

## RESEARCH ARTICLE

**THE RELATIONSHIP BETWEEN SELF-CONTROL AND NARCISSISTIC TENDENCIES IN STUDENTS USING INSTAGRAM SOCIAL MEDIA**Amanda Octavia<sup>1</sup>, Widyastuti<sup>1</sup>[wiwid@umsida.ac.id](mailto:wiwid@umsida.ac.id)<sup>[1]</sup> Universitas Muhammadiyah Sidoarjo, Sidoarjo, Indonesia**ABSTRACT**

The purpose of this study is to determine the relationship between self-control and narcissistic tendencies in students who use Instagram social media. So the hypothesis proposed is that there is a relationship between self-control and narcissistic tendencies in students who use Instagram social media. The population of this study was aimed at students who were studying at the University of Sidoarjo with a sample of 62 students. The data collection method in this study using a self-control scale was revealed using a self-control scale compiled by Lynantawati (2021) and the NPI-16 (Narcissistic Personality Inventory) scale compiled by Ames, Rose, and Anderson and adapted by Nida Monica Ulfa (2022). The data analysis used in the study used Pearson product moment correlation analysis which is used to see the direction and strength of the linear relationship between two variables. The analysis test can be used after the prerequisite test is carried out, the prerequisite tests carried out include normality test and linearity test. This research was assisted by the SPSS version 23.00 for Windows program. Based on data analysis between self-control and narcissistic variables, the correlation coefficient ( $r_{xy}$ ) value is 0.191 and ( $p$ ) is 0.137. These results indicate that there is no significant relationship between the self-control variable and the narcissistic tendency variable in students who use Instagram social media. The self-control variable affects the narcissistic variable by 2.1%. and then the remaining 97.9% is influenced by other variables.

**Keywords:** *Self-control, Narcissism, University student*

**INTRODUCTION**

Internet users are one of the methods used by society today is increasing rapidly around the world, including Indonesia. The internet has become an important part of people's lifestyles due to the fact that it can help and facilitate human activities. One of them is communicating easily through social media. In Indonesia, many popular applications that can be used to communicate include X or Twitter, Whatsapp, Facebook, and many more. Instagram is one of the many popular social media applications in Indonesia. Instagram is a social media networking service that focuses more on taking and uploading photos (Riyanita &

Supradewi, 2019). Not only uploading photos, Instagram also provides space for users to be creative through digital filters to make photos more attractive. Instagram also develops various features such as share location to share the user's location and short videos with a duration of 60 seconds. Instagram is also equipped with share, like, and comment features that can be used by users as a form of criticism, advice, and appreciation for other users who upload photos and videos. That way, communication is created between users through likes or comments on other people's uploaded photos and videos. One of the fans and active users of Instagram is students. Inquisitive students are

interested in trying out Instagram's social media features (Risnanda, 2021). Based on a Statista survey (2023), it shows that in 2023 Instagram social media users are mostly teenagers and young adults. As many as 30.8% of users fall into the 18-24 age group. The 25-34 age group entered second place with a value of 30.3%. In both of these groups, students dominate (Anestia, 2019).

With the existence of social media Instagram can be applied to various moments, feelings, and individual desires that want to be displayed (Ahyana, 2023). Individuals in expressing themselves on Instagram can include several things such as life experiences, feelings, emotions, opinions, ideals and so on (Yanti, 2023). Just as students access social media Instagram for hours for entertainment when bored and to find the latest information (Widiyanti & Widyastuti, 2022). College students often take selfies during class and after class. They even do so after they return home from campus and travel to tourist attractions, all in an effort to show their presence on social media (Miswar, 2021). And this gives Instagram users the view that they should share every moment related to their daily lives including the feelings they are having, their thoughts, the places they are going, the food and drinks they are buying and the clothes they are wearing (Riyanita & Supradewi, 2019). Some individuals choose to use social media to show an idealized version of themselves which tends to emphasize the positive (Atminingsari, 2020) and minimize the negative. It is not only deceiving others, but also deceiving themselves (A, 2022). As when individuals before posting content on Instagram must be selected and choose a variety of content that they consider beautiful and good. So that it triggers to get likes, reposts, shares and emoticon reactions obtained by individuals (Muliati, 2022). They want to look better than the posts of certain people who they think are more interesting posts. It needs to be done to get likes and good comments from their followers. And also individuals tend to be sensitive to criticism from others, lack empathy, take advantage of others by forming associations to fulfill their needs to be appreciated and privileged (Elliya & Rahma, 2020). The following attitudes are likely to lead individuals to narcissistic tendencies behavior.

Nevid (2005) explains that people with narcissistic tendencies have an enormous need for adoration and a sense of pride or excessive belief in themselves. Where they praise their achievements and expect others to respect them. even hope that others will see their unique qualities, even though their achievements are mediocre (Ginting, 2023) . Raskin and Terry (1988) suggest that those with narcissistic tendencies often use physical appearance to gain praise and recognition from others. They are also less able to accept suggestions from other people's perspectives because they feel they have a greater ability to fulfill their own needs (Rezki Wahyuni et al., 2022). There are seven aspects of narcissistic tendencies proposed by Raskin and Terry (1988), namely: (1) the authority aspect which shows that those who feel powerful seem to prefer to lead or make decisions alone rather than with others, (2) the self sufficiency aspect which shows that individuals believe they can meet their physical and psychological needs, (3) the superiority aspect which shows that individuals have the best feelings, (4) the exhibitionism aspect shows that in order to gain recognition of self-identity from others, individuals more often show their physical appearance, (5) the exploitativeness aspect shows that individuals exploit others to gain benefits by degrading others to get their attention. (6) the vanity aspect shows that individuals are less able to accept criticism or other people's perspectives on themselves and often consider others not comparable to themselves, and finally (7) the entitlement aspect which shows that people consider they have the right to take advantage of others (Muliati, 2022). Based on the theories and aspects of narcissistic tendencies above, this study uses Raskin and Terry's theories and aspects as the basis for developing research instruments that will be used to collect data and research.

Based on previous research conducted by Fajar Rezki Wahyuni, Widyastuti, and Muhammad Nur Hidayat Nurdin (2022) in Makassar City regarding narcissistic tendencies of 300 respondents there were 7% (22 people) in the very high category and 17% (52 people) in the high category (Rezki Wahyuni et al., 2022). Then in research conducted by Yoga Nur Ali (2022) at Riau Islamic University

that narcissistic tendencies of 400 respondents were 3% (12 people) in the very high category and 47% (188 people) were in the high category (Ali, 2022). As well as in research conducted by Rahma Elliya and Ainur Rahma (2020) on students at Malahayati University Bandar Lampung showed that most of the respondents were narcissistic, namely 55.2% (160 people), while those who were not narcissistic were (44.8%) (130 people) (Elliya & Rahma, 2020). Individuals with high levels of narcissistic tendencies exhibit behaviors in which those who use Instagram enjoy uploading photos that show their physical appearance to attract the attention of other users. They also often share their activities and follow current trends to show their identity (Rezki Wahyuni et al., 2022). As well as when they are complaining and often want their friends on social media to talk about what they are experiencing. And they tend to be narcissistic as a form of self-actualization so that others see their existence through publications on social media (Ali, 2022). That way, they also feel that they are good, feel special, always want to be praised, feel that they are extraordinary, do anything boldly, like to be the center of attention, try to show off, will start new styles and fashions, and like their physical appearance. On the other hand, individuals who have low narcissistic tendencies sometimes feel embarrassed when others praise them, they feel worse than others, tend to be quite cautious people, do not like to show off, lack confidence and do not care about new styles and fashions (Elliya & Rahma, 2020). Individuals with low narcissistic tendencies show behavior by using Instagram well, they are able to control their feelings when they get compliments for their activities there, and they are able to accept criticism to avoid negative responses from people around them that can cause bad feelings, envy, and loss of confidence (Rezki Wahyuni et al., 2022).

Research conducted by Wijayanti (2020) in which 6.92% (9 subjects) had narcissistic tendency behavior in the high category. With behavior shown by one's self-confidence and superiority to others, and constantly pursuing recognition from others. As a result, this can damage an individual's ability to form a healthy psyche and mutually beneficial relationships with others (Rezki

Wahyuni et al., 2022). From a survey conducted on 31 students in Sidoarjo regarding narcissistic tendencies on Instagram social media, it shows that 6 subjects are included in narcissistic tendencies which show a figure of 50% to 60%. Most exhibited behaviors such as being confident of future success, valuing praise, believing in their abilities, and enjoying being the center of attention. So they felt they liked responsibility and wanted to be in charge. Then they feel they have clear goals and a strong drive to achieve what they deem worthy, and live life on their terms. They are able to convince others easily, like to show off their achievements, and admit to a tendency not to be humble. And they tend to enjoy looking in the mirror, paying attention to their appearance and keeping up with the latest trends. However, a small percentage of them feel special and experience negative emotional reactions if their appearance is not taken care of. From the data, it can be concluded that some of the 31 student subjects who are studying at Sidoarjo University do show narcissistic tendencies, as indicated by the initial survey conducted by the researcher. The data obtained reflects several aspects, namely superiority and authority.

Based on research conducted by Lynantawati (2021), it shows that there is a relationship between self-control and narcissistic tendencies, where the higher the self-control, the lower the narcissistic tendencies (Purba & DR, 2021). This is similar to Annisa Bella Kusuma's research (2019) which shows that there is a relationship between self-control and narcissistic tendencies (Kusuma et al., 2019). In addition, research conducted by Wijayanti (2020) regarding the relationship between self-control and narcissistic tendencies in Instagram user students shows a significant relationship between self-control variables and narcissistic tendencies (Wijayanti, 2020). So it can be concluded that there is a relationship between self-control and narcissistic tendencies, where the higher the self-control of the individual, the lower the individual shows narcissistic tendency behavior. Because a person needs to control himself and have positive feelings about himself so that they will be better prepared to accept their shortcomings and strengths (Elliya & Rahma, 2020).

According to Skinner, self-control is the action of the self in controlling external variables that determine behavior. And behavior can be controlled by avoidance, self-soothing, unwelcome stimuli, and self-reinforcement (Purba & DR, 2021). Self-control according to Averill is defined as a person's ability to change behavior, manage information that is desired and not, and make decisions about what they should do. Averill's own definition centers on a person's ability to make decisions in accordance with their beliefs (Dwi Marsela & Supriatna, 2019). There are three aspects of self-control according to Averill including: (1) the behavior control aspect is a person's readiness to act, which can directly affect or change unpleasant situations. The ability to control behavior is divided into two components, namely: (a) regulated administration which shows that a person's ability to determine who is responsible for the circumstances or situation and (b) modifying the stimulus (stimulus modifiability) shows that a person's ability to identify and overcome unwanted stimuli. (2) cognitive control aspect is a person's ability to process unwanted information by interpreting, assessing, or connecting events into a cognitive framework to change or reduce pressure. Cognitive control ability has two components, namely: (a) information gain that with information about unpleasant situations, people can anticipate in various ways. (b) making an assessment (appraisal) which means that individuals try to assess and interpret the situation by considering positive aspects subjectively. (3) the aspect of decisional control is an opportunity, freedom, or possibility for someone to choose from various available options that will allow the self-control function to appear in making choices (Purba & DR, 2021). Based on the theories and aspects of self-control above, this study uses Averill's theories and aspects as the basis for developing research instruments that will be used to collect data and research.

Narcissistic tendencies that each individual has vary in intensity. When individuals have high narcissistic tendencies, it will affect their psychological well-being. Individuals often feel sensitive to failure and criticism even though they do not show it to others. They have extensive

fantasies of power, beauty, success, or idealized love that they often use to mask their fragile self-esteem (Wijayanti, 2020). As well as showing excessive attention-getting actions (Purba & DR, 2021). When individuals who gather in a nice place, do not discuss many topics, but rather occupy themselves with their gadgets and appearance to take pictures, edit, and then upload them to Instagram (Rezki Wahyuni et al., 2022). In addition, when there is an assembly focused on beauty or good looks, likes praise or admiration from others, is very sensitive to criticism from others, considers himself famous and special in his circle (Elliya & Rahma, 2020). The negative effects of narcissistic tendencies where individuals can experience disruption of good relationships with others and will also be more prone to depression because their need for self-esteem is not met (Margaretha & Soetjningsih, 2022). Which is to minimize the impact that is raised if the individual is in a condition of high narcissistic tendencies, it is necessary to have self-control in each individual, especially in the use of Instagram social media (Mevia, 2024).

The research that has been done before regarding the Relationship Between Self-Control and Narcissistic Tendencies in Instagram User Students by Wijayanti (2020) with a research population at the Faculty of Psychology, Universitas Muhammadiyah Surakarta class of 2016, 2017, 2018, and 2019 (Wijayanti, 2020). Likewise, Lynantawati's research (2021) on the Relationship between Self-Control and Narcissistic Tendencies in Adolescent Instagram Social Media Users with a population of students at the Faculty of Psychology, Medan Area University in 2018 (Purba & DR, 2021). As well as research conducted by Rizqoh Windu Utami on the relationship between self-control and emotional maturity with narcissistic tendencies conducted on students of the Faculty of Economics and Islamic Business (FEBI) class of 2016 and 2015 (Utami, 2019). Of the three studies, it is clearly different from the research that will be conducted by researchers because these three previous studies were conducted in different locations. Thus the originality of this research can be accounted for.

Based on the explanation above, the researcher is interested in conducting a study on the relationship between self-control and narcissistic tendencies in students who use Instagram social media. Therefore, the formulation of the problem in this study is whether there is a relationship between self-control and narcissistic tendencies in students who use Instagram social media. The purpose of this study is to determine the relationship between self-control and narcissistic tendencies in college students who use Instagram social media. It is hoped that this research can provide benefits to add knowledge about the relationship between self-control and narcissistic tendencies in students who use Instagram social media and can provide knowledge, especially personality psychology. So the hypothesis proposed is that there is a relationship between self-control and narcissistic tendencies in students who use Instagram social media.

## METHOD

### *Research Design*

The research design used in this study is quantitative research with a correlation research approach. Quantitative research is research that uses quantitative data, namely data in the form of numbers or numbers. The purpose of the correlation of this study is to see the relationship between the independent variable (X), namely self-control with the dependent variable (Y), namely narcissistic tendencies. According to Abdullah (2015) that the correlation approach is a research design made to examine how possible relationships occur between variables by paying attention to the amount of the correlation coefficient (Abdullah, 2015).

### *Participants*

The sample taken takes into account several characteristics, namely active students who are studying at Sidoarjo college and like to share the flow of activities or activities carried out daily on social media Instagram. The sampling technique used in this study is simple random sampling, according to Sugiyono, sampling from a population that is carried out randomly without regard to the

strata in the population. Each member of the population has the same opportunity to be selected as a sample (Amin et al., 2023). The population of this study is aimed at students who are currently studying at Sidoarjo University with a total of 22,673 students (Pangkalan Data Pendidikan Tinggi, 2023). Determination of the minimum sample size in this study was carried out based on the estimation of the sample size with the **G\*Power** 3.1 software. With an effect size of -0.349 based on a meta-analysis of various studies of self-control variables on narcissistic tendencies (Purba & DR, 2021),  $\alpha$  error probability at the 0.05 level, and a targeted power analysis of 0.80, it was found that the minimum subject for the two dependent means design was 62 partisipant.

### *Measurement*

The data collection method in this study used a Likert scale and a force choice scale. The self-control variable scale was revealed using a self-control scale compiled by Lynantawati (2021) and tested for reliability by researchers using Cronbanch's Alpha of 0.824. This scale has 38 items which are divided into 19 favorable items and 19 unfavorable items with four alternative answer choices, namely Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS). The narcissistic tendency variable scale was revealed using the NPI-16 (Narcissistic Personality Inventory) scale compiled by Ames, Rose, and Anderson and adapted by Nida Monica Ulfa (2022) and the results of the reliability test by researchers using Cronbanch's Alpha of 0.744. This scale has 16 items with a score of 1 for non-narcissistic responses or unfavorable statements and a score of 2 for narcissistic responses or favorable statements.

### *Data analysis*

The data analysis method used in the study uses Pearson product moment correlation analysis which is used to see the direction and strength of the linear relationship between the two variables. The analysis test can be used after the prerequisite test is carried out, the prerequisite tests carried out include normality test and linearity test. This research was assisted by the SPSS version 23.00 for Windows program.

## RESULTS

The participants in this study were active students who were studying at Sidoarjo college and active Instagram users. The sample in this study amounted to 62 participants.

Table 1. Description Based on Gender

No	Gender	Total Participants	Percentages (%)
1	Male	9	14,5
2	Female	53	85,5
Total		62	100%

Source: Data Participants

The normality test used in this study is the Kolmogorov-Smirnov non-parametric statistical test. Based on Suliyanto (2011), data can be called normally distributed if the significance value (Sig.)  $> 0.05$  (Ulfa, 2022).

Table 2. One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual	
N	85
Asymp. Sig. (2-tailed)	.200

Source: SPSS version 23.0 for Windows

Based on the results of the normality test, it is known that the significance value is  $0.200 > 0.05$ .

Linearity testing uses Test for Linearity with a significance of 0.05 through the provisions, if the Sig. deviation from linearity value  $> 0.05$ , then there is a linear relationship between the independent variable and the dependent variable. Conversely, if the Sig. deviation from linearity value  $< 0.05$ , then there is no linear relationship between the independent variable and the dependent variable (Ulfa, 2022).

Table 3. ANOVA Table of Self-Control and Narcissistic Tendencies

Narcissistic Tendencies Control	* Self-Control	Sig.
Deviation Linearity	from	.555

Source: SPSS version 23.0 for Windows

Based on the results of the linearity test, it is known that the significance value is  $0.555 > 0.05$ .

Armeini (2017) stated that the correlation will be proven significant, if  $p < 0.05$  (Ulfa, 2022).

Table 4. Correlation of Self-Control and Narcissistic Tendencies

	Self-Control	Narcissistic Tendencies
Pearson Correlation	.191	.191
Sig. (2-tailed)	.137	.137
N	62	62

Source: SPSS version 23.0 for Windows

The p value in this study is 0.137 which means more than 0.05 ( $0.137 < 0.05$ ) so that it can be stated that the correlation between the two variables is declared insignificant. The guidelines for the degree of relationship are described in the following table :

Table 5. Degree of Relationship Guidelines

Coefficient interval	Level of relationship
.00 – .199	Very weak
.20 – .399	Weak
.40 – .599	Medium
.60 – .799	Strong
.80 – 1	Very strong

Source: (Jabnabillah & Margina, 2022)

It is known that the Pearson Correlation on self-control and narcissistic tendencies is 0.191 with the degree of relationship between these two variables being very weakly correlated.

Basically, the coefficient of determination shows how much influence each independent variable has on the dependent variable. The smaller the coefficient of determination in the regression model, or the closer it is to zero, the greater the influence of each independent variable on the dependent variable. Conversely, if the coefficient of determination is closer to 100%, then the influence of each independent variable on the dependent variable will be greater (Hafni Sahir, 2021).

## DISCUSSION

The results of the research analyzed using product moment with the SPSS 23.0 version program show the results of the correlation coefficient ( $r_{xy}$ ) of 0.191 and ( $p$ ) of 0.137. These results indicate that there is no significant relationship between the self-control variable and the narcissistic tendency variable in students who use Instagram social media. Narcissistic tendencies cannot be influenced by self-control alone, but rather from several other supporting factors. Some expert opinions reveal factors that influence narcissistic tendencies, namely biological factors inherited from parents (Pieter & Lubis, 2010), psychological factors such as loneliness, depression (Sedikides, 2004) and there are social factors that influence behavior and attitude (Mevia, 2024).

The results of previous research conducted by Rizqoh Windu Utami (2018) revealed that there is no relationship between self-control and narcissistic tendencies in students of the Faculty of Economics and Islamic Business (FEBI), Raden Intan State Islamic University Lampung. However, contrary to research conducted by Ardena Fauziah Norma Wijayanti (2020), it shows that there is a very significant negative relationship between self-control variables and narcissism in Instagram user students. Where this shows that the higher the self-control, the lower the narcissistic behavior. Vice

versa, the lower the self-control, the higher the narcissistic behavior.

The results of this study showed that most students' self-control categorization (68%) was classified as moderate and most students' narcissistic tendencies categorization (76%) was classified as moderate. Based on this study also shows the categorization of narcissistic tendencies, 13% (8 participants) have narcissistic tendencies in the low category, 76% (47 participants) have narcissistic tendencies in the medium category, and 11% (7 participants) have narcissistic tendencies in the high category. Furthermore, based on the results of self-control categorization, 16% (10 participants) had self-control behavior in the low category, 68% (42 participants) had narcissistic behavior in the moderate category, and 16% (10 participants) had narcissistic behavior in the high category. So it can be concluded that most participants have self-control and narcissistic behavior in the medium category.

Individuals with narcissistic tendencies feel that they are special and dominate in the environment (Mevia, 2024). As is the case when individuals upload photos or statuses on social media not only the desire to share but to show self-interest, want to be considered special, admired, feelings of envy, and arrogant and haughty nature (Rezki Wahyuni et al., 2022). So that individuals with narcissistic tendencies find it difficult to accept or get opinions from other individuals (Rahmaridha & Aviani, 2022). To avoid impulsive behavior, people who have Instagram accounts are expected to have the ability to control their actions or behavior to conform to the social standards of society. According to Tangney, Baumeister & Boone (2004) self-control is the ability of individuals to determine their behavior based on certain standards such as morals, values and rules in society to lead to positive behavior (Purba & DR, 2021).

Effective contribution is done to determine the amount of contribution of the independent variable (self-control) in influencing the dependent variable (narcissistic tendencies). Self-control distributes to narcissistic tendencies by 2.1%. This can be seen from the coefficient of determination ( $r^2$ ) = 0.021. Based on this result, it is known that there is still

97.9% influence from other factors on narcissistic tendencies.

### CONCLUSION

The conclusion of this study shows that there is no significant relationship between self-control and narcissistic tendencies in college students who use Instagram social media, with a correlation coefficient ( $r_{xy}$ ) of 0.191 and a significance value ( $p$ ) of 0.137. This indicates that self-control is not the main factor influencing narcissistic tendencies in this group. As previously suggested, narcissistic tendencies appear to be more complex and influenced by a variety of factors, including inherited biological factors, psychological factors such as loneliness and depression, and social factors that influence daily behavior.

This study also found that the majority of students in the sample had moderate levels of self-control and narcissistic tendencies. With an effective contribution of 2.1% from self-control to narcissistic tendencies, it can be concluded that self-control exerts a very small influence on narcissistic tendencies. The rest of the influence (97.9%) most likely comes from other factors not examined in this study. The findings provide new insights that self-control may not be a key element in managing narcissistic tendencies, particularly in the context of social media.

The researcher made several suggestions based on the results of the study. The first is how students can develop a positive self-image without following bad technological developments. In addition to self-control variables, variables such as self-esteem, subjective feelings, and loneliness should be included in future research. In addition, the researcher suggested that future researchers conduct this study on a larger sample of early adults. This means not only Instagram users, but also general social media users such as Facebook, Twitter, TikTok, and others.

### ACKNOWLEDGEMENT

We would like to thank everyone who has helped and assisted us in compiling this research. We

would also like to thank Universitas Muhammadiyah Sidoarjo for providing the facilities that made this research possible. We would also like to thank the participants for taking the time and contributing to obtain the data needed.

We would like to thank Mrs. Widyastuti, M. Psi., Psychologist for providing valuable direction, advice, and assistance during every stage of this research. In addition, I would like to thank my friends and coworkers who have provided inspiration and encouragement. Hopefully, the results of this study can make a positive and useful contribution to the development of science, and can serve as a basis for further research.

### DECLARATION OF POTENTIAL CONFLICT OF INTEREST

Amanda Octavia does not work for, consult, own shares in, or receive funding from any company or organization that would benefit from this manuscript, and has disclosed no affiliations other than those noted above.

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