old, as great as 48%. Adolescence itself is a period of transition from childhood to adulthood which includes changes in the biological, cognitive, and social emotional states of an individual. Hurlock (2006) explains that adolescence lasts from the age of 12-13 years to the age of 17 or 18 years to 21 years, at which age a person is considered mature in the eyes of the law. This research is more specifically conducted on high school adolescents, and high school age is mid-adolescence. The immature identity of adolescents makes them tend to get interested to try various things to later determine the behavior patterns, values and traits that best suit them (Santrock & Adelar, 2003). Through social media by seeing various figures and with which the ease of trying various self-presentation techniques are available, teenagers will try to present themselves according to their ideal self. At this time adolescents try to find self-identity as a form of effort to explain who they are and their influence in the environment (Hurlock, 2006). Research conducted by Huang (2014) revealed that teenagers often practice self-presentation techniques in the form of self-promotion, ingratiation, manipulation and damage control.

Self Presentation

Goffman explained that self-presentation is a person's attempt to create impressions about himself to others (Rozika & Ramdhani, 2018). The efforts to tailor self-impression of others are done by presenting to others the sides which are in accordance with what is intended to show. Previously, the impression intended to show went through selection or preparation stage. Hogg and Vaughan (2011) explain that there are two purposes of self-presentation, namely: tactical self-presentation, which has another name: inauthentic self-presentation or also strategic self-presentation. Tailoring impressions in an interaction in order to get desired results is the goal of this self-presentation (Taylor, Peplau & Sears, 2009). The focus of this self-presentation goal is to tend to manipulate other people. The second objective of self-presentation is expressive self-presentation or is also called true self-presentation. The focus of self-presentation is themselves, where individuals present themselves as they are to validate their self-concept (Hogg & Vaughan, 2011). An example of this self-presentation is when someone writes personal remarks openly on their social media. Jang et al. (2018) provide results that individuals who do true self-presentation possess high level of

happiness among people with high self-esteem compared to those with low self-esteem. Meanwhile, people who use the Strategic Self-presentation Style, feel the same happiness, either having low or high self-esteem. Showing the true self on Facebook can effectively satisfy people with high self-esteem for fulfilling their need of recognition for their competence so that their level of happiness is high. The aspects of self-presentation based on theory of Fullwood et al. (2016) include the followings: (1) Ideal Self: someone's effort to present their ideal self online; (2) Multiple Self: refers to a person's efforts in presenting themselves in different forms according to the online situation they are experiencing; (3) Consistent Self: this aspect leads to a match between self-presentation that is done either online or offline; (4) Online Presentation Preference: refers to the tendency of individuals who prefer to present themselves online.

Self Presentation Factors

Baumeister et al. (1989) explain that there are three major factors that influence self-presentation, such as; individual personal factors, inter individual factors and situational factors of the social environment. The three will be described respectively as follows;

The first is the individual personal factor, which consists of: Self-confidence, Self-consciousness, Extraversion, Self-esteem, and Social anxiety. Self-confidence, in this case, people with high self-confidence tends to not being hesitated in implementing self-presentation strategies. Meanwhile, people who are not confident enough are very much influenced by the social image of the people around them (Baumeister et al., 1989). Then, the second is self-consciousness. People with high self-consciousness make individuals aware of themselves as social objects and tend to apply self-presentation, whereas people with low self-consciousness tend to present themselves as they are (Mažeikienė et al., 2010). Furthermore, Extraversion factor is related to individual's ability to adapt and the selection of self-presentation models which are appropriate to situations (Baumeister et al., 1989). Then, self-esteem in this case makes individuals do self-presentation in an effort to get recognition for themselves from people (Baumeister et al., 1989). Then, social anxiety in this case occurs when individuals hope to impress others but do not believe they can succeed so that during self-presentation they will experience both physiological and psychological stress (Mažeikienė et al., 2010).

The second factor is inter individual factor in the form of personal experience that determines self-presentation experienced by individuals. People who experience more self-presentation situations have a better ability to deal with social anxiety & to do self-presentation strategies due to their experiences (Baumeister et al., 1989).

Then, the last factor is the situational factor of the social environment which consists of: local socio-cultural norms and its judgements; interaction with audiences & expectations of self-presentation; the quality & meaning of people who judge self-presentation; also reciprocity & acceptance of failure. First, the factors of local socio-cultural norms and its judgement, in this case cultural differences and differences in prevailing norms, can limit public behavior and possibility of behavior evaluation (Mažeikienė et al., 2010). Therefore, to get acceptance from the environment, people will do what is considered acceptable in that environment (Baumeister et al., 1989). Second, the interaction factor with audience and expectation of self-presentation, in this case, is formed because of the desire to gain social acceptance. The existence of expectations from the audience can cause pressure on individuals and can further interfere the process of self-presentation (Mažeikienė et al., 2010). Third, the quality and meaning of people who judge self-presentation in this case when individuals believe that other people have negative values, then the self-presentation done by individuals will not be optimal and tend to display negative characters, and vice versa. For this

reason, assessors who have great quality and value in the eyes of the individual will further improve and optimize the presentation done (Mažeikienė et al., 2010). Fourth, it is the reciprocity and acceptance of failure. In any situation, people will expect to get feedback on what has been done including self-presentation. Positive impressions can give better impacts on the person (Baumeister et al., 1989). Meanwhile, negative feedback can create psychological stress and avoidant behaviors to overcome. Meanwhile, people who are able to accept their failures will tend to have the motivation to try other self-presentation tactics to get better feedback in the future (Mažeikienė et al., 2010).

In this study, the related factors studied were individual personal factors, namely self-esteem and self-consciousness which would be studied for their influence on the presentation of adolescent social media users. Further and detailed descriptions are discussed in the following discussion.

Self-Esteem

Self-esteem is a component of self-concept in a person in the form of either negative or positive evaluation (Sanderson, 2010). People with low self-esteem tend to give in and susceptible to experience heartache (Aiyuda & Syakarofath, 2019). Therefore, in daily life, people with low self-esteem prefer to take a distance to avoid and be careful in doing something (Sanderson, 2010). Meanwhile, people with high self-esteem have more strong hopes of self-acceptance. They promote behavior that can increase and strengthen the recognition of others in order to avoid underestimating people (DeLamater & Myers, 2010). According to Heatherton and Polivy (1991) the aspects of self-esteem include: (1) Performance: An individual's assessment of his abilities, includes a person's belief in his ability to do something and a feeling about his ability; (2) Social: An individual's judgement and awareness of himself as a social object. This has to do with how he compares himself to others and his fear of environmental judgement; (3) Appearance: Judgement and awareness of a person on his appearance, including his awareness of other individuals' judgements of his appearance.

Self-Esteem and Self Presentation

Baumeister et al. (1989) in their theory describe that self-esteem affects self-presentation. People with high self-esteem value their abilities more and attempt to gain recognition from their environment. They employ self-presentation tactics to gain higher status, prestige and competence (Mažeikienė et al., 2010). They consider the existence of social media as a place to validate themselves or gain recognition for themselves (Mehdizadeh, 2010). Meanwhile, on the other hand, low self-esteem makes self-presentations based on the desire to avoid their failures so that they will act cautiously (Baumeister et al., 1989). This is in line with research conducted by Mehdizadeh (2010) which states that the high level of narcissism and low self-esteem in individuals affect the high level of self-presentation made on online media Facebook. This has to do with the notion that Facebook is compensation medium for people with low self-esteem. Meanwhile, people with high self-esteem consider social media to be a place to validate themselves or get self-recognition. The findings of Rozika and Ramdhani (2018) also reveal that there is a relationship between self-esteem and body image with online self-presentations for Instagram users who were found to be 3.8%. On the other hand, (Yang and Bradford Brown (2016) also add that self-presentations on Facebook have a positive relationship with the response from audience which has an effect on increasing self-esteem.

Self-consciousness

Fenigstein et al. (1975) explain that the definition of Self-consciousness is a person's view of himself both internally and externally. They also explain that self-consciousness can be interpreted as a series of awareness about self-awareness including inner feelings, strengths and weaknesses, personal negative and positive feelings, introspection, description and the importance of other

people's judgments of themselves. Azuwardi (2014) explains that self-consciousness is a condition in which individuals are aware of the judgments given to them by others which cause them to consider themselves as social objects. Fenigstein et al. (1975) explain that there are three aspects of self-consciousness as follows: (1) Private Self-consciousness is an individual's awareness of his feelings and thoughts, which in this case is a reflection of his needs and hopes. This aspect refers to a person's focus on things in him such as thoughts, feelings, goals, motives, strengths, weaknesses, motivations, values and so on; (2) Public Self-consciousness, namely the individual's awareness of the views and judgments of others on himself so that it will affect his behavior. Individuals tend to be more careful in their behavior because they are aware that they are social objects; (3) Social Anxiety is a feeling of discomfort about the presence of other people.

Self-consciousness and Self Presentation

Based on a research by Doherty and Schlenker (1991), it is found that people with high self-consciousness or what is called as high public self-consciousness will tend to pay attention to whatever they will do in public. People who are also known as Pure Publics are more likely to use self-presentation strategies to avoid rejection and to gain recognition from their environment regarding their awareness as social objects. They will minimize their mistakes by making self-presentation (Mažeikienė et al., 2010). Meanwhile, people with low self-consciousness or also known as private self-consciousness tend not to use presentation techniques and will present themselves as they are. They will not really care about the response they will get later. Furthermore, a research by Hart et al. (2019) shows that people with private self-consciousness have a relationship with self-presentation, but the dimensions (internal state awareness & self-reflection) have a different approach from self-presentation. Meanwhile, people with Public Self-consciousness is related to Ingratiation tactics in self-presentation but do not represent a broadly self-presentation orientation.

The purpose of this study is to determine whether there is an influence between self-esteem and self-consciousness with the self-presentation of adolescent social media users. The disclosure of the influence in this case is both the effect of each independent variable on the dependent variable and the effect of the two independent variables on the dependent variable simultaneously. Then, the results of the research are expected to provide scientific contribution in the field of Psychology, especially in the field of Social Psychology regarding the study of self-esteem and self-consciousness with online self-presentations, specifically for adolescent social media users who are currently prevalent and in line with the use of social media that has become part of people's daily lives. In addition, through this research, it is expected to be able to provide an overview of online self-presentations on social media so that social media users can be wiser and more positive in carrying out various online self-presentation techniques on social media.

It is undeniable that sharing information on social media has become a common phenomenon in various parts of the world (Fan et al., 2019). Krämer and Winter (2008) reveal a theory which states that every social media user nowadays has more control over how to manage their presentation. Furthermore, this theory also states that self-presentation made is related to the self psychological aspects of the individual. Psychological aspects that affect self-presentation include self-esteem and self-consciousness (Baumeister et al., 1989). Thus, from this theory, interesting focus of this research emerges, that is to study further and reveal the influence of these factors with regard to self-presentation behavior of adolescent social media users.

In this study, there are three hypotheses as follows: (1) there is an influence between self-esteem and self-presentation of adolescent social media users; (2) there is an influence between self-consciousness and self-presentation of adolescent social media users and (3) there is an influence

between self-esteem and self-consciousness with self-presentation of young social media users.

METHOD

This research is a quantitative correlational study, to reveal the influence between self-esteem and self-conscious to self-presentation of adolescent social media users. Then, the variables in this study consist of the dependent variable (Y) = Self-presentation, the independent variable (X1) = Self-esteem, and the independent variable (X2) = Self-consciousness.

The subject group who became the population of this study was the students of SMAN 2 Lamongan. The selection of this school as a research setting was based on the results of a survey on the use of social media (06 May 2020) which showed that all students used social media. The survey results also show that before uploading something on social media, 61% will do selecting, photo editing, and caption making. It is known that such actions are included as self-presentation efforts on social media. Furthermore, the sample of this study involved 153 students of class X and IX, teenagers using social media.

The sampling technique used was cluster sampling technique or also known as area sampling because the population in the school is very large and consists of clusters in the form of class levels. Each cluster consists of 12 classes. Therefore, the sampling of this research was selected by drawing classes in each cluster randomly. The selected classes became the sample in the study.

The self-presentation scale in this study adapted the Presentation of Online Self Scale (POSS) by Fullwood et al. (2016) which has Cronbach's Alpha value of 0.818. Then, the adaptation scale to measure self-esteem was based on State Self-Esteem Scale (SSES) by Heatherton and Polivy (1991) which has Cronbach Alpha value of 0.867. Furthermore, to measure Self-consciousness was by applying the adaptation scale of Scheier & Carver's Self-Consciousness Scale (SCS-R) (2013) which has Cronbach's Alpha value of 0.805.

The data in this study were analyzed using Multiple Linear Regression analysis technique with the help of SPSS 20.0. The use of multiple regression analysis in this case was intended to calculate how great the influence of self-esteem and self-consciousness on self-presentation of adolescent social media users. More specifically, the use of this analytical technique was to see the contribution that self esteem and self consciousness give both individually and collectively to self-presentations of adolescent social media users.

RESULTS AND DISCUSSION

The subjects of this study were 153 students of SMAN 2 Lamongan, consisting of 44 male and 109 female. The table below is a statistical description of the results of the study.

Table 1.
Statistic Description

Variable	N	Min	Max	Mean	Std. Dev
Self-presentation	153	22	56	35,26	6,48
Self-esteem	153	28	72	50,86	8,24
Self-consciousness	153	39	71	54,58	6,05

The table shows results that the subjects of this study are 153 people. In measuring variable y, in this case, self-presentation shows that the smallest value of the subject's score is 22. The

greatest value of the subject's score is 56 with average score of 35.26 and standard deviation of 6.48. Meanwhile, self-esteem variable shows the smallest value of the subject's score that is 28. The greatest value of the subject is 72 with average score of 50.86 and standard deviation of 8.24. The last one for self-consciousness shows that the smallest value of the subject's score is 39. The biggest value of the subject is 71 with average score of 54.58 and standard deviation of 6.05. Furthermore, a table below shows categorization of subject scores.

Table 2.
 Subject Score Categorization

Category	Self-presentation		Self-esteem		Self-consciousness	
	Number	%	Number	%	Number	%
Low	26	16,99	24	15,69	20	13,07
Moderate	107	69,93	103	67,32	111	72,55
High	20	13,07	26	16,99	22	14,38
Total	153	100,00	153	100,00	153	100,00

From the data presented in the table above, it is found that from 153 subjects, 26 or about 16.99% of subjects have low level self-presentation on social media. Then, 107 or 69.93% of the subjects are at the moderate level of self-presentation on social media. Then, the rest of it, 13.07% or 20 students did high level of self-presentation on their social media. Furthermore, under self-esteem category, 24 subjects or 15.69% have low level of self-esteem. Then, 103 subjects or about 67.32% have moderate self-esteem while the remaining 26 subjects or 16.99% have high self-esteem. The last one is self-consciousness. It is found that 20 subjects or 13.07% percent have low self-consciousness. Then, 111 subjects or 72.55% have moderate self-consciousness. The remaining 14.38% or 22 of the subjects have high level of self-consciousness.

After analyzing the data using multiple linear regression techniques with the help of SPSS 20.0, the results obtained are as follows:

(1) The effect of self-esteem and self-consciousness on self-presentation, respectively. This effect can be seen from the results of the T-test and by comparing the significance obtained. Below is the table of partial test results.

Table 3.
 Partial T Test Results for Multiple Linear Regression

Coefficients ^a	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	Beta	Std. Error	Beta		
(Constant)	42,460	6,703		6,335	0,000
Self-esteem	-0,243	0,064	-0,309	-3,775	0,000
Self-consciousness	0,095	0,088	0,088	1,079	0,282

a. Dependent Variable: Self-presentation

The data presented in the table shows that self-esteem has a significance value of 0.000 < 0.05, which means that there is an influence between self-esteem and self-presentation of adolescent social media users. Meanwhile, self-consciousness has a significance value of 0.282 > 0.005 which shows that self-consciousness has no effect on self-presentation among adolescent social media users. Then, T test was done by comparing it with the t table. From calculating the t table, the value

is 1.976. Below is a comparison of t count and t table.

Table 4.
 Comparison of Partial T Test Values

Variable	t count	t table	Result
Self-esteem (X1)	-3,775	1,976	Influence
Self-consciousness (X2)	1,079	1,976	No influence

Based on the table above, the results show that self-esteem t count is $3,775 > 1,976$, which indicates that there is an influence between self-esteem and self-presentation. Meanwhile, the negative sign on self-esteem t count shows that the influence is negative or inverse, which means that the lower the self-esteem, the higher the self-presentation, and vice versa. This indicates that, in other words, the first hypothesis is accepted. Then the self-consciousness has a value of t count $1.079 > 1.976$ which shows that there is no influence between self-consciousness and self-presentation. This shows that the second hypothesis is rejected and the null hypothesis is accepted.

(2) The effect of simultaneous self-esteem and self-consciousness with self-presentation. To find out this effect, it can be done by comparing the significance value of 0.05 or comparing the F count value with the F table or also called the F test. The following table presents the F test results.

Table 5.
 Multiple Linear Regression Simultaneous F Test Results

ANOVA	Sum of Squares	df	Mean Square	F	Sig
Regression	781,663	2	390,832	10,469	0.000
Residual	5599,879	150	37,333		
Total	6381,542	152			

From the table above, it shows a significance value of $0.000 < 0.05$ which indicates that concurrent factors or simultaneous self-esteem and self-presentation have an effect on self-presentation among adolescent social media users. Then, before the F test was carried out, it was calculated that the F table value was 3.06. The following calculation table is the comparison of the value of the F table with the F count.

Table 6.
 The Comparison of Simultaneous F Test Values

F count	F table	Conclusion
10,469	3,06	Influence

Based on the table above, it shows $10,469 > 3.06$ which indicates that there is an influence between self-esteem and self-consciousness simultaneously on the self-presentation of adolescent social media users. The two results above have indirectly shown that the third hypothesis is accepted.

(3) The amount of influence of self-esteem and self-consciousness on self-presentation. The R square value presented in the table below indicates how great the influence is.

Tabel 7.
 Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.350	0.122	0.111	6.110

The data shows that the R square value is 0.122. Furthermore, to see the effect in %, this value needs to be multiplied by 100 so that the effect value of self-esteem and self-consciousness on self-presentation is 12.2% and the rest is influenced by other factors. Then, based on how much this influence is, it can be seen that the respective contributions of both self-esteem and self-consciousness towards self-presentation with the following formula: $SE = (\text{Beta } Xi) \times (\text{Coefficient Correlations } Xi) \times 100\%$.

To complete the beta coefficient value, it uses the beta value in table 5. The value of the beta coefficient of self-esteem is known to be -0.309 and self-consciousness of 0.088. Meanwhile, the correlation coefficient value can be seen in the table 8.

Tabel 8.
 Correlation in Multiple Linear Regression

	Variable	Self-presentation	Self-esteem	Self Consciousness
Pearson Correlation	Self-presentation	1,000	-0,340	0,198
	Self-esteem	-0,340	1,000	-0,354
	Self Consciousness	0,198	-0,354	1,000

The table shows that the correlation value of self-esteem is -0.340 and the correlation value of self-consciousness is 0.198. Then to calculate the amount of contribution or effective contribution of each variable in its effect on self-presentation is as follows.

Tabel 9.
 Calculation of Effective Contribution (EC)

Variable	Regression Coefficient (Beta)	Correlation Coefficient	EC (%)
Self-esteem	0,309	0,340	10,5
Self Consciousness	0,088	0,198	1,7
Total	12,2		

The table above shows the results of the calculations made to see the value of the effective contribution of each variable to self-presentation. Self-esteem has an effective contribution of 10.5%, while the effective contribution of self-consciousness is 1.7%.

The results of the scores categorization on self-presentation measures show that most of the calculation was in the moderate level that is as much as 69.93%. Gustina (2015) in her research also noted a similar thing where the results of her research showed that social media users had a moderate tendency to make self-presentations on social media, which was around 58.5%. In addition, the measurement of self-esteem and self-consciousness also showed that most of them, as great as 67.32% and 72.55%, have moderate self-esteem and self-consciousness.

The first hypothesis testing shows the results of acceptance. This indicates that there is an influence between self-esteem and self-presentation. The influence in this case is negative, which means that the lower the self-esteem, the higher the level of self-presentation carried out on social

media, and vice versa. Mehdizadeh (2010) in his research on Facebook users gave similar results. Such results occur because people with low self-esteem perceive social media as their medium of compensation. They will tend to do a lot of self-presentation techniques on social media, for example by using certain poses, filters, to photo edits to make them look better. Rozika & Ramdhani (2018) also found similar research results. In this sense, social media is considered a safe place to perform various self-presentation techniques so that people who see them virtually can get the impression they want to convey regardless of the reality. People with low self-esteem can do tactical and true self-presentation, but they will be more careful in doing so. Meanwhile, people with high self-esteem use social media as a place to show their ability to gain recognition (Baumeister et al., 1989). They don't do many tactical self-presentation techniques, they show themselves truly as what they are a lot, especially their competencies. They feel that they have received enough appreciation from their environment so far, and they tend to make true self-presentations on social media. The use of true self-presentation among people with high self-esteem correlates with high level of happiness found in them (Jang et al., 2018). In other words, they don't really pay attention to what kind of feedback they will get later. However, the things posted by people with high self-esteem also go through a rigorous selection beforehand; there will be a careful selection of things to upload on social media. Even so, the sorting of things uploaded is done by people with both high and low self-esteem. However, in this case, people with low self-esteem will be more careful and tend to act to avoid unpleasant feedback from the environment (Mažeikienė et al., 2010).

Furthermore, the results of the second hypothesis testing show that there is no influence between self-consciousness and self-presentation. Doherty & Schlenker (1991) divided self-consciousness into two types, namely: public self-consciousness and private self-consciousness. People with public self-consciousness tend to use self-presentation strategies because of their high awareness as a social object. They will minimize mistakes they might make and pay attention to the judgments given by others. Meanwhile, people with private self-consciousness tend not to do many self-presentation techniques (Doherty & Schlenker, 1991). They will present themselves more positively as they are, and tend not to care about the feedback that they will get. In this study, because there was no influence found between self-consciousness and self-presentation, the subjects tend to lead to private self-consciousness where they did not consider themselves as social objects in social media. Posting anything, showing themselves as they are on social media, is not a big thing. There is also no fear of negative feedback from the social media used. In addition, Hart et al. (2019) in their research also noted the same thing that people with public self-presentations will tend to make self-presentation strategies increasingly. They will also use more forms of self-presentation strategies, for example ingratiation. Meanwhile, people with private self-consciousness have their own self-presentation strategy because they tend to present themselves as they are.

Furthermore, the third hypothesis testing shows that there is a significant influence between self-esteem and self-consciousness together among adolescent social media users. Social media is used by people with high self-esteem to validate their self-image and the need for recognition of their abilities (Baumeister et al., 1989). Meanwhile, social media is used as a medium of self-compensation for people with low self-esteem (Mehdizadeh, 2010). Then self-consciousness also at the same time affects self-presentation. The existence of self-consciousness in using social media makes teenagers aware of the weaknesses that must be hidden and the strengths that must be displayed on social media. The awareness as a social object will strengthen the fear of environmental refusal (Mehdizadeh, 2010). The awareness that what is posted will be noticed by others will make them become more selective in choosing what to post and self-presentation techniques to do.

The amount of influence of self-esteem and self-consciousness together on self-presentation

after being calculated is 12.2% and the rest is influenced by other variables. Then, the measurement of the effective contribution was carried out and showed that the effective contribution of self-esteem was 10.5% and self-consciousness was 1.7% to the self-presentation among adolescent social media users. Therefore, it can be stated that the effective contribution given by self-esteem is greater than self-consciousness in terms of the influence on self-presentation among adolescents as social media users.

The weakness of this study is the use of measuring instruments for self-presentation, self-esteem and self-consciousness which still use adapted instruments from foreign languages. In this case, a special measuring instrument is needed, especially to fit the conditions of the use of social media and the culture of local communities in Indonesia. And it is hoped that measuring instruments that are specifically made for this are able to provide more accurate research results. In addition, the limitations of this study basically just because it concerns on two variables studied, about their effects on self-presentation. In fact, there are many other factors which are also interesting to review, supported by the increasing use of social media nowadays which has become a vital part of people's daily lives.

Based on the results of this study where the data shows that self-esteem and self-consciousness of adolescents are in the medium level of most categories, the implication of the results of this study is to re-improve internal self-recognition among adolescents, especially in terms of self-esteem and self-consciousness. The increase of inner-self variables is considered capable of making individuals wiser in sorting out self-presentation techniques on social media. Not only in self, but also the use of good self-presentation based on its portion is also influenced by the environment, where schools can take part in providing education both in terms of good self-introduction to increase self-esteem and self-consciousness, as well as education about self-presentation on social media that is ideal and does not harm other parties.

CONCLUSION

After conducting the research, the followings are the conclusions drawn by the researchers; first, the acceptance of the first hypothesis shows that there is an influence between self-esteem and self-presentation. The influence shown in this case is negative, which means that the lower the self-esteem of individuals, the higher the level of self-presentation done on social media, and vice versa. The second obtained results show that the second hypothesis is rejected and the null hypothesis is accepted. This means showing that self-consciousness does not affect self-presentation of adolescent social media users. Furthermore, the third hypothesis is accepted, which means that, simultaneously, there is an influence by self-esteem and self-conscience on self-presentation of adolescent social media users. Furthermore, the amount of influence of both factors is equal to 12.2%. Specifically, the contribution of self-esteem in this case is 10.5% and self-consciousness is 1.7%.

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