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AWARENESS”

**SOCIAL COMPARISON OF STUDENTS ON SOCIAL MEDIA: THE ROLE OF
GUIDANCE COUNSELING TEACHERS TO ACHIEVE STUDENTS'
MENTAL HEALTH**

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ABSTRACT

Comparing oneself to others is a reality that happens among teenagers, and it's very easy with social media like Instagram as their favorite media. However, problems arise when behavior compares to others, resulting in unhealthy psychological conditions such as being selfish, low learning motivation. The research is aimed at finding out what forms of social comparison students in high school, and what kind of school counselors provide in addressing this problem. This research uses qualitative descriptive methods. The subjects in this study were one BK teacher who guided class X students at N 1 Cerenti High School, and five students that BK teacher recommended had social comparison problems. The data was collected by conducting interviews/interviews and documentation. This social comparison problem needs to be addressed so that students do not keep comparing themselves to others. It is suggested that BK teachers are able to provide services that are appropriate to the student's problems so that students can recognize themselves better and start to develop their potential and have mental health. It is important for guidance and counseling teachers to provide services for students who experience these problems because it can help students solve personal problems with themselves and help students develop self-confidence and be able to accept themselves.

Keywords: guidance and counseling teacher services, social comparison, Instagram media, mental health

INTRODUCTION

Adolescence is a transitional stage from childhood to adulthood so that various changes have occurred. According to Santrock (in Rizkyta & Fardana 2017) changes occur in adolescents both in biological changes including physical changes, cognitive changes including changes in intelligence, and socio-emotional changes which include changes in emotions, personality, and changes in relationships with individuals around.

Social relationships with peers are an important part of adolescent life in order to achieve the implementation of developmental tasks properly. Through interactions with peers, students can get to know, understand, cooperate, compete and influence each other. Influencing and competing behavior in social interactions is a need to assess oneself and this need can be fulfilled by comparing it with other individuals. (Fauziah et al 2020)

Social comparison according to Festinger in (Fardouly & Vartanian 2015) is an evaluation activity of achievement and self-defense in several aspects of his life (including physical attractiveness) by making comparisons with others to find out how far he has survived. Festinger argues that Social Comparison or social comparison consists of two aspects, according to the research journal Dikki Wulandari & Meita Santi Budiani (2020) including: 1). Ability (Ability) That is, every individual tends to want to equalize themselves with their environment, therefore individuals try to parse various significant differences with others, one of which is in the aspect of ability. Because of the urge to change for the better, individuals often compare their abilities with others in order to obtain equal abilities. 2). Opinion Opinion is a benchmark for comparison through the aspect of opinion. Individuals often compare their own opinions to others. If one's opinion regarding attractive appearance and self-image is different from the opinion of others, this has a tendency for that person to change his opinion to approach the opinion of others or do the opposite. In addition, students usually compare themselves with peers ranging from personality, character, how to build relationships with peers, social status, and economic status. (Febriyani, R., Darsono, & Sudarmanto, R. G. 2014). Therefore, it is difficult for students not to compare themselves with friends in the school environment. Other aspects that discuss social comparison include:

1. Height aspect

It is a behavior in which individuals compare their body shape with others in terms of judging high, low, and medium.

2. Aspects of body weight (weight)

That is when someone compares the size of the body they have with other people's bodies through assessments such as thin, fat, ideal, and moderate.

3. Aspects of body shape (shape)

This is when individuals perform behavior comparing their own body shape with others, by assessing the ideal body shape, small body shape, and large or bulky body shape.

4. Face aspect

That is, individuals perform a behavior of comparing themselves with others such as assessing beautiful, handsome, glowing faces, smooth, no acne, beautiful eyes, small lips, thin cheeks, sharp nose and so on.

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5. Style aspect

That is, individuals make comparisons with other people on their ability to look and dress up, starting from how to dress, accessories used, hairdo, hijab model and so on, by making an assessment by comparing good clothes, stylish, cool, fashionable, fashionable, and good appearance.

6. Personality aspects

That is, individuals perform the behavior of comparing themselves with others by looking at the kindness, friendliness, and happiness of other people's lives.

7. Aspects of intelligence or achievement

That is, individuals compare themselves with others in terms of achievements that have been achieved, the success of others and so on.

8. Popularity aspect

This is related to peer relationships where a person compares themselves with other individuals and assesses how popular the individual is compared to others.

One of the social media platforms that is popular among young people in Indonesia is Instagram. Based on a survey, young people with an age range of 18-24 years are the most active users of Instagram in Indonesia, which is 30 million active users (NapoleonCat. 2021). Of the total number of active users, Instagram has 79% or 63 million active users in Indonesia, making it one of the most widely used social media (We Are Social & Hootsuite 2020). Instagram is an app for sharing photos and videos that is available on Apple's iOS, Android, and Windows Phone devices. The main feature of Instagram is that it can share photo and video posts. These photos or videos can be enhanced using filtering technology. These photos and videos are then uploaded to the user's profile then followers can "like" and comment on them. The purpose of using the app is to share photos or videos that include a hashtag (#) so that other users can see the shared photos (Sheldon & Bryant 2016).

According to (Suls et al., 2020), it states that in conducting self-evaluation, individuals should look and examine within themselves, but interestingly individuals look outside of themselves. When individuals are confronted with various kinds of information about positive attributes such as achievements, abilities and ideal lives of others, individuals will always connect what is outside with what is inside themselves or what they have. In other words, they examine the achievements, abilities and ideal lives of others to assess whether their achievements, abilities and lives are good enough, thus obtaining a more objective assessment. Another study at Penn State University found that subjects viewing other people's selfies correlated with decreased self-esteem, then social media networks did not carry the same weight as Instagram in particular is considered the most detrimental in terms of mental health, as in a survey conducted in 2020 of 1500 teenagers by the UK's Royal Society for Public Health it was associated with high levels of anxiety and depression. This is in accordance with the results of research conducted by Asityaputry (Siswandari et al., 2021) that the use of social media, especially Instagram, has the potential to cause mental health problems, including anxiety disorders, eating disorders, addiction, self-confidence disorders, and body image disorders.

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Instagram social media can have a positive impact on its users, including being able to facilitate learning activities, establish wider relationships, relieve fatigue, increase knowledge and insight and information, as a forum for promotion or introducing something to the public, and so on. However, on the other hand Instagram has a negative impact on its users. In the Royal Society for Public Health survey or abbreviated as RSPH (2017), young people were asked to assess how each of the social media platforms they use had an impact on issues related to mental health and well-being. The survey was conducted among 1,500 young people aged 14-24 years.

The results of the survey suggest that Instagram ranks as the worst social media platform for mental health and well-being, based on the measured negative impacts of anxiety, depression, loneliness, sleep quality, self-image issues, real-world relationships, and fear of missing out (FoMo). They also suggested that young people who are heavy Instagram users are vulnerable to psychological distress including anxiety and depression. (RSPH. 2017). The results of a meta-analysis conducted by Yasin, et al. (2022) also found that social media tends to cause disturbances to the mental and physical health of individuals if it is used excessively.

On the other hand, Aziz (2020) social media opens the possibility to compare oneself with others. According to Festinger (in Sarwono, 2014) social comparison is a process of interaction and competitive behavior in social interactions caused by the need for self-assessment. The need for self-assessment can be fulfilled by comparing oneself with others. The findings of Mann & Blumberg (2022) show that the frequency of social media use correlates with most variables; the strongest of which is the association with social comparison orientation. The social comparison that occurs can take many forms. Adolescents often compare themselves with other people's posts on social media related to perceptions of body image (Rini, et al., 2022).

Social media such as Instagram provides a means for users to compare themselves, because there are photo and video features to see other people's lives (Gaol, et al. 2018). However, social comparison carried out on Instagram is different from comparisons made in real life. On social media such as Instagram, the information published is always the best view of oneself rather than the bad things about oneself. This makes upward comparison more likely to occur. Upwards comparison can be motivating, but it usually leads to feelings of inadequacy. Therefore, this kind of comparison is also called negative comparison because it infers that one feels more negative (i.e. inferior, disliked, less attractive, etc.) when compared to others. Furthermore, young people who see their friends often vacationing or hanging out make young people feel left out while their friends are enjoying life. This feeling can increase comparison and feelings of defeat in young people. Young people may see many edited photos or videos on social media and compare them to their seemingly ordinary lives.

Students who are active in using Instagram media to interact socially and present themselves have a tendency to compare themselves with their fellow Instagram media users. This is supported by experts who state that late childhood children gain their self-understanding by tending to use social comparisons. Students tend to prefer to use comparisons to distinguish themselves from others. They think about what they can do compared to what other children can do.

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The main task of a Guidance and Counseling teacher is to help achieve the goals of national education. This is as stated in the guidelines for guidance and counseling in primary and secondary education published by the Ministry of Education and Culture in 2020. This guideline is the direction of the implementation of guidance and counseling in implementing Permendikbud No. 111 of 2014. Furthermore, on page two of the guidebook, it explains the specific objectives of guidance and counseling services in an effort to implement the 2013 curriculum. "The specific goal is to help students or counselees achieve optimal self-development, independence, success, prosperity and happiness in their lives". A service that requires hard work from guidance and counseling teachers.

Not many studies have revealed how the role of counseling teachers in dealing with students' social comparison problems on social media, so it is interesting for researchers to explore it. For this reason, this study wants to see what forms of social comparison of students in high school, and what services are provided by Guidance Counseling (BK) teachers in overcoming this problem. It is hoped that this research can show the efforts of counseling teachers in realizing student mental health, one of which is caused by the existence of social comparison.

METHOD

1. Type of Research

The type of research that researchers use in this study is qualitative research. The method that researchers use in this study using descriptive methods. Qualitative research uses the natural environment as a data source. Events that occur in a social situation are the main study of qualitative research.

2. Location and Time of Research

The research was conducted at SMA N 1 Cerenti, Kuantan Singingi Regency, Riau. The research was conducted from December to January 2024 or within a period of 2 months. Researchers observed, recorded, asked questions, explored sources that were closely related to the events that occurred at that time. What is observed is basically inseparable from the environmental context in which behavior takes place (Salim & Haidir 2019). Researchers must go to a school and then dig up information related to the counseling teacher's services for students' social comparison problems at school.

3. Research Subjects

The subject of this research is one counseling teacher who is responsible for fostering 270 students of SMA N 1 Cerenti.

4. Data Collection Technique

In carrying out the data collection process, the methods used are interviews / interviews and documentation. For this data collection, interviews have been conducted with counseling teachers, where there are 5 out of 270 high school students who often experience this social comparison problem, this data is obtained based on questionnaires and assessments that have been distributed by counseling teachers.

5. Data Analysis Technique

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Data analysis is the process of systematically searching and organizing interview transcripts, field notes and other materials that have been collected to increase one's own understanding of these materials so that the findings can be reported to others. Furthermore, data analysis includes working with data, organizing it, dividing it into manageable units, synthesizing it, looking for patterns, finding what is important and what will be learned and deciding what to report.

RESULT AND DISCUSSION

People have an urge to compare themselves with others. The process is called social comparison. Social comparison has functions as fulfilling the needs of affiliation, self-evaluation, decision-making, emotion regulation, and well-being. The importance of social comparison behavior because it is a fairly vital part of a person's identity development (Yang, Holden, Carter, & Webb, 2018). One of the media that a person uses to social comparison is social media.

The large number of Indonesians who use social media means that it provides many opportunities for social comparison behavior, because social media provides various materials for this behavior to occur (Yang & Robinson, 2018). Users can selectively follow some content on their profiles, upload photos, and describe themselves according to their self-views (Yang & Robinson, 2018). describe themselves according to their idealized self-view. Another interesting data was obtained through a study conducted by researchers at the University of Sydney, Macquarie University and UNSW Australia, which states that irrespective of the frequency of time spent watching television, music videos and internet internet use, women are more likely to compare their appearance to photos in magazines or social media. photos in magazines or social media. The study also stated that social media social media is even often used as a place for self-comparison (Kompas.com, 2018). Therefore, it can be said that the ease of accessing various kinds of information through social media nowadays is often used as a means of self-comparison (Kompas.com, 2018). Through social media today is often a benchmark for self-comparison.

Based on the results of interviews with counseling teachers in the initial survey conducted by researchers at the research location, namely at SMA N 1 Cerenti, it was found that the problem of social comparison or social comparison does occur, based on the results of questionnaires and assessments conducted by counseling teachers to class X students at SMA N 1 Cerenti, it was found that 5 out of 270 students often do this social comparison, and the counseling teacher also said that class X is still relatively new to entering and adjusting to high school so the social comparison category is higher when compared to their seniors.

The results of the researcher's interview with 5 students who experienced this problem were:

1. Male student with initials M.A.P (16 years old)

M.A.P, a grade X student, often does social comparison from his Instagram. The things or aspects that are compared are physical "such as height, skin color", social life as stated by MAP "I have less achievement too" and personality expressed in the interview as follows "I like to be closed and difficult to socialize". Based on the interview that the researcher conducted with M.A.P stated as follows "It can be said that often kak, I feel mentally weak and anxious and worried about myself."

2. Female Student with initials P.F.P (15 years old)

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P.F.P is an Xth grade student who also makes social comparisons. The aspects she compared were physical, academic ability, and social life. The results of the researcher interview as stated by P.F.P;

"Often I compare myself with others from looking at my friends' Instagram, especially the physical aspect. I see that my friends are beautiful, thin, white, and have good public speaking, so I feel more insecure/minder and make me resigned to the situation."

3. Female Student with the initials N (15 years old)

N is an Xth grade student who made social comparisons. The aspects that are compared include physical "such as a smooth face, tall", academic abilities of people who can excel and happiness such as making good friends, a warm family. The interview that the researcher conducted with N was as follows "I often feel sad and inferior to the things that are compared from friends that I see on their Instagram such as, their beauty, their achievements. It makes me feel very bad".

4. Female Student with initials A.I.W (15 years old)

A.I.W is an Xth grade student who also does social comparison. The aspects she compared were physical appearance and academic ability. The results of the interview that the researcher conducted with A.I.W, expressed as follows;

"Sometimes I compare myself with other people I see on Instagram, but more often. "Especially the aspect of academic ability or achievement, my friends have more extensive knowledge. Comparing myself makes me feel inferior and will continue to compare myself with others."

5. Male student initials S.A.Y (16 years old)

S.A.Y is a grade X student who often and even always compares himself with others. The aspect that he compares is physical appearance. Based on the researcher's interview with S.A.Y. his statement is as follows:

"I often compare myself with other people, even always. This makes my self-confidence decrease, always want to lock myself up, become afraid to meet other people, do not dare to go to the crowd, and always think about other people's thoughts about my appearance, and it is very disturbing."

The results of the researcher's interviews with students when tabulated:

Table 1. Tabulation of social comparison aspects according to the results of interviews with students

Social comparison aspect	Student 1	Student 2	Student 3	Student 4	Student 5
Body shape	✓	✓	-	✓	✓
Face	-	-	✓	-	✓
Style	-	✓	-	-	✓
Personality	✓	✓	-	-	-
Intelligence	-	-	-	✓	-
Achievements	✓	-	✓	✓	✓

Based on the results of interviews with students that have been described in the table above, it turns out that the most compared aspects are physical aspects, namely body shape and achievement aspects.

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These two things if not overcome will certainly affect self-defense and also affect mental health if students continue to compare themselves with others.

The services that can be provided by counseling teachers are providing classical services first if it is at a dangerous level and then providing individual services and providing several techniques in guidance and counseling such as suggestion techniques.

And based on the results of the researcher's interview with the counseling teacher about the services provided to students who experience social comparison problems, the counseling teacher revealed the following:

"For the initial stage of making observations, conversations, and surveys, if there are problems that are said to be dangerous or need services, individual counseling, group counseling / group therapy, psychoeducation, and interest talent analysis to develop individual skills to be satisfied with themselves, can also provide services usually do involve other parties, such as subject teachers and homeroom teachers. The methods I use to provide services include individual approaches, creative methods, providing a human and supportive environment. In addition, the way I or the counseling teacher prevent students from having social comparison problems is by educating them about social media, promoting self-acceptance / accepting themselves / loving themselves, creating a positive environment. The name of the student is not all who want to open up, there are students who need to be given ways such as building trust, showing empathy, being a good listener for him so that he wants to open up. For the approach I take to help students solve their problems with a holistic / comprehensive approach, namely family & friend backgrounds, a student-centered approach, a collaborative approach. In addition, students are given motivation so as not to drag on this social comparison such as by giving praise and positive reinforcement, being a good example for students, providing information on resources that can help students. And my way or effort in inviting students to be wise in using Instagram media is by providing education about the dangers of social comparison on Instagram media, helping students develop self awareness and critical thinking skills, and trying to be a good example for students in social media."

From the phenomenon of social comparison revealed in the results of this study, it can be seen that the impact felt by students is an unhealthy mental condition such as low self-esteem, inferiority, anxiety, and other negative conditions. This happens because teenagers' social interactions today are not only in person but also online through social media as Boyd & Ellison (in Febrianti & Supriyadi, 2020) stated that social media is a website that allows users to form personal profiles, facilitates users to interact with other users, and builds relationships with fellow social media users. In line with the opinion of Vogel et al. (in Fauziah et al, 2020) say that social media is a place for individuals to share information about life experiences, friendships, social activities with friends, express beliefs, preferences and emotions, besides that individuals can see the lives of other individuals. Based on a survey conducted by Snap Inc. (in Haydan, 2021) the millennial generation or today's teenage age is at the top as the generation that likes to "share happiness" the most, such as providing information about love life, physical and mental health, financial management, life achievements and other aspects. These things encourage teenagers to compare their "happiness" with their peers.

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The results of Mahendra's (2017) research found that Instagram social media became a place to upload each individual's favorite, individuals can upload activities, places, goods or any information about themselves in the form of photos or videos. This condition allows social comparison between students because according to Bergagna & Tartaglia (2018) individuals with low self-esteem are very interested in social comparison. This is in line with Yang, Holden, Carter, & Webb (2018) who say that the amount of information generated by peers can lead to social comparison. Information generated by peers can make social media a place for social comparison for social comparison. For example, by looking at a friend's social media, a person will be able to know how well they fit in will be able to see how well they fit in, but also feel the pressure to display only their positive pressure to show only their positive side, which may inhibit full expression and exploration inhibit the full expression and exploration of self that is important in identity formation.

Vogel et al (2014) suggest that there are three factors that cause a person to make social comparisons, namely: (1) Evaluation or self-evaluation. Self-evaluation is carried out by someone with the aim of assessing oneself by comparing oneself in terms of abilities and opinions. The form of comparison is carried out by individuals as a form of self-evaluation. (2) Improvement or self-improvement; Self-improvement is a motive for social comparison. In addition to learning more about the abilities that exist within themselves, individuals also try to learn to improve their abilities. Self-improvement can be done through the process of comparing oneself and other individuals as a form of self-evaluation. (3) Enhancement or self-improvement; The desire of a person to improve themselves can influence individuals to make self-comparisons with others. Vogel et al (2014) further explained that individuals have a tendency to make a form of upward social comparison than downward comparison when accessing social media, so it can be said that individuals compare themselves more often with other people who tend to be superior, rather than with people they consider inferior.

Social comparison is a process of mutual influence and in the form of competitive behavior when interacting socially, this occurs because of the need to assess oneself and needs that can be met by comparing oneself with others (Arshuha & Amalia, 2019). The results of previous research by Putra, (2018) show the results that social comparison has an influence on the self-esteem of a teenager using social media, either increasing or decreasing the level of self-esteem, and this depends on the direction of comparison made, namely comparison up or down. So that it gives an influence on positive emotions, so that adolescents will tend to do downward comparison while increasing the self-esteem concerned. Social comparison significantly lowers self-esteem. The results of this study are in accordance with previous research which shows that individuals with a higher social comparison orientation result in worse self-perception, lower self-esteem, and the emergence of negative emotions (Jiang & Ngien, 2020).

Students' mental health is one of the goals of counseling services. This challenge must be answered by counseling teachers that their job is to help students develop themselves according to the stage of development optimally, help students overcome difficulties and problems in learning, and help students adapt to the surrounding environment (Evi, 2020). BK teachers have an important role in helping students overcome the negative impact of social comparison, namely by providing comprehensive BK services, where this comprehensive service model allows the counselor to focus not only on the client's emotional

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disturbance, but on efforts to achieve developmental tasks, bridging tasks that arise at a certain time, increasing the client's potential and optimal development patterns.

The findings of this study are in accordance with the results of Evita Malini's research (December 2021) with the research title Social Comparison in Karangpandan State High School Students in Review of Self-Esteem, that counseling teachers really need social psychology knowledge in handling cases of social comparison of students in order to realize mentally healthy students.

CONCLUSION

The problem of social comparison cannot be underestimated, because it greatly affects students' mental health. It is important for counseling teachers to provide services for students who experience these problems because it can help students solve personal problems within themselves and help students develop self-confidence and be able to accept themselves. Through this research, it is recommended that counseling teachers be able to provide an understanding of the importance of self-esteem, provide training for students to recognize themselves so that they can overcome social comparisons that occur, in order to realize students who are mentally healthy.

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