

Original Article

The Impact of Self-Esteem on Narcissistic Behavior Among Instagram-Active Students

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Abstract. This study aims to examine the effect of self-esteem on narcissistic tendencies among Instagram users at SMK Negeri 41 Jakarta. In the current digital era, social media platforms like Instagram play a crucial role in adolescents' lives, potentially influencing their self-perception and social interactions. This research employs a quantitative method with a survey design to identify and analyze the impact of self-esteem on narcissistic behavior among students using Instagram at SMK Negeri 41 Jakarta. Data were collected using a questionnaire from a population of 281 individuals, selected through random sampling techniques and the Slovin formula. The instrument used was a questionnaire adapted from relevant theses. Data analysis involved normality and linearity tests. The normality test results showed a sig. (2-tailed) value for self-esteem of 0.001 and for narcissism of 1.802. Since the Asymp. sig. (2-tailed) values for both self-esteem and narcissism are greater than 0.05, the data are normally distributed. Additionally, the linearity test showed an F (Linearity) value of 46.354, which is greater than 0.05, indicating a significant linear relationship between self-esteem (X) and narcissistic tendencies (Y).

Keywords: Self-Esteem, Narcissistic Behavior, Instagram, Adolescents, Social Media

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Introduction

As we know today, there are many changes in the field of communication. Communication can not only be done face to face, but also can be done with internet networks such as social media. With the rapid development of technology in this era of globalization, it has had an impact on communication activities, not only the use of sending messages, but according to Williams (2012), through the use of social media, individuals can connect with each other (social networking), send messages with email and chat applications, share photos and videos, podcasts, streaming, wikis, blogs and group discussions (Liang, 2021).

Based on the survey data report on We Are Social published on the Data Indonesia.id site, it shows that in January 2023, there were 167 million individuals who actively used social media in Indonesia, this number is equivalent to 60.4% of the total domestic population and it was also recorded that the number of internet users in Indonesia was recorded at 212.9 million users (Widi, 2023). And this shows that the large number of internet and social media users can reflect that society is increasingly connected and involved digitally. This phenomenon can indicate high technology adoption, changes in the way we communicate and interact, and increased access to information through digital platforms. In addition, the prevalence of internet and social media use can also reflect a shift in culture and social behavior towards a more integrated digital environment (Setiawan, 2018).

The use of social media has its own consequences for individuals. In a study entitled "The Influence of Social Media on Adolescent Behavior" by Putri, Nurwati, and Santoso (2016), it is explained that there are two categories of impacts associated with the use of social networks, namely positive and negative impacts. The positive impacts include expanding friendship networks, providing simple communication tools, becoming an economical advertising platform, a place to share information, and an information search engine. If social media is used wisely, it can have a positive impact. However, if its use is excessive or uncontrolled, it can interfere with daily life, family relationships, increase the risk of fraud and crime, interfere with the learning process, and even interfere with a person's personality (Putri et al., 2016).

Based on the results of a survey by the Indonesian Internet Service Providers Association (APJII), many teenagers, both boys and girls, seek the attention of many people by sharing all photos of their activities on social media uploads. Research shows that teenagers are the age group that accesses social media the most compared to other age groups. The proportion of the 13-18 age group reached 99.16% in 2021 to 2022 (APJII, 2022). In today's digital era, social media has become an integral part of the lives of teenagers and school students.

And from the results of a survey published on the databoks site, conducted by GlobalWebIndex (GWI), it shows that Generation Z teenagers tend to prefer using the Instagram social media application. This is illustrated by 24% of 180,852 respondents aged 16-64 years who were part of the Q4-2020 survey in 47 countries from various regions choosing the Instagram application as the most preferred social media (Pusparsa, 2021). Data obtained by Napoleon Cat in October 2023 (Napoleon Cat, 2023), recorded 113,396,500 individuals using Instagram in Indonesia, which is equivalent to 40.4% of the total population of this country. The majority of them are women, with a percentage of 55.6%. The largest group of users are individuals aged 18 to 24 years, totaling 43.4 million people. The most significant difference between male and female users is in the 18 to 24 age group, where women have a higher number, namely 18,500,000 individuals. The Instagram platform became the third most frequently used social media application with 42.3% after YouTube and Facebook in 2019 to 2020 (Irawan, Yusufianto, Agustina, & Dean, 2020). Although Instagram offers many social benefits, such as connectivity with friends and creative expression (Hafni et al., 2024; Octaviani & Sundari, 202), there are concerns about how Instagram use can affect students' psychological development, especially in terms of self-esteem and narcissistic tendencies. The relationship between narcissistic behavior and the intensity of social media use is also seen in the motives of users' self-identity to increase self-confidence, such as changing profile pictures, being more active, updating status more often, and expressing themselves (Liang, 2021).

Narcissistic is a term that refers to characteristics or behaviors that characterize someone with excessive self-love, a very large ego, and a tendency to seek excessive recognition or attention. People who have narcissistic traits tend to be very self-focused, have a high view of themselves, and may lack empathy for the feelings of others. (Hidayah et al., 2022). The tendency for narcissistic behavior has the characteristics of people with narcissistic personality disorder tend to want excessive attention and admiration for themselves. They prefer to show off their advantages excessively and believe that they are the only people who are superior to others (Sari, 2021). Based on the narcissism measurement scale developed by Raskin and Terry in 1988 known as the "Narcissistic Personality Inventory" (NPI), narcissistic tendencies have 7 aspects including; authority, exhibitionism, exploitativeness, entitlement, vanity, superiority, and self-sufficiency (Liang, 2021).

Based on an article uploaded by the RSST Health Promotion Team - RSUP dr. Soeradji Tirtonegoro Klaten, it is said that it is not yet known for certain what causes narcissistic personality disorder. However, it is thought to be related to the following factors: (1) Genetic Factors, namely a history of narcissism that occurs in the family, (2) Environmental Factors, namely parenting patterns that form narcissistic disorders such as; spoiling children too much, being demanding, not caring about children, or from unpleasant childhood experiences such as torture and psychological trauma, and (3) Neurobiological Factors, namely the relationship

between the brain and thought patterns and behavior. (RSST Health Promotion Team, n.d.) The impacts of narcissistic disorder itself include lack of empathy for others, arrogant behavior, envy, the desire to be treated specially, always seeking attention and appreciation, fear of failure, and sensitivity to criticism. People who sometimes experience narcissistic personality disorder often feel disappointed with themselves, look for people who are considered ideal, and have difficulty establishing relationships with others. When they feel that someone can compete with them, they tend to feel angry and try to eliminate them (Sari, 2021).

According to Clarke, Karlov, & Neale (2014), narcissistic tendencies can be influenced by one factor, namely the level of self-esteem. The overall assessment of an individual towards themselves, which includes how the individual accepts or rejects themselves, how much they believe that they have the ability, are important, successful, and valuable, is the core of self-esteem where self-awareness and feelings towards themselves can form positive or negative assessments (Hidayah et al., 2022).

A person's self-esteem will not be formed if the individual does not want to respect themselves. Self-esteem is not something that can be sold or bought, in this case it can be concluded that the high or low self-esteem of a person is not obtained because the individual sells or buys it, and cannot even be determined by the value of currency. A person's self-esteem comes from how they learn from the experiences they go through by respecting and treating themselves. This is in line with the opinion of (Widodo, 2013), stating that self-esteem is the result of an evaluation made and maintained by an individual, which is obtained from the results of the individual's interaction with the environment, as well as the acceptance, appreciation, and treatment of others towards the individual. And it can be concluded that self-esteem plays an important role for individuals, self-esteem means respecting oneself and the environment. Self-esteem is not formed if someone is reluctant to respect themselves, and lack of self-confidence can cause someone to be isolated from society. Therefore, self-esteem is one way that individuals can be accepted by their environment.

According to Knapp, in 1984 (in Widodo & Prastiti, 2013) Self-esteem is one aspect that determines a person's success with their social environment. How people interact with their environment and how they make social adjustments depends on how individuals assess themselves. People with high self-esteem will feel satisfied with their own abilities and feel positively appreciated by the people around them. This creates a feeling of pleasure in the individual, so that he can easily adapt to his social environment.

According to Coopers-mith's research in Branden, 1994, attachment figures play an important role in increasing an individual's self-esteem (Widodo, 2013). In addition, self-esteem is a crucial factor in shaping a person's behavior, because self-esteem can influence the thought process, decisions taken, and individual goal values (Apsari, 2013). Low or high self-esteem in individuals is determined by several factors, Coopersmith in 1967, p. 37, identified one of the factors that determines an individual's self-esteem as the respect, acceptance, and attention received by the individual from the attachment figure (Haryati, 2014). As research conducted (Wahyuni et al., 2022) regarding the relationship between self-esteem and narcissistic tendencies is very related and this is very much reflected in the behavior of Instagram users who have experienced very significant changes, which we can see now some individuals who previously did not pay much attention to their appearance when going to a place, now show great interest in appearance when visiting places that are popular on Instagram. They often imitate the photo style of famous Instagram users, commonly referred to as celebgrams, to look fashionable. Currently, when gathering in a place, individuals no longer discuss many topics of conversation, but are more busy with their respective gadgets to take photos, edit them, and upload them to Instagram. This behavior reflects a tendency towards narcissistic behavior, both consciously and unconsciously. As a highly visual platform, Instagram gives students the opportunity to show themselves and create the image they want to present to the world. This raises the question of whether the use of Instagram contributes to the development of healthy self-esteem or actually encourages narcissistic tendencies in students in vocational schools,

judging from observations made in the field by Dewi & Ibrahim, 2019, p. 3, it can be concluded that some students use Instagram social media not only as a means of communication, but also as a means to seek attention and gain recognition for the activities they do on the platform. Students routinely upload photos or videos on Instagram with the aim of getting attention, sympathy, or comments from other social media users. In this context, their behavior can be considered as an act of narcissism, which indicates excessive self-love, great concern for oneself, and the need for recognition.

Self-esteem is a vital psychological aspect in adolescent development. It affects how students assess and understand themselves, as well as how they interact with the world around them. Students with positive self-esteem tend to have stronger beliefs about their abilities, higher self-satisfaction, and are more likely to face challenges (Refnadi, 2018, p. 19). On the other hand, narcissism is a personality trait that reflects a sense of self-superiority and a drive to gain attention and recognition.

Based on the preliminary study that has been conducted, it is necessary to conduct research on the influence of self-esteem on narcissistic tendencies in students who use Instagram, which is becoming increasingly important in this context. Through this study, we can better understand how the use of certain social media platforms, such as Instagram, can be influenced by the self-esteem of vocational high school students and to what extent it is related to narcissistic tendencies. This study can also provide insight into how educators, parents, and policymakers can help students develop a healthy relationship with social media and positive self-esteem. Thus, this study aims to fill the knowledge gap in the literature on adolescent developmental psychology and social media use with a focus on Instagram. Through a better understanding of this relationship, we can provide better guidance to students in managing their social media use and promoting positive self-esteem.

Method

This study reveals the impact of self-esteem on narcissistic behavior among Instagram-using students at SMK Negeri 41 Jakarta for the 2023/2024 academic year. Using a quantitative survey method, this study involved participant recruitment and systematic data collection, in accordance with the approach outlined by Wardhana, (2022). Through numbers and graphs, the results of the study are expected to be clearer and easier to understand. The population in this study were Instagram-using students at SMK Negeri 41 Jakarta for the 2023/2024 academic year. According to data from Sugiyono (2016), the population consisting of 281 students was divided into several grade XII classes with varying numbers of students. To obtain a representative sample, the sampling method used was random sampling, where each member of the population has the same probability of being selected (Fauzy, 2019). With the Slovin formula, the sample size required is 165 respondents, which is then determined through the stratified random sampling technique, dividing the population into sub-populations based on class with the number of samples set for each class. In this study, the number of subjects refers to Romlah (2006), data analysis was carried out using the Wilcoxon test, assisted by the SPSS version 24.0 application.

Data were collected through a questionnaire with a Likert scale, covering two main instruments: the Self-Esteem Inventory (SEI) from Coopersmith and the Narcissistic Personality Inventory (NPI-16) from Ames, Rose, & Anderson. The SEI evaluates four aspects of self-esteem through 35 items, while the NPI-16 assesses seven aspects of narcissism with 20 items. Each item in this scale has two types of statements, with four answer options: Very appropriate (SS), appropriate (S), inappropriate (TS), and very inappropriate (STS). Each item in the scale has two types of statements, namely favorable statements and unfavorable statements.

Meanwhile, the reliability test, according to Bandur (2018), measures the consistency of research results under various conditions. This includes assessing the consistency of scores on

each questionnaire item to ensure that the measurement scale remains accurate and reliable. The results of the analysis showed a Cronbach's Alpha value of 0.953, which indicates that the instrument used is very reliable.

For data analysis, the normality test aims to ensure whether the sample comes from a population with a normal distribution, using the One Sample Kolmogorov-Smirnov Test statistical technique. The linearity test then examines the linear relationship between the dependent and independent variables using ANOVA and the F-Regression test, with significant results indicating a linear relationship. Furthermore, the statistical hypothesis was tested to determine the effect of self-esteem on narcissistic behavior in Instagram user students at SMK Negeri 41 Jakarta.

Hypothesis testing is the process of testing a hypothesis statement about a particular population or phenomenon based on the sample data collected. Simple linear regression is used to show a linear relationship between two variables, where one variable is considered independent and the other as dependent. The coefficient of determination (R^2) measures how well the regression model explains the variability in the data, providing an idea of the proportion of the variability of the dependent variable that can be explained by the independent variables in the model.

Results and Discussions

The results of the analysis show a picture: most of the items in the instrument are valid. The Pearson correlation value for each item exceeds the r -Table value, which confirms that the instrument is generally valid and reliable. Meanwhile, the reliability test as described by Bandur (2018) is a stage that assesses the consistency of research results under various conditions. This involves checking the consistency of scores on each questionnaire item, with the aim of ensuring that the measurement scale remains stable and reliable. The results of the reliability analysis show a Cronbach's Alpha value of 0.953, which indicates that the instrument used is very reliable and able to provide consistent results. After all these steps, data analysis takes the next role. The normality test ensures whether the sample comes from a population that has a normal distribution using the One Sample Kolmogorov-Smirnov Test statistical technique. The linearity test then explores the linear relationship between the dependent and independent variables through ANOVA and the F-Regression test.

Table 1. Reliability Test

| <i>Cronbach's Alpha</i> | <i>Number of Items</i> | <i>Information</i> |
|-------------------------|------------------------|--------------------|
| 0,953 | 55 | Reliabel |

The significant results of this test indicate a linear relationship that is important for further analysis. Finally, the statistical hypothesis is tested to understand the effect of self-esteem on narcissistic behavior in Instagram user students at SMK Negeri 41 Jakarta. This process continues with hypothesis testing, which is an attempt to test a hypothesis statement about a particular population or phenomenon based on the sample data that has been collected.

Descriptive analysis serves to provide a comprehensive picture of the data obtained from the study, acting as a mirror of the characteristics of the data. By using descriptive statistics, data is collected, summarized, and presented clearly, allowing for a better understanding of the information obtained. The results of the descriptive analysis of 165 respondents at SMK Negeri 41 Jakarta, which are presented through tables, show important details related to students' self-esteem and narcissistic behavior.

The first descriptive table presents data on students' self-esteem, with results showing a range of values between 59 and 119, with an average of 88.58. In the frequency distribution,

51% of students have very high self-esteem, while 45% are in the high category, and the rest are in the medium category. There are no students with low or very low self-esteem, indicating that the majority of students have strong self-esteem. Next, the descriptive table for narcissistic behavior shows a range of values between 33 and 54, with an average of 40.63. The frequency distribution reveals that 52% of students show a high level of narcissism, while 38% are at a moderate level. Only 10% of students have very high narcissistic behavior, while no students show low or very low levels.

Table 2. Kolmogorov Smirnov Normality Test

| | | Self-Esteem | Narcissistic |
|----------------------------------|----------------|-------------------|--------------------|
| N | | 165 | 165 |
| Normal Parameters ^{a,b} | Mean | 88.5879 | 40.6303 |
| | Std. Deviation | 14.70855 | 5.07772 |
| Most Extreme Differences | Absolute | .093 | .335 |
| | Positive | .093 | .335 |
| | Negative | -.078 | -.213 |
| Test Statistic | | .093 | .335 |
| Asymp. Sig. (2-tailed) | | .001 ^c | 1.802 ^c |

In the classical assumption test stage, the normality test was conducted using the Kolmogorov-Smirnov Test to ensure that the data followed a normal distribution. The results showed that the significance value for self-esteem was 0.001 and for narcissism was 1.802, both of which met the criteria for a normal distribution, making them valid for further analysis. In addition, the linearity test with an F value of 46.354 confirmed the existence of a significant linear relationship between self-esteem and narcissism.

Table 3. Simple Regression

| Variabel | Unstandardized Coefficients | | T | Sig. |
|-------------|-----------------------------|------------|-------|------|
| | B | Std. Error | | |
| (Constant) | 22.258 | 2.602 | 8.556 | .000 |
| Self-Esteem | .207 | .030 | 6.808 | .000 |

Simple linear regression is used to build a probability model that relates two variables, with one as the independent variable and the other as the dependent variable. The coefficient of determination (R^2) then measures how well the regression model can explain the variability in the data, describing the proportion of the variability of the dependent variable that can be explained by the independent variables in the model. Finally, the results of the hypothesis test through simple linear regression indicate that there is a significant influence between self-esteem and narcissistic behavior, with a coefficient of 0.207.

Tabel 4. Kategori Korelasi

| Model | R | R Square |
|-------|-------------------|----------|
| XY | .471 ^a | .221 |

The coefficient of determination (R^2) of 0.221 indicates that 22.1% of the variability of narcissistic behavior can be explained by self-esteem, while the rest is influenced by other factors. This confirms that the relationship between self-esteem and narcissism has an influence, although moderate.

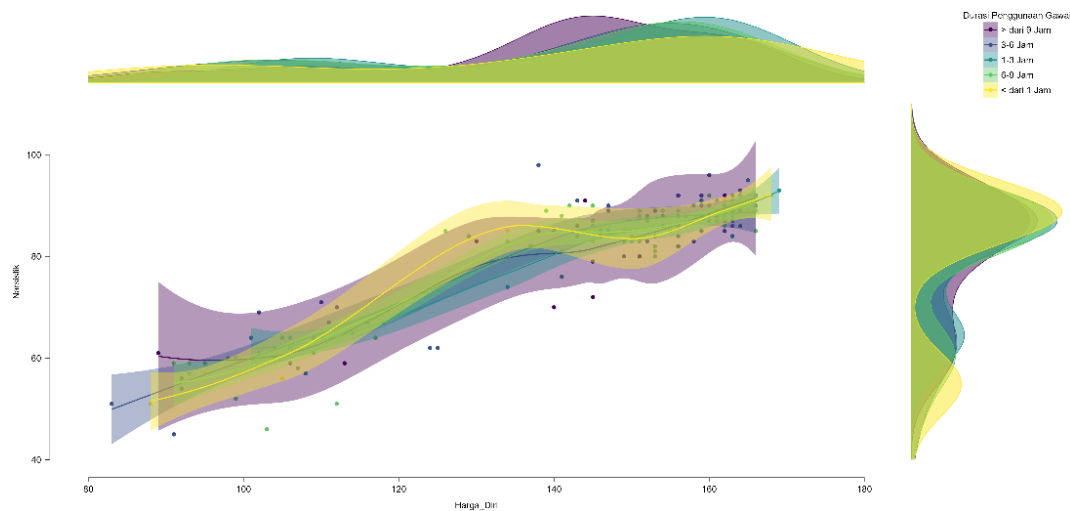


Figure 1. Distribution of Self-Esteem and Narcissistic Behavior with Duration of Gadget Use.

Then, the results of this study also show the relationship between the duration of gadget use and the influence of students' self-esteem on narcissistic behavior. The duration of gadget use has a significant influence on self-esteem and narcissistic behavior, especially among adolescents and college students. This study shows that excessive gadget use, especially social media, can affect the way individuals view themselves. When someone is constantly exposed to content that shows the ideal life and achievements of others, they tend to compare themselves to those standards, which can result in decreased self-esteem. On the other hand, intensive use of social media can also encourage narcissistic behavior, where individuals feel compelled to show a perfect self-image and seek validation from the number of "likes" or comments they receive.

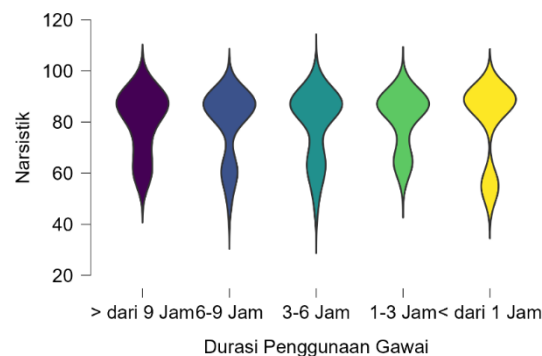


Figure 2. Distribution of Narcissistic Behavior with Duration of Gadget Use.

This often leads to a tendency to over-expose oneself and develop an exaggerated view of oneself that is higher in gadget users with a duration of more than 6 hours in one day.

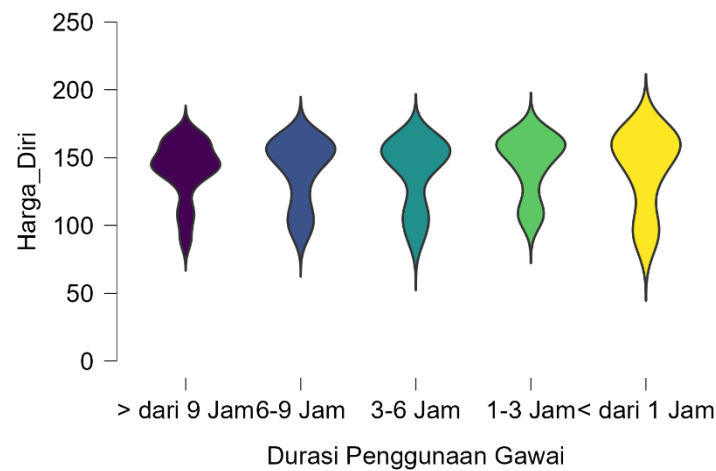


Figure 3. Distribution of Self-Esteem with Duration of Gadget Use.

Meanwhile, as seen from the data presented in the image above, there is high self-esteem possessed by students with gadget use of less than 1 hour per day. Therefore, understanding and managing the duration of gadget use is important to prevent negative impacts on self-esteem and narcissistic tendencies. A balanced approach and digital awareness can help individuals maintain their mental health in an era of increasingly developing technology.

Discussions

This study aims to examine the influence of self-esteem on narcissistic behavior tendencies in Instagram-using students at SMK Negeri 41 Jakarta. Self-esteem is an individual's assessment of themselves that can influence their behavior and social interactions. In the context of using social media such as Instagram, self-esteem is often associated with how individuals present themselves on the platform. This study found that students with low self-esteem tend to exhibit narcissistic behavior more often on Instagram, such as frequently uploading photos of themselves, seeking attention through the number of "likes" and comments, and showing a high dependence on validation from others.

Narcissistic behavior in Instagram-using students at SMK Negeri 41 Jakarta is also influenced by external factors such as the social and cultural environment of the school. A competitive environment and emphasis on physical appearance and popularity can encourage students to develop narcissistic behavior as a way to improve their social status. Instagram as a visual platform is an effective medium for students to display an ideal self-image and gain recognition from their friends. However, this study also shows that excessive narcissistic behavior can have a negative impact on students' mental health, such as increased anxiety and depression due to dependence on external validation. In order to reduce the tendency of narcissistic behavior among students, schools can play an important role by providing educational programs that focus on developing healthy and authentic self-esteem. Through this approach, students are expected to understand their self-worth without having to seek excessive external validation. In addition, education regarding the wise and healthy use of social media also needs to be improved, so that students can use Instagram and other social media platforms in a positive and constructive way. Thus, the negative influence of low self-esteem on the tendency of narcissistic behavior can be minimized, thereby creating a healthier school environment and supporting students' personal development. The results of this study are in line

with previous research conducted by Eronica & Febrieta (2022), regarding a significant positive correlation between self-esteem and narcissistic behavior in Instagram user students at the University of Bhayangkara Jakarta Raya. The study stated that the initial phenomenon that showed that respondents tended to be narcissistic, they would be interested and like to show off themselves on social media, especially on Instagram, excessively (Sesva et al., 2022; Syahputra et al., 2022). They often post photos and videos on Instagram in the hope of attracting the attention of others and collecting lots of "likes". Respondents seek praise and attention, and feel jealous of what others have. They feel happy when they get "likes" and positive comments, which increase their feelings as great and special individuals. As a result, they tend to use others to fulfill their personal desires.

Coopersmith (1967) stated that self-esteem is an individual's assessment of themselves, involving attitudes of acceptance or rejection, as well as beliefs about their abilities, meaning, success, and self-worth (Apsari, 2013). This assessment includes acceptance or rejection, where individuals feel capable, successful, meaningful, and valuable based on their personal standards. Thus, self-esteem includes self-assessments that can be positive or negative, influenced by interactions with others around them and the attitudes and treatment received from others (Haryati, 2014).

The correlation coefficient indicates that there is a significant positive relationship between Self-Esteem and Narcissistic Tendencies, which means that the higher a person's Self-Esteem, the greater their narcissistic tendencies. Conversely, if Self-Esteem decreases, then narcissistic tendencies will also decrease. This relationship has weak strength, but still suggests the possibility of an influential link between self-esteem and narcissistic tendencies.

This is in line with research conducted by (Najib et al., 2018) which supports the hypothesis that there is a correlation between narcissistic selfie behavior and self-esteem levels, in accordance with the findings of Clarke, Karlov, and Neale (2014) which indicate that one of the factors that influences narcissistic tendencies is self-esteem. Narcissistic selfies affect adolescents' self-esteem levels. The analysis shows that adolescents with high levels of narcissism tend to have high self-esteem, while adolescents with low levels of narcissism tend to have low self-esteem. This indicates that the higher the intensity of narcissistic selfies in adolescents, the higher their self-esteem levels. Adolescents with high levels of narcissism tend to have a positive view of themselves, feel extraordinary, are brave in acting, and like their physical appearance. Adolescents with high self-esteem feel valuable, are able to do various tasks as others do, and have hopes of getting greater rewards. And this will have an effect when students experience increased self-esteem, they tend to have a more positive perception of themselves. They become more confident in expressing their identity without having to depend on recognition or validation from others, they also focus on personal achievement and satisfaction, using social media as a means to strengthen their self-esteem. In this study, there is a unique case that shows a significant influence between self-esteem and narcissistic behavior in students of SMK Negeri 41 Jakarta which illustrates that the higher the self-esteem they have, the higher the tendency to have narcissistic behavior. This means that students who have high self-esteem have a high love for themselves and consider themselves very valuable, which gives rise to a desire to always share things that are very meaningful in their lives through Instagram social media.

The implications of the results of this study in the context of counseling guidance, counselors should proactively identify clients with very high or low self-esteem, because careful evaluation can detect narcissistic tendencies at an early stage, allowing for timely intervention. Clients with high self-esteem and narcissistic tendencies require a tailored approach, in which counselors should build relationships based on respect and recognition, while maintaining clear boundaries to prevent over-validation of narcissistic behavior. Developing emotion regulation skills through techniques such as mindfulness, cognitive therapy, and social skills training are very effective in this context.

Counselors also need to support clients in developing healthy and realistic self-esteem by recognizing their strengths and weaknesses, and developing strategies for dealing with failure and criticism constructively. Education about the impact of narcissistic behavior on interpersonal relationships and life as a whole can motivate clients to change their behavior toward more positive and realistic goals. Strong and healthy social support through support groups or positive social activities can help reduce narcissistic behavior.

Counselors should continuously evaluate clients' progress and adjust their approach based on changes in the dynamics of the client's self-esteem and narcissistic behavior. Collaboration with a psychologist or psychiatrist may be important, if necessary, especially in cases where narcissistic behavior significantly interferes with the client's daily functioning or if other mental health problems are present. By implementing these strategies, counselors can be more effective in helping clients manage the relationship between self-esteem and narcissistic tendencies, and in fostering more balanced and healthy personal development.

Conclusions

This study revealed that self-esteem influences the tendency of narcissistic behavior in Instagram-using students at SMK Negeri 41 Jakarta. Students with low self-esteem are less likely to exhibit narcissistic behavior such as frequently uploading selfies and seeking attention through "likes" and comments. External factors such as the social and cultural environment of the school also influence this behavior, where a competitive environment and emphasis on appearance encourage students to improve their social status through social media. Further analysis of the influence of self-esteem on the tendency of narcissistic behavior in Instagram-using students at SMK Negeri 41 Jakarta yielded interesting findings. The correlation coefficient showed a significant positive relationship between self-esteem and narcissistic tendencies. This means that the higher a person's self-esteem, the greater their narcissistic tendencies. Conversely, if self-esteem decreases, narcissistic tendencies also tend to decrease. Although this relationship has a weak strength, it still shows the potential for an influence between self-esteem and narcissistic behavior. From the results of the study, it can be concluded that self-esteem and narcissistic behavior are two interrelated aspects in the dynamics of adolescent development in the educational environment. To overcome this problem, schools need to focus on developing healthy self-esteem and educating on the wise use of social media, in order to reduce the negative impacts of low self-esteem and avoid excessive narcissistic behavior.

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