



The Effect of “Likes, Comments and Share” Feedback on Instagram on Self-Esteem of English Study Program

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Abstract

This study aims to analyze the effect of Instagram usage, specifically likes, comments, and shares, on the self-esteem of students from the English Education Study Program (PBI) at Universitas Negeri Makassar (UNM), class of 2022. A total of 74 respondents were selected using purposive sampling, with the criteria of being active Instagram users. The data was collected through an online questionnaire and analyzed using t-test. The results from Instagram likes show a significance value of 0.000 (less than 0.05) and a t-count of 4.675 (greater than the t-table value of 1.99254), indicating that Instagram likes significantly affect students' self-esteem. The significance value of 0.002 (less than 0.05) and a t-count of 3.276 (greater than the t-table value of 1.99254) show that Instagram comments also significantly affect self-esteem. The significance value for Instagram shares is 0.002, with a t-count of 3.273, indicating that shares also significantly influence students' self-esteem. The conclusion of this study shows that interactions on Instagram, such as likes, comments, and shares, have a positive and significant impact on the self-esteem of PBI UNM class of 2022 students. This study supports the media ecology theory, suggesting that interactions on Instagram, such as likes, comments, and shares, help build self-identity and strengthen social connections, which ultimately leads to an increase in students' self-esteem.

Introduction

The most obvious impact of globalization is the rapid advancement of technology, making many things easier to access. For example, now good quality cellphones can be obtained at affordable prices. This technological development has not only occurred in big cities, but has also penetrated small towns and villages. The internet is now not only used for communication, but also as a means to promote products and display the latest trends (Hilmy, 2023). With the rapid development of technology, humans are increasingly easy to interact through various social media. Social media plays an important role in communication in today's society. Many people find it difficult to get away from social media, which can be likened to a double-edged sword. If used wisely, social media can provide many benefits, on the other hand, if misused it can have negative impacts (Herdiyani et al., 2022).

Social media is a part of the internet that allows its users to participate, share, and create content, such as blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most common types of social media used by people around the world. Through social media, someone can create a personal page and connect with others to share information and communicate (Selfilia & Eva, 2022). Unlike traditional media that use print and broadcast, social media utilizes the internet. Social media invites anyone to participate, provide feedback, likes, comments, and shares information quickly and without limitations. Creating an account on social media is very easy and does not take long (Liedfray et al., 2022).

With the increase in innovative features and a strong focus on visuals, Instagram has become an integral part of everyday life (Salehudin et al., 2021; Rogers, 2021). Users can easily share important moments. The presence of social media platforms such as Facebook, Instagram, Twitter, YouTube, and TikTok has gained extraordinary popularity worldwide. Each platform offers unique features that allow for various forms of social interaction, such as sharing messages, uploading content, commenting, and following accounts. Social media is no longer just focused on sharing text and images (Fitriani, 2017).

Diverse content has broadened the appeal of social media and changed the way people interact on the platform. Social media can provide psychological satisfaction to its users, such as a sense of social connection, recognition, and support. Features such as "like", "comment", and "share" also help strengthen feelings of connection and appreciation from others. The use of social media is now the object of intensive research in the fields of psychology and sociology (Pranata et al., 2022). Instagram, as one of the most popular social media platforms, has succeeded in attracting many people to join. Advances in information technology have driven changes in people's lifestyles. With the existence of social media, especially Instagram, which influences behavior and personality, society experiences gradual changes, both in culture, morals, attitudes, and social norms. Instagram has now become a very popular platform among internet users around the world (Savitri, 2019)

With the increase in innovative features and a focus on visuals, Instagram has become an integral part of everyday life. Users can easily share important moments in their lives with their family, friends, and followers quickly and easily. The platform provides users with the opportunity to discover and connect with content relevant to their interests through search and recommendation features (Yusuf et al., 2023). Launched in 2010, Instagram allows users to easily capture, edit, and share their visual content. Its signature features include photo filters, stories that disappear after 24 hours, and the IGTV feature for longer videos. Instagram is also a place to build a personal or brand visual identity, as well as interact with followers through likes, comments, and direct message shares (Cheung & Choi, 2022; Bossio, 2023).

A report from Napoleoncat stated that the number of Instagram users in August was 90,183,200 users, equivalent to 31.6% of the total population of Indonesia. The majority of Instagram users in Indonesia are women with a proportion of 54.2% with the largest demographic age of Instagram users in Indonesia being 25 to 34 years old, amounting to 36,000,000 people.

In addition, the number of differences based on male and female gender is in the age range of 18 to 24, where women are 12,600,000 more people. This can be seen from the growth of around 600,000 people in the productive audience on Instagram. Instagram users often receive comments and likes on the posts they upload. Many individuals expect to get a lot of likes for the content they share. They tend to prefer posts that have a lot of likes compared to those with a few. In this context, likes can be considered as "social online currency" that helps someone measure themselves compared to others. The number of likes can also affect the user's self-confidence; the more likes received, the higher their self-confidence (Syamsu et al., 2020).

Self-esteem is a person's overall perception of themselves, and as Santrock stated, this self-esteem can be positive or negative. Self-esteem is a component that is said to be important about themselves. Self-concept is an important part of individual development from adolescence to early adulthood in various aspects of life (Hidayati, 2021). According to Marengo et al. (2021), one of the factors that can drive the effect of self-esteem on individuals is when we upload photos and then get "likes" from other people, or get comments on the photo.

In simple terms, self-esteem is how someone feels about themselves, which is related to achievement, good social relationships and mental well-being. Self-esteem is formed from a

person's interaction with the environment. If the relationship is positive, self-esteem tends to increase. However, if the environment provides negative experiences, self-esteem can decrease (Asyifa, 2019). Self-esteem consists of two interrelated parts. First, the ability to live life, which includes self-confidence. Second, the feeling that we have value and are valuable, which is reflected in self-esteem. Research by (Rosenthal et al., 2019) shows that "likes" on social media can increase self-esteem. The more "likes" received, the higher the individual's self-esteem, and vice versa. The use of Instagram can have both positive and negative impacts on the user's self-esteem. Meanwhile (Oktaviani, 2019) found that the use of social media, including Instagram, can help increase a person's self-esteem.

However, the use of social media can also make users compare themselves to others (Kusuma & Yuniardi, 2020) which can affect self-esteem levels. A survey in the UK in 2017 showed that self-expression and self-identity have a positive impact on users. Both play an important role in the development of aspects of self and a person's identity (Royal Society, Public Health, & Young Health Movement 2017). The results of a study by (Asyifa, 2019) showed that adolescents often feel bound by existing norms to maintain a positive self-image on social media. They feel the need to look attractive and easy to like. Instagram is a platform for adolescents to seek acceptance from their friends. With the likes and comments feature, they can receive feedback on their appearance quickly and continuously. A study by Valkenburg et al. (2021) found that 31% of adolescents feel their self-esteem depends on the opinions of their peers. If adolescents do not get likes or positive comments on Instagram, they may feel worthless and not as good as friends who get positive feedback.

The role of likes on Instagram is very large as an indicator of whether the uploaded photo is interesting or not. Photos with many likes are considered interesting, while those with few likes are considered not. The LenEDU survey showed that 78% of 9,477 participants were aware of the behavior of Instagram users who delete photos if they do not get many likes. This shows that many Instagram users not only want to share, but also seek likes as a form of self-validation (Putri & Kuncoro, 2023). On the one hand, getting lots of likes can increase self-confidence and validation. However, on the other hand, lack of recognition can lower self-esteem. Likes are often referred to as "online social currency" as a way for individuals to compare themselves to others (Rosenthal et al., 2019). Finally, the number of likes received on a photo becomes an evaluation tool to improve subsequent uploads in order to get more positive feedback.

Social media, especially Instagram, has become one of the media that forms collective understanding, continuing to influence people's lives as if there is a certain lifestyle standard that is used as a guideline for certain individuals to be accepted as users of social media. For example, the behavior of someone who manipulates photos as attractively as possible to get likes or comments. The behavior of someone who edits photos to look aesthetic as if the photo is worthy or not worthy to be uploaded on Instagram social media. The use of Instagram among students often functions as a means to express themselves, providing a sense of satisfaction. The social interaction offered by this platform is very broad, so users can freely choose information that is considered good or bad for themselves. This easy social interaction concept is what makes many students interested in using Instagram. With Instagram, they can interact with each other by sharing photos or videos that reflect their self-image. In addition, users can also provide comments or likes on friends' uploads, which makes the interaction more dynamic.

Other people's assessments of uploaded photos or videos can provide their own satisfaction, especially for students who are in the phase of forming their self-identity (Savitri, 2019). Instagram offers a unique and practical social media concept. Through this platform, someone can easily share content in the form of images or videos accompanied by short captions.

Positive feedback such as likes or comments and shares on Instagram can build and motivate individuals, increase self-confidence, and strengthen relationships. Where Feedback in communication is a form of response or response received as information from the recipient of the message (communicant) to the message sent by the communicator. Feedback can be verbal or nonverbal, positive or negative, and has a significant impact on the communication process (Martinez & Garcia, 2019).

From the survey that has been conducted, it is true that people are proud and feel high self-esteem when posting photos or videos on Instagram social media and getting lots of likes or positive comments. Users also feel satisfied when their content is shared by others, which creates a feeling of being accepted and appreciated in their social community. This can foster a positive self-image, where individuals feel more confident and valuable. Content shared on Instagram often gets feedback in the form of likes, comments or shares. When users receive lots of positive responses, this can increase their self-esteem. Through sharing content or posts, individuals can shape their identity on social media. This provides an opportunity to express themselves and get recognition from others, which contributes to increased self-esteem. By receiving positive feedback, individuals feel appreciated and recognized, which can increase their self-confidence and motivation. This is important in the context of social media like Instagram, where positive feedback can be in the form of likes or constructive comments. By understanding feedback in interpersonal communication, we can see how positive feedback such as likes on Instagram can build and motivate individuals, increase their self-esteem and strengthen social relationships (Henryan & Simanjuntak, 2022).

Media ecology theory is relevant to feedback likes, comments and shares on social media and its influence on self-esteem, this theory explains how media, as part of our social environment, influences the way we see ourselves, our feelings, and the way we interact with others. In the context of social media, feedback can affect how someone feels valued or accepted by others, which can ultimately affect self-confidence or self-esteem. The background of this study can involve the impact of the growth of social media use, especially Instagram and its impact on self-perception, such as self-esteem. The phenomenon of feedback likes, comments and shares play an important role in shaping individuals towards their perception of their self-worth. In today's digital era, social media has become an integral part of everyday life, especially for the younger generation. Instagram, as one of the most popular social media platforms, allows users to share photos and videos and interact through feedback such as "likes," comments, and sharing content.

This phenomenon creates an environment where social interactions can influence individuals' perceptions of themselves, especially in terms of self-esteem. Therefore, it is important to find out more about how feedback such as "likes," comments, and sharing content on Instagram affects students' self-esteem, especially in the English Study Program, UNM, class of 2022.

Previous studies have shown that social media can affect individual psychology, so in this study, researchers are interested in examining subjects with Instagram media that focus on the influence of feedback likes, comments and shares on individual self-esteem in English Study Program Students, FBS UNM, class of 2022 who previously conducted a survey that students use Instagram social media and provide feedback likes or comments on posts that other people upload on their social media and share content that they like. The subjects in the study were in accordance with the researcher's sample, namely students in the age group who are very active on social media, including Instagram.

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They often engage in social comparison behavior and validation seeking through likes or comments and shares that can affect their self-esteem. College students are in a critical phase in their identity development, where social influence from media such as Instagram can have a significant impact on how they view themselves. Based on the description above, the hypothesis in this study is that there is an influence on feedback likes, comments and shares on social media, especially active Instagram users who often share their activities on their Instagram social media accounts on self-esteem.

Methods

Quantitative is a research method based on the philosophy of positivism, as a scientific method because it has met scientific principles in a concrete or empirical, objective, measurable, rational, and systematic manner. The quantitative method aims to test the established hypothesis that will be used to research certain populations and samples, data collection using research instruments, and quantitative or statistical data analysis. This research was conducted at the UNM campus, Faculty of Languages and Literature, English language students of class 2022. This research uses multiple linear regression analysis techniques. While the data collection technique used by the researcher is by using a questionnaire. The research location is in Makassar City, especially active Instagram user students of FBS UNM, English Department, batch 2022. This research uses the Slovin formula because in drawing samples. Data collection techniques are the most strategic step in research, because the main objective of research is to obtain data.

Results and Discussion

Description Subject Study

In research this, the subject used is English Language Education Study Program students' class of 2022, with amount overall as many as 288 people. Students This own range age between 19 to 22 years old. Determination sample done use Slovin's formula with level error of 0.1. Based on calculation use formula said, the number samples obtained is 74.23 people. For make it easier analysis, amount This rounded up to 74 people. Therefore that, the sample used in study This totaling 74 students who then given questionnaire via Google Form. Based on the data collected of the 74 respondents, the majority student start joins with Instagram in 2017 to 2019. Respondents who joined in 2017 had amount followers vary, starting from from 300 to 6000 followers. Most of them Respondent own number of followers between 500 to 2500. Some respondents who joined in 2020 have amount more followers small, but there are also those who have more followers large, reaching 5000 or more. This data show existence significant variation in number of followers among students, depending on the year they start using Instagram.

Description distribution subject study This analyzed use help device SPSS software. Analysis process This done for make it easier understanding about characteristics as well as distribution of data obtained from questionnaire that has been spread out to the respondents

Table 1. Subject Data Study by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MAN	10	13.5	13.5	13.5
	WOMAN	64	86.5	86.5	100.0
	Total	74	100.0	100.0	

Based on Gender data table subject above, can see that from total number of subjects 74 students There are 10 types sex man with percentage of 13.5% and 64 of which are of the same type sex Woman with percentage 86.5.

Table 2. Subject Data Study Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 YEARS OLD	2	2.7	2.7	2.7
	20 YEARS	53	71.6	71.6	74.3
	21 YEARS	17	23.0	23.0	97.3

	22 YEARS	2	2.7	2.7	100.0
	Total	74	100.0	100.0	

Based on table age subject above, can see that from a total of 74 subjects English Education Student class of 2022 who participated in study This there is a number of 2 students aged 19 years with percentage 2.7%, there is a total of 53 students aged 20 years with percentage 71.6%, there is a total of 17 students 21 years old with percentage 23.0%, and there is a total of 2 students 22 years old with percentage 2.7%.

Table 3. Description Instagram Likes Variables

Statement	STS (1)	TS (2)	N (3)	S (4)	SS (5)
Item X1.1	1 1.4%	6 8.1%	4 5.4%	44 59.5%	19 25.6%
Item X1.2	0 0%	1 1,4%	3 4,1 %	42 56,8%	28 37,7%
Item X1.3	0 0%	1 1,4%	6 8,1%	37 50,0%	30 40,5%
Item X1.4	0 0%	1 1,4%	6 8,1%	38 51,4%	29 39,1%
Item X1.5	0 0%	1 1,4%	9 12,2%	46 62,2%	18 24,2%

From Table 4.3 above, it can be seen that part big Respondent give " Agree " and "Strongly Agree " responses to the Instagram likes item. This show that Instagram likes items can improve self-esteem in UNM English Education students, class of 2022. In the statement first, as many as 25.6% of respondents answered "Strongly Agree ", 59.5% answered " Agree ", 5.4% were neutral, 8.1% did not agree, and 1.4% strongly disagree agree. On the question Second, 37.7% answered "Strongly Agree ", 56.8% answered " Agree ", 4.1% were neutral, 1.4% did not agree. agree and 0% strongly disagree agree. On the question Third, 40.5% answered "Strongly Agree ", 50.0% " Agree ", 8.1% were neutral, and 1.4% did not. agree and 0% very much not agree. On the question Fourth, 39.1% answered "Strongly Agree ", 51.4% " Agree ", 8.1% were neutral, and 1.4% did not. agree and 0% strongly disagree agree. On the statement fifth, as many as 24.2% of respondents answered "Strongly Agree ", 62.2% answered " Agree ", 12.2% were neutral, 1.4% did not agree, and 0% strongly disagree agree.

Table 4. Description Variable Instagram Comment

Read more	STS (1)	TS (2)	N (3)	S (4)	SS (5)
Item X2.1	0 0%	1 1.4%	9 12.2%	46 62.2%	18 24.2%
Item X2.2	0 0%	1 1.4%	11 14.9%	49 66.2%	13 17.5%
Item X2.3	0 0%	1 1.4%	15 20.3%	46 62.1%	12 16.2%
Item X2.4	0 0%	1 1.4%	6 8.1%	55 74.3%	12 16.2%
Item X2.5	0 0%	3 4.1%	7 9.5%	51 68.8%	13 17.6%

From Table 4.4 above, it can be seen that part big Respondent give " Agree " response to an Instagram comment item. This show that Instagram comment items can improve self-esteem in UNM English Education students, class of 2022. In the statement first, as many as 24.2% of respondents answered "Strongly Agree ", 62.2% answered " Agree ", 12.2% were neutral, 1% did not agree, and 0% strongly disagree agree. On the question Second, 17.5% answered "Strongly Agree ", 66.2% answered " Agree ", 14.9% were neutral, 1.4% did not agree and 0% strongly disagree agree. On the question Third, 16.2% answered "Strongly Agree ", 66.2% " Agree ", 20.3 % neutral, 1.4 % disagree. agree and 0% strongly disagree agree. On the question Fourth, 16.2% answered "Strongly Agree ", 74.3% " Agree ", 8.1% neutral, 1.4% disagree. agree and 0% strongly disagree agree. On the statement fifth, as many as 17.6% of respondents answered "Strongly Agree ", 18.9% answered " Agree ", 9.5% were neutral, 4.1% did not agree, and 0% strongly disagree agree.

Table 5. Description Variable Instagram Shares

Read more	STS (1)	TS (2)	N (3)	S (4)	SS (5)
Item X3.1	0 0%	0 0%	17 23.0%	49 66.2%	8 10.8%
Item X3.2	1 1,4%	4 5,4%	18 24,3%	47 63,5%	4 5,4%
Item X3.3	0 0%	0 0%	21 28,4%	42 56,8%	11 14,8%
Item X3.4	0 0%	0 0%	14 18,9%	55 74,3%	5 6,8%
Item X3.5	0 0%	0 0%	14 18,9%	53 71.6%	7 9,5%

From Table 4.5 above, it can be seen that part big Respondent give " Agree " response to the Instagram share item. This show that Instagram share items can improve self-esteem in UNM English Education students, class of 2022. In the statement first, as many as 10.8% of respondents answered "Strongly Agree ", 66.2% answered " Agree ", 23.0% were neutral, 0% did not agree, and 0% strongly disagree agree. On the question Second, 5.4% answered "Strongly Agree ", 63.5% answered " Agree ", 24.3% were neutral, 5.4% did not agree. agree and 1.4% strongly disagree agree. On the question Third, 14.8% answered "Strongly Agree ", 56.8% " Agree ", 28.4% were neutral, and 0% did not agree. agree and 0% answered very much disagree agree. On the question Fourth, 6.8% answered "Strongly Agree ", 74.3% " Agree ", 18.9% were neutral, and 0% did not agree. agree and 0% strongly disagree agree. On the statement fifth, as many as 9.5% of respondents answered "Strongly Agree ", 71.6% answered " Agree ", 18.9% were neutral, 0% did not agree, and 0% strongly disagree agree.

Table 4. Description Self-Esteem Variable

Statement	STS (1)	TS (2)	N (3)	S (4)	SS (5)
Item Y1	0 0%	1 1.4%	13 17.6%	53 71.5%	7 9.5%
Item Y2	0 0%	3 4,1%	15 20,3%	51 68,8%	5 6,8%
Item Y3	0 0%	2 2,7%	5 6,8%	58 78,4%	9 12,1%
Item Y4	0	0	3	56	14

	0%	1,4%	4,1%	75,7%	18.8%
Item Y5	0 0%	1 1,4%	34 45,8%	38 51,4%	1 1,4%

From Table 4.6 above, it can be seen that part big Respondent give " Agree " response to the self-esteem item. This show that self-esteem items are very important for UNM English Education students, class of 2022. In the statement first, as many as 9.5% of respondents answered "Strongly Agree ", 71.5% answered " Agree ", 17.6% were neutral, 1.4% did not agree, and 0% strongly disagree agree. On the question Second, 6.8% answered "Strongly Agree ", 68.8% answered " Agree ", 20.3% were neutral, 4.1% did not agree. agree and 0% strongly disagree agree. On the question Third, 12.1% answered "Strongly Agree ", 78.4% " Agree ", 6.8% neutral, 2.7% neutral and 0% strongly disagree. agree. On the question Fourth, 18.8% answered "Strongly Agree ", 75.7% " Agree ", 4.1% neutral, 1.4% disagree. agree and 0% disagree agree. On the statement fifth, as many as 1.4% of respondents answered "Strongly Agree ", 51.4% answered " Agree ", 45.8% were neutral, 1.4% did not agree, and 0% strongly disagree agree.

Validity and Reliability Test

Validity Test

Result data study will nature not biased if obtained use instrument valid and reliable research. Indicators a variable said to be valid if own coefficient correlation with total $> r$ table. Besides that, instrument study it is said Reliable If own Cronbach's Alpha coefficient $\alpha \geq 0.60$. Test results validity and reliability instrument study in a way complete can see in Appendix 1 and in detail summary can see in the table following:

Table 5. Validity Test

Research Variables	Item	r count	table	Validity Test
LIKES ON INSTAGRAM (X1)	X1.1	0.879	0.361	validity
	X1.2	0.726	0.361	validity
	X1.3	0.745	0.361	validity
	X1.4	0.697	0.361	validity
	X1.5	0.784	0.361	Valid
INSTAGRAM COMMENTS (X2)	X2.1	0.779	0.361	Valid
	X2.2	0.777	0.361	Valid
	X2.3	0.912	0.361	Valid
	X2.4	0.816	0.361	Valid
	X2.5	0.818	0.361	Valid
SHARE INSTAGRAM (X3)	X3.1	0.772	0.361	Valid
	X3.2	0.732	0.361	Valid
	X3.3	0.777	0.361	Valid
	X3.4	0.740	0.361	Valid
	X3.5	0.841	0.361	Valid
SELF ESTEEM (Y)	Y1	0.719	0.361	Valid
	Y2	0.704	0.361	Valid
	Y3	0.722	0.361	Valid
	Y4	0.728	0.361	Valid

	Y5	0.733	0.361	Valid
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Validity test and reliability test in study This using 30 respondents. It is known from Validity test results using SPSS software can see in the table. That each item of the statement own mark coefficient correlation $> r$ table. So that condition validity with mark minimum coefficient $> r$ table fulfilled.

Table 86. Reliability Test

Variables Study	N of Item	Cronbach's Alpha	Reliability Test	Information
INSTAGRAM LIKES (X1)	5	0.811	> 0.60	Reliable
INSTAGRAM COMMENTS (X2)	5	0.879	> 0.60	Reliable
INSTAGRAM SHARE (X3)	5	0.827	> 0.60	Reliable
SELF ESTEEM (Y)	5	0.764	> 0.60	Reliable

Reliability test results show each variable own mark Alpha Croncach coefficient > 0.6 . Therefore that, every variable in study This stated reliable or condition reliability fulfilled.

Assumption Test Classic

Data Normality Test

Researchers perform a normality test, namely procedures that aim for identify is the data in study This normally distributed. Normality test done with use SPSS application and applying the Kolmogorov-Smirnov test. According to Santoso (2016: 171), the data in a study can it is said normally distributed if residual value has p value > 0.05 . On the other hand, if p value < 0.05 , then can concluded that the data is not normally distributed.

Based on table above, the results of the Kolmogorov-Smirnov normality test can be seen in value its significance, namely of 0.189. A higher significance value big from 0.05 (> 0.05) indicates that the data is normally distributed.

Linearity Test

Researchers perform linearity test for determine whether there is linear relationship between two variables used in study this, namely variable free and variable bound. Linearity test done with use SPSS application via technique *Test for Linearity*. According to Sugiyono and Susanto (2015:323), a study can it is said own linear relationship between variable free and variable bound if fulfil criteria following: value *deviation from linearity* $p > 0.05$.

Tabel 9. Uji Linearitas

ANOVA Table							
		Sum of Squares	df	Mean Square	F	Sig.	
ITEM SELF ESTEEM (Y)	Between Groups	(Combined)	138.661	9	15.407	5.815	.000
		Linearity	89.988	1	89.988	33.967	.000
		Deviation from Linearity	48.673	8	6.084	2.296	.031
ITEM SHARES INSTAGRAM (X3)	Within Groups		169.556	64	2.649		
	Total		308.216	73			

From the results presented in the table above, can know that values in the *deviation from linearity* row mark its significance is 48,673 which is bigger from 0.05. Based on results said, can concluded that variable free and variable bound own linear relationship

Multicollinearity Test

Multicollinearity is conditions in which there is strong relationship between variable independent in the linear regression model. Researchers perform multicollinearity test for analyze correlation between variable independent in the regression model. The ideal condition in regression is No existence strong relationship between variable independent (Riyanto & Hatmawan, 2020: 139). According to Ghozali (2018), in taking decision related to the multicollinearity test, there is criteria as following: if VIF value < 10 or tolerance value > 0.001, then can concluded No happen multicollinearity. On the other hand, if VIF value > 10 or tolerance value < 0.01, then can concluded that happen multicollinearity.

Tabel 10. Uji Multikolinearitas

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	2.362	1.506		1.568	.121		
	ITEM LIKES INSTAGRAM (X1)	.340	.073	.469	4.675	.000	.417	2.399
	ITEM KOMENTAR INSTAGRAM (X2)	.282	.086	.298	3.276	.002	.508	1.969
	ITEM SHARES INSTAGRAM (X3)	.212	.065	.244	3.273	.002	.757	1.321
a. Dependent Variable: ITEM SELF ESTEEM (Y)								

The results calculation mark *tolerance* shows that all variable free own mark more from 0.10, and the value *Variance Inflation Factor (VIF)* is less than each of 10. This is to signify that No There is significant correlation between variables free in other words, the results This indicates that in study This No happen problem multicollinearity between variable independent used.

Uji heteroskedastisitas

Tabel 11. Uji heteroskedastisitas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	2.958	.934		3.167	.002		
	ITEM LIKES INSTAGRAM (X1)	-.077	.045	-.297	-1.715	.091	.417	2.399
	ITEM COMMENTS INSTAGRAM (X2)	.009	.053	.027	.170	.866	.508	1.969
	ITEM SHARES INSTAGRAM (X3)	-.036	.040	-.115	-.894	.374	.757	1.321
a. Dependent Variable: Absres								

Based on heteroscedasticity test results can see that sig. on each variable worth more from 0.05. and can it be said that matter This show No happen heteroscedasticity in the regression model in research this. and the variables independent can stated No experience heteroscedasticity.

Analysis regression multiple

Table 12. Analysis Regression Multiple

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,362	1,506		1,568	.121
	INSTAGRAM LIKES ITEM (X1)	.340	.073	.469	4.675	.000
	ITEM KOMENTAR INSTAGRAM (X2)	.282	.086	.298	3.276	.002
	ITEM SHARES INSTAGRAM (X3)	.212	.065	.244	3.273	.002
a. Dependent Variable: ITEM SELF ESTEEM (Y)						

Coefficient value regression used namely Standardized Coefficients. From the value the so made linear equation as following:

$$Y = b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y = 0.469 X_1 + 0.298 X_2 + 0.244 X_3$$

$$Y = \text{Self-Esteem}$$

$$X_1 = \text{Instagram Likes}$$

$$X_2 = \text{Instagram Comments}$$

$$X_3 = \text{Instagram Shares}$$

Testing Hypothesis

Partial T-Test

Table 3.T-test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,362	1,506		1,568	.121
	INSTAGRAM LIKES ITEM (X1)	.340	.073	.469	4.675	.000
	ITEM KOMENTAR INSTAGRAM (X2)	.282	.086	.298	3.276	.002
	ITEM SHARES INSTAGRAM (X3)	.212	.065	.244	3.273	.002
a. Dependent Variable: ITEM SELF ESTEEM (Y)						

Hypothesis Test 1 (Influence Instagram *likes* on *self-esteem* UNM PBI students' class of 2022). Testing influence Instagram *likes* on *self-esteem* produce mark significance of 0.000 which is smaller from 0.05, and t count of 4,675 which is bigger from t table 1.99254. Based on results This, H_a is accepted. That is, the variable likes instagram own influence significant on self-esteem, so hypothesis alternative accepted.

Hypothesis Test 2 (Influence Instagram comments on *self-esteem* UNM PBI students' class of 2022). Testing influence show Instagram comments on *self-esteem* mark significance of 0.002, which is smaller from 0.05, and t count by 3,276 which is bigger from t table 1.99254. With Thus, Ha is accepted. This is means that Instagram comments have influence significant on self-esteem, and the hypothesis alternative can accept.

Hypothesis Test 3 (The influence of Instagram shares on *self-esteem* UNM PBI students' class of 2022). Testing influence Instagram *shares* against *self-esteem* produce mark significance of 0.002 which is greater small from 0.05, and t count by 3,273 which is bigger from t table 1.99254. Based on results This, Ha is accepted. This means, the variable shares instagram own positive and significant influence on self-esteem, so hypothesis alternative accepted.

F Test

Tabel 14. Uji F Simultan

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	217.713	3	72.571	56.130	.000 ^b
	Residual	90.503	70	1.293		
	Total	308.216	73			
a. Dependent Variable: ITEM SELF ESTEEM (Y)						
b. Predictors: (Constant), ITEM SHARES INSTAGRAM (X3), ITEM KOMENTAR INSTAGRAM (X2), ITEM LIKES INSTAGRAM (X1)						

In Table 4.12, the results F test calculation shows F value count of 56,130 with level significance of 0.000. Degree freedom (df) is used is $df1 = k = \text{independent variable} - 1 = 2$ and $df2 = n (\text{number of variables}) \text{ respondents} - k = 74 - 3 = 71$ for amount respondents . Based on table F distribution, the F table value obtained is 3.16. The results of the analysis show that F count (56,130) is greater big from F table (3.16), and the value significance smaller from 0.05. This is indicating likes, comments and shares simultaneous own significant influence towards self-esteem.

Coefficient Determination

Coefficient determination used for measure to what extent the variables free influence variable bound. The coefficient value determination range between 0 to 1, which describes proportion variation in variable bound to be able to explained by the variables free. Coefficient value determination This counted through adjusted R square value, with results as following:

Tabel 15. Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840 ^a	.706	.694	1.13706
a. Predictors: (Constant), ITEM SHARES INSTAGRAM (X3), ITEM KOMENTAR INSTAGRAM (X2), ITEM LIKES INSTAGRAM (X1)				

Based on results calculation regression, obtained mark coefficient determination (adjusted R²) of 0.694. This is show that around 69.4% self-esteem can be influenced by the variables likes, comments, and shares.

Table 16. Frequency Use of Instagram

Frequency Use of Instagram	Amount Respondents	Percentage
Every day	50	67.57%
Several Times a Week	24	32.43%
Total	74	100%

From the table that has been presented above, can see that of the 74 respondents who participated in study of this, about 67.57% of them using Instagram every day. While that, 32.43% others using Instagram several times in a week. Habits This show that part big student active using Instagram as part from routine daily them. Intensive use of Instagram This own significant impact to level trust self or student self-esteem. Interaction social events that occur on this platform, such as share upload content and also photo, get support, and interact with friends or followers, can give influence positive to feeling self they. In the context of this, Instagram can function as means for strengthen connection supportive social, as well as improve students' self-esteem.

Table 17. Frequency Use of Likes

Frequency of Likes	Amount Respondents	Percentage
Always	50	67.57%
Often	20	27.03%
Sometimes	4	5.41%
Total	74	100%

Of the total 74 students, around 67.57% always giving "likes" to posts on Instagram social media, while 27.03% often do it, and only 5.41% sometimes give "likes". This result show that majority student active in interact on social media through giving "likes", which can contribute to the improvement interaction their social and self-esteem. Students give *likes* on social media for support friends, show interest in interesting content, and keep connected with other people.

Table 18. Frequency Use Comment

Frequency Comment	Amount Respondents	Percentage
Always	34	45.95%
Often	20	40.54%
Sometimes	10	13.51%
Total	74	100%

Of the total 74 students around 45.95% always give comments on posts on Instagram, while 40.54% often do it and only 13.51% do it sometimes give comments. They give comment to Posts Friend and also something that relates to them natural. Interaction This own impact important towards students' self-esteem, where giving and receiving comment the functioning as indicator reception social and can influence perception self they. Comments are also one of the form appreciations to posts on Instagram.

Table 19. Frequency Share Usage

Shares Frequency	Amount Respondents	Percentage
Always	37	50.00%
Often	3	45.54%
Sometimes	7	9.46%
Total	74	100%

The total 74 students involved in study this, about 50.00% of them confess always do "shares" activity or share content on Instagram. While that, 45.54% others often do it, and only 9.46% do it sometimes share content on this platform. The students the trend share the content they like, feel content the useful, or give mark positive for others. Activities share content This give they feel accepted and acknowledged in community they. When they share something on Instagram, they feel views, ideas, or work they appreciated by others. This is No only make they feel more connected with the people around him, but also provide impact positive towards trust self they.

In addition, this " shares" activity can contribute to the improvement *self-esteem* students. Every time someone accept response positive or support from other people on what they share, thing That the more strengthen the feeling of being valued and recognized in environment social them. In other words, sharing content on Instagram is not only just activity social, but also functional as means for to obtain recognition and improvement price self they. Students feel more believe self, feel more appreciated, and increasingly feel own place in community social they.

This aiming for now influence three variables independent, namely Likes, Comments, and Shares on social media to level *Self Esteem* students. Third variable its significant role in to form perception self and self-worth self-individuals in the digital age today This. Likes refer to interactions in the form of sign likes received by students to content uploaded on social media, while Comment describe interaction in the form of response or response from other people towards content mentioned. Share includes how far the content is posted student shared by others, which can show level influence and recognition to what they share. Student Self-Esteem reflect How student assess and view self they Alone based on the feedback received through interactions on social media. Research results This expected can give outlook about influence digital interaction on social media Instagram and the formation price self-students. As for the discussion study This is as following:

The Influence of Instagram Likes on Self-Esteem of English Education Students of UNM Class of 2022

Test results show that the number of Likes received on social media Instagram has influence significant to level *Self Esteem* students. In general, specifically, likes received by users can functioning as confession social from audience they, who in turn strengthen perception positive student to self they alone. When students accept many likes them feel the content they share appreciated and liked by others, who can increase confidence self and self-worth self they. In statistics, testing produce mark significance of 0.000, which is smaller from 0.05, and t count of 4,675, which is bigger from t table 1.99254. This shows that the influence of likes on self-esteem is very significant. Therefore that, hypothesis alternative (Ha) is accepted, which states that likes do exist own influence significant positive on students' self-esteem. These results confirm that number of likes received Can be one of indicator important social in to form perception yourself and improve price self-students on Instagram. Findings This in line with results study Zalsa (2022), who also found existence influence significant between bait back likes on self-esteem. Research Zalsa show that interaction positive received in likes form plays a role big in increases the feeling of being appreciated, which in turn strengthens the individual's self-esteem. In other words, likes are not only just indication appreciation to content, but also reflects reception social that can influence perception self-someone. Instagram allows student for still connected with friends they, both those close on campus or far away. Through this platform, they Can share experience or even make group for discussion certain. Instagram also makes student feel nearer with friends they although No meet directly, because they Can see activity daily friends, they through Photo or the story that was uploaded. This is

helping guard connection social they still active, good in context academic and also personal. Instagram allows student for show Who they passed photos and videos that they upload. They can to form image the self that wants displayed to others, whether that about hobbies, interests, or identity personal them. In addition to communicating, Instagram also becomes source entertainment for students. They Can watch funny videos, follow interesting account, or see various content that makes they entertained after tired Study or doing activities.

Influence Instagram comments on self-esteem of UNM English Education students, class of 2022

Test results show that comments received on social media Instagram have influence positive and significant to level *Self Esteem* students. From the results study This known that interaction in form comments given by others regarding uploaded content student can increase confidence self they. Every Comments, especially positive and supportive ones, serve a purpose. as form confession social that can strengthen perception positive student to self, they myself. With the more the amount comments received, students feel more appreciated and accepted in community social, which can increase price self and confidence they. Testing influence Instagram comments on *self-esteem* mark significance of 0.002, which is smaller from 0.05, and t count as big as 3,276 which bigger from t table 1.99254. With Thus, H_a is accepted. This is means that Instagram comments have influence significant on self-esteem, and the hypothesis alternative can accept.

Research results relevant carried out by arayati H. (2019) Influence Intensity Use of social media for Self-Esteem in Students Faculty Psychology of Muhammadiyah University of Aceh. The results study shows that there is influence positive between intensity Instagram social media usage and level trust self-female student, with coefficient determination by 23.6%. Instagram allows student for still connected with friends they, both those close on campus or far away. Through this platform, they Can share experience or even make group for discussion certain. Instagram also makes student feel nearer with friends they although No meet directly, because they Can see activity daily friends, they through Photo or the story that was uploaded. This is helping guard connection social they still active, good in context academic and also personal.

The influence of Instagram shares on self-esteem of English Education students, UNM, class of 2022

Test results show that *shares* received on social media Instagram have influence to level *Self Esteem* students. Research results This show that when uploaded content student shared by others, things This reflect existence recognition and appreciation to what they share. The more Lots *shares* received, the more There is also a great sense of appreciation and acceptance that is felt students. Recognition social This can strengthen perception positive student to self they yourself, increase your sense of confidence self. In other words, *shares* functioning as indicator social that provides students feel that they own influence in social media communities, which can influence improvement *Self Esteem* they. Testing influence Instagram *shares* against *self-esteem* produce mark significance of 0.002 which is greater small from 0.05, and t count by 3,273 which is bigger from t table 1.99254. Based on results This, H_a is accepted. This means, the variable shares instagram own positive and significant influence on self-esteem, so hypothesis alternative accepted. Relevant research results conducted by Riris Ristiyani (2023).

Connection The Use of Social Media (Instagram) with Self-Esteem in College Students. Results study show There is connection significant between Instagram social media usage and prices self-students, with p value = 0.000. This shows that high Instagram usage correlated with level price a better self-high. Through Instagram, students can still connect with friends, both

those on the same campus or outside city and country. They can share photos, videos and stories about life every day, and communicate with easy through comment or message.

Instagram is one of the channels main for student for to obtain information related activity or events taking place on campus. Many organizations student affairs, clubs, or party campuses that use Instagram for to announce various events, seminars, or information important others. With follow accounts official campus or group students, students Can always get the latest updates about what 's happening on campus they, like timetable exams, social events, or information about scholarship. Instagram is not only place for to socialize, but also to learn. Many accounts share information educational, tips, or useful material for students. there is account that discusses Topics academic, giving motivation study, or review books that can help in study. In addition, there are also accounts that share information related development industry or opportunity career, which helps student add outlook they are outside room class.

Based on explanation above, the three variables Likes, Comments, and Shares are all give influence significant positive towards students' self-esteem. However, there is A little difference in how much big its influence.

Instagram Likes have mark significance of 0.000 (which means smaller from 0.05) and t count of 4,675 (which is bigger from t table 1.99254). This shows that the influence of Likes on self-esteem is very strong and clear significant. Likes on Instagram have influence significant to various indicator self-esteem students. First, likes increase Feeling of Security (feeling safe) because give confession social that makes student feel accepted and appreciated in digital environment. In addition, likes also strengthen Feeling of Identity (feeling honor self), because student feel appreciated and content they recognized, which increases the sense of trust yourself. Likes also strengthen Feeling of Belonging (feeling of accepted), because the more Lots the more likes received, the greater feeling of being accepted student in group social them. On the other hand, likes gives a sense of power because student feel appreciated and have influence on audience them. Lastly, likes strengthen Feeling of Worth (feeling of valuable) because student feel that they own appreciated contribution in community all of them This contribute to the improvement self-esteem student in a way overall.

Instagram comments have mark significance 0.002 (smaller from 0.05) and t count of 3,276 (bigger from t table 1.99254). This also shows that comment give positive and significant influence, but A little lower compared to Likes. Comments on Instagram are influential significant to self- esteem students. Comments positive increase Feeling of Security with provide a sense of acceptance and appreciation, as well strengthen Feeling of Identity with increased confidence self and respect to self itself. In addition, comments also strengthen Feeling of Belonging, because student feel accepted in group social they. In -depth comments give a sense of power, because student feel own influence to audience them. Lastly, comments positive increase Feeling of Worth, because student feel content they appreciated and valuable. By overall, comments play a role in strengthen various aspect self-esteem student.

Instagram shares have mark significance 0.002 (smaller from 0.05) and t count of 3,273 (bigger from the t table 1.99254). Shares on Instagram have an effect positive to self-esteem students. With shared content, students feel safer Because appreciated and accepted. Sharing also strengthens Feeling of Identity, because show that content they valuable and relevant. This is increasing the feeling of belonging, because they feel accepted in group social. In addition, share gives a sense of power, because they feel own influence towards others, as well as increase Feeling of Worth, because shared content considered valuable. In overall, share strengthen various aspect self-esteem student.

So, the most influential variable is Likes that tend to become form confession direct and easy social measured. When someone get many likes, they feel appreciated by others. It delivers very big influence to feeling positive about self they self -esteem. Influence This stronger because likes are form quick confession visible and easy accessed by many people. On the other hand, comments and shares may need more Lots time and involvement, so that its influence A little lower compared to direct likes seen and accepted.

With Thus, Instagram Likes are more influential Because they give confession social in a way directly, which is significantly improve students' self-esteem.

Conclusion

Based on results research that has been done, can concluded that interactions on Instagram social media, such as Likes, Comments, and Shares, have significant influence to Student Self-Esteem Level. Research This show that the more many and positive interactions received student in the form of Likes, Comments, and Shares, increasingly big the impact in increase confidence self and appreciation self they. Interaction social media that occurs on platforms like Instagram provides confession social role important in to form perception positive student to self they Alone. Study This can connected with theory Media Ecology and Uses and Gratifications. According to theory Media Ecology, social media like Instagram is part from ecosystem that influences behavior and perception individual. Interaction social media on this platform (Likes, Comments, Shares) contributes to increasing students' self-esteem through confession social. In theory Uses and Gratifications, students using Instagram for fulfil need psychological, such as award self. Likes, Comments, and Shares work as form validation that strengthens the sense of trust self, they, which are appropriate with search gratification social and psychological in social media.

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