The Effect Of Instagram Social Media Use On The Self-Healed Ability Of Students Of The University Of North Sumatera

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Article Info

ABSTRACT

This research is entitled "the effect of the use of social media Instagram on the self healing ability of Universitas Sumatera Utara students". The purpose of the study was to knowing the use of Instagram social media among USU students and knowing the effect of using Instagram social media on the self healing abilities of USU students. The theory used is Communication Psychology, Intrapersonal Communication, Self Healing Method, Self Commpassion, Emotional Control, New Media, Social Media, Instagram, Uses and Gratification. The research method is correlational quantitative. This research applies accidental sampling technique. The data collection technique used is through a questionnaire. The researcher conducted a series of data analysis techniques, single table analysis, cross table analysis, and Spearman's tiering coefficient hypothesis test. The results showed that there was a significant effect on the use Instagram social media on the self-healing ability of Universitas Sumatera Utara.. Hypothesis testing shows that there is a significant relationship between the two variables. Through the correlation determinant test, it was found that Instagram usage had on the self healing ability of students Universitas Sumatera Utara.

Keywords: *Universitas Sumatera Utara Students, Instagram, Uses and Gratification Theory, Self Healing.*

ABSTRAK

Penelitian ini berjudul "pengaruh penggunaan media sosial Instagram terhadap kemampuan self healing mahasiswa Universitas Sumatera Utara". Tujuan dari penelitian ini adalah untuk mengetahui penggunaan media sosial Instagram di kalangan mahasiswa USU dan mengetahui pengaruh penggunaan media sosial Instagram terhadap kemampuan self healing mahasiswa USU. Teori yang digunakan adalah Psikologi Komunikasi, Komunikasi Intrapersonal, Metode Self Healing, Self Commpassion, Pengendalian Emosi, Media Baru, Media Sosial, Instagram, Uses and Gratification. Metode penelitian yang digunakan adalah kuantitatif korelasional. Penelitian ini menggunakan teknik pengambilan sampel accidental sampling. Teknik

pengumpulan data yang digunakan adalah melalui kuesioner. Peneliti melakukan serangkaian teknik analisis data, analisis tabel tunggal, analisis tabel silang, dan uji hipotesis koefisien jenjang Spearman. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan pada penggunaan media sosial Instagram terhadap kemampuan self-healing mahasiswa Universitas Sumatera Utara. Uji hipotesis menunjukkan bahwa terdapat hubungan yang signifikan antara kedua variabel. Melalui uji determinan korelasi, ditemukan bahwa penggunaan Instagram berpengaruh terhadap kemampuan self healing mahasiswa Universitas Sumatera Utara.

Kata Kunci: Mahasiswa Universitas Sumatera Utara, Instagram, Teori Uses and Gratification, Self Healing.

1. INTRODUCTION

Human life is inseparable from communication, as well as all human actions there is always communication that occurs both to themselves and to those around them, whether it is done directly or indirectly. Communication is a social process where each individual uses symbols to create and interpret meaning in their environment with the aim of getting the expected feedback. Communication activities are carried out to express and express who one's identity is and also to build social contact with people around us. In addition, communication is also carried out to get behavior or something we want. Thomas M. Sheidel (in Mulyana 2007, p. 4) states that basically humans always want to control the physical and psychological environment around them. The birth of new media has made the development of information and communication technology increasingly at a fairly high level, this greatly affects the cycle of human life needs such as socio-psychological needs (Soliha, 2015, p. 1). The social media presented consists of various forms with the latest versions. The meaning of New Media itself is a technology that does not only function to exchange information, such as the internet, text displays, digital cables, and others (West & Turner, 2009).

This concept itself is understood as an international network that forms relationships with each other, in other terms we often hear globalization which has a transnational meaning. The internet has become an integral part of globalization due to the rapid development of information technology (Arifin, 2014, p. 104). Based on data from We Are Social & Hootsuit in the Digital 2022 Global Overview Report, the average person spends 6 hours 58 minutes per day connecting or using the internet. According to a report entitled Digital 2021 "The Latest Insights Into The State of Digital", it is stated that out of a total of 274.9 million Indonesians, 170 million have used social media, so the penetration rate is around 61.8%. The number of active social media users in Indonesia increased by 10 million or around 6.3% compared to January 2020. In the same period, internet users in Indonesia increased by 27 million or 15.5% to 202.6 million.

According to data from the Statista 2020 Research Institute, the millennial generation, commonly referred to as generation Y and generation Z, dominates social media usage in Indonesia, with the largest users being young people aged 25-34 years. Reported from Kompas Tekno from the We Are Social and Hootsuite report, the top monthly usage frequency of the most widely used social media applications in Indonesia is YouTube, followed by Whatsapp, and Instagram. TikTok is in fourth place with an average usage time of 13.8 hours per month. Social media has now become something that plays a very important role in meeting the needs of every level of society.

All community activities cannot be separated from what is called social media. Instagram is one of the most popular social media platforms in the world, especially among young people to adults. In the first quarter of 2021, the number of active Instagram users worldwide reached 1.07 billion and 354 million users were aged 25-34 years. Napoleon Cart's report shows that there were

91.01 million Instagram users in Indonesia in October 2021. It was recorded that the largest Instagram users in Indonesia were aged 18-24 years, as many as 33.90 million. The 25-34 age group is the second Instagram user in the country.

Uses and gratification is a theory that explains human communication behavior based on human desires and needs, in this case the need needed is the need for self-healing. This theory states that media users can play an active role in choosing and using media, so this theory assumes that media users have alternatives to meet their needs Blumer and Katz (in Nurudin, 2007, p. 192). In this theory, users have the autonomy and authority to treat a media. Specifically, this theory focuses more on the audience's perspective which includes satisfaction with a media that is needed, social needs based on habits and attention to a media in communicating (Rubin, 2003, p. 129). The theory of uses and gratifications is specifically useful in helping to understand how people use the media and all aspects that exist in other cyberspace (Severin & Tankard, 2008, p. 363). Society always uses media to meet its needs for knowledge, news information, entertainment information and entertainment. The motives possessed by each person aim to fulfill the satisfaction desired by humans. The cause of media use is based on the social or psychological environment that is perceived as a problem and the media is used to overcome the problem (satisfy needs) (McQuail, 2011, p. 217). With this statement, it can be said that the use of media by society is based on satisfying the needs of each person.

Based on a study conducted by the American Association Suicidology or the Royal Society for Public Health, he explained that social media has an influence on adolescents. It is believed that the use of social media presents a risk of psychosocial deviations in adolescents, such as self- esteem, ideal body image, and adolescent identity. The impact of social media can be recognized in the form of cyberbullying, body shaming, online gender-based violence (KBGO), the spread of hoaxes, and other uncomfortable feelings that can lead to extreme actions such as self-harm to suicide.

Mind healing or self-healing is a term that describes a practice that is basically able to improve and heal oneself through scientific methods with the human soul. Physical and psychological health are actually closely related to feelings of the heart and mind. In other words,

thoughts create molecules, healthy thoughts produce healthy molecules (Deepak Chopra, 2007, p. 117). Humans always need love, being able to love and be loved is essential for personality growth. People will always want to be accepted wherever they live.

Self-healing ability can determine the attitude of each individual to control actions, perceptions about something, thinking, setting aside what is undesirable and what should be avoided in responding to something, especially to the world of Instagram. Self-healing affects the stimulus received by a person, when he receives a positive stimulus it will provide a positive stimulus. This means that when someone always sees positive things on social media, it will also provide positive things. This self-healing aims to release delayed expressiveness, delayed anger, even bad memories that have long been stored and disturbed the individual's mind. The ability to apply self-healing to each person varies depending on the suitability of the self-healing model carried out (Diana Rahmasari, 2020, p. 5).

Students are part of a community that represents a group of intellectual communities, students have a superior understanding of society as a whole. Students must have views or opinions that can be used as benchmarks and guidelines in society regarding existing issues. Including how to control the behavior given in terms of self-healing ability through Instagram. Therefore, the role of students as agents of change and social control requires students to care more about each other, especially the consequences that flow from technological advances as Instagram users.

Students are a group that is considered more vulnerable to issues on the internet than other community groups, because students are in the maturity phase, namely the transition period from adolescence to adulthood, of course it has an impact on their psychological dynamics. In addition, students always want to try to show their existence in every way, both in the real world and in the world of social media such as Instagram. Based on the explanation above, the researcher argues that students at the University of North Sumatra are very appropriate when associated with the use of social media, because currently students are the millennial generation who use social media as their needs. According to a survey conducted by APJII, internet users with high intensity are those who have a higher level of education, which means that the higher the education, the more intensity they access the internet (APJII, 2012). Therefore, the research data collected is more varied. Researchers are interested in choosing Instagram social media because social media is a popular social media today, as well as providing various content such as news, entertainment, interesting content.

2. RESEARCH METHOD

The research method is a guideline for researchers to conduct research in the field using scientific methods to obtain data with specific intents and purposes. In general, this research data can later be used to understand, anticipate and solve problems (Sugiono, 2008, p. 3). Research with the correlational method is used when researchers want to see whether or not there is an influence between variables and the strength or weakness of the influence given by an object or subject being studied. In seeing whether or not there is an influence, the research can be developed according to existing research. In this study, the researcher also used a quantitative approach, where the researcher used a survey method using a questionnaire in collecting data. The population in this study were students of the University of North Sumatra. As is known, until now the University of North Sumatra has 15 faculties including: Medicine, Public Health, Law, Social and Political Sciences, Agriculture, Dentistry, Economics and Business, Cultural Sciences, Computer Science-Information Technology, Forestry, Mathematics and Natural Sciences, Pharmacy, Psychology, Nursing, and added with a postgraduate school. In addition, the study programs offered are 174, consisting of 23 doctoral levels, 42 masters, 19 specialists, 7 professions, 47 bachelors, 21 extensions and 15 diplomas. Currently, the number of undergraduate students registered at the University of North Sumatra is 38,841 people. The number of samples studied was 99 respondents. The distribution of questionnaires for validity and reliability tests was carried out to 30 students at the University of North Sumatra. With the number (n) = 30, df = n-2 = 30 – 2 = 28, then at α = 0.05, r table = 0.361. Spearman's Rank Order Correlation is a method for analyzing data and for seeing how the relationship between variables is using an ordinal scale (hierarchical or ranking).

3. RESULT AND ANALYSIS

Based on the results of the hypothesis test that has been carried out using SPSS software version 25, the correlation result is (rho) 0.568. Based on the table above, it can be seen that at (rho) 0.568, the significance number (sig.-tailed) = 0.000 is seen, which means the significance number <0.05, which means that there is a significant relationship, so H0 is rejected and Ha is accepted. So it can be concluded that there is a significant influence on the use of Instagram social media on the self-healing abilities of students at the University of North Sumatra. To see the high and low degree of relationship, the Guilford scale or association coefficient is used, namely:
0: No correlation
<0.20: Very low correlation
0.20-0.40: Low but definite correlation 0.41-0.70: Quite significant correlation 0.71-0.90: High correlation

>0.90: Very high correlation

Based on the results of the analysis, it can be seen that the Spearman correlation between the two variables using the Guilford scale is 0.568, which indicates a quite significant relationship. The significance of the correlation results can be seen in the probability value and the */** sign (flag of significant) given by SPSS 25, if the probability is>0.05 then Ha is accepted, conversely if the probability is <0.05 then Ha is rejected. Based on the results of the hypothesis test, the test value of 0.568 correlation significance is known from the probability which is smaller than 0.05 (0.000 <0.05) and the presence of the */** (flag of significant) sign given by SPSS 25 shows significant results. So it can be concluded that the hypothesis in this study can be accepted and the relationship is significant. By using the Spearman's correlation coefficient formula in the hypothesis test, the Spearman's correlation coefficient (rho) of the variable of the influence of the use of Instagram social media on self-healing ability is 0.568.

The magnitude of the influence of (d) the use of Instagram social media on self-healing ability can be known based on the r value, the calculation of the influence strength in this study is called the determination coefficient test which can be calculated using the following formula:

$Kd = r2 \; x \; 100\%$

$Kd = (0.568)2 \; x \; 100\%$

$Kd = (0.322)2 \; x \; 100\%$

$Kd = 32.2\%$

The results show that the influence strength of the use of Instagram social media on the self-healing ability of USU students in this study is 32.2%.

The development of technology including new media social media is something that cannot be avoided along with the development of the era from time to time, this is supported by the development of science. There are so many innovations that have emerged, these innovations are made to provide convenience for consumers. One of the results of the development of technology today is communication technology. With the development of this communication technology, humans can not only communicate even though they do not physically meet and face to face. Communication media has a very important role with various conveniences presented with increasingly sophisticated and attractive features.

Currently, new media is used by all groups, from children to parents. However, in reality, the most users of this new media are the millennial generation. The millennial generation can be interpreted as a generation that has increased use and closeness to communication, media, and digital technology.

The use of this media is motivated by different reasons, one of which is self-healing. Recently, self-healing has become a phenomenon that is widely discussed, especially among young people. Self-healing is a way to express

emotions that are delayed in a person. There are many ways to express these emotions, for example using Instagram social media by telling complaints and other things done on Instagram social media.

This study is a quantitative correlational study that looks at the relationship between the influence of Instagram social media use on the self-healing abilities of USU students. The students who were used as respondents in this study were students who were actively studying at the University of North Sumatra. This study requires data that has been taken through samples from the total population using the Taro Yamane formula with the Accidental Sampling Technique. The main theory used in this study is the Uses and Gratification Theory. The reason for using this theory is because the focus of this study is to see the influence of Instagram social media on the self-healing abilities that are carried out. The Uses and Gratification Theory is a theory that explains how individuals try to meet their needs and media selection occurs when they realize that the media can meet their needs. So that the audience can be active and goal-oriented when using media accompanied by an assessment of the media content determined by the audience.

The Instagram application was used as the object of this study considering that the Instagram application has become a social media application with rapid growth. Initially, Instagram was known as a photo/video upload application that functioned to entertain, but now various kinds of content are presented with a more attractive appearance.

Based on the results of the study, it can be concluded that students of the University of North Sumatra are heavy users, 97% or 97 respondents often use the Instagram application in using the Instagram application by stating that they agree with this. The Instagram application comes with an attractive presentation with increasingly diverse content

This study consists of two (2) variables, namely variable X which is the use of the Instagram application and variable Y, namely the ability of self-healing

USU students. The use of the Instagram application is divided again by operational variables, namely the intensity of use and motives of use such as cognitive needs, affection, individual integration, social integration, release needs, and frequency of using social media. Self- healing ability is also divided into 4 operational variables, namely Self-healing, gratification using Instagram social media, emotional control in using Instagram social media, application of self- compassion. The criteria for respondents in this study were age and gender. Based on the data obtained in this study from 99 respondents, there were 4 respondents aged 18 years, 12 respondents aged 19 years, 27 respondents aged 20 years, 40 respondents aged 21 years, 16 respondents aged 22 years. The next criterion is gender, based on the data obtained, 78 respondents were male, and 21 respondents were female.

After going through the data analysis process using a single table, cross table, and hypothesis testing proposed using the rank order correlation coefficient by Spearman's to determine the high and low degrees of relationship between Instagram application users and the self-healing abilities of students at the University of North Sumatra. Based on the results of the data analysis, (rho) 0.568 shows a significance figure (sig. 2-tailed) = 0.000 which means a significance figure <0.05 which means there is a significant relationship so that H0 is rejected and Ha is accepted with a value of 0.568 which indicates a significant relationship on a scale of 0.41 - 0.70.

In this study, the Use of Instagram Social Media on the Self-Healing Abilities of Students at the University of North Sumatra has an influence of 32.2%, and there are other variables that affect the self-healing abilities of students at the University of North Sumatra, namely 67.8% which are not included in this study. Such as visiting desired places, calming down without gadgets, and so on. This study is in line with the uses and gratification theory which views the audience as active individuals and has goals that are in accordance with their needs with various motives for use. This theory looks at "how and how much media can meet the needs of the audience" which in this study examines the self-healing ability of students at the University of North Sumatra..

4. CONCLUSION

This study aims to determine the effect of the use of Instagram social media on the self- healing ability of students at the University of North Sumatra. Based on the results of the hypothesis testing and discussion, the researcher draws the following conclusions; Based on the results of the study, it can be concluded that students at the University of North Sumatra actively use the Instagram application. This can be seen from the percentage of answers during the study. There are six (6) motives for its use, namely to meet cognitive, affective, individual integration, social integration, release, and self-healing needs. Regarding the self-healing ability of USU students from the results of the study, it can be concluded that USU students use Instagram media as a place to vent problems such as telling their complaints, seeing content that can entertain them, and even motivating themselves again, so that the burden of problems can be reduced. Hypothesis testing shows a positive and significant effect on the Use of Instagram Social Media on the Self- Healing Ability of USU Students. The strength of the influence of variable X on variable Y can be seen from the results of the determination test, which is 32.2%, and there are other variables that affect the self-healing ability of students at the University of North Sumatra, which is 67.8% which is not included in this study. Such as visiting desired places, relaxing without gadgets, and so on.

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