



Women on social media: A representation of self-actualization and social embarrassment

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ABSTRACT

This article aims to explore how women utilize social media, their objectives for its use, and the content they typically engage with. Social media serves as a platform for individuals of all genders to self-actualize. However, it is noteworthy that there are minimal restrictions on women's access to social media, allowing them to explore various content at any time, potentially leading to legal issues today. This adverse impact has been evidenced in several cases and extensively discussed in numerous studies. Additionally, women's experiences of embarrassment on social media have been emphasized in their pursuit of self-actualization online. This study employs a quantitative approach utilizing a survey method to analyze the trends, attitudes, and opinions of a population through a sample examination. The study focused on a small group aged between 17 and 40, identified as active users of social media. The research sample comprised 182 individuals and was conducted between March and July 2022 in Pekanbaru. The research findings reveal that 35.7% of women utilize social media primarily to share their best photos as a form of self-actualization, while 41.2% access marketplace and engage in online shopping as their most frequent activities. Furthermore, women's self-actualization as social media users was assessed as medium, with a percentage of 35%, and their experiences of social embarrassment on social media were classified as medium as well, with a percentage of 42%.

Keywords: Self-Actualization; Women, Social Media, Embarrassment.

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ABSTRAK

Artikel ini bertujuan untuk mengetahui bagaimana perempuan menggunakan media sosial, tujuan mereka menggunakan media sosial dan apa saja yang biasa mereka akses. Media sosial adalah platform bagi semua gender untuk mengaktualisasikan diri. Meski demikian, hal yang menjadi sorotan adalah tidak adanya pembatasan penggunaan media sosial bagi perempuan, mereka dapat mengakses apa saja dan kapan saja, sehingga dapat berujung pada kasus kriminal saat ini. Dampak negatif ini telah dibuktikan dalam beberapa kasus dan sudah dibahas dalam beberapa penelitian juga. Selain itu, rasa malu perempuan di media sosial juga disorot untuk mengaktualisasikan diri secara online. Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei untuk melihat kecenderungan, sikap, dan pendapat suatu populasi dengan memeriksa sampelnya. Penelitian ini melibatkan kelompok kecil yang teridentifikasi aktif di media sosial dengan rentang usia 17-40 tahun. Sampel penelitian berjumlah 182 orang yang dilakukan pada bulan Maret-Juli 2022 di Pekanbaru. Hasil penelitian menunjukkan bahwa 35,7% perempuan menggunakan media sosial untuk memposting foto terbaik mereka sebagai aktualisasi diri dan 41,2% perempuan mengakses marketplace dan belanja online sebagai konten yang paling banyak diakses. Selanjutnya, aktualisasi diri perempuan sebagai pengguna media sosial masuk dalam kategori sedang dengan persentase sebesar 35%, dan rasa malu perempuan dalam media sosial masuk dalam kategori sedang dengan persentase sebesar 42%.

Kata Kunci: Aktualisasi Diri; Perempuan; Media Sosial; Rasa Malu.

1. INTRODUCTION

Social media is a worldwide popular platform. In several countries, social media is the most accessed media on a day-to-day basis by all people ages. Likewise in Indonesia, social media users reached 167 million of 276.4 million people by April 2023 (Riyanto, 2023). TikTok, Instagram, Facebook, and Twitter are the most popular media (Annur, 2023). These media provide various unique services such as being able to share photos, daily stories, various videos, and personalized messages. Everyone can show themselves openly on a public website and get feedback from their followers. Social media is considered as a representative media for themselves appropriately (Mukti & Asriadi, 2023) such as physical beauty (Garcia & Winduwati, 2023), fashions, interests, and their several talents.

A survey reveals a result that women are more interested in food, fashion, entertainment, and film content while men are more interested in sports, games, automotive, and technologies (Idris, 2022). Different tendencies produce different content displays. Male's account display is simpler and more casual dominantly. Female's account, otherwise, displays beauty look, sensuality, dance, and facial expression (Mukti & Asriadi, 2023). Displaying food, holidays, sexy looks, and make-up look photos are mostly intended for popularity (Mukti & Asriadi, 2023). Like celebrities, they promote various brands on social media in order to gain income, which shows off a beautiful look in every post, especially female celebrities.

TikTok, for instance, has 55.6% male users and 44.4% female users. Females' accounts, in fact, are more productive and dominant users than males' accounts (Mukti & Asriadi, 2023). It means that the number of content users is more than content creators. The contents of women with sexy looks, sensual, and beautiful looks have more attention and appreciation than other contents. This content type makes women brave, and it seems like they are competing and showing off their best on social media. Most people, in fact, especially women, experience the fear of missing out on every moment on social media if they do not post new things daily (Haidar, Nur, Zahra, & Abiyyu, 2023). Thus, self-representation like this can become a boomerang whenever the presented contents are uncontrolled, not paying ethical attention, to moral, and religious and traditional boundaries.

In terms of the positive side, social media provides opportunities for all genders to show their best version, sometimes it can be a medium to release pent-up stress and burden. Otherwise, the negative impacts, of course, are unavoidable. Various presented contents will be consumed publicly. Every content presented on social media accounts certainly has a certain objective to share. Women, in particular, can be a sexual objectivity target publicly, especially for men, either wearing closed or open outfits (Haidar et al., 2023). Hence, women are disadvantaged because they are objectified and even sexually harassed through social media (Julianti, Siregar, & Aulia, 2023). Not only being objectification and harassed, women can also be sexual harassment victims through social media as well as every dating application, for instance, can be a medium for the perpetrators to seduce the victims by inviting her/him then raping them, or even using threats of harmful physical violence (Jaya & Zahara, 2023). At least, there were 383 sexual harassment cases carried out by social media friends throughout 2022 (Komnas Perempuan, 2023). Like the rape case that occurred in Riau, it was started when they get to know each other through social media (Ningrum, 2015). A similar case occurred in Pagedangan Banten where a 16-years old girl was raped by 6 young men, which was acquainted from Facebook (CNN, 2020).

Other criminal cases that also came from social media influencing women include money fraud, bullying, and body shaming. In terms of bullying and body shaming cases, bullying cases increasingly rise and most of them occur on social media from year to year. Even bullying leads to death (Ju, 2023). Moreover, a lot of divorce cases are triggered by social media caused by the onset of suspicion, jealousy, and infidelity. As regards this phenomenon, negative impacts of using social media on women do not just occur but have a cause in which the women's tendency to post personal content on social media may threaten personal safety. This may be a part of their self-actualization representation, but a number of women like to appreciate people publicly, think less of the negative impact they are bearing, and have a lack of embarrassment. This is because, someone's embarrassment is related to self-presentation on social media (Kusumasari & Hidayati, 2014).

Embarrassment makes someone cautious in their behaviour and self-presentation. It is because they are trying to balance themselves between real life and social media. Even though a number of studies indicate that embarrassment is a psychological weakness, women in Islam are known to be dignified because of their embarrassment (Jannah & Erwanto, 2023). Embarrassment is essential so that women can always protect themselves to be protected from others' bad eyes and prejudices. Embarrassment is one of the faiths (*Iman*) (HR. Muslim) (Zahriyanti & Yuhafliza, 2021), so women in their actions avoid dishonourable behaviour,

such as not exposing their bodies, speaking clearly, and maintaining dignity in any situations and conditions (Jannah & Erwanto, 2023). Women as a wife and mothers must have embarrassment (Fuadi & Sholihah, 2021) as well as educators women must behave with dignity and honour for the nation's generation. It is a line with Rahmah El Yunusiah's statement as a founder of an educational institution for women, women are the pillars of the country (Mighfaza, 2023), and the good and bad of a generation and nation depend significantly on women.

2. LITERATURE REVIEW

2.1. Representation

Representation relates to meaning and language in culture. Representation is an essential process of meaning-making exchanged between members of society (Nata, 2017). Representation can be a psychological meaning that comes from self-thought and it is abstract. It also can be a language producing a meaning (Garcia & Winduwati, 2023).

2.2. Self-Actualization

Self-actualization is an instinctive need of human beings to act to their best ability. Self-actualization is one's desire to perfect oneself through optimal disclosure of their abilities or potential. Achievement of self-actualization needs is characterized by self-confidence and being able to accept one's self-circumstances fully (Ningsih & Suniasih, 2020).

Self-actualization is the desire to be satisfied with oneself, to realize all his/her potential to become whatever he/she does, and to be creative and free to reach the peak of his/her potential achievement. Actualization needs to be able to become what they want based on his/her potential. According to Alfianur & Sakti (2022), Self-actualization means someone's desire to become his/herself by developing his/her potential maximally (Umi, Anggi, & Iklima, 2020).

The aspects of self-actualization, according to Maslow (1954), are 1) creativity, 2) morality, 3) self-acceptance, 4) spontaneity and problem-solving. The characteristics of self-actualization as stated by Setiyawan & Setianingsih (2023) are 1) appropriate perception of the individual's reality (realistic-oriented), perceiving reality efficiently, accepting oneself, others, and the environment as they are, 3) focusing on individual milestones that actualize oneself to dedicate his/herself for work, duty, and obligation or any responsibilities they see as crucial, and 4) having spontaneity, which means that self-actualizing individuals who are not shy because they are more expressive, natural, and innocent. This individual does not need to hide feelings, thoughts, or fake acting.

2.3. Social Embarrassment

Embarrassment is defined as an obstacle and anxiety that characterizes someone's personality when being faced with a new object or social judgment in the social context and reflected in the conflict between approach and avoidance that appears in oneself. A shy person wants to make social interaction but they are also anxious or afraid of approaching others and tends to show his/her fear, anxious, nervous, and alienated (Guo, Zhao, & Yang, 2023). Embarrassment can be shown by silence, shyness, redness of the face, stuttering, and anxiety (Lan, Zhao, & Gong, 2023).

The embarrassment in the present study was retrieved from the Islamic study approach. Embarrassment is a human's psychological condition to feel reluctant and anxious when going to do something based on a religious perspective about the truth because of part of his/her faith (Wahyudin, 2012; Zahriyanti & Yuhafliza, 2021). In Islamic studies, embarrassment must be developed to control human behaviour. Shy is called *Al-Haya'*, which means rain or *Hayah* (life) (Zahriyanti & Yuhafliza, 2021). It means that when humans maintain their sense of shame, life will be preserved. Conversely, if the sense of shyness is not maintained, it means that it is the same as the coming of death.

Three recommended of embarrassment, according to Zahriyanti & Yuhafliza (2021), are 1) shame on oneself not to commit offences such as self-harm, committing adultery in silence, and disregarding Allah's Command. 2) shame on others by controlling behaviours so as not to violate the rules, either norm agreed by fellow human beings or the teachings and rules of Allah, and 3) shame on Allah to forsake His Commandments, and behave in ways that are far from His Commands.

2.4. Social Media

Social media is online media used by people to participate, share, and create content including blogs, social networks, wikis, forums, and virtual. Blogs, social networks, and wikis are among common media social used by people around the world. Another opinion states that social media is online media that supports social media and interaction using web-based technology and changes communication into interactive dialogue. Social media is a set of new communication tools and collaboration that allow for various interactions that were previously unavailable to ordinary people (Liedfray, Waani, & Lasut, 2022).

Social media refers to internet facilities, online applications, and media that are intended for facilitating interaction, collaboration, and various information. Hence, social media has become the company's digital marketing to more easily introduce its product to its users. There are various social media used by users such as Instagram, Facebook, Twitter, WhatsApp, YouTube, Twitter, LinkedIn, TikTok, Blog, and so on (Tarihoran et al., 2021).

Social media is a social interaction between individuals in sharing and exchanging information. Social media includes various ideas, opinions, and content in virtual communities as well as is able to present and translate new ways of communication to technology that is completely different from traditional media. Social media can be accessed easily through a smartphone anytime and anywhere by users. Social media platforms are varied (Richadinata & Astitiani, 2021).

Social networks include Facebook, Instagram, and TikTok where traditional media needs printed media and social media uses the internet. Social media enables us to be interested in participating by giving opinions and open-ended feedback, commenting on, and sharing information properly and freely (Harisman, Oruh & Agustang, 2024). A number of social media are video sharing, microblog, and social networking application media (Liedfray et al., 2022). Video sharing, of course, is effective for sharing various governmental programs. There are three concerned and created programs, which are related to the number of users and communities, namely YouTube, Vidio, and Daily. Microblog social media is categorized as the easiest program of other social media programs. In addition, it includes

social networking as application media. At least, there are three social network applications that have a lot of users, especially Facebook, Google Plus, and Path.

3. METHOD

The present study utilized a quantitative approach through a survey method to see the trends, attitudes, and opinions of a population by examining its sample (Creswell & Creswell, 2018). This study involved small groups, which were identified as active on social media with the age range of 17-40 (starting from the marriageable age). The research population was women of Taklim assemblies in Pekanbaru. The research sample was selected by using a purposive sampling technique with voluntary and convenience (Etikan, 2016), and the participants of this study was 182 people. The research was conducted in March-July 2022 in Pekanbaru Riau.

The data collection technique used was a valid and reliable questionnaire. The validity test was tested on 96 respondents. The result indicates that of 62 question items of the social media variable, there were 50 valid items and 12 invalid items. Invalid items were omitted as every valid item has indicated the indicators. For the reliability test, the Alpha Cronbach value was 0.741, which means that it was higher than 0.6. The instrument in this survey, thus, is reliable. Of 50 items, 26 items indicate a description of self-actualization, and 24 items reveal the social embarrassment of women using social media. The values for each response can be seen as follows (Rahima & Herlinda 2023):

Table 1
Respondent's choice.

Respondent's Choices	Favourable	Unfavourable
Frequent	5	1
Always	4	2
Rare	3	3
Seldom	2	4
Never	1	5

The result of the questionnaire quantitative analysis is described through the percentage and categorization based on interval data by using the formula fom Agus Irianto (Rahima & Herlinda 2023) with the very high, high, medium, low, and very low criteria. The category is classified to place individuals into separate groups in order according to measured item-based a continuum. The categorization used is described as follows:

Table 2
Categorization of self-actualization.

No	Scores	Categories
1	118-138	Very High
2	89-117	High
3	68-88	Medium
4	47-67	Low
5	26-46	Very Low

Table 3
 Categorization of self-embarrassment.

No	Scores	Categories
1	104-242	Very High
2	84-103	High
3	64-83	Medium
4	44-63	Low
5	24-43	Very Low

4. FINDINGS AND DISCUSSION

4.1. Data on Women’s Purpose Using Social Media

The use of social media leads the owners of the account to represent themselves. Someone who shows his/herself as a great musician, for instance, his/her social media content tends to his/her ability to play music or contain music content. After processing questionnaire data, the purpose of the present research sample can be described as follows:

Table 4
 Purpose of social media use.

No	Descriptions	Frequency	%
1	Post the best photos	65	35.7
2	Make viewable gallery anytime	40	21.9
3	Post pictures to inform others of his/her condition and activities	21	11.5
4	Share his/her feelings with others	19	10.4
5	Media for venting emotion	37	20.3

Data on social media use is subsequently described in the following diagram:

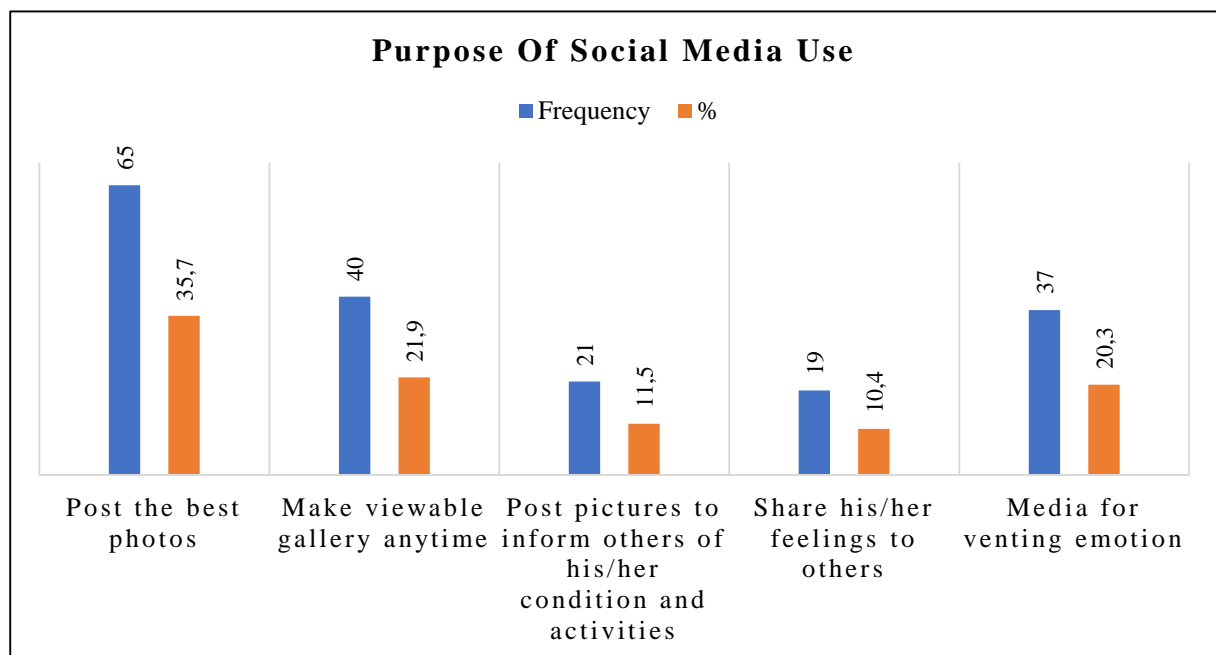


Figure 1. Women’s purpose using social media.

The present findings indicate that a high percentage is categorized by posting the best photos. Social media, in particular, provides photo posting features like Instagram. Instagram is highly popular and the third most interesting social media after Facebook and WhatsApp (Annur, 2023). Photo is the most common self-representation used to represent any individual. Through photos, every individual can present their self, social status, and existence indirectly. A photo can represent every meaning and message, document any events in real, and is considered to be able to portray the ideal self (Mukti & Asriadi, 2023).

Through photos, any individual can present a self-image based on the reality they want others to realize, and get validation of the aesthetic they have from others (Situmorang & Hayati, 2023). When accessing social media, it easily finds various photos of other people. The photos have been edited in such a way as to present their self-actualization. It is not uncommon to use editing tools to create the perfect self-visualisation. Photos on social media, however, may not necessarily represent reality as it is. In fact, various scams and frauds occurred through photos. Scammers reconstruct an image through photos and take advantage of those who trusted with.

In addition, the second finding is quite interesting, even though it does not have a very high value, is the purpose of venting emotions. Social media covers a wide scope where everyone can be interconnected with each other if they have access (internet and account). For a number of individuals, social media is an appropriate medium to vent emotions, either positive or negative, so it induces a feeling of relief after releasing their stress or burden (Mu'alifah & Sumardjijati, 2023). Social media users can easily disguise their identity in order to vent their problems without being known by people they know or even openly express emotion to the person they are addressing, either frontally or sarcasm. In terms of positive impact, social media can help users to release stress and burden. On the negative impact, of social media, on the other side, everyone tends to feel stress, depression, and loneliness because of using social media frequently (Widodo & Karnawati, 2019). If we notice, social media sometimes becomes media for making wars of narrative, idea, political and hostility between groups, spreads hoaxes, and becomes media to spread divisions. In venting and commenting on negativities, adequate digital literacy, furthermore, is essential when using social media (Windarto, 2023).

4.2. Data on the Most Accessed Content

Table 5

The most accessed content.

No	Descriptions	Frequency	%
1	Marketplace, online shopping	75	41.2
2	Viral Contents	18	9.8
3	Gossip	28	15.3
4	Friend's Status and Photos	30	16.4
5	Instagram Story, Status, and WhatsApp, Facebook Live	7	3.8
6	Politics and Government	1	5.4

Data about content are mostly accessed on social media. Data that are described through the diagram can be presented as follows:

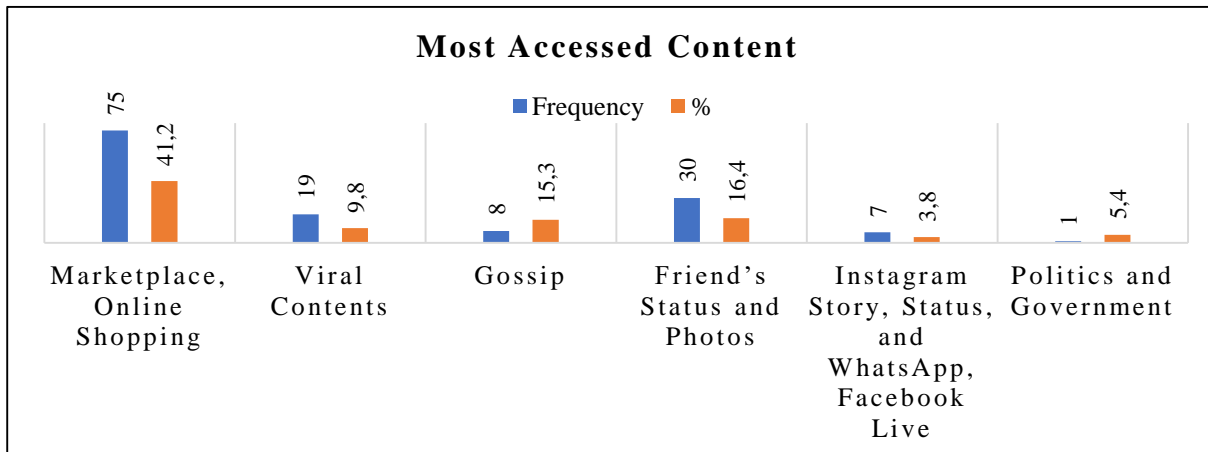


Figure 2. Most accessed content.

The present finding indicates that marketplace and shopping features on social media like Facebook, TikTok, and Instagram are the most accessed content frequently. The need for online shopping is indeed the most in-demand service in Indonesia. By having affordable access, accessibility, shipping, and various promotions, social media containing online shopping features is demanded by various groups, genders, and ages, especially women who tend to like shopping when undergoing changes in social situations (Virly & Balgies, 2023). Shopping accessibility, either on social media or other sites, produces a consumptive lifestyle and compulsive buying behaviour or uncontrollable spending behaviour (Senja, 2023; Virly & Balgies, 2023). The present research result indicates the tendency to access online shopping content for Taklim assembly women is 41.2% of 6 surveyed indicators.

4.3. Data on Women's Prayer Meeting Self-Actualization Using Social Media

Actualization is an attempt to reveal one's true self, and develop, and realize one's hidden potential (Bland, 2023). A person's ideas, potential, desires, and interests should be realized to achieve reality in various ways. Social media is one of the media that are able to realize the followers' self-actualization, such as providing videos, reels, photos, status, and able to communicate with others. In terms of the implementation, as explained previously, it depends on every individual's objective. The achievement of self-actualization on social media influences self-image, self-esteem, and one's mental illness (Hoxhaj, Khani, Kapo, & Sinaj, 2023; Meier & Reinecke, 2023). Everyone needs self-actualization to develop positive mental illness. The present findings indicate that the research respondents have high self-actualization. For more details, the table and diagram are seen as follows:

Table 6

Percentage of Taklim assembly women's self-actualization on social media.

No	Scores	Categories	Frequency	Percentage
1	118-138	Very High	21	12%
2	89-117	High	85	47%
3	68-88	Medium	64	35%
4	47-67	Low	12	7%
5	26-46	Very Low	0	0%
N			182	100%

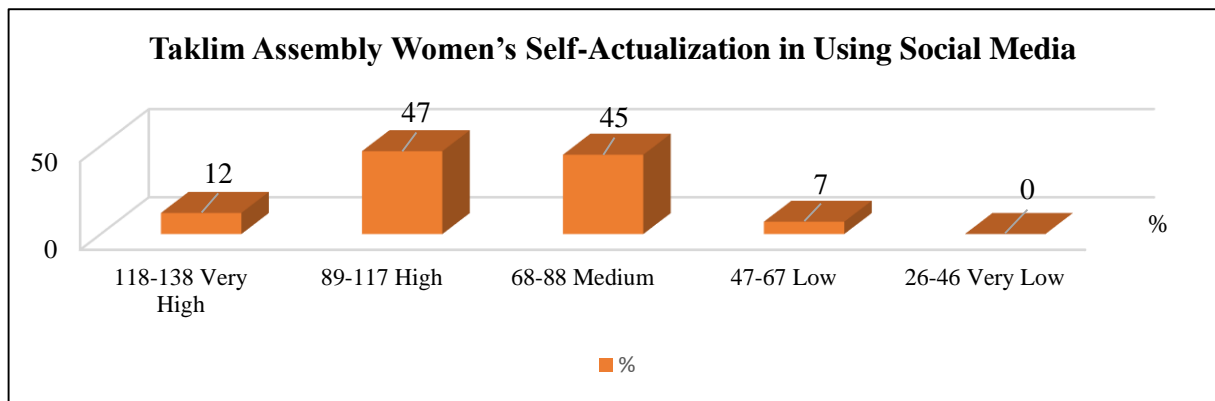


Figure 3. Percentage of Taklim assembly women's self-actualization in using social media.

Self-actualization is realized in the right way and with positive self-esteem and self-image guidance building (Hasan, 2023; Hoxhaj et al., 2023). Nevertheless, if women's self-actualization is realized with no guidance, it produces negative impacts, such as hedonic well-being (impaired life satisfaction), psychopathology (depression), and psychological resilience (feeling loneliness and having low self-esteem) (Meier & Reinecke, 2023). The impact of having more self-actualization also causes gender-based crime on social media like cyberbullying, sexual harassment, sexual abuse, revenge-based porn action (by disseminating porn videos), and cyberstalking (Park, Ging, Murphy, & Mcgrath, 2023). Women may be distracted by the standardized beauty shown in social media, feel unsatisfied with self-beauty, and body anxiety (Ren, Wu, & Zheng, 2022). Thus, based on the research data result, the self-actualization level of respondents in using social media is categorized as high, which implies that the social media activity is quite high. This can be a recommendation for academics to provide understanding on women (various groups) to use social media wisely and unexcessively in order to avoid social media's negative impact.

4.4. Data on the Description of Women's Social Embarrassment as Social Media Users

Embarrassment is essential to control someone's behaviour. The increase in various immoral behaviours like pornography, porn action, corruption, and promiscuity indicates a decrease in embarrassment (Basalamah, 2014). Embarrassment in Islam is, therefore, a part of someone's faith (Zahriyanti & Yuhafliza, 2021). In terms of the faith implication, every behaviour should be accompanied by embarrassment in order to be controlled based on Allah's Command. This study reveals that the embarrassment level of research respondents is 42% in the medium category and 27% in the low category. Clearly, Table 7 and Diagram 4 are shown as follows

Table 7

Percentage of Taklim assembly women's social embarrassment in using social media.

No	Scores	Categories	Frequency	Percentage
1	104-242	Very High	18	10%
2	84-103	High	39	21%
3	64-83	Medium	76	42%
4	44-63	Low	49	27%
5	24-43	Very Low	0	0%
N			182	100%

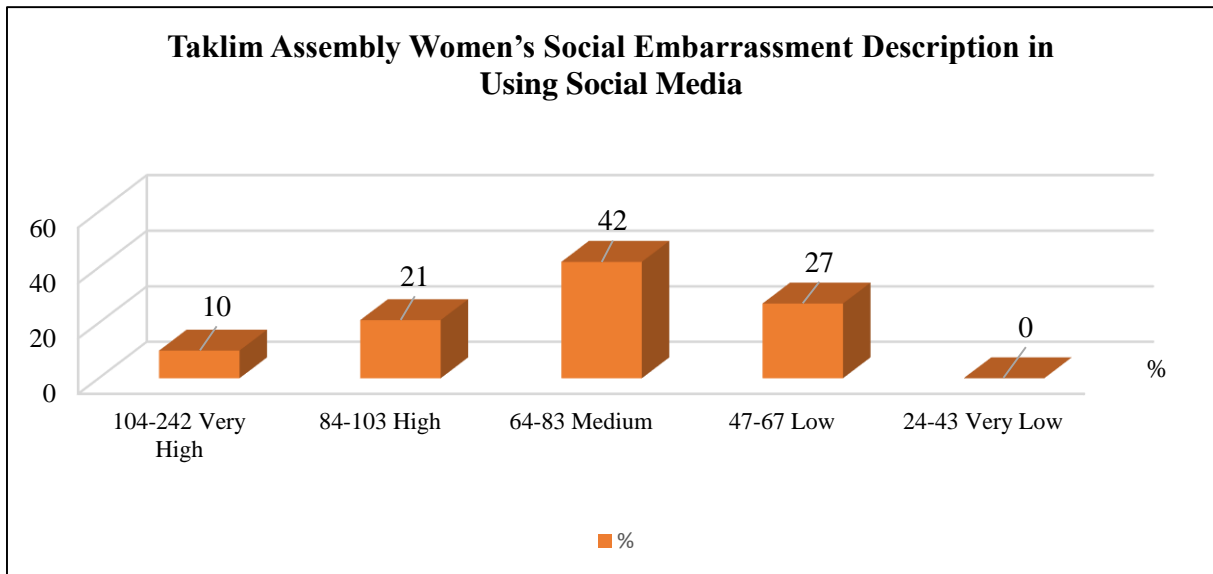


Figure 4. Percentage of Taklim assembly women's social embarrassment description in using social media.

The figure shows that the dominant social embarrassment is in the low and medium categories while the most self-actualization is in the high category. Hence, the result of this study indicates that Taklim assembly women's social embarrassment in Pekanbaru tends to be low and their self-actualization is dominantly high. It implies that their social media behaviours are not accompanied by embarrassment. Based on Sahih al-Bukhari, Prophet Muhammad says *"If you do not have embarrassment, so do as you please"* (Zahriyanti & Yuhafliza, 2021). Apart from being ashamed of Allah's Fellow Creatures, humans must be ashamed of Allah *Subhanahu Wa Ta'ala* and themselves. The present study indicates the essential of embedding education on embarrassment to the Islamic generation and Indonesia to control natural human behaviour itself not because of immoral laws and rules.

5. CONCLUSION

Based on the collected, presented, and analyzed data in the previous discussions regarding Women on Social Media: Representation of Sel-Actualization and Social Embarrassment, it can be concluded that: a) The purpose of women using social media is 35.7% seen from the indicator of posting the best photos as a representation of self-actualization. 21.9% is intended for making the gallery see it anytime, 11.5% refers to informing others about the condition and conducted activities, 10.4% implies sharing the feeling with fellows, and 20.3% means to vent emotion; b) The frequent content accessed by women on social media is 41.2% of the marketplace and online shopping, 9.8% viral content, 15.3% gossip, 16.4% friends' statuses and photos, 3.8% seeing Instagram stories, WhatsApp statuses and Facebook live, and 5.4% seeing politics and government; c) Women's actualization in using social media is dominantly in the medium category, 47% in the high category, 35% in the high category, and 7% in the low category; d) The description of women's social embarrassment as social media users is categorized as 42% in the medium category, 27% in the low category, and 10% in the medium.

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