THE EFFECT OF USING SOCIAL MEDIA FOR SELF-ESTEEM DEVELOPMENT

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Abstract
Nowadays, social media use such as Facebook or Instagram is already rising among generation Y. Social media is a medium that can facilitate people around the world for communicating each other without problem and only by using the internet to stay connected. By using social media, it's more easier to develop old and new relationship. The main objective of this study is to examine the effect of using social media toward self-esteem among generation Y whether it can increase or decrease the level of self-esteem in their self. Self-esteem or self-confidence refers to a person's overall subjective enthusiastic assessment of his or her own value. It is a judgment of oneself and also a state of mind toward the self. In this paper, we would discuss about the benefits, usage and the impact of using social media on self-esteem. We assume that three of the elements can enhance or decrease the level of self-esteem.
Keywords: Generation Y, internet, self-esteem, social media, confidence

1. Introduction

The term of social media is a computer-mediated technologies that use as a medium to communicate with other people and it also facilitate the users to find information or sharing information with others by the aid of internet. Social media is not only beneficial to us, but it also gives some negative effects especially among Generation Y. Currently, many people communicating with other people in many different ways. For example, some of them are using telephone, e-mail or some of them are using social chatting networks for communications. We also know that everyday people will use social media to communicate with other people, whether the people are near or far with us. This is because, communication by using social media such as Facebook can easier for people to create or build the old or new relationships. In other words, we can find our old friends by using Facebook applications.

In this paper, social media also related to self-esteem, in which social media can affect on self-esteem or not. According to Smith-Duff, (2012) defined self-esteem as a subjective assessment an individual makes and keeps up about himself or herself and the level of confidence in their ability, worth and centrality, which is passed on through their dispositions and verbal behaviour. Moreover, confidence can be expanded by accomplishing awesome victories and kept up by maintaining strategic distance from failure. As we all know, self-esteem like self-confidence or self-presentation is important in almost every aspect of our lives. This is because, if the person has a high confidence level, they can appear their self in front of many people without feeling fear or

nervousness. Meanwhile, if the person has a low of confidence level, they might feel burdened to do a presentation or to appear their self in front of many people.

According to Vogel, et al., (2014), he says that social media also give some negative aspects if the users interact with people online without knowing very well about the person and it may reduce self-esteem, cause depression or other psychological disorder. Hence, before we want to talk or chat with people online, we should know their personal detail such as their real name, home address or telephone number to make sure they do not fraud about themselves before we want to share information, idea or personal problem with them.

Furthermore, generation Y is also addicted in using social media such as Facebook, MySpace, Twitter and LinkedIn. There are several younger generations that often use this kind of social media for something that not logically such as viral about other people problem or to expose their preference or beauty. This behaviour is not good to do because it will make the other people become less confident because their problem had spread in social media. They will feel embarrassed and less self-esteem to get out to the public place. Additionally, there are also have several generation Y use social media for a good purpose, such as to search information or to do business online.

Lastly, this research will be conducted because of several problems was occurring. This research is important in order to make sure generation "Y" know what the effect of using social media on self-esteem whether social media can increase or decrease their self-esteem.

In this research, there are a few problems that have related to social media on self-esteem. For the first problem is face time verse screen time. According to Ardi & Maison (2014) stated that people will communicate each other more freely in social media rather than use face-to-face communication. In my opinion, if they rarely meet their friends through face-to-face, it can make both of them feeling uncomfortable to make eye contact and this will decrease their level of self-esteem or self-confidence to interact each other. Secondly, based on Ikachoi, Mberia & Ndati (2015), said that self-esteem of individuals can be suffered if they do a comparison with their online friends about their own achievements which ones who to be more successful in various fields in their life.

The next problem is the hardship in using social media for extended periods of time. According to Omolayo, Balogun & Omole (2013) and Sharma & Sahu (2013), stated that individual's self-esteem can be lower if they spent time more than 5 hours on social media. Furthermore, according to Sponcil & Gitimu (2013), said that individuals can restrain themselves on what information they might want to openly with others. A few things that are suitable to expose such as pictures, birthday, favourite movie or book or relationship status.The objective of this research is to evaluate on how social media has an effect on self-esteem among the generation Y, whether by using social media can be increasing or decreasing the level of self-esteem. There is some element that will be measured which is:

- To identify the benefit of using social media on self-esteem among generation Y.
- To determine the impact of using social media on self-esteem among generation Y.

• To determine the usage of social media on self-esteem among generation Y.

The remainder of this paper is organized as follows. Section 2 is literature review. Proposed framework is in Section 3. Section 4 is expected outcome and final section contains some concluding remarks.

2. Literature Review

In the last ten years ago, social media have become one of the most important ways for communication. Social media such weblogs, social network site (SNSs), and video platforms give positive aspect, especially in social capital and social support (Reinecke & Trepte, 2014). There are three dependent variables that will be used in order to measure the effect of social media on self-esteem. The three variables are benefit of social media on self-esteem, impact of social media on self-confident, the usage of social media on the individual. From this variable, we can find out which of them are really influencing generation Y especially students of Management and Science University in social media on self-esteem. Based on the research paper, we will find the research question and identify the objective based on the articles. We also will make review with all the articles and make it short. The importance of doing the research is to make sure the research that we do get the finding and achieve the objective. Based on the research paper, we will discuss and explore all the variables.

2.1 The Benefits of Using Social Media Toward Self-Esteem

In this era, people are need of social activities in their everyday life. It is really important nowadays, especially in the internet environment. Based on Zhao & Lindley, (2014) using social media as the method of a performance can be as identity of people and also can increase their relationship among others. That was because social activities such social need is needed for individual on human being and improve their satisfaction (Zhan, 2016). According to Zhan (2016) also, an individual who has a lot friends in social media and also has many social groups have higher well-being in their lives. Using social media such Facebook, people can remove or deny unwanted information that they don't need such tagged the photo or names. At the same time, SNSs allow users to show their memories on past self-expressions such "like" or "shared" in the case of Facebook. If it's on Twitter, it can be "followers" or "re-tweets". As information, Facebook is one of the ideal tools for self-promotion for the user. They can post status updates, comments or photo of themselves and frequent positive feedback (Panek, Nardis & Konrath, 2013).

2.2 The Impact of Using Social Media on Self-Esteem

Using social media in this era can give a lot of impact on social life either positive or negative effect. There have two kinds of people in social media; low self-esteem and high self-esteem. People who are low in self-esteem may be shy or difficult to show themselves in social media. Meanwhile, people who are high in self-esteem usually will show themselves in social media to get attention because of their good qualities. The impact of using social media on self-esteem is communications. Based on the articles,

people who are high in self-esteem have the opportunity for more in communicating with other people on social media that can give valuables for them and it is opposite from people with low self-esteem. There are difficult to communicate with other people in social media because they are not active and do not much friends (Forest, 2014). Either communication is important to increase self-esteem, it well affected on self-attitude when exposure online self-presentation on social media (Gonzales & Hancock, 2012).

According to Forest (2014) although people who are high in self-esteem has a lot friends in social media, but when they meet face-to-face interactions, people who are disclosing their feeling on social media is totally different rather than in social media. At overall of study based on articles, they have examined the effect of social media on well-being but the result is still mixed and also some studies said, using the social media can positively impact an individual's life satisfaction. (Zhan, 2016). But other articles proposed that social media can give negative effect on social life through some harmful outcomes. (Reinecke, 2013). In another article also argued that the frequency of using Facebook as a tool for social interaction can have a positive impact on self-esteem and their satisfaction life (Omolayo, Balogun & Omole, 2013).

2.3 Usage of Social Media on Self Esteem

According to Gonzales (2012), the usage of social media can define their life as superior and equivalent. Also, usage of social media possibly provides the best platform for engaging in peer-based comparisons. Social media also provide the interactive platform like Facebook to make user interested in social activities such text messaging, vision sharing, content generation and more. The social media have a lot function and easy for peoples to communicate and do activities with others that can influence on users' social life (Zhan, 2016).

Next usage of social media such as Facebook is used as a medium for young generation to expose their picture and make a comparison between their friends online. The statement was also supported by Pounders, Christine & Stowers (2016) and Chua & Chang (2015), in which they agreed that the use of social media as a medium for young people to make the comparison standard of beauty between other social media users with uploading their picture, where it can improve their self-esteem through the number of "likes" or "comment" the picture received. According to Stronge, et al., (2015), indicated that the Facebook usage can also lead to a negative effect and poor social result if someone used it in a passive way. Vogel, et al., (2014) has also supported with the statement where self-esteem also could affected by a period of time that users use social media in their daily life. That means, the longer time they spent in using social media, it would make their self-confidence decreases and also tend to have a less well-being.

2.4 Analysis Review

Based on the previous article that have related to our topic which is the effect of using social media on self-esteem. Actually, we had found some contrast opinions from a few articles that we had reviewed. For the first variable that we choose is the benefit of using social media toward self-esteem. There are three articles that have been

highlighting a different kind of statement on that variable. According to Zhan, (2016), he stated that the online networking can improve individual's life fulfilment through the advantages of expanded social capital, apparent social support or expanded self-confidence. Additionally, social support also can diminish individual's apparent anxiety and initiate a constructive effect, so that it can prompt an upgraded life satisfaction. Hence, online social support also can strengthen people's offline social support, both of which can emphatically impact the impression of prosperity. In contrast, according to Lee-Won, et al., (2014), stated that all the characteristics that represent of social media are vital to self-presentation performances, as these components convey important social gestures from which individuals frame view of themselves as well as other people. Moreover, based on Reinecke & Trepte, (2014), indicated that the inspiration inclination in social media correspondence has vital results for the connection between prosperity and legitimacy of social media. To be more specific, an effective social media user as possible to communicate effectively with positive expectations in the circumstances of social media, the outcome must be about various levels legitimacy in self-presentation offers with high and low psychological well-being. In which, for users with high levels of well-being, it is easier for them in establishing an authentic self-presentation which is sharing their positive feelings and experience with their online friends' accordance with the norms and mechanisms to strengthen communication operate in the context of social media.

The second variable that we choose is the impact of using social media on self-esteem. After underlining the findings that related to the variable, we had identified some comparison finding in the article. According to Omolayo, Balogun & Omole (2013), they stated that having a lot of friends in social media such as Facebook or Twitter can improve communication skills and then they will be improving their self-esteem or self-confidence if they have a skill to communicate with other people. To improve their communication skills, they need to change from less talking to be more open, more friendly and always been together in social activities. In contrast with that, Sharma & Sahu (2013), stated that social media also can impact self-esteem, in which, when we communicate with other people that we didn't know very well will cause our self-esteem become lower. Moreover, use social media almost more than 5 hours can decrease our self-esteem. But, according to Stronge, et al., (2015), he stated that spent more than an hours on social media can improve their self-esteem as long as the users feel enjoyable to spend their time on social media such as Facebook.

The last variable that we chose in our research is usage of social media on self-esteem. According to Pounders, Christine & Stowers (2016) and Chua & Chang (2015), both of them has stated that self-esteem can be measured by obtaining the number of "likes" and "comment". That means, people tend to increase their self-esteem if they get more number of "likes" and "comment" for the picture that they uploading on social media. Furthermore, users also increase their self-esteem by doing standard beauty comparison with other social media friend. That means, if they get more number of "likes" on their picture posting, thus it will make the users more confidence in their physical appearance. But, in contrast, based on Andreassen, Pallesen & Griffiths (2017), argue that addicted in using social media will bring to the lower self-esteem.

This is because; people who have lower self-esteem are expected to use social media as a safer platform to expose their inner feeling. Additionally, based on Stronge, et al., (2015), indicated that Facebook use can likewise prompt a negative impact and poor social outcome in the event that somebody utilized it inactively. Since introverted people are more comfortable with conveying in online than offline. Thus, their step to keep the distance from social media will be lead them back to Facebook.

Table 1. Analysis of review.

NO	AUTHORS	BENEFIT	IMPACT	USAGE
1.	Lee-Won et al. (2014)	√		
2.	Zhan (2016)	√		
3.	Reinecke & Trepte (2014)	√		
4.	Benjamin et al. (2013)		√	
5.	Sharma & Sahu (2013)		√	
6.	Stronge et al. (2015)		√	√
7.	Pounders et al. (2015)			√
8.	Andreassen et al. (2017)			√

3. Proposed Framework

Figure 1 proposed theoretical framework. This research shows that the effect of social media on self-esteem toward generation Y research. There are two variables which are independent variable and dependent variables. The design of research framework is analysed from the literature review based on the topic which is "The Effect of Social Media on self-esteem among Generation Y". Based on this research

framework, it will provide the outcome of the topic. There are three independent variables which are the benefits of using social media on self-esteem, the impact of social media on self-esteem and the last one is the usage of social media on self-esteem. There are three independent variables those outcomes from the dependent variable which is "The Effect of Social Media on self-esteem toward Generation Y".
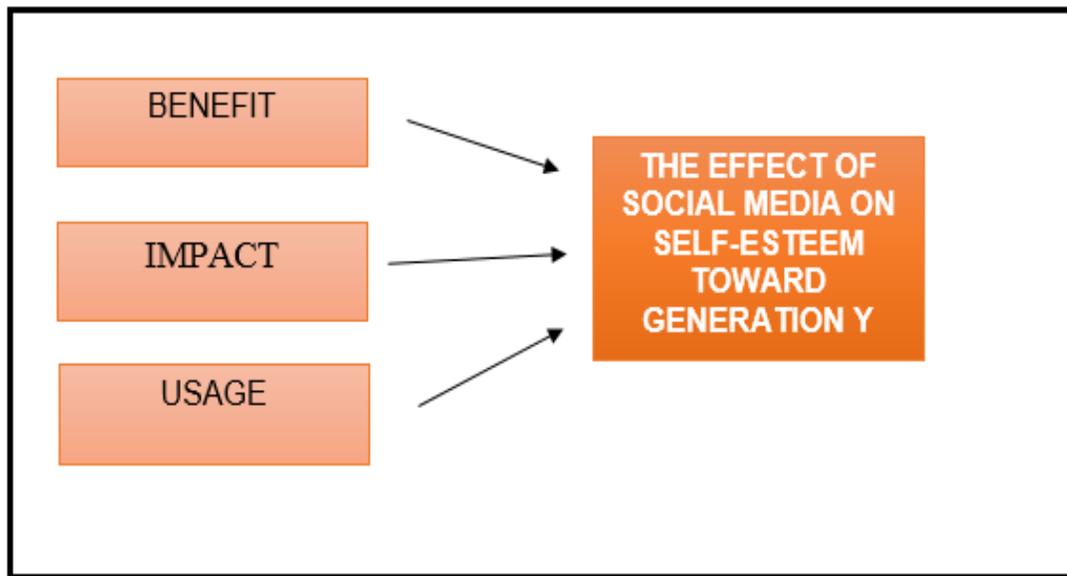

Figure 1. Proposed theoretical framework

4. Expected Outcome

Based on the research, the purpose of the study is to identify the effect of using social media toward self-esteem. The study will give the result based on the literature review and reveal the best solution on how can using social media can effect on self-esteem. According to this study, we hope that, the research will give benefit for the adult, adolescence, and society especially generation Y. At the same time, we hope based on the study, people can get more information and knowledge about related topic that they needed. Also, people can contribute to the social media in their life to improve their self-esteem. When people have their self-esteem, they will have a more confident level of interaction especially communication. It will help them in the study and the workplace. At the same times, doing this research, we want to get more knowledge and gain the knowledge to achieve our objective and goals. According to that, we can evaluate that, the effect of using social media can increase their self-esteem. Hopefully, our respondent will give a good contribution to answering our questionnaire and also give positive feedback according to the research. We also hope that, doing this research, we can accomplish well in cooperation with peoples either directly or indirectly during the research process.

5. Conclusions

As we known, past research has been complete a research about people that use the social media (Facebook) and the researcher found that the specific satisfaction of social media usage same as the function of an individual's personality traits (Leung, 2013). The social media also especially Facebook, Twitter, Blog and so on can support on self-esteem and various forms of social capital. (Gonzales, 2012). Moreover, by using social media, we also can obtain or share the information with our friends. According to Vogel, et al., (2014), stated that social media is a universal, especially the Facebook application is one of popular social networking sites (SNSs) that have over a billion users in this world. We deeply hope that, based on the research that we do, it can give benefit to people also can increase their self-esteem in their life to improve their skills and behaviour.

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