SELF-DISCLOSURE ON INSTAGRAM: EFFECTS OF NARCISTIC TENDENCIES AND NEEDS FOR AFFILIATION IN UNIVERSITY STUDENTS

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ABSTRACT

Self-disclosure, the act of revealing personal thoughts and emotions to others, is crucial in interpersonal communication. This study investigates the interplay between narcissistic tendencies, the need for affiliation, and self-disclosure among Instagram-utilizing college students. The sample consisted of 93 students selected through purposive sampling. Measurement tools included scales for self-disclosure, narcissistic tendencies, and affiliation needs. The data was analyzed using multiple regression facilitated by JASP software version 0.16.1.0 for Windows. The findings revealed significant associations between narcissistic tendencies, the need for affiliation, and self-disclosure. Specifically, narcissistic tendencies correlated with self-disclosure, yielding a coefficient of $(rx1\text{-}y) = 0.582$ and $P < 0.001$, contributing to 25.54% of the variance. Furthermore, the need for affiliation demonstrated a relationship with self-disclosure, with a coefficient of $(rx2\text{-}y) = 0.504$ and $P < 0.001$, contributing to 11.34% of the variance.

Keywords: Instagram, self-disclosure, narcissistic tendencies, need for affiliation.

PENGUNGKAPAN DIRI DI INSTAGRAM: PENGARUH KECENDERUNGAN NARSISTIS DAN KEBUTUHAN AFILIASI PADA MAHASISWA

ABSTRAK

Pengungkapan diri, tindakan mengungkapkan pikiran dan emosi pribadi kepada orang lain, sangat penting dalam komunikasi antarpribadi. Penelitian ini bertujuan untuk mengetahui hubungan antara kecenderungan narsistik, kebutuhan akan afiliasi, dan keterbukaan diri di kalangan mahasiswa yang menggunakan Instagram. Sampel terdiri dari 93 mahasiswa yang dipilih melalui purposive sampling. Alat ukur yang digunakan mencakup skala keterbukaan diri, kecenderungan narsistik, dan kebutuhan afiliasi. Data kemudian dianalisis menggunakan uji regresi berganda dengan bantuan software JASP versi 0.16.1.0 for Windows. Temuan ini mengungkapkan hubungan yang signifikan antara kecenderungan narsistik, kebutuhan afiliasi, dan keterbukaan diri. Secara khusus, kecenderungan narsistik berkorelasi dengan pengungkapan diri dengan koefisien $(rx1\text{-}y) = 0,582$ dan $P < 0,001$, berkontribusi terhadap varians sebesar 25,54%. Lebih lanjut, kebutuhan afiliasi menunjukkan hubungan dengan keterbukaan diri, dengan koefisien $(rx2\text{-}y) = 0,504$ dan $P < 0,001$, berkontribusi terhadap varians sebesar 11,34%.

Kata Kunci: Instagram, keterbukaan diri, kecenderungan narsistik, kebutuhan afiliasi

Introduction

Social media is a medium on the internet that allows users to present themselves, interact, share, collaborate, communicate with other people, and form social bonds virtually (Nasrullah, 2015). The number of active social media users in Indonesia is 167 million, or 60.4% of the total population in January 2023. Instagram is the most widely used social media compared to Facebook, Twitter and TikTok, 84.5% of the population. in Indonesia (Riyanto, 2023). Mahardika and Farida (2019) stated that Instagram is a social media that is very popular among various groups and allows individuals to have the potential to express themselves very quickly. Through Instagram features, students can freely reveal their identity, something they want to show to the world (Prihatiningsih, 2017). Instagram users are spread across all stages of individual development, from children teenagers, and adults. Based on survey results from Napoleon Cat, Instagram users are dominated by the 18-24 year age group, amounting to 38% of the total population in Indonesia (Rizaty, 2023). According to Santrock (2002), late adolescents range from 18-22 years of age. Students are included in the late adolescent stage. Students are a group that is more vulnerable to internet dependence compared to other community groups.

The activity of sharing personal information with other people can be called self-disclosure. Self-disclosure is a person's action in providing others with personal information (Gainau, 2008). Self-disclosure is very important in adolescent social relationships because adolescence is a period where adolescents learn to use their abilities to give and receive in relationships with other individuals. Teenagers must learn more to adapt to a broader and more diverse social environment, such as on Instagram social media (Devi & Indryawati, 2020).

Zahra and Hasfi (2018) stated that individuals feel relieved and happy after expressing their positive and negative emotions via Instagram, which cannot be conveyed to people around them directly. According to Boyd and Ellison (2006), self-disclosure on Instagram is helpful as a means of presenting one's identity. On the one hand, self-disclosure provides benefits for individuals, such as knowing one's perspective and individual understanding, which will make individuals understand their behaviour and as self-introspection, the ability to overcome difficulties or overcome problems because by disclosing themselves, they will get support from other individuals. Moreover, simultaneously simultaneously solves the problems faced (Jacqueline, 2019). However, excessive self-disclosure on Instagram can negatively impact users, such as fraud, kidnapping and bullying. Ningsih (2015) stated that providing information about personal data on Instagram social media could lead to crime. Apart

from that, individuals who send personal photos or videos to Instagram social media need to pay attention to the threat of exploitation of photos or videos circulating on the internet (Puspitasari, 2015). Apart from that, Wiyono and Muhid (2020) mentioned other impacts, such as loss of control, neglect, rejection, intrapersonal difficulties and other people's discomfort due to being disturbed by shared posts.

Several factors cause individuals to self-disclose. According to Devito (2010), the factor that encourages individuals to carry out self-disclosure is personality. In this case, the personality in question is narcissistic (Nurnabila, 2018). Rathus and Nevid (2000) suggest that narcissistic people view themselves excessively. Narcissism is an attitude that individuals maintain and increase a high assessment of themselves (Campbell et al., 2004). The results of research conducted by Parsons et al. (2017) and Nurnabila (2018) reveal that personality factors such as narcissism show a promising relationship with self-disclosure.

When students do the self-disclose via Instagram, such as uploading photos with their friends or alone continuously and excessively, this is a narcissistic tendency (Cecilia, 2016). According to Barry et al. (2007), narcissistic individuals are concerned about impressing others and being in the spotlight around them because this is a matter of pride for them. Thus, individuals with narcissistic tendencies try to appear superior to others around them.

Furthermore, apart from narcissistic tendencies, external factors influence individuals to carry out self-disclosure via Instagram, namely the need for affiliation. The need for affiliation is helpful so that individuals can adapt to their social environment (Ekinasmara, 2013). The need for affiliation is the process of socializing an individual with his environment to fulfil the need to belong to each other in an environment. Apart from that, Laila (2014) stated that individuals with a low need for affiliation would be less active in showing their existence on social media, making them less likely to reveal information about themselves on Instagram. In addition, teenagers who cannot affiliate well feel lonely, are more depressed and tense and have lower self-esteem than those who can affiliate well (Sari et al., 2013). Research linking narcissistic personality tendencies and the need for affiliation with self-disclosure in student Instagram users has not been carried out much, especially on student subjects. Therefore, this research still needs to be conducted to find the relationship between these three variables.

Methods

This research adopts a quantitative approach to collect and analyze data using research instruments. The main objective is to test the hypothesis formulated in the context of a student population. A purposive sampling technique was used to select 93 respondents as research participants. Data was collected using a self-disclosure measuring tool from Safitri & Islamia (2021), which consists of 31 items (α=0.853), a narcissistic tendencies scale with 16 items (α=0.873), and an affiliation needs scale with 29 items (α=0.863). Data analysis was carried out using multiple regression analysis techniques with the help of JASP 0.16.1.0 software.

Results

The scores obtained by each participant for each research variable were then categorized into three groups: low, medium, and high. The research results (Table 1) show that each variable's average participant is in the medium category.

Table 1
Research Variable Category

Variable	Category	Range of score	Frequency	Percentage (%)
Self-disclosure	High	X > 93	30	32
	Medium	$81 \leq x \leq 93$	45	49
	Low	X < 81	18	19
Narcissistic tendencies	High	X > 56	30	32
	Medium	$45 \leq x \leq 56$	45	49
	Low	X < 45	18	19
Need for affiliation.	High	X > 92	30	32
	Medium	$81 \leq x \leq 92$	48	52
	Low	X < 81	15	16

The data collected during the data collection stage was analyzed to test the hypotheses in this research. This research has three hypotheses that are tested. Hypothesis testing is carried out to determine whether a relationship exists between the independent and dependent variables based on the research hypothesis. Multiple regression analysis was used to test the hypothesis in this study, and this analysis was carried out using the SPSS 26.0 for Windows application. Hypothesis one testing was carried out to assess whether there was a correlation between narcissistic tendencies and the need for affiliation and self-disclosure in student Instagram users. The calculation results of the multiple regression analysis techniques are the R-value = 0.608 and the F value = 26,347 with a significance level

of p<0.001, and the two independent variables provide an effective contribution (SE) to the dependent variable of 36.9%.

Table 2
The first hypothesis analysis
Model Summary - *SELF-DISCLOSURE*

Model	R	R²	Adjusted R²	RMSE
H_0	0.000	0.000	0.000	7.564
H_1	0.608	0.369	0.355	6.074

ANOVA

Model		Sum of Squares	df	Mean Square	F	P
H_1	Regression	1943.756	2	971.878	26.347	< .001
	Residual	3319.943	90	36.888		
	Total	5263.699	92			

A correlation coefficient (rx1y) of 0.582 was obtained to test the second hypothesis with a significance value of p<0.001. The values listed indicate that hypothesis two is accepted, indicating a positive correlation between narcissistic tendencies and self-disclosure. Therefore, the conclusion is that if there is an increase in narcissistic tendencies, self-disclosure will also increase in student Instagram users. Next, hypothesis three was tested to identify correlations related to the need for affiliation and self-disclosure. A correlation coefficient (rx1y) of 0.504 was obtained to test the second hypothesis, with a significance value of p<0.001. The values listed indicate that hypothesis two is accepted, indicating a correlation related to the need for affiliation and self-disclosure. Therefore, the conclusion is that if there is an increase in the need for affiliation, there will also be an increase in self-disclosure among student Instagram users.

Tabel 3
Result of the Second and Third Hypothesis Analysis

Variabel	R	Sig.	Keterangan
Narcistic tendencies and Self-Disclosure	0.582	<0.001	Positive -significant
Need of affiliation and Self-Disclosure	0.504	<0.001	Positive-significant

Discussion

The research results show that the self-disclosure categorization of student Instagram users is in the medium category. It indicates that the subjects in this study have a significant enough attitude to share information about themselves with fellow Instagram users. This finding aligns with research conducted by Safina (2022), which also found similar results, indicating that the level of self-disclosure of research subjects was in the medium category. Similar results were also found in Dwi's (2021) research, which indicated that the level of self-disclosure was in the medium category. It indicates that the research subjects understand the type of information that can be disclosed and to whom it may be disclosed. However, it should be noted that several negative impacts may occur due to excessive self-disclosure on Instagram, such as abandonment, rejection, feelings of shame, risk of becoming a victim of crime, and loss of control (Rosemary et al., 2022).

The research results also show that the narcissistic tendencies of student Instagram users are generally in the moderate category. This finding aligns with the results of research conducted by Wulandari (2022). This tendency may be influenced by discomfort from people around or negative comments that may arise due to excessive self-exposing and boasting via Instagram. In addition, Laeli et al. (2018) explained that teenagers who have narcissistic tendencies tend to find it difficult to accept criticism from other people and always feel that they are unique. Apart from that, teenagers with narcissistic traits tend to constantly upload photos on social media to get attention from others, so narcissism becomes an individual's drive for self-disclosure. The research results also show that the affiliation needs variable among student Instagram users is in the medium category. This finding aligns with research by Izza (2021), which shows that teenagers' desires to gain, establish and maintain good relationships with other people can still be fulfilled through direct or face-to-face interactions. Sari (2019) also emphasized that individuals must be open to establishing close relationships with other people. In addition, Hikmawati et al. (2021) explained that teenagers who are more open to sharing themselves on social media are driven by the need to fulfil affiliation.

Furthermore, the correlation test shows a positive and significant relationship between narcissistic tendencies and self-disclosure in student Instagram users. It means that the higher the narcissistic tendencies, the higher the self-disclosure. The finding is consistent with research by Fuadi (2021), which confirms the positive relationship between narcissistic personality. Apart from that, the correlation test results also show a positive and significant relationship between the need for affiliation

and self-disclosure. It means that the higher the need for affiliation, the higher the self-disclosure tends to be; conversely, the lower the need for affiliation, the lower the self-disclosure. This finding is in line with previous findings by Yankartika and Sawi (2019), Asih (2021), and Hutauruk (2022), who also stated that there was a positive and significant relationship between the need for affiliation and self-disclosure.

This research also found that the variables of narcissistic tendencies and the need for affiliation influenced 60.8% of self-disclosure. These results show that Devito's (2010) theory, which states that factors influencing self-disclosure are proven to be relevant, including narcissistic tendencies and the need for affiliation. A student with narcissistic tendencies and a high need for affiliation tends to engage in self-disclosure. This finding aligns with research by Nurnabila (2018), which states that the higher the need for affiliation and narcissistic personality, the higher the self-disclosure; conversely, the lower the need for affiliation and narcissistic personality, the lower the self-disclosure. In this research, it is also seen that the narcissistic tendencies variable provides a more outstanding effective contribution (SE), namely 25.54%, compared to the affiliation needs variable, which amounts to 11.35%. It may be because the research subjects were in late adolescence. According to Hardika et al. (2019), narcissism tendencies tend to occur in adolescence, when individuals are still searching for their identity and fulfilling their existence. With the emergence of social media such as Instagram, individuals can more easily find their identity. Apart from that, Irawan and Yusuf (2017) also show that the use of Instagram has become a lifestyle for today's teenagers because the demands of the times have made Instagram a necessity. Instagram is a means for teenagers to promote and make themselves proud through the photos they upload and continue to seek recognition from fellow Instagram users, encouraging teenagers to self-disclose.

Conclusion

Several significant conclusions can be derived from the research results. First, there is a strong and significant relationship between narcissistic tendencies and the need for affiliation with the level of self-disclosure in student Instagram users. Second, the analysis results also show a positive and significant relationship between narcissistic tendencies and the level of self-disclosure in student Instagram users. Lastly, there is a positive and significant relationship between the need for affiliation and the level of self-disclosure among student Instagram users. Overall, the results of this study confirm

that factors such as narcissistic tendencies and the need for affiliation play a significant role in shaping the level of self-disclosure in student Instagram users. The implications of these findings may provide valuable insights into understanding self-disclosure behaviour in the context of social media and encourage the development of strategies to promote healthy and beneficial social interactions on platforms such as Instagram.

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