

Self-Esteem and Tendencies of Narcism Behavior of Twitter Users

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ABSTRACT

This study aims to empirically examine the relationship between self-esteem and the tendency of narcissistic behavior of Twitter users in Dusun Kadipaten Lor, Prambanan Klaten, Central Java. The hypothesis in this study is a positive relationship between self-esteem and the tendency of narcissistic behavior of Twitter users. The subjects of this research were 72 Twitter users in Dusun Dusun Lor. They are collecting data in this study using Google form, while the measurement tools used are the narcissism behavior scale and self-esteem scale. The data analysis technique used is Spearman's Rho, because the data is not normally distributed. Based on the results of hypothesis testing, the correlation coefficient Spearman's Rho = 0.475 is obtained with a significant value of $p = 0.000$. The test results show that the hypothesis is accepted, meaning there is a positive relationship between self-esteem and the tendency of narcissistic behavior of Twitter users. The self-esteem variable can affect narcissistic behavior by 22.56 %, and for the remaining 77.4 %, it is influenced by other variables not measured in this study.

Keywords: Narcissistic Behavior, Self-Esteem, Twitter Users

Introduction

A. Background of the problem

Several people, mostly teenagers, still use social media on Twitter. With the use of the platform for people aged 13 years and over, and it will be useful to know that 8.5 percent of the eligible audience in Indonesia uses Twitter in 2022, it has an impact on people using Twitter to be wiser to apply social media one of them is a Twitter user. Twitter users, one of them in the Kadipaten Lor Village, have now experienced changes, as shown by the presence of teenagers who apply Twitter media wisely and do not exceed the activity limits uploaded on Twitter. Twitter media is still popularly used by teenagers to share information with followers. The research results by Sumila et al., (2020) stated that social media, including Twitter, had become an increasingly popular recreational activity in many countries worldwide, including Indonesia. However, the use of social media has quickly become a normal modern phenomenon; concerns are often raised regarding the potential for addiction to the use of social media in society in general and a person's desire to be able to channel his activities and physical appearance through photography is related to a person's narcissistic tendencies. According to Rizaty (2022), Twitter users had 18.45 million users in Indonesia in early 2022. This figure means that the reach of Twitter advertisements in Indonesia was equivalent to 6.6 percent of

the total population then. However, Twitter users are limited using their platform for people aged 13 and over, and it would be useful to know that 8.5 percent of eligible audiences in Indonesia use Twitter in 2022. Nurhadi (2017) in his research stated that so many many of the fastest growing social media are Twitter, quickly capturing the attention of the Indonesian people, teenagers in particular; most of the content on Twitter is personal matters where a person shares stories, opinions, activities, to selected people. Twitter users only have 140 characters of space for their users to send messages; the number of messages that the user has posted is displayed on the user's profile page, so anyone who sees can find out the number of posts and be seen from several features, one of which is interesting in Twitter social media, namely followers feature.

The research results by Anggreini (2016) show that Twitter can also hurt users. Twitter, as one of the many kinds of social media, is usually used by teenagers to interact with other individuals in cyberspace, such as friends, relatives, family, new acquaintances, and so on. However, the reality in society shows that some teenagers misuse the benefits of the Twitter social network, such as manipulating accounts or identity fraud.

Teenagers who have successfully applied Twitter media wisely are of them respecting themselves and not exaggerating about being narcissistic on social media. Twitter users have hopes that using Twitter will positively impact the surrounding environment and provide good information and not cause hoax information, but expectations are only sometimes as desired. At the transitional age, adolescents have started to have certain interests, such as interest in self-appearance. Teenagers try to look as attractive as possible to get recognition and attractiveness; the scope of narcissism is broader, not only in terms of lifestyle and finances but also power, achievement, physique, and appearance (Engkus et al., 2017).

Twitter has facilities that can be accessed to present oneself so that it impacts narcissistic behavior tendencies. Narcissistic individuals have excessive self-interest, need excessive recognition, prioritize themselves, and are arrogant (Wijaya & Indrayeni, 2021). Narcissism is often mentioned in individuals who often pride themselves on taking pictures to show off to others, one of which is by uploading them to their social networks: intelligence, strength, and physical beauty (Sumila et al., 2020).

Engkus et al., (2017) states that self-appearance in front of peers strongly indicates adolescent interest in socializing. Adolescents who actualize their interest in self-appearance excessively have narcissistic tendencies. However, usually have problems with self-confidence. Twitter users, including teenagers, are very fond of uploading and sharing status messages to the Twitter page, which causes competition, criticism, or gossip to arise, resulting in anxiety to reply by sending satirical statuses via the Twitter page. This will impact their psychology,

causing excessive narcissism and anxiety, one of which is narcissism, and causing them to upload and reply to excessive statuses on Twitter pages, better known as narcissism. According to Katkar et al., (2021) narcissistic behavior in adolescents who use social media, including Twitter, has the motivation to become more familiar with the things that support adolescents to carry out narcissistic behavior using Twitter social media. Narcissistic behavior is formed so that others see themselves as good, intelligent, and competent.

Narcissistic behavior is behavior that wants to have excessive self-love and wants to be the center of attention, where a person has a sense of self-esteem that is judged by himself to assess his character and abilities; self-assessment has two views, namely yourself and from others, where when someone places an assessment himself to others, it can lead to narcissism. According to Dewi & Ibrahim (2019), based on self-esteem factors affect individuals with narcissistic personalities, namely needing to get appreciation and self-esteem for the formation of self-esteem. This is done when a narcissistic individual feels low self-esteem because when he receives input that corrects his habits and thought patterns, he needs constant attention; that is, someone uses social media such as Twitter, for example, to fulfill their daily needs.

Based on the results of interviews with two subjects who used social media Twitter on the 27th of 2022 with the subject "X1" shows that the subject using social media, including Twitter, is not excessive because it is only to view Twitter accounts with their relatives. However, the subject very often makes a status on the Twitter page and uploads photos for the subject's entertainment. The subject currently works in a clinic; therefore, Twitter is only for the subject's entertainment when he feels tired. The subject feels that Twitter is one of the most important social media to see the latest information.

On the 27th of 2022, the researcher conducted an interview with the subject "X2" and concluded that the subject had used Twitter for a long time to make a status on the Twitter page and had high followers; the subject had never uploaded a photo but only changed the profile photo on his Twitter page, the subject very active in applying Twitter to explore and find the latest information.

Narcissistic behavior can be influenced by self-esteem factors that can affect individuals with narcissistic personalities, namely needing to get appreciation and self-esteem for the formation of self-esteem. The research results previously conducted by Gustina et al., (2021) show a link between self-esteem and narcissistic behavior. Based on the background of the problems described, it shows that there are problems with the tendency of narcissistic behavior of adolescent Twitter users in Dusun Kadipaten Lor, which is related to self-esteem.

B. Narcissistic behavior

1. Definition of narcissistic behavior

Vaknin (2007) defines narcissistic behavior in everyday life as often seen and heard; narcissism is a deviation of a person's mental personality where the person has a bloated feeling that he is the most important and always wants to be admired. Personality deviation, namely a type of mental illness in which a person's way of thinking, understanding situations, and the ability to relate to other people does not function normally, this condition makes a person have traits that cause him to feel and behave in depressing ways, limiting his ability to play a role in a relationship.

Engkus et al., (2017) suggests that narcissistic behavior describes people who excessively show they are important people and are co-opted with the desire to get attention. The phase that an individual goes through before channeling individual love from the individual himself to a significant person so that individual has a phase of narcissism; narcissism is an assumption reaction to deal with unrealistic self-worth problems due to obedience and excessive evaluation of people -significant person.

Based on the description above, it can be concluded that narcissistic behavior is a behavior that is carried out consciously to show that he is an excessively important person and is occupied with the desire to gain admiration.

2. Behavioral aspects of narcissism

According to Vaknin (2007) there are nine aspects of narcissistic behavior, namely:

a. Feels grandiose and self importance

Demands to be recognized as a superior has a sense of wanting to lie, exaggerates achievements and talents in himself.

b. Filled with fantasy

Incomparable brilliance, conquering all, obsessed with body beauty and obsessed with sexual performance.

c. Feel special

Feels superior, associates with special and worthy people, and chooses people of high status.

b. Requires expressive need to be admired

Want to be the center of attention, want to be famous, want to be feared by many people,

c. Feels entitled

Special and favourable expect priority treatment , Unreasonable, demanding as expected

d. Interpersonally exploitative

Taking advantage of others, using others to achieve his goals.

e. Feelings of envy

Always jealous of others, feeling other people jealous of yourself

f. Devoid of empathy

Unwilling to identify or acknowledge feelings, unable to understand the feelings of others, unable to acknowledge the feelings of others

g. Behave arrogantly

Feeling he knows the most about something, arrogant behavior or attitude coupled with anger when frustrated.

3. Factors influencing narcissistic behavior

According to Vaknin (2007), factors that influence narcissistic behavior, namely:

a. Psychosocial Factors

A pattern of pathogenic family relationships is when in family relationships, there is less discussion and less attention, spending more time on social media.

b. Sociocultural Factors

The emergence of certain value systems and behavior patterns that are far different from those that normally apply in society due to poverty

c. Innate Factors

The condition of a person whose traits cause him to feel and behave in distressing ways limits his ability to play a role in a relationship.

C. Self-esteem

1. Definition self-esteem

According to Santrock (2011), self-esteem is the overall evaluation method. Each individual's assessment is very direct to positive and negative things. According to Coopersmith (1967), a person's self-esteem describes the extent to which an individual assesses himself as someone with self-importance, ability, policy, and power. According to Chaplin (2009), self-esteem is a self-assessment obtained from individual interactions with their environment and surroundings, appreciation, and self-acceptance of others. As a result of the interaction of individuals and the influence of an individual's environment.

Based on the opinion of the figures above, self-esteem, an individual's assessment of himself, assesses himself as a person with self-importance, individual strength, and the ability to set an example.

2. Aspects of self-esteem

According to Coopersmith (1967) there are three aspects of self-esteem, namely:

a. Self-significance

Self-significance is an individual's assessment of his significance and worth, including acceptance and a sense of significance obtained from the environment.

b. Competence

The competence to control oneself, control, and influence others, and take initiative well.

c. Policy

The policy of expressing desires, feelings, and beliefs directly, honestly, and appropriately without neglecting others in a good environment.

d. Virtue

The virtue to regulate and control the behavior of other people and to control the ability that is marked by the recognition and respect that individuals receive from other people.

D. The relationship between self-esteem and narcissistic behavior

Narcissistic behavior affects self-esteem because individuals tend to be excessively narcissistic and arrogant, expecting praise from others. There is a tendency for narcissistic behavior to lead and be interested in matters related to personal pleasure; this also affects daily interactions and has no concern for the feelings of other people and those around them. Narcissistic behavior tends to force success but blames the situation or others when experiencing failure Engkus et al., (2017). The tendency for narcissistic behavior will impact individuals to be as desired to maximize social interaction (Katkar et al., 2021).

A person's self-esteem can influence the tendency for narcissistic behavior because of the views of the people around him or the views of other people about him who always think he is a special person who has succeeded in achieving his achievements, such as when someone who has narcissistic behavior feels low self-esteem when receiving criticism from other people. According to Thiro et al., (2021), self-esteem is an assessment made by each individual that leads to positive and negative dimensions. Some individuals with low characteristics will have feelings of inferiority and fear of failure in fostering social relations. Adolescents with low self-esteem will certainly cause pressure within the individual, and it can be draining due to systematic thinking about it, resulting in physical and emotional weaknesses and affecting the individual's mentality. Self-esteem has an important role in human behavior the social environment influences this self-esteem (Syafrialdi & Pratiwi, 2020).

According to Vaknin (2007), narcissistic behavior in everyday life is often seen and heard of as a deviation from a person's mental personality where the person has excessive feelings. Self-esteem is one of the factors that determine narcissistic behavior. Narcissistic behavior with self-esteem both require a positive view of self-esteem, but many people who have narcissistic behavior do not have high self-esteem and avoid seeing that the individual's self-esteem is higher and better than anyone else (Permadi et al., 2016). One factor that influences the tendency of narcissistic behavior is self-esteem, which is an assessment made by everyone that leads to positive and negative dimensions. With the existence of individuals who have low characteristics will have feelings of inferiority, and fear of failure, in building social relationships.

Material And Methods

A. Sample

The sample of this study was active Twitter users in Dusun Dusun Lor and Kebondalem Kidul Prambanan Klaten, with a total of 72 Twitter users in Dusun Dusun Lor. The sampling technique researchers use in determining research subjects is the Purposive Sampling method. According to (Sugiyono, 2019) purposive sampling is a sampling technique based on predetermined criteria to be used as a sample. The subject criteria in this study were: male and female, active Twitter users, went to school and worked, lived in Dusun Kadipaten Lor, and were at least 14 years old.

B. Methods of data collection

The data collection method in this study used a psychological measurement tool consisting of two scales: narcissism and self-esteem. Technical data collection using Google Forms. Narcissism is measured using a scale arranged based on aspects according to Vaknin, (2007), namely having feels grandiose and self importance, filled with fantasy, feel special, requires expressive need to be admired , feels entlited, interpersonally exploitative, feelings of envy, devoid of empathy and behave arrogantly. Self-esteem is measured using a scale based on the aspects of self-esteem from Coopersmith (1967): self significance, competence, policy and virtue.

Results

Table 1. Narcissistic behavioral description and self-esteem

	Self-esteem		Narcisistic behavior	
	Empirical	Hypothetical	Empirical	Hypothetical
N	72	72	72	72
Minimum	164	40	111	87
Maximum	348	200	200	435
Mean	226.28	120	134.81	304.4
Std.deviation	42.813	26.6	21.867	48.3

Researchers do a grouping that refers to the categorization criteria. The criteria the researchers used were classified using five categories, namely very high, high, medium, low, and very low. The formulas and categorization results can be seen in Table 2 and Table 3.

Table 2. Categorization Formulas

Category	Formula
Very high	$X > (\mu + 1.8 \times \sigma)$
High	$(\mu + 0.6 \times \sigma) \leq X < (\mu + 1.8 \times \sigma)$
Average	$(\mu - 0.6 \times \sigma) \leq X < (\mu + 0.6 \times \sigma)$
Low	$(\mu - 1.8 \times \sigma) \leq X < (\mu - 0.6 \times \sigma)$
Very low	$X < (\mu - 1.8 \times \sigma)$

Notes : X = score ; μ = mean ; σ = Deviasi Standar (SD)

Table 3. Narcissism and Self-Esteem Behavior Categorization

Category	Variable					
	Narcisistic behavior	F	%	Self-Esteem	F	%
Very high	$X > 167$	71	98.6	$X > 306$	0	0
High	$134 < X \leq 167$	1	1.3	$252 < X \leq 306$	0	0
Average	$104 < X \leq 134$	0	0	$198 < X \leq 252$	3	4.1
Low	$72 < X \leq 104$	0	0	$144 < X \leq 198$	2	2.7
Very low	$X \leq 71$	0		$X \leq 144$	67	93
Total		72	100		72	100

Based on the data analysis and categorization above, in general, the narcissistic behavior experienced is in the very high category with a percentage of 71% (71 out of 72 subjects). Likewise, self-esteem has a very low category, with a percentage of 67% (67 of 72 subjects). So the subjects in this study had high narcissistic behavior and low self-esteem.

A. Normality Test

This study uses a normality test using the One-Sample Kolmogorov-Smirnov analysis technique. The rule that has been used is that if $p < 0.05$, then the data distribution is normal, whereas if $p > 0.05$, then the data distribution is not normal.

After analyzing the data, the narcissistic behavior variable has a K-SZ value of 0.192 with a P=0.000, and the Self-Esteem variable has a K-SZ of 0.214 with a p=0.000. Based on the results of the analysis that has been carried out, there are differences in the distribution of empirical and hypothetical data. The results of the normality test that was carried out stated that the data were not normally distributed, so the researchers conducted a Spearman's Rho can be seen in Table 4.

Tabel 4. Normality Test Results

Variable	Nilai K-SZ	Sig	
Narcissistic behavior	0.192	0,000	P<0.05 (not normally distributed)
Self-esteem	0.214	0.000	P<0.05 (not normally distributed)

B. Linearity test

The linearity test is a regression line test between the behavioral variables of narcissism and self-esteem. The linearity test is useful to see if a straight line can be drawn from the distribution of the variable data the researcher uses. The relationship between the two variables is linear if $p < 0.05$, and the relationship between the two variables is non-linear if $p > 0.05$.

Based on the results of the researchers' analysis, there was an F of 6.623 with a significance of 0.000. This value was less than 0.05, and the results of the linearity hypothesis were obtained, which concluded that the data from the two research variables were linear.

C. Hypothesis Testing

Based on the results of Spearman's Rho correlation analysis obtained from the Spearman rank test between self-esteem and narcissistic behavior tendencies obtained $(r) = 0.475$ with a significant level of $p = 0.000$ ($p < 0.05$). The higher the self-esteem in Dusun Kadipaten Lor, the higher the narcissistic behavior in Dusun Kadipaten Lor. Conversely, the lower self-esteem in Dusun Kadipaten Lor.

The effective contribution of the self-esteem variable to the tendency of narcissistic behavior is 22.56 %, and the remaining 77.4 % is influenced by other variables not measured in this study.

Conclusion

The results of the correlation test prove that there is a significant positive relationship between self-esteem and narcissistic behavior. The higher the self-esteem in the Dusun Kadipaten Lor, the higher the narcissistic behavior in Dusun Kadipaten Lor. Conversely, the lower self-esteem in the Dusun Kadipaten Lor, the lower the narcissistic behavior of adolescents in Dusun Kadipaten Lor. The existence of a relationship between narcissistic

behavior and self-esteem in tweatter user in the Dusun Kadipaten Lor was indicated by the results of the linearity test conducted on the two research variables. The analysis results show that the relationship between narcissistic behavior and self-esteem because the two variables are related.

Based on data analysis and after testing the hypotheses in this study, narcissistic behavior variables with self-esteem have a positive relationship to self-esteem in Dusun Kadipaten Lor. The categorization that shows narcissistic behavior is 71%, and self-esteem is 67% in Dusun Kadipaten Lor. From the data that can be categorized in the high category, it can be concluded that twitter user in Dusun Kadipaten Lor have high narcissistic behavior and self-esteem.

The results of this study are to Sumila et al., (2020), which states that social media users, including Twitter, have become increasingly popular in recreational activities in many countries, including Indonesia. However, the use of social media has quickly become a normal modern phenomenon, and worries are often raised about the potential for addiction to the use of social media in society in general and a person's desire to be able to channel activities and physical appearance through photography which is related to a person's narcissistic tendencies. The self-esteem variable influences the tendency of narcissistic behavior by 22.56 %, and for the remaining 77.4 %, it is influenced by other variables. Narcissistic behavior can be influenced by other factors influencing narcissism, namely psychosocial, sociocultural, and intrinsic factors (Vaknin, 2007).

Limitation and Suggestions

The limitations of this research are that the collecting research data is still carried out online using Google Forms, and samples are still limited to the location of one hamlet. Future researchers may consider face-to-face data collection and samples from several locations.

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